

## AIMA–ICRC CASE WRITING COMPETITION, 2025

### PROGRAMME AGENDA – 30 MAY 2025

#### Case Presentation in 6 Concurrent Sessions

**Note:** Case presentations by Case authors are organized in 6 concurrent tracks/ session. All Case authors and Coauthors are requested to check their track of presentation as per Case No. provided to you. AIMA team members will be available to support you. Each Case author will be given 10 minutes for presentation followed by Q&A.

**Note:** The Jury in all the sessions are competent to handle all functional area cases.

**1030– 1330 hrs**

**Case Presentation Track 1**

**Marketing**

**Venue:(Conference Room III, First Floor)**

**Jury Members**

**Dr Bikramjit Rishi**, Professor – Marketing, School of Management & Entrepreneurship (SME), Shiv Nadar University (SNU)

**Ms Servjaeta Verma** - Case author, Editor NACRA

**Prof. Amit Bhatnagar**, Professor, AIMA CME

**Mr Shiv Pal Singh**, Jr Manager, AIMA –CME

TRACK 1			
S.No	Case No	Name	Title of the Case
1	5CWC/2025/112	Krunal Mehta	Kia India: Movement to Inspire
	5CWC/2025/112	Neha Verma	Kia India: Movement to Inspire
2	5CWC/2025/119	Dr Sakshi Chhabra	KENSTAR: THE CHANNEL DILEMMA
3	5CWC/2025/122	Surbhi Khirbat	Reliance Takeover of Future Retail: A Strategic Move
4	5CWC/2025/126	Manvendra Mishra	Walking across worlds; Innisfree's Indian Challenge
	5CWC/2025/126	Dr. Yukti Ahuja	Walking across worlds; Innisfree's Indian Challenge

5	5CWC/2025/140	Dr. Bhavani.M.R	Revolutionizing the Road for second-hand Cars: Spinny's Saga of Business Model Innovation
6	5CWC/2025/147	Ms. Athmeeya Shetty	From Securing India's Vote to Seeking Growth: Strategic Evolution for Mysore Paints and Varnish Ltd.
	5CWC/2025/147	Dr. Bharathi S Gopal	From Securing India's Vote to Seeking Growth: Strategic Evolution for Mysore Paints and Varnish Ltd.
7	5CWC/2025/149	Dr. Chand P. Saini	Pizza Galleria: A case of dilemma for the mode of Expansion
	5CWC/2025/149	Shagun Chahal	Pizza Galleria: A case of dilemma for the mode of Expansion
8	5CWC/2025/150	Monika Agarwal	SELLIGION: BRINGING ALIVE A DESI DREAM WITH INDEGENOUS PCs
	5CWC/2025/150	Dr Anindya Chakladar	SELLIGION: BRINGING ALIVE A DESI DREAM WITH INDEGENOUS PCs
9	5CWC/2025/151	Nafeesa Konduru	Assessing retail penetration of Amul organic products in Hyderabad: a case study on Amul
	5CWC/2025/151	Dr. Sindhu Ravindranath	Assessing retail penetration of Amul organic products in Hyderabad: a case study on Amul

1030– 1330 hrs

**Case Presentation Track 2 Operations/Supply Chain/Digital**

**Venue: (Conference Room I , First Floor)**

**Jury Members**

**Dr Ravi Kumar Jain**, Director School of Management, IILM University

**Dr Jamal Farooque-Dean**, Prof AMU

**Mr V Sekhar**, Adjunct Faculty, AIMA

**Dr Ritesh Saxena**, Associate Professor, AIMA-CME

**Ms Neha Malhotra**, Asstt Manager, AIMA -CME

TRACK 2			
S.No	Track No	Name	Title of the Case
1	5CWC/2025/103	Animesh Bhattacharjee	The Rise and Fall of Go First: A Case Study on Strategic Blunders and Financial Instability in the Aviation Sector
2	5CWC/2025/105	Dr. Ashish Yadav	Driving Perfection in Frozen Yogurt: A Six Sigma Case Study on Quality Improvement
	5CWC/2025/105	Dr. Anand Jaiswal	Driving Perfection in Frozen Yogurt: A Six Sigma Case Study on Quality Improvement
	5CWC/2025/105	Dr. Teena Singh	Driving Perfection in Frozen Yogurt: A Six Sigma Case Study on Quality Improvement
	5CWC/2025/105	Mr Bhargab J. Sarmah	Driving Perfection in Frozen Yogurt: A Six Sigma Case Study on Quality Improvement
3	5CWC/2025/110	Dr. SHIVAKANT UPADHYAYA	From Tragedy to Tribute: Incorporating Safety into the Weekend Runs
	5CWC/2025/110	AJINKYA GHANSHAMMHATRE	From Tragedy to Tribute: Incorporating Safety into the Weekend Runs
	5CWC/2025/110	NISHANT DURGACHARANKASBEKAR	From Tragedy to Tribute: Incorporating Safety into the Weekend Runs
	5CWC/2025/110	PARAG MESTRY	From Tragedy to Tribute: Incorporating Safety into the Weekend Runs
	5CWC/2025/110	RUTU VIPUL MEHTA	From Tragedy to Tribute: Incorporating Safety into the Weekend Runs
	5CWC/2025/110	SHRADDHA PRAVIN NAYAK	From Tragedy to Tribute: Incorporating Safety into the Weekend Runs

4	5CWC/2025/133	Paras Khushalani	Beyond Aadhaar The Next Frontier in Digital Identity
5	5CWC/2025/143	Ms Christeena Saji	Charging Ahead on India's Highways: HPCL's EV Corridor Initiative
	5CWC/2025/143	Mr Bosco Chiramel	Charging Ahead on India's Highways: HPCL's EV Corridor Initiative

**1030– 1330 hrs**

**Case Presentation Track 3 Sustainability/Policy/General Management**

**Venue:(Conference Room II , First Floor)**

**Jury Members**

**Meeta Sengupta - Case Author, Author Advisor, AIMA–ICRC, Policy Maker in Education**

**Dr Pushpendra Kumar, Professor, Delhi University**

**Dr Gurbandini Kaur, Associate Professor, AIMA**

**Ms Aishwarya Sharma, Management Trainee, AIMA\_CME**

TRACK 3			
S.No	Track No	Name	Title of the Case
1	5CWC/2025/102	Dr Shweta Mittal	PMGSY Performance Puzzle
	5CWC/2025/102	Rahul Gupta	PMGSY Performance Puzzle
2	5CWC/2025/127	Tanmay Kandpal	Between Profit and Planet: Shell's Strategic Dilemma in a Decarbonizing World
	5CWC/2025/127	Prof Rahul Kumar	Between Profit and Planet: Shell's Strategic Dilemma in a Decarbonizing World
	5CWC/2025/127	Prof Sumita Sindhi	Between Profit and Planet: Shell's Strategic Dilemma in a Decarbonizing World
3	5CWC/2025/135	MR RAVI ROSHAN	CLEAN AND GREEN ENERGY JOURNEY OF COAL-CENTRIC POWER GENERATION COMPANY
	5CWC/2025/135	MR RAKESH KUMAR	CLEAN AND GREEN ENERGY JOURNEY OF COAL-CENTRIC POWER GENERATION COMPANY
	5CWC/2025/135	MR KAUSIK SAHA	CLEAN AND GREEN ENERGY JOURNEY OF COAL-CENTRIC POWER GENERATION COMPANY

	5CWC/2025/135	DR MEHEBUB ALAM	CLEAN AND GREEN ENERGY JOURNEY OF COAL-CENTRIC POWER GENERATION COMPANY
4	5CWC/2025/136	Prof (Dr) Sunita Rani	Missing from the Table: Enabling Women Faculty to Lead
	5CWC/2025/136	Dr. Sucheta Boora	Missing from the Table: Enabling Women Faculty to Lead
	5CWC/2025/136	Dr. Sonu Kumari	Missing from the Table: Enabling Women Faculty to Lead
5	5CWC/2025/138	Anubha Anubha	Channapatna Toys: A Saga of Sustainability, Innovation and Resilience
	5CWC/2025/138	Daviender Narang	Channapatna Toys: A Saga of Sustainability, Innovation and Resilience
	5CWC/2025/138	Devi Archana Mohanty	Channapatna Toys: A Saga of Sustainability, Innovation and Resilience
	5CWC/2025/138	Sanandi Sachdeva	Channapatna Toys: A Saga of Sustainability, Innovation and Resilience
	5CWC/2025/138	Kratika Singh	Channapatna Toys: A Saga of Sustainability, Innovation and Resilience
6	5CWC/2025/141	MR. HARSHAL TALELE	From Barrels to Electrons: A Strategic Transition of a Legacy Oil PSU into the Renewable Frontier
	5CWC/2025/141	DEVIPRASAD V R	From Barrels to Electrons: A Strategic Transition of a Legacy Oil PSU into the Renewable Frontier
	5CWC/2025/141	MR. RANJAN NAIR	From Barrels to Electrons: A Strategic Transition of a Legacy Oil PSU into the Renewable Frontier
7	5CWC/2025/142	Shweta Dasgupta	Saved water is earned water -Smart intelligence for water users
	5CWC/2025/142	Amit Banerji	Saved water is earned water -Smart intelligence for water users
	5CWC/2025/142	Varsha Rokade	Saved water is earned water -Smart intelligence for water users
8	5CWC/2025/144	Pranab Jyoti Medhi	Is Advancement Towards Biofuels Truly Beneficial to Oil Manufacturing Companies?

9	5CWC/2025/148	Dr. Nidhi Srivastava	UnBubble – Scaling Sustainability in E-commerce Packaging
	5CWC/2025/148	Dr Arpita Srivastava	UnBubble – Scaling Sustainability in E-commerce Packaging
	5CWC/2025/148	Dr Manisha Singh	UnBubble – Scaling Sustainability in E-commerce Packaging
10	5CWC/2025/152	Dr Sagar Kisan Wadkar	Between Rules and Relevance Navigating Governance Legitimacy and Innovation at Lambra Kangri Primary Agricultural Credit Society
	5CWC/2025/152	Dr Shrija Sinha	Between Rules and Relevance Navigating Governance Legitimacy and Innovation at Lambra Kangri Primary Agricultural Credit Society

**1030– 1330 hrs**

**Case Presentation Track 4**

**HRD/Corporate Governance /Entrepreneurship**

**Venue:(Meeting Room, 3<sup>rd</sup> Floor)**

**Jury Members**

**Dr Sudhir Naib**- Director and Emeritus Professor, Bharatiya Vidya Bhawan's Usha & Lakshmi Mittal Institute of Management, New Delhi

**Dr Shalini Verma**- Case author, Editor NACRA,

**J K Mitra, Former Professor, FMS, University of Delhi**

**Dr Ganesh Singh**, Associate Professor, AIMA -CME

**Ms Kiran Rawat**, Manager, AIMA-CME

<b>TRACK 4</b>			
<b>S.No</b>	<b>Case No</b>	<b>Name</b>	<b>Title of the Case</b>
1	5CWC/2025/106	Bandana Pradhan	EMPOWERING WOMEN THROUGH FOREST-BASED VENTURES: DRIVING SUSTAINABLE DEVELOPMENT IN TRIBAL ODISHA
	5CWC/2025/106	Dr Rahul kumar	EMPOWERING WOMEN THROUGH FOREST-BASED VENTURES: DRIVING SUSTAINABLE DEVELOPMENT IN TRIBAL ODISHA
2	5CWC/2025/109	Dr Shweta Mittal	BOEING: CASE OF CATASTROPHES, COMPLIANCE, CULTURE, AND CRASH
	5CWC/2025/109	Rahul Gupta	BOEING: CASE OF CATASTROPHES, COMPLIANCE, CULTURE, AND CRASH
3	5CWC/2025/117	Rahul Kesarwani	Rajesh and Shekhar at GlobalPay Inc.

	5CWC/2025/117	Vibha Keshri	Rajesh and Shekhar at GlobalPay Inc.
	5CWC/2025/117	Narendra M. Agrawal	Rajesh and Shekhar at GlobalPay Inc.
4	5CWC/2025/125	Mr. Rajarshi Majumder	Bashgram Bamboo Park: An Entrepreneurial Innovation in North-East India
	5CWC/2025/125	Dr. Prasanjit Dasgupta	Bashgram Bamboo Park: An Entrepreneurial Innovation in North-East India
5	5CWC/2025/130	Dr. Daviender Narang	Shree Shuddh Desi: Empowering Roots with Purity and Purpose
	5CWC/2025/130	Dr. Anubha Anubha	Shree Shuddh Desi: Empowering Roots with Purity and Purpose
	5CWC/2025/130	Dr. Devi Archana Mohanty	Shree Shuddh Desi: Empowering Roots with Purity and Purpose
	5CWC/2025/130	Ms. Sanandi Sachdeva	Shree Shuddh Desi: Empowering Roots with Purity and Purpose
	5CWC/2025/130	Dr. Kratika Singh	Shree Shuddh Desi: Empowering Roots with Purity and Purpose
6	5CWC/2025/131	Dr Nidhi Mathur	Skyways Group: Growing with People, Leading with Purpose
	5CWC/2025/131	Ms Manvi Pant	Skyways Group: Growing with People, Leading with Purpose
	5CWC/2025/131	Dr Teena Singh	Skyways Group: Growing with People, Leading with Purpose
7	5CWC/2025/132	Paras Khushalani	Dreams, Discipline, and Dilemmas- Building a Cricket Legacy Beyond the Pitch
8	5CWC/2025/146	Saket Jeswani	Jindal Power Limited: A Dilemma of Person-Job Fit"
	5CWC/2025/146	Padmavathy Dhillion	Jindal Power Limited: A Dilemma of Person-Job Fit"
9	5CWC/2025/137	Ms Sushmita Ghatak	Why did Gensol fail? A case study on failed corporate governance at a promising listed startup

10	5CWC/2025/113	Manisha Parmar	The Gazillion Dream
	5CWC/2025/113	Dr. Ijan Vaidya	The Gazillion Dream

1030– 1330 hrs

Case Presentation Track 5

**Finance**

**Venue:(Lounge Area, Ground Floor)**

**Jury Members**

**Dr Madhu Vij**, Professor, Faculty of Management Studies  
(FMS), Delhi

**Dr Alok Pandey**, Dean ,O P Jindal University

**Awanish Kumar Sinha**, Assistant Professor, Sharda University

**Mr Dinesh Valecha** , Ex Principal OBC , Institute of Finance & Banking

**Ms Ekta Nayyar**, Assistant Director ,AIMA-CME

TRACK 5			
S.No	Case No	Name	Title of the Case
1	5CWC/2025/101	Abhishek	BANKRUPTCY AT ALTITUDE: A CASE STUDY ON STRATEGIC ANALYSIS OF AIRLINE BANKRUPTCY'S
	5CWC/2025/101	Prof. Manish Bansal	BANKRUPTCY AT ALTITUDE: A CASE STUDY ON STRATEGIC ANALYSIS OF AIRLINE BANKRUPTCY'S
2	5CWC/2025/104	Dr. Anita Tanwar	Navigating the Declining Liquidity: A Case of Go First Airlines
3	5CWC/2025/120	Ms Simran Gupta	HPIL's Stock Exchange Migration: From SME Platform to Main Board
	5CWC/2025/120	Dr Rahul Kumar	HPIL's Stock Exchange Migration: From SME Platform to Main Board
4	5CWC/2025/129	Prof. Bharati Singh	Tata Steel–Bhushan Steel Merger: Reshaping the Steel Value Chain
	5CWC/2025/129	Mr. Sumeet Anil Suryawanshi	Tata Steel–Bhushan Steel Merger: Reshaping the Steel Value Chain
5	5CWC/2025/134	Prof. Ramesh Sardar	The Rise and fall of Paytm: Crisis, Controversy, and Consequences
6	5CWC/2025/139	Prof. Bharati Singh	IndusInd Bank: Falling into the Loopholes



	5CWC/2025/139	Prof. Molla Ramizur Rahman	IndusInd Bank: Falling into the Loopholes
	5CWC/2025/139	Prof. Sankarshan Basu	IndusInd Bank: Falling into the Loopholes
7	5CWC/2025/145	Sanjay Mishra	Value creation through debt by Adani Green Energy: Is it sustainable?

**1030– 1330 hrs**

**Case Presentation Track 6 (Online)**

**Venue:(Elearning Room – 1, Ground Floor)**

**Jury Members**

**Saugata Nandi - Founder - METL Global Perspectives - Custom Designed Learning Solutions and Case Writing, CoFounder - Yancha Positive Parenting - Nurturing Potential of Children from 4 - 21 years**

**Kishloy Roy-Reviewer ICRC**

**Dr K. Riyazahmed- Assistant Professor – Finance, SDM Institute for Management Development (SDMIMD) and Case Author**

**Dr Souvik Banerjee- Associate Professor, MDI**

**Ms Arohini Narayanan, Author & Ex XLRI Case Centre, ISB Case Centre**

**Ms Kirti Dagar, Assistant Manager, AIMA-CME**

**Ms Sheetal Thagunna, Jr Manager, AIMA-CME**

<b>TRACK 6 (ONLINE PRESENTATIONS)</b>			
<b>S.No</b>	<b>Case No</b>	<b>Name</b>	<b>Title of the Case</b>
1	5CWC/2025/108	Dr Rahul Kumar	SHANMUGA HOSPITAL LIMITED: OVERCOMING FINANCIAL CHALLENGES FOR SUSTAINABLE HEALTHCARE
	5CWC/2025/108	Pujarani Dash	SHANMUGA HOSPITAL LIMITED: OVERCOMING FINANCIAL CHALLENGES FOR SUSTAINABLE HEALTHCARE
2	5CWC/2025/111	Ms Nupur Chopra	KP Enterprise: Weaving the Future from Waste Managing Capabilities and Challenges in Dynamic Textile-to-Textile Recycling Business
	5CWC/2025/111	Dr. Harleen Sahni	KP Enterprise: Weaving the Future from Waste Managing Capabilities and Challenges in Dynamic Textile-to-Textile Recycling Business
	5CWC/2025/111	Dr. Divya Satyan	KP Enterprise: Weaving the Future from Waste Managing Capabilities and Challenges in Dynamic Textile-to-Textile Recycling Business
3	5CWC/2025/116	Dr. Oly Mishra	Scaling Roots: Naandi Foundation's Dilemmas in Regenerative Agriculture

4	5CWC/2025/118	Mr B S Giridhar	Predicting Accident-Causing Behavior among drivers - A structural equation modelling approach using SmartPLS
	5CWC/2025/118	Dr S Sai Ganesh	Predicting Accident-Causing Behavior among drivers - A structural equation modelling approach using SmartPLS
5	5CWC/2025/121	Dr Subodh Saluja	Healing India, One Brace at a Time: The Rise of Tynor Orthotics
	5CWC/2025/121	Dr Gurwinder Singh Badal	Healing India, One Brace at a Time: The Rise of Tynor Orthotics
	5CWC/2025/121	Dr Rahul Hakhu	Healing India, One Brace at a Time: The Rise of Tynor Orthotics
6	5CWC/2025/123	Prof. Preshth Bhardwaj	Portea Medical: Delivering Healthcare Beyond Hospital Boundaries
	5CWC/2025/123	Dr. Manish Kothari	Portea Medical: Delivering Healthcare Beyond Hospital Boundaries
	5CWC/2025/123	Dr. R. Narasimhan	Portea Medical: Delivering Healthcare Beyond Hospital Boundaries
	5CWC/2025/123	Mr. Leonard L.	Portea Medical: Delivering Healthcare Beyond Hospital Boundaries
	5CWC/2025/123	Dr. Anand Shankar Raja M	Portea Medical: Delivering Healthcare Beyond Hospital Boundaries
	5CWC/2025/123	Dr. Karpagavalli G	Portea Medical: Delivering Healthcare Beyond Hospital Boundaries
7	5CWC/2025/124	Dr Shalini Kumari	SOLVING INDIA'S ENERGY CRISIS: A CASE IN SUSTAINABLE COAL DISTRIBUTION
	5CWC/2025/124	Dr Rahul Kumar	SOLVING INDIA'S ENERGY CRISIS: A CASE IN SUSTAINABLE COAL DISTRIBUTION
	5CWC/2025/124	Vicky Saurabh	SOLVING INDIA'S ENERGY CRISIS: A CASE IN SUSTAINABLE COAL DISTRIBUTION
8	5CWC/2025/128	Afia Rahman Mukta	The Neglected Epidemic: Unraveling the Crisis of Road Accidents
9	5CWC/2025/107	Kavya Sree. M	Transforming Health care Delivery Through Digital Integration in Public Health Institutions

	5CWC/2025/107	Hemanth. V	Transforming Health care Delivery Through Digital Integration in Public Health Institutions
	5CWC/2025/107	Dr. K. Jawahar Rani	Transforming Health care Delivery Through Digital Integration in Public Health Institutions
10	5CWC/2025/115	Dr. Yukti Ahuja	Bewakoof: From Cult Favorite to Cautious Fighter battling to Stay Cool and Relevant
	5CWC/2025/115	Mr. Devesh Lowe	Bewakoof: From Cult Favorite to Cautious Fighter battling to Stay Cool and Relevant
	5CWC/2025/115	Dr.Mohammad Rishad Faridi	Bewakoof: From Cult Favorite to Cautious Fighter battling to Stay Cool and Relevant
11	5CWC/2025/114	Monica Gupta	Paytm and the Future of UPI Credit: A Case Study on Real-Time Lending to India's Digital Merchants