

AIMA-ICRC CASE WRITING COMPETITION, 2021 (ONLINE MODE)

PROGRAMME AGENDA – 31 March 2021

(as on 26 March, 2021)

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 to log in to the sessions. Each Case author will be given 10 minutes for presentation followed by Q&A. Check the presentation guidelines shared on mail.

Track	Zoom Link	Meeting ID	Pascode
Track 1	https://us02web.zoom.us/j/81606808039	816 0680 8039	667034
Track 2	https://zoom.us/j/96492400568	964 9240 0568	266846
Track 3	https://us02web.zoom.us/j/82312211062	823 1221 1062	678109
Track 4	https://us02web.zoom.us/j/88404315883	884 0431 5883	089809
Track 5	https://us02web.zoom.us/j/85343190028	853 4319 0028	716511
Track 6	https://us02web.zoom.us/j/84445907074	844 4590 7074	319066

1000– 1400 hrs

Case Presentation Track 1 Marketing and Communication/ Product and Services Error! Not a valid link.

S.No	Case No	Case Title	Author /Coauthor
Case Presenter1	CWC/2021/104	Zyne: Growth Pangs In A Commoditized Market	Vajjhala Venkata Gopal
			Harisankar Muralidharan
			K S Venugopal Rao
			Jyothi Ch
Case Presenter2	CWC/2021/111	Sustaining The Market Share Against The Branded Firms In An Unorganized Sector	Dr R S Sathya Saminadan
Case Presenter3	CWC/2021/112	Atlas Cycles (Haryana) Limited Put The Brake On A Glorious Ride.	R SUMITRA
Case Presenter4	CWC/2021/119	Digital Luxury Marketing In The Indian Context: The Case Of Tanishq	Anvesha Roy Chowdhury

Case Presenter 5	CWC/2021/114	The Case Of Eicher Motors: Business Excellence Delivered By Robust Risk Management And Corporate Governance Practices	Jayant Palan
Case Presenter6			Manali Kapat
			Dr. Ravi Thodla
Case Presenter7	CWC/2021/131	Greenturn Idea Factory: Servitization Strategy	Joshin John
			Neetha J. Eappen
			Gunda Babi Harsha
			Sajil Peethambaran
Case Presenter8	CWC/2021/134	Crisis Mangement & Communication	Prof. Mahesh Kumar Soma
Case Presenter9	CWC/2021/136	Tazzo Bikes: Tackling Competition	Dr. Surajit Ghosh Dastidar
Case Presenter10	CWC/2021/140	Appooppanthaadi – Whither Goest Thou?	Dr. Elizabeth Devasia,
			Ms.Simi Mary Devasia
Case Presenter 11	CWC/2021/159	KIMIRICA: Turning the tide; negotiating through rhetoric!	Dr. Amrita Baid More

1000– 1400 hrs

Case Presentation Track 2 Human Resource Practices , Sustainability & Corporate Social Responsibility

S.No	Case No	Case Title	Author /coauthor
Case Presenter1	CWC/2021/106	Mirchi & Mime: Innovating The 'Mime' Way	Dr Prajakta Dhuru
Case Presenter2	CWC/2021/107	Worker Unrest At Wistron Infocomm Manufacturing (India) Private Limited	Prakriti Dasgupta
			Randhir Kumar
			Amit Dhiman
Case Presenter3	CWC/2021/120	Redefining Human Capital Through Diaphanous Strategist Glassdoor.	Manisha J Raval
Case Presenter 4	CWC/2021/126	Dealing With Organizational Politics - The Case Of Sigma Edutech Ltd	Dr Sona Vikas
			Dr Ashish Mathur
Case Presenter 5	CWC/2021/128	Trust Meâ€¦ Trust Me Not	Dr V Vijaya
			Jeeva Balakrishnan
Case Presenter6	CWC/2021/130	Confictorium- Museum Of Conflict	Amrita Bihani

			Nimit Thaker
Case Presenter 7	CWC/2021/133	Who Teen Din (Lockdown, Unemployment & Theft)	Puspen Roy
Case Presenter 8	CWC/2021/135	Quid Pro Quo	Wallace Jacob
Case Presenter 9	CWC/2021/147	Should I Mind This Employee Attrition	Ramkumar S
			Thilak TS

1000– 1400 hrs

Case Presentation Track 3 Operations / Manufacturing/Logistic & Supply Chain/ Digital Transformation

S.No	Case No	Case Title	Author /coauthor
Case Presenter1	CWC/2021/149	Case Study On Adoption Of Clean Energy Solutions	Sabitha Natraj
Case Presenter2	CWC/2021/105	The Wait Is On – Cupcake Mould In The Warehouse	Saroj Koul
Case Presenter 3	CWC/2021/108	Line Api Your Piped Dreams	Anindya Chakladar
Case Presenter 4	CWC/2021/115	Phulpur- Phul Kam Kaante Jyada	Ravi Ranjan
Case Presenter 5	CWC/2021/146	Digital Transformation A Need To Sustain In Energy Business	Soumitra Das
Case Presenter 6	CWC/2021/101	Is Going Digital A Mess Or Message?: A Case Study Of How A Start-Up Implemented Digital Marketing Strategies To Grow	Vinod Malkar
			Prakash Singh
			Lokesh Arora
Case Presenter7	CWC/2021/116	A Case Of Hybrid Sustainability Programme By Schneider Electric	Nishant Singh
			Dr Bilal Mustafa Khan
Case Presenter8	CWC/2021/121	Digital Bank“ A Panacea For Woes Of Oldest Bank Of India "	KAMLESH SINGH RANA

1000– 1400 hrs

Case Presentation Track 4 Finance/ Banking/ Investments/Crisis and Risk Management Capabilities

S.No	Case No	Case Title	Author /coauthor
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Case Presenter1	CWC/2021/124	Governance At Stake: A Case Of Icici Bank, India	Meghna Dangi
			Nidhi Pallava Rathore
			Dr Gagan Kukreja
Case Presenter2	CWC/2021/113	Bad Banks Is It A Good Idea	Johnsi S Prabakaran
			Prof.P.Sangeetha
Case Presenter 3	CWC/2021/118	loc: Hedging Strategies Amidst Volatile Indian Rupee	Mr Ujjawal Sawarn
			Ms Rashmi Shukla
Case Presenter 4	CWC/2021/123	Hycons Renewable Pvt Ltd: Would The Production Of Cbg Gas Using Paddy Straws Be A Viable Idea?	Dr Nisha Shankar
			Dr Rajani Ramdas
Case Presenter 5	CWC/2021/103	Ultratech Acquisition Of Binani Cement And The Parallel Deal	Dr Priyanka Priyadarshani
Case Presenter 6	CWC/2021/125	A Fraud In Making	Srishti Sharma
Case Presenter 7	CWC/2021/141	Yes Bank Saga: The Cost Of Saying 'Yes'	Javedkhan Mahammad Nagarji
			Om Sai Keerthi Soppa
Case Presenter 8	CWC/2021/150	Disinvestment Of Psus – A Case Study Of Abc(Metallurgy Psu)	Arindam Singha Roy

1000– 1400 hrs

Case Presentation Track 5 Entrepreneurship/Startup/ Policy Cases and General Management /others

S.No	Case No	Case Title	Author /coauthor
Case Presenter1	CWC/2021/102	Camouflage: The Journey Into A Grocer's Life	Dr Mrs Priyanka Kulkarni
Case Presenter2	CWC/2021/109	Nature Green Food Consumables- Survival Dilemma	Shikha Agarwal
			Divya Aggarwal
Case Presenter3	CWC/2021/110	Anthill Creations – Scaling And Sustaining A New Social Enterprise	Sonia Mehrotra
Case Presenter 4	CWC/2021/148	Case Study on Nivar Cyclone	Sabitha Natraj
Case Presenter 5	CWC/2021/122	Dhanvantari Ayurveda: Resilient In The Face Of The Pandemic	Satyendra C Pandey
			Pratik Modi

Case Presenter 6	CWC/2021/132	Yuva Mitra And KMASPL: Socio-Commercial Model Of Sustainable Development	Sagar Wadkar
			K K Tripathy
			Anshu Singh
Case Presenter 7	CWC/2021/137	A Case Of Design Thinking In Setting Up And Operationalising A Social Entrepreneurship Venture In Organic Farming By Gratitude Farms Pvt Ltd	Brigadier(Dr) Ranbir Bhatia
Case Presenter 8	CWC/2021/139	Creating Value For Stakeholders – Nepra	Dr.Sushma Muralie
Case Presenter 9	CWC/2021/117	Every Life Matters: Saving Lives Through Medtech Innovations	Affiliation:
Case Presenter10	CWC/2021/138	Case Study On Hero Honda's Predicament	Ameer Asra Ahmed
			Ajay Arora
			Prof. Neelam Rani
			Prof. Debasisha Mishra
Case Presenter11	CWC/2021/151	The Liquidity And Solvency Dilemma – The Tale Of Two Indian Corporates	Dr Nusrathunnisa
Case Presenter12	CWC/2021/158	Co-working Business and Covid Dynamics at Let's Co-work	Gaurav Nagpal
			Ankita Nagpal
			Pranav Mishra

1000– 1400 hrs

Case Presentation Track 6 General Management / Strategy/others Case

S.No	Case No	Case Title	Author /coauthor
Case Presenter 1	CWC/2021/127	Sreeleathers: Blurring Socio-Economic Lines.	Dr Saurav Snehrat
			Dr Priyanka Priyadarshani
Case Presenter 2	CWC/2021/145	Ball Game Of Indian Payment Ecosystem – A Case On The Impact Of COVID - 19 Outbreak On Digital Payment.	Dr . Shubha B N,
			Prof. R Sushma
			Dr. Shubha Muralidhar
Case Presenter 3	CWC/2021/153	The Powerhouse Behind “Powertree”	Satish K Nair
			ANAY MASHRUWALA
Case Presenter 4	CWC/2021/155	ACT- An Action To Communicate & Transform	Heena Arora

			Dr. Pooja Jain
			Ms. Nilanjana Das
			Dr. Avijit Chakravati
Case Presenter 5	CWC/2021/143	Fair And Handsome: Nothing Fair About It	Pooja Gupta
			Semila Fernandez
Case Presenter 6	CWC/2021/144	Bleucares: It Cares For Women, But Do Women Care?	Dr Viral Nagori
			Crystal Magotra
Case Presenter 7	CWC/2021/152	LEVERAGING HR TECH TO ACCELERATE DIGITAL TRANSFORMATION (An Agenda To Enhance Customer Satisfaction & Employee Experience)	NEHA ARORA
Case Presenter 8	CWC/2021/157	Fuel Outlet Of Social Service Centre	Sabitha Natraj
Case Presenter9	CWC/2021/142	Cycle Pure Agarbathies: Branding Fragrance Across The World	Dr Mini Mol
			Dr Padmanabhan N S
			DR. SMITHA SIJI
Case Presente10	CWC/2021/154	Fusion of Surface Miner in Coal Mining for Survival and Growth	Vinayak Jamwal
Case Presenter 11	CWC/2021/156	A Trillion Rupee Program: Indian Railways Station Development SYNOPSIS	Samyak Raj Mehta Prof Swapnil Garg

1545 – 1645 hrs **Jury Meeting, Headed by Dr Rajan Saxena**
Break for Participants

1645-1730 **Valedictory Session**

Opening remarks

Rajan Saxena
Chairman, AIMA- India Case Research Centre,
Former Vice Chancellor, SVKM's NMIMS University, Mumbai

Announcement and Distribution of Prizes and Awards:

Ajit Balakrishnan
Founder & Chairperson, Rediff.com

Distribution of Certificates of Excellence:

Dr. N R Parasuraman, Director & Professor–Finance,
Shri Dharmasthala Manjunatheshwara Institute for
Management Development (SDMIMD)

Distribution Participation Certificates:

Nishit Jain
Special Advisor
EFMD Global Network Asia

Vote of Thanks

Dr Anuja Pandey, Head ICRC-AIMA

End of Program
