AIMA ICRC
CAPACITY BUILDING WORKSHOP ON CASE TEACHING & WRITING
10, 11 & 12 December 2026, New Delhi

About AIMA- India Case Research Centre (ICRC)

The AIMA India Case Research Centre (ICRC) is dedicated to the development, publication, and dissemination of industry-relevant Indian case studies tailored for both domestic and international business school audiences. These exemplary cases are readily accessible to B-Schools and universities through the AIMA case research portal - www.caseresearchaima.in.

AIMA ICRC Case Teaching & Writing Workshop

The upcoming Capacity Building Workshop on Successful Case Teaching and Writing is being organized by AIMA to train aspiring case writers and guide them through the rigorous academic case writing process.

Benefits of The Workshop

- Enhance participants' understanding of what constitutes a strong case and the importance of a teaching note.
- Assist educators and trainers in crafting cases that align with training requirements, participant profiles, and desired outcomes.
- Receive ongoing support from AIMA in case development, editing, publication, and global distribution.
- Gain the opportunity to have all accepted cases published by AIMA through the India Case Research Centre (AIMA-ICRC) and featured in the case research journal, Casepedia.
- Earn a 15% royalty on each case sold through the AIMA-ICRC portal for published cases.

Who Should Attend:

- Academicians and professionals.
- PhD research scholars with an interest in case writing.
- Professionals from organizations and industries with practical experience and access to relevant information need to build the case.

Pre - Workshop Preparation / Courseware

Every participant will receive customized study materials from AIMA. The participant's folder will include all the necessary information, such as notes, articles, and cases required by the tutor/facilitator during the workshop. Furthermore, participants will receive pre-workshop reading materials and assignments via email one week prior to the workshop.

Support and Publication Opportunity from AIMA-ICRC

Cases, along with teaching notes submitted within the specified timeframe, will undergo a thorough review by a panel of esteemed experts from AIMA-ICRC's editorial board.

The review team will provide written feedback, comments, and recommendations for enhancing the draft case. Participants will have the chance to revise and refine the content based on these suggestions. The AIMA Case Center's editorial board will conduct a final review before accepting the case for publication and distribution.

Note: Collaboration among two or more participants in case development is allowed. However, all case collaborators must submit a joint letter of intent to AIMA.

Eligibility For Workshop

Due to limited seating availability, participants will be primarily selected based on the following criteria:

List of Published Cases or Other Publications (please share soft copies/links).
A sample case lead written in a maximum of 200 words.

Note: Interested individuals are required to submit their CV along with the afore-mentioned details.

Workshop Registration Fee

Academicians	**Rs. 11000/- + GST per participant**
Research Scholar	**Rs. 6500/- + GST per participant**
10% discount in workshop registration fees for AIMA Member/ VC Council Member /AIMA ICRC Member	
Get 15% group discount when you register three participants together	
Get 20% group discount when you register a group of five participants!	

***** Workshop fee includes the cost of course material, workshop tea/coffee, snacks, lunch for three days and other organizational expenses. Travel cost has to be incurred separately by participants. Nomination fees are not refundable; however, participation by a substitute is allowed.

Certification
Each participant will receive a certificate of participation.

About AIMA

The All India Management Association (AIMA) is the Voice of India's Leaders and Managers, and the apex body of the management profession in India. AIMA is a not-for-profit, non-lobbying organization, and works closely with Industry, Government, Academia, and students to further the cause of the management profession in India.

Over the past six decades, AIMA has evolved as times have changed and catered to the growing needs of today's management community. Apart from its flagship Post Graduate Programs in Management, AIMA offers topical and industry-oriented programs and initiatives to help management professionals and students keep in step with times, while offering state-of-the-art business solutions for organizations and institutions.

For further details regarding eligibility & case development please contact:

Dr. Anuja Pandey, Case Workshop Director
All India Management Association
Tel No. 011- 47673009, 47673000, 49868399. Extn.:709
E: apandey@aima.in, caseresearchcentre@aima.in
Website: www.aima.in, www.caseresearchaima.in

For Registration details, please contact:

Shini James, **Programme Manager**
Tel No. 011- 47673000, 49868399. Extn.:726
Mob: +91 9971479392;
E: sjames@aima.in