

8th Innovation Practitioners Case Study Contest and Summit

Wednesday, 04th December 2019, New Delhi

[**CASE STUDY TEMPLATE**](https://docs.google.com/forms/d/1h5WkkBxciqppoOp9fkzXxCatlzpMMmdEtVQ-_lIINTY/edit?ts=5d6ccf7a)

**Directions:** Please complete this form in its entirety, and return to the address mentioned below.   
All information in the form will be kept confidential and will only be used for evaluation purposes.

**Qualification Criteria: To be eligible to qualify for an award:**

* The applicant must have been directly involved in the breakthrough/ innovation journey/ process (may be the work of one person, a few people or a large team or department).
* The innovation case studies will be judged against three criteria: Uniqueness, Impact and Sustainability.
* The innovation must be one that has been implemented or has yielded results within the last   
  3 years. All innovations that have been implemented and demonstrated results after 2015 are eligible. Unimplemented ideas for innovation are not applicable.
* All completed application forms and case studies should be submitted in hard and soft copy both **latest by Thursday, 21st November, 2019**

**FORMAT GUIDELINES**

**Case should be submitted in THREE files**

1. **Cover Page**

|  |
| --- |
| **GENERAL INFORMATION REGARDING THE INNOVATION AND THE INNOVATOR** |
| **Please specify the entry category: For Complete understanding of each themes, please refer to Case Theme section of Summit Brief and Guidelines document.**   |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Innovation through Learning And Development (L&D)** | **Innovation through Digital Transformation** | **Innovation in Sustainability & Corporate Social Responsibility** | **Innovation in Manufacturing/Logistic & Supply Chain** | **Innovation in Product Development** | |
| **Name and Address of the Organization:** |
| |  |  | | --- | --- | | **Contact Information of all Contributors (Please designate a primary contact author). Do not give any author/ contributor details /identity except on the cover page sheet as case studies are blind reviewed.** | | | **Primary Contact** | **Name:**  **Designation:**  **Mobile: Email:** | | **Team Members** | **1.)**  **2.)**  **3.)** |  1. **CASE STUDY**    1. **Case Title**    2. **Case Abstract** a brief description covering the situation/ challenges/ opportunity which led to innovation and outcomes (Between 200- 250 words)    3. **CASE BODY (**this is the main document) the case, includes the description of the innovation situation, key players or characters in the organisation involved. The discussion question or dilemma/ challenges with the key stakeholders to take a call for action. Should include data points (either qualitative or qualitative information) which were working in the background and were the part of decision making premise. This should be approximately three to five pages in length. Case must utilise AIMA understanding of innovation detailed in Sumit Brief document) **PLEASE NOTE THE CASE BODY SHOULD NOT INCLUDE HOW THE PROBLEM/ DELIMMA was SOLVED or HOW IMPLEMENTATION OCCURRED.**   **2.4 CASE SOLUTION:**  The Case must include an accompanying solution / implementation document. This document must provide the details of the decision taken, the logic behind and the action plan or the course of action adopted by the organisation. This should include the implication of this action/ decision in the marketing/ HR/ Financial / CSR indicators. The information points can also be included in annexures (excel sheet, Financial statements customer feedback, Consumer insights, ADs, Policy document)   1. **CASE STUDY PPT:** all participating teams should submit a deck of Power Point Presentation (this can be later used during the presentation in front of jury). This can be about 7-10 slides cover the   a) Case title  b) Case contributor and organisation detail  c) The organisation dilemma/ challenge/ opportunity for innovation  d) The background situation  e) Explicit and implicit information  f) Detail action  g) Implementation strategy  h) Results/ Impact |
|  |

**……………………………………………………………………..  
Contact Us:**

**Mr Mansoor Hassan**Manager- Center for Management Development (CMD)  
**All India Management Association (AIMA)**Management House; 14, Institutional Area  
Lodhi Road, New Delhi – 110 003, India  
Tel: 011- 4312 8100, 24645100 Extn-258  
Email: mhassan@aima.in  
Mobile : +91 - +91 9540060166