

8th Innovation Practitioners Case Study Contest and Summit **Wednesday, 04th December 2019, New Delhi**

Summit Brief and Guidelines

Overview:

AIMA is pleased to bring to you the 8th Innovation Practitioner's Summit. We realize the crucial role that innovation plays in ensuring that a business is able to thrive in the VUCA world of today. Bearing in mind the fact that innovations are time-consuming, highly uncertain and not always successful, individuals and companies choosing to innovate are indeed contributing greatly towards seeding and scaling disruptive businesses that are the future of our nation and the world.

AIMA seeks to identify teams that have been behind such innovations and applaud them for the effort. Be it disruptive or incremental, if you have contributed towards reshaping the way a company functions and in turn altering the paradigms of the world that we live in, we want to hear from you. We want to identify and felicitate people behind the scenes who have worked tirelessly to translate an idea into something tangible that is benefiting a substantially larger target audience today.

Our Understanding of Innovations

The successful exploration of new ideas is crucial to a business being able to improve its processes, bring new and improved products and services to market, increase its efficiency and, most importantly, improve its profitability and sustainability for the organisation and for humanity in the long term.

Marketplaces and market spaces - whether local, regional, national or global - are becoming highly competitive. Competition has increased as a result of shrinking markets, wider access to new technologies and information / knowledge-sharing opportunities, and consumer access to wide information offered by the Internet.

In these unpredictable and highly volatile times, innovation is key for businesses to remain relevant and compete effectively. Even market leaders today cannot afford to be complacent, there is a constant need to innovate failing which critical market share is lost.

The business case for innovation

Innovation is the commercial application and successful exploitation of an idea. Fundamentally, innovation means introducing something new into your business. This could be:

- improving or replacing business processes to increase efficiency and productivity (with or without the usage of technology) or to enable the business to extend the range or quality of existing products and/or services
- developing entirely new and improved products and services - often to meet rapidly changing customer or consumer demands or needs
- adding value to existing products, services or markets to differentiate the business from its competitors and increase the perceived value to the customers and markets
- it can mean use resources such as material and human for more sustainable business
- it can mean creating knowledge hub for sharing of ideas, experiences for creating learning organisations.
- it can be a small change in the value chain, thereby increasing efficiency and effectiveness of organisations

Innovation can mean a single major breakthrough – e.g. a totally new product or service. However, it can also be a series of small, incremental changes.

Whatever form it takes, innovation is a creative process. The ideas may come from:

- inside the business, e.g. from employees, managers or in-house research and development work
- outside the business, e.g. suppliers, customers, media reports, market research published by another organisation, or universities and other sources of new technologies

Success comes from filtering those ideas, identifying those that the business will focus on and applying resources to exploit them.

Summit Brief:

The Case Study Competition is a refreshing, stimulating and dynamic contest, through which teams coming from individual firms/Institutions will get the opportunity to learn and compete against teams from other participating firms, in an environment which is empowering team building, harnessing competitiveness and encouraging innovative thinking.

This contest consists of developing case study based on recent innovations in the organization and presentation of its implication/solutions. The objective of the contest is to share the views of leading professionals on various categories and to provide a platform to recognise the talent in the industry.

The Summit will showcase India's leading innovation practitioners in the following five categories:

1. INNOVATION THROUGH DIGITAL TRANSFORMATION: This category of award recognises digital transformation initiatives which have had a significant and measurable business impact. Firms/Institutions in this category should have used technology to drive business innovation, which may include use of Artificial Intelligence (AI), Internet of Things (IoT), virtual reality/augmented reality, cloud computing, data analytics, and mobile/smart devices. These innovations can be captured as best practices case study.

2. INNOVATIONS IN SUSTAINABILITY & CORPORATE SOCIAL RESPONSIBILITY: Sustainability and Corporate Social Responsibility award recognises enterprises/Institutions which have managed to incorporate sustainability and CSR in business practices as a part of their DNA and its business model. Case studies may focus on how the business world is coping to face real world challenges, and empower leaders everywhere to take action, professionally, and personally, so that humans and nature can thrive for generations to come. The initiatives/ practices undertaken by organisations beyond the profitability aspect and those connected with their endurance directly or else indirectly in the society can be captured in case study.

3. INNOVATIONS IN MANUFACTURING/LOGISTIC & SUPPLY CHAIN: The award recognises enterprises/Institutions best practices in commercial, altruistic, and efficiency aspect of manufacturing and supply chains and logistics. Innovative companies take a holistic approach not just to product development but also to the way they do business, inside and out. Innovation strategies require forward-thinking ideation, agile collaboration, and seamless execution. Innovations in any of the above mentioned area can be part of case study.

4. INNOVATION THROUGH LEARNING AND DEVELOPMENT (L&D) The award to recognise an organisation/Institution that has developed and implemented a leading-edge program with measurable impact on employees and the organisation and used innovative learning practices to inculcate a dynamic work culture throughout the enterprise. It can include the use of digital / technology platforms as a means of imparting L&D within the organisation. Organisations innovations in lifelong learning, co-creations, intrapreneurship can also be the focus area of the case studies.

5. INNOVATIONS IN PRODUCT DEVELOPMENT: The award would recognize organizations/institution which has successfully managed to bridge the gap between new product development teams and R&D teams. Successful projects would also be those that - enable businesses and people to realize their full potential, help customers to get the maximum work done and create a better experience for all intended target audience.

Guidelines & Rules at a glance:

To participate in the case study contest please go through the participation criteria and send us the confirmation through the duly filled consent form

1. Eligibility

The case study contest is open for any firm/company/organisation/ institution that has devised innovations in the below given areas in the last three years:

1. DIGITAL TRANSFORMATION
2. SUSTAINABILITY & CORPORATE SOCIAL RESPONSIBILITY
3. MANUFACTURING/LOGISTIC & SUPPLY CHAIN
4. LEARNING AND DEVELOPMENT (L&D)
5. INNOVATIONS IN PRODUCT DEVELOPMENT

Organisations/Institutions can nominate more than one case study in one category and can also nominate across categories.

2. How to Participate?

Step 1: Submission of Consent Form: Interested firm/company/organisation/ institution to email the duly filled consent form to AIMA at mhassan@aima.in.

Note : The submitted case studies can be published at AIMA India Case Research Centre (ICRC). ICRC offers an option to publish and distribute these case studies across the globe in leading B Schools and Training organization. This will give a great visibility and branding opportunity. Those organization who are NOT open to the idea of publication of cases with ICRC should Tick no option in the consent form.

Step 2: Submission of Case Study, PPT and Participation Fee: The case study (in soft and hard copy both) along with the participation fee to be sent to AIMA **latest by 21st November 2019.**

Step 3: Confirm Participation for the Jury Presentation: The shortlisted firm/company/organisation/ institution shall be informed via email about their being shortlisted for the next level Case Study Presentation date and time slots. Participants must confirm their participation via email along with the complete details of presenters.

Step 4: Award Ceremony and Presentations: The winners shall be informed about the Programme Schedule and shall be invited for the Award Ceremony and Presentations on **4th December 2019 at, New Delhi.**

3. Stages of Case Study Contest –

The Preliminary Stage-

- The teams are required to submit a comprehensive case study from their Organisation which posed a challenge for them and the solution which was envisaged, implemented and measured for results.
- The cases received will undergo first round of Screening by the Knowledge Partner and jury in each category on the basis of Uniqueness, Impact, Scale and Sustainability. The Top 3 case studies in each category would be shortlisted for the Jury Round.

The Final Stage-

- The Case Studies shortlisted in the preliminary stage under each category, will be presented and discussed before the Jury members by the representatives of the company through a ppt. The presenters would be expected to explain the salient features of the innovation and its overall impact.
- The Case study presentations can be made at AIMA, Lodhi Road or also through Audio/Video Conferencing as per the presentation slot provided to the respective organisations, tentatively **on 27th November**
- Each Case Study will be given 10 minutes for presentation and 5 minutes for questions by the Jury members.
- The winner in each category will be selected by the jury panel along with our Knowledge partner & AIMA based on the evaluation parameters.
- The winners will get the opportunity to present their cases at the Summit on **04th December 2019**. The winner in each category will also be conferred the award during the summit

4. Participation Fee

- Refer to the Consent Form for participation fee details

5. Submission Format:

- The entry to the case study contest should be submitted in the template (**word format**). [Refer Case Study Template for further details.](#)
- A **power point presentation** should also be sent with the abstract of the case study latest by **21st November,2019**. The presentation should be limited to not more than 10 slides only excluding appendix slides (appendix slides should not exceed 5 slides). [Please refer to Case study Template Document](#)
- Both the above files should be named in the given format

- “AIMA Case Study Contest_*OrganisationName_word*” &
- “AIMA Case Study Contest_*OrganisationName_PPT.pdf*”

and sent along in the same email to Mr Mansoor Hassan at mhassan@aima.in

- Subject line of the email: AIMA Case Study Contest on Best Innovative Practices
- The verdict of the jury will be final. In the event of a tie, the Expert Committee and Jury will cast a vote.

6. Evaluation Parameters:

Initial shortlisting of the entries will be based on the word document submitted by the Organisation. Following will be the

Evaluation Criteria for all Categories

Uniqueness

- Unique within the Company
- Unique with respect to the Industry in India
- Unique with respect to the Industry in the world

Impact

- People/ Society- Impact on the untended customer, number of people impacted and degree of impact; other impact on people/ society
- Economic Impact- top line/ bottom line of the Organisation (before and after)
- Environmental Impact- Assessment on carbon footprints (This is a desirable criteria and not essential)

Scale and Sustainability

- Innovation has outlived, founding team, special resources and does not need special resources any more. Is self-sustainable
- Innovation has demonstrated scalability and/ or reached scale

7. General Rules:

- All decisions of AIMA in relation to the case study contest shall be final and no queries or correspondence will be entertained in this regard.
- Plagiarism will result in disqualification.
- AIMA reserves the right to refuse the participation of, or to disqualify any Team and/or Participant from the Contest at any time. All decisions taken by AIMA, including any decision to refuse the participation of or to disqualify any Team and/or Participant from the Contest shall be final and binding on the Participants.
- AIMA reserves the right to shorten, modify or cancel the Contest at any time, without assigning any reason. AIMA shall have no liability in the event of such shortening or modification or cancellation, and neither the Participant Teams shall be entitled to make any claim against AIMA in this regard.

..... Contact Us:

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