



Friday, **18th**
December 2020

9th Innovation Practitioners Case Study Contest and Summit

Online Mode

Overview

The outbreak of the COVID-19 disease posed great challenges to the global economy and people's daily lives but at the same time, this crisis also became a strong driver of creativity and innovation at the national, institutional, organizational, and individual levels. Most businesses and organisations were left with no options but to innovate in order to survive and thrive during this crisis.

AIMA is pleased to bring to you the 9th Edition of Innovation Practitioners case Study Contest, Summit & Awards which seeks to identify teams which have undertaken this journey to keep their companies operate and excel in a hyper-disruptive business environment and applaud them for the efforts. 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.

About The Case Study Contest

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 empowers team building, harnesses competitiveness and encourages 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 showcase hi- impact innovations and its practitioners and to provide a platform to recognise the talent in the industry.

The case study contest will showcase India's leading innovation practitioners in the following Six categories:

1. Innovation Through Digital Transformation

This 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

This award recognises organisations/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 the case study.

3. Innovations in Manufacturing/Logistic & Supply Chain

The award recognises organisations/Institutions best practices in the area of manufacturing and supply chains and logistics. The opportunity created by omnichannel distribution, 3-D printing, automation, self-service logistics and other avenues of disintermediation, etc and traditional supply chain roles are rapidly being transformed into all-new opportunities. The case study should focus on these areas of innovation and how these have helped transform businesses.

4. Innovations in Human Resource Practices / Learning & Development

The award aims to recognise an organisation/Institution that has implemented innovative practices in human resource management contributing positively to organizational performance and excellence. These innovations may include the changes in organization structure, skilling and reskilling employees, work from home and working with virtual teams, flexible-working, innovative compensation systems, employee well-being, outreach training, co-creation, intrapreneurship, career progression schemes and learning and development to list a few. The case studies may include the use of technology to successfully implement these innovations.

5. Innovations in New Product and Services

The award would recognize organizations/institution which has successfully introduced new products and services by innovation/ creativity with a strong focus on R&D. Successful projects would also be those that enable businesses and people to realize their full potential, help customers to get better solutions and options, created a better user experience and may have changed the way the product/services was produced, distributed and offered in the market.

6. Innovations in Crisis and Risk Management Capabilities

The award would recognise the innovative practices used by the organisation to combat risk and crisis in general. Ideally, a case study would include one which have contributed to the management of the crisis emerging from Pandemic; this may cover the contribution of the organisation to manage of public health crisis, migrant labour crisis, maintenance of essential supplies. The resilience of the organisation in this pandemic for business continuity, working capital management, labour and employee engagement etc can be the focus areas of the case study.

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 any of the SIX categories listed above 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 submit the duly filled consent form to AIMA at rjangra@aima.in

[CLICK HERE](#) to download consent form

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 along with the participation fee to be sent to AIMA to reach us latest by 7th December, 2020
- 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.

Step 3: Participation at the Jury Presentation Round:

- The case studies received would be evaluated on the basis of Uniqueness, Scale and Sustainability through a jury presentation on Monday 14th December, 2020.
- The Case study presentations will be made through Video Conferencing as per the presentation slot provided to the respective organisations.
- The presenters would be expected to explain the salient features of the innovation and its overall impact.
- Each Case Study will be given 15 minutes for presentation and 5 minutes for Q&A by the Jury members.
- The winner in each category will be selected by the jury panel based on the evaluation parameters.

Step 4: Award Ceremony and Presentations:

- The winners will get the opportunity to present their cases at the 9th Innovation Practitioners Summit scheduled to be held on 18th December, 2020. The winner in each category will also be conferred the award during the summit

3. Participation Fee

Participation Fee	1 Case Study (Fee in INR)	2- 3 Case Studies (Fee in INR)	4 & More Case Studies (Fee in INR)
Fee before GST	₹ 20,000 each	₹ 17,500 each	₹ 15,000 each
Total Fee after GST @ 18% (per case study)	₹ 23,600 each	₹ 20,650 each	₹ 17,700 each

4. Submission Format:

The entry to the case study contest should be submitted in a fixed format.

[CLICK HERE](#) to download the Template.

5. Key Dates:

- Last date for submission of Case Study, PPT and participation Fee - **7 December, 2020**
- Presentation of the shortlisted cases to the Jury for final round - **14 December, 2020**
- 9th Innovation Practitioners Summit and Awards Presentation - **18 December, 2020**

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 Global practices

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

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.

For more information [CLICK HERE](#)

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