



**Friday, 16<sup>th</sup>  
December 2022**

# **11<sup>th</sup> Innovation Practitioners Case Study Contest and Summit**

**Online Mode**

Research Partner



## Overview

In today's ever-evolving and unpredictable world, success requires new levels of resilience and agility, rooted in responsible and sustainable practices that preserve our planet for future generations. Alongside Innovative ideas and solutions are the need of our times to enable business, and its stakeholders, create and put ingenious solutions in place that will help tackle an ongoing VUCA environment effectively and strengthen the systems to better respond to any future crises –pandemics, natural disasters, technological and other disruptions.

AIMA is pleased to bring to you the 11th Edition of Innovation Practitioners Case Study Contest and Summit (Online) which seeks to identify and applaud teams which have undertaken this challenge to achieve competitive advantage and excel in a volatile business environment by staying ahead of the curve adopting such innovative methods in their modus operandi.

## 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 is of case studies based on recent innovations in an organisation 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 recognize this talent in the industry.

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

### **1. Digital & Technological Innovation (Digital Transformation Initiatives)**

This segment would aim to recognize digital and/or technological transformation initiatives which have had a significant and measurable business impact. Firms/Institutions participating in this category should have brought about or adopted digital change or advancement in technology to further business objectives and improvements, which may include but not restricted to use of Artificial Intelligence (AI), Internet of Things (IoT), virtual reality/augmented reality, cloud computing, data analytics or any other form of digital / technological change. These innovations can be captured as best practices in a case study.

### **2. People Management & Development Innovation (Human Resources /Learning & Development)**

The segment aims to recognise an organisation/institution that has implemented innovative practices in People Management and Development contributing positively to organizational performance and excellence. These innovations may include the changes in organization structure, skilling and reskilling employees, facilitating work from home and working with virtual teams, flexible-working, innovative compensation systems, employee well-being, outreach training, co-creation, intrapreneurship, managing diversity and inclusion, 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.

### **3. Business Model Innovation (Manufacturing & Services)**

This segment would recognize organizations/institutions which has successfully changed their existing business model due to emerging opportunities, changing market dynamic, shifting consumer needs or old model becoming redundant to get competitive advantage, segmentation, value creation, breakthrough performance, fund management, new revenue generation streams, cost management, disintermediation.

This category also encompasses best practices in the area of manufacturing and supply chains and logistics. The opportunity created by omnichannel distribution, automation, self-service logistics and other avenues of disintermediation, 3-D printing, WFH, etc that 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.

# 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 in Registration & Consent form

## 1. Eligibility

The case study contest is open for any firm/company/organization/institution that has devised innovation in any or multiple of the Three 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 Registration & Consent Form:

- Interested firm/company/organisation/institution to submit the filled in Registration & Consent form to AIMA

[CLICK HERE](#) to download 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 organisation 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 copy along with the participation fee to be sent to AIMA to reach us latest by 5th December 2022. To confirm participation fill in the registration form with payment. You can benefit from Early bird discount if register by 25th Nov.
- The teams are required to submit a comprehensive case study from their organization 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 12th/13th December, 2022
- The Case study presentations will be made through Video Conferencing as per the presentation slot provided to the respective organizations.
- The presenters would be expected to explain the salient features of the innovation and its overall impact.
- Each Case Study will be given 10 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: Winning Team Presentations & Recognition at the Summit:

- The winners in each category will get the opportunity to present their cases at the 11th Innovation Practitioners Summit scheduled to be held on 16th December, 2022.

## 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	₹ 25,000 each	₹ 22,500 each	₹ 20,000 each
Total Fee after GST @ 18% (per case study)	₹ 29,500 each	₹ 26,550 each	₹ 23,600 each

### Early Bird Discount

Participation confirmed & registration with payment made before 25th Nov can avail an early bird discount of INR 5000 per case study

#### 4. Submission Format:

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

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

#### 5. Key Dates:

- Last date for submission of Case Study, PPT and participation Fee - **5th December, 2022**
- Presentation of the shortlisted cases to the Jury for final round - **12th/13th December, 2022**
- 11th Innovation Practitioners Summit and Winning Teams Recognition - **16th December, 2022**

#### 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 intended 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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