



THE BIG IDEA

An Innovative
Case Study Contest

Overview

In an ever-changing business environment, even Covid 19 could not pose a risk to the human intellectual capital for the "BIG IDEA" in the ecosystem of innovation & strategy. The opportunity in calamity has been used by majority of organisations and businesses to survive and thrive. More importantly, it is the new idea/strategy & innovation that would set the pace of future business models. AIMA YLC is pleased to announce "THE BIG IDEA" – a case study contest on innovation & strategy with its Knowledge Partner BMC Advisors. The contest is aimed at identifying, acknowledging, highlighting and promoting such business ideas/strategies which proved or may prove a catalyst for safeguarding continued business operations in the most unprecedented times. AIMA YLC invites ideas that have impacted substantially through innovation and transformation.

Understanding of Innovations

Occurrence of COVID 19 has reiterated the need to be innovative constantly in this unpredictable and ever changing time and environment. It highlighted that 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. There is no scope of complacency as the right innovation allows the entities to offer something unique to the customers and remain competitive and in demand, thus giving organisation sustainability such as brand maintenance.

The Business Case for Innovation

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 - to meet rapidly changing customer or consumer demands or needs especially in COVID time
- 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 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.

Case Study Contest

The Case Study Contest is a refreshing, stimulating and dynamic contest, through which participants will demonstrate their par excellence innovative thinking. This contest consists of case studies based on recent innovations in the organisation and presentation of its implication/solutions especially in wake of COVID 19. The objective of the contest is to provide a platform to recognise the talent in the industry.

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

- **Education / Training:** This industry vertical has had maximum impact as Covid 19 has laid thrust on education/training development, a vertical that has historically been an engaging classroom format process. Lockdown, uncertainty and apprehensions of opening educational & training institutions has led to use of several technological applications in almost every stake holder's operations. Therefore, applicants in this category should have used their best skills to impart training/education leading to business innovation, which may include but not limited to the use of new Apps, Artificial Intelligence (AI), Internet of Things (IoT), virtual reality/augmented reality, cloud computing, data analytics, and mobile/smart devices.
- **Healthcare / Pharma:** Covid 19 drew insistent attention to the huge gap between demand and supply in the health industry. World's focus has had a lateral shift towards survival and health. The healthcare and pharma industries are on whirlwind task to provide immediate solutions to the rising demands in the said sectors. In this category, the applications may highlight the processes and the initiatives undertaken with respect to meeting a massive demand of healthcare products, machinery, services, workforce as well as the research & innovation in the pharma sector.
- **FMCG / Retail:** This industry vertical has got a hit in the declassified segments. A considerable number of FMCG companies are overwhelmed by huge demand because of over stocking and hoardings by consumers while the retail segment in apparel, cosmetics etc. took a hit. Innovations that led to survive and thrive in any of these vertical segments and sub-segments would be part of the case study contest. New ideas which catered/caters to the manufacturing, packaging, logistics, supply chain network qualify in this category.
- **Media / IT / Telecom:** This industry vertical & its sub categories have had a major role to play in COVID 19 situation for almost all other industry verticals as the industries had to pivot substantially to adapt and find solution to the difficulties posed by COVID in order to cater to the needs. This category of award recognizes digital transformation initiatives which have had a significant business impact on Media/Information Technology/Telecom Industry as well as other industry verticals highly dependent on them. Applicants in this category should have used technology to drive business innovation either for themselves or other industry verticals, which may include use of virtual meeting platforms, newer apps, artificial intelligence, internet of things, virtual reality/augmented reality, cloud computing, data analytics, and mobile/smart devices.
- **Energy and Utilities:** COVID 19 has equally impacted power, utilities & renewables sectors as initially the demand dropped substantially because the world was brought to standstill due to lockdown. Applications in this category may suggest inter alia the key steps or ideas to develop contingency plans to accommodate numerous and simultaneous emergencies, suggesting risk mitigation programs, greater energy independence idea, ways to increase automation and use emerging technology to minimize physical contact, resource sharing etc.
- **Agriculture / Food:** This industry vertical particularly the food processing industry is increasingly seen as a potential source for driving the rural economy as it brings about synergy between the consumer, industry and the farmer. However, during COVID 19, people experienced crisis-level and acute food insecurity. Applications in this category should suggest ideas for constant food supply/distribution, agricultural innovations, sustainable food system in the post-crisis period, wastage minimisation, protection of farm population, continued access to markets, agricultural system connectivity, to name a few.
- **Automotive:** COVID 19 also hit this industry vertical austere as lockdown confined people to their homes. Sudden demand slump, negative global and domestic supply chain and business closures impacted automotive industry across the globe. An idea/innovation/strategy employed by the start-ups to sustain or project accelerated solutions is a major epitomic aspect of this category of case study contest. Any solution for supporting enterprise, digital offerings, business optimisation, health and safety of workers in the workplace can be part of this contest.

Eligibility

The case study contest is open for any start-up that has devised innovations in the categories set out above. There should be demonstrable viable product/services. Any Indian start-up in existence for upto 5 years can apply in his contest. The applicant can nominate more than one case study in one category or across categories.

Participation Process

Step 1: Submission of Consent Form

Interested start-ups to email the duly filled consent form to AIMA YLC at ylcbigidea@aima.in

Step 2: Submission of Case Study

- The case study (in soft copy) along with the participation fee is to be sent to AIMA YLC within two weeks from the date of launch i.e. latest by 20 November, 2020.
- The applicant is required to submit a comprehensive case study spelling out challenge posed and the solution which was envisaged, implemented and measured for results.

Step 3: Confirm Participation for the Jury Presentation

- The shortlisted applicant shall be informed via email about their being shortlisted for the next level case study presentation date and time slots.
- The next level case study presentations will be required to be made through video conferencing as per the presentation slot provided to the respective start-ups.
- Shortlisted start-ups must confirm their participation via email along with the complete details of presenters.
- The presenters would be expected to explain the salient features of the innovation and its overall impact.
- Each shortlisted case study will be given 15 minutes for presentation and 5 minutes for questions by the jury members.
- The winner in each category will be selected by the jury panel based on the evaluation parameters.

Step 4: Award Presentation

The winners shall be informed and invited for the Award Presentation. Date/s will be announce separately.

The winning case studies will be published at AIMA's India Case Research Centre (ICRC). ICRC publishes and distributes these case studies across the globe in leading B Schools and training organisation. This will give a great visibility and branding opportunity to the winning teams. In addition, there would be 30-45 minutes one to one interaction and mentorship session of the winning team with the industry leaders.

Those start-ups who are NOT open to the idea of publication of cases with ICRC should Tick no option in the consent form.

Stages of Case Study Contest

The Preliminary Stage

- The start-ups are required to submit a comprehensive case study which posed a challenge for them and the solution which was envisaged, implemented and measured/measurable for results.
- The case studies 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 start-up through a ppt. The presenters would be expected to explain the salient features of the innovation and its overall impact as per the process set out above under the head 'Confirm Participation for the Jury Presentation'.

Participation Fee

Participation Fee	1 Case Study (Fee in INR)	2 Case Studies (Fee in INR)	3 & More Case Studies (Fee in INR)
Fee before GST	₹ 5,000/-	₹ 3,500/- (each case study)	₹ 2,500/- (each case study)
Total Fee after GST @ 18%	₹ 5,900/-	₹ 4,130/- (each case study)	₹ 2,950/- (each case study)

AIMA GSTIN No.: 07AAATA1644A1ZH

AIMA PAN No.: AAATA1644A

- No refund of fees in case of cancellation by the participant, however, if the contest is cancelled by AIMA YLC then fees will be refunded.
- Pre-registration and pre-payment is MUST for participation. Last date for Fee Submission is 20 November, 2020 along with application.
- The participation fee can be paid online or through DD/Cheque.
- Online Registration & Fee Payment can be done through www.aima.in
- DD/Cheque towards participation fee should be drawn in favor of All India Management Association, payable at New Delhi and must be couriered at All India Management Association, 14 Management House, Lodhi Road, New Delhi-110003 along with the case study.
- Fee is non-refundable.

Submission Format

- The entry to the case study contest should be submitted in the template in word format. Refer Case Study Template for further details.
- A powerpoint presentation should also be sent with the abstract of the case study latest by 20 November, 2020 along with application. The presentation should be limited to 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 YLC Case Study Contest_OrganisationName_word” &
 - “AIMA YLC Case StudyContest_OrganisationName_PPT.pdf”
 and sent to ylcbigidea@aima.in
- Subject line of the email: AIMA YLC Case Study Contest on Innovation & Strategy
- The verdict of the jury will be final.

Evaluation Parameters

Initial shortlisting of the entries will be based on the word document & PPT submitted by the Organisation. Following will be the Evaluation Criteria:

I. Uniqueness

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

II. Impact

- People/ Society- Impact on the customer, number of people impacted and degree of impact
- Economic impact- top line/ bottom line (before and after)
- Environmental impact - assessment on carbon footprints, if applicable (This is a desirable criteria and not essential)

III. Scale, Strategy and Sustainability

- Innovation/Strategy has out lived, founding team, special resources
- Whether self- sustainable; Innovation/Strategy has demonstrable scalability

General Rules

- All decisions of AIMA YLC 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 YLC reserves the right to refuse the participation of, or to disqualify any team and/or participant from the contest at any time which does not fulfill the criteria laid down by AIMA YLC.
- All decisions taken by AIMA YLC, 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 YLC reserves the right to shorten, modify or cancel the Contest at any time, without assigning any reason. AIMA YLC 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 YLC in this regard.
- No refund of fees in case of cancellation by the participant, however, if the contest is cancelled by AIMA YLC then fees will be refunded.

CONTACT US:

Ms. Rajni Yadav
Assitant Director

All India Management Association (AIMA), Management House; 14, Institutional Area
Lodhi Road, New Delhi – 110 003, India

Mobile : +91 - 9845833645, Email: ryadav@aima.in