

# THE BIG IDEA

## An Innovative Case Study Contest

### CASE STUDY TEMPLATE

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 innovation case studies will be judged against three criteria: Uniqueness, Impact and Sustainability. Unique within the entity, with respect to the Industry in India, and with respect to the Industry in the world. Impact of the innovation/idea on the customer, number of people impacted, degree of impact, economic impact- top line/ bottom line (before and after), environmental impact- assessment on carbon footprints, if applicable. Whether the idea is self-sustainable and has demonstrable scalability .
- There should be demonstrable viable product/services.
- Any Indian start-up/ organisation in existence for up to 5 years can apply in his contest.
- All completed application forms and case studies should be submitted in soft copy latest by 20 November, 2020

**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.

Education / Training	Healthcare / Pharma	FMCG / Retail	Media / IT / Telecom	Energy & Utilities	Agriculture / Food	Automotive
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Name and Address of the Organisation: \_\_\_\_\_

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KNOWLEDGE PARTNER

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. _____

## 2. CASE STUDY

### 2.1 Case Title

**2.2 Case Abstract** a brief description covering the situation/ challenges/ opportunity which led to innovation and outcomes (Between 200- 250 words)

**2.3 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 quantitative 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 YLC understanding of innovation detailed in Summit 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, if applicable. The information points can also be included in annexures (excel sheet, financial statements customer feedback, consumer insights, policy document etc)

## 3. 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 and should cover :

- 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:

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