



SECTION A: DETAILS OF CASE*

Case Centre	3
Credit & Publicity Form	

1. Title _____

2. Length (pages) _____

3. Product Type Case Exercise Technical Note Case (Graphic)
 Case (Abridged) Case with VCD Game Audio-Visual output

4. Area of Registration (please tick ONE BOX only)

<p>Ashank Desai Centre on Leadership and Organisational Development (ADCLOD)</p> <p>Centre for Data Science and Artificial Intelligence (CDSAI)</p> <p>Centre for Digital Transformation (CDT)</p> <p>Centre for Innovation, Incubation and Entrepreneurship (CIIE)</p> <p>Centre for Management in Agriculture (CMA)</p> <p>Centre for Management of Health Services (CMHS)</p> <p>Centre for Transportation and Logistics (CTL)</p> <p>Communications (COMM)</p> <p>Economics (ECO)</p> <p>Finance and Accounting (F&A)</p> <p>Gender Centre (GC)</p> <p>Human Resource Management (HRM)</p>	<p>India Gold Policy Centre (IGPC)</p> <p>Information Systems (IS)</p> <p>JSW School of Public Policy (JSW-SPP)</p> <p>Marketing (MAR)</p> <p>Misra Centre for Financial Markets and Economy (MCFME)</p> <p>NSE Centre for Behavioral Science in Finance, Economics and Marketing (NSE-CBS)</p> <p>Organizational Behaviour (OB)</p> <p>Operations and Decision Sciences (O&DS)</p> <p>Public Systems Group (PSG)</p> <p>Ravi J. Matthai Centre for Educational Innovation (RJMC)</p> <p>Strategy (STR)</p>
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5. Subjects Covered

1. _____ 3. _____
2. _____ 4. _____

*Section A to Section C- It is mandatory to fill all the fields.

6. Programme/s for which the case will be useful (Courses)

- Ph.D _____
- MBA (PGP) _____
- MBA-FABM _____
- MBA-PGPX _____
- EEP _____
- ePGP _____
- ePGD-ABA _____
- AFP _____
- FDP _____

7. Setting of Case

Geographical location Country: _____ State: _____ City: _____

Industry: 1. _____ 3. _____
 2. _____ 4. _____

Department 1. _____ 3. _____
(e.g. sales, engineering) 2. _____ 4. _____

Positions involved _____

Organization _____ Year of case event _____

8. Keywords 1. _____ 2. _____ 3. _____
 4. _____ 5. _____ 6. _____

9. Abstract (maximum 100 words)

10. Summary details

Name of the main protagonist: _____

Designation/Position of main protagonist: _____

Gender of main protagonist (Tick relevant box): Male Female Other

One sentence statement of the situation (decision-making or other) faced by the protagonist:

11. Learning Objectives: (Max 4 learning objectives in bullet points - total no of words 150)

12. Discipline

- | | |
|---|--|
| <input type="checkbox"/> Accounting | <input type="checkbox"/> Communication |
| <input type="checkbox"/> Economics | <input type="checkbox"/> Ethics and Governance |
| <input type="checkbox"/> Finance | <input type="checkbox"/> Human Resource Management |
| <input type="checkbox"/> IT and Systems | <input type="checkbox"/> Innovation and Entrepreneurship |
| <input type="checkbox"/> International Business | <input type="checkbox"/> Management Education |
| <input type="checkbox"/> Marketing | <input type="checkbox"/> Operations Management |
| <input type="checkbox"/> Organizational Behaviour | <input type="checkbox"/> Public Policy and Law |
| <input type="checkbox"/> Quantitative Methods | <input type="checkbox"/> Strategic Management |
| <input type="checkbox"/> Any other (please specify) _____ | |

13. Sector

- | | |
|---|---|
| <input type="checkbox"/> Agriculture and Animal Husbandry | <input type="checkbox"/> Banking Finance Insurance |
| <input type="checkbox"/> Co-operatives | <input type="checkbox"/> Education |
| <input type="checkbox"/> Government | <input type="checkbox"/> Health |
| <input type="checkbox"/> Infrastructure | <input type="checkbox"/> Manufacturing |
| <input type="checkbox"/> Mining | <input type="checkbox"/> Telecom and Software |
| <input type="checkbox"/> Public Sector | <input type="checkbox"/> Transportation and Logistics |
| <input type="checkbox"/> Trade | <input type="checkbox"/> Any other (please specify) _____ |

SECTION B: AUTHORSHIP

Author 1. _____ Designation _____
(Last name) (First name)
Affiliation _____ e-mail (Official) _____
(Personal) _____

Author 2. _____ Designation _____
(Last name) (First name)
Affiliation _____ e-mail (Official) _____
(Personal) _____

Author 3. _____ Designation _____
(Last name) (First name)
Affiliation _____ e-mail (Official) _____
(Personal) _____

Author 4. _____ Designation _____
(Last name) (First name)
Affiliation _____ e-mail (Official) _____
(Personal) _____

Author 5. _____ Designation _____
(Last name) (First name)
Affiliation _____ e-mail (Official) _____
(Personal) _____

Author 6. _____ Designation _____
(Last name) (First name)
Affiliation _____ e-mail (Official) _____
(Personal) _____

Author 7. _____ Designation _____
(Last name) (First name)
Affiliation _____ e-mail (Official) _____
(Personal) _____

Author 8. _____ Designation _____
(Last name) (First name)
Affiliation _____ e-mail (Official) _____
(Personal) _____

Supervised by _____ Designation _____ Signature _____
(Last name) (First name)

SECTION C: COPYRIGHT, CERTIFICATION AND PERMISSIONS

Source (please tick and complete)

Note: If item i or item ii is ticked, Form 2 “Organisation Release Form” is to be mandatorily submitted

- (i) This case was made possible by the cooperation of (name of organisation(s))

- (ii) This case was made possible by the cooperation of an organisation that wishes to remain anonymous *

- (iii) This material was compiled from published sources (please specify sources)

- (iv) This material was compiled from generalized experience**

Note:

* In Form No. 2 the real identity of the organization must be revealed as part of the organizational clearance. The Case Centre will treat this information as confidential.

**Generalized Experience material will be registered as an “Exercise”.

Case teaching test runs

I/we the author certify that this case has been tested in the following teaching situations.

Used at (institution) _____

Course title(s) _____

Number of students _____

Level of students _____

No. of occasions taught _____

Dates of tests _____

Signature _____

SECTION D: FUNDING SUPPORT SOURCE:

Please tick the applicable boxes:

<input type="checkbox"/>	<u>Funded by organization on which material has been prepared</u>
<input type="checkbox"/>	<u>Funded by another agency (please indicate name)</u>
<input type="checkbox"/>	<u>Funded by IIMA</u>
<input type="checkbox"/>	<u>Not funded by anyone</u>

If funded by organization on which the material is based:

Sr No	Particulars	Amount (INR)
1	Travel	
2	Research Assistance	
3	Local Hospitality (excluding any support in kind)	
4	Any other	

Note: Consistent with standard practice, no honorarium or remuneration for is to be accepted by the writer from the organization on which a case or other teaching material is prepared. This is to ensure that the independence of the writer is maintained, and that the role of a case writer as a developer of teaching material does not get confused with other roles such as consultant, advisor, etc. Please note that sometimes cases may arise out of consulting assignments; in such situations, faculty members ensure that the case writing is kept independent of the paid work done—for instance, by following the prescribed case writing approval and clearance procedures.

SECTION E: ENCLOSURES

Electronic versions of (please tick)

File type

- | | |
|--|---|
| <input type="checkbox"/> Case _____ | <input type="checkbox"/> Other supplement or note |
| <input type="checkbox"/> Teaching _____ | <input type="checkbox"/> Please specify _____ |
| <input type="checkbox"/> Case exhibits _____ | <input type="checkbox"/> Case abstract _____ |

- Originals of CD-**
- | | |
|--|--|
| <input type="checkbox"/> Video | <input type="checkbox"/> ROM |
| <input type="checkbox"/> Case exhibits | <input type="checkbox"/> Logo of authoring institution |

FOR OFFICE USE

- | | | |
|--|--|--|
| <input type="checkbox"/> Author Release Form | <input type="checkbox"/> Organization Release Form | <input type="checkbox"/> Credit and Publicity Form |
| <input type="checkbox"/> Teaching Note Form | <input type="checkbox"/> Restriction (if any) | |

Name _____ Signature _____ Date _____

Note: Form revised with effect from April 20, 2023.