

# Showcase

- AN IIMCCRC BI-ANNUAL NEWSLETTER



## ✓ Editorial

Welcome to the Seventh Edition of IIMCCRC's newsletter Showcase. We started this newsletter as a way of keeping in touch with the faculty, case writers, and our alumni community who have been an integral part of our journey. The activities of IIMCCRC have increased significantly over the years. IIMCCRC has successfully published 81 cases and we are in the process of finalizing a number of cases for the current academic year. The support from a number of companies have helped us build a repository of cases and teaching notes that can be used by our faculty, those from other Indian business schools and schools worldwide that are interested in understanding the Indian way of doing business. We are also in active discussions with several companies who have shown interest to partner with IIMCCRC to develop cases on their latest activities. We will keep adding them to the list as collaborating companies. We hope that you find this newsletter useful and informative.

Please email us and let us know what you think and please visit our website at <https://www.iimcal.ac.in/case-studies> for more information. Happy reading!

## ✓ Participation in EFMD Case Competition



EFMD has been organising its annual case writing competition with a wide selection of categories that focus on specific issues. This case writing competition encourages innovative and impactful case writing. This year, IIMCCRC has participated in this competition by submitting eleven cases in various areas such as:

Supply Chain Management, Continuous improvement, Inclusive Business Model, Finance, Banking, Entrepreneurship and others. Two of our case studies won this prestigious competition in the year 2017.

## ✓ Release of Case Study



IIMCCRC organised the launch of a case study on Simulanis: Transforming Training Digitally Through Augmented And Virtual Reality on 31<sup>st</sup> August, 2019 at IIMC. Mr. Raman Talwar, Founder and CEO of Simulanis, one of the members of the senior management team of Simulanis, and Prof. Indranil Bose of IIMC released the case study.

EFMD Case Writing Awards

case centre

EFMD Case Writing Competition

Rewarding innovative cases in management development

## ✓ Faculty Speaks



Being able to write a case highlighting a concept that one wants to cover during their course provides them the freedom to design and customize the course to suit their audience. However, the administrative effort required in case-writing sometimes starts dominating the academic effort.

It is in this context, I found IIMCCRC's support commendable. IIMCCRC provides support through out the case-writing process, starting from connecting with possible co-authors, to following up with the organization for getting the case-release.

**Prof. Megha Sharma**  
Associate Professor, Operations Management, IIMC

## ✓ Case Writer Reflects



On my journey of writing for IIMCCRC, I have enjoyed learning about the topics that I write about, bolstered by the confidence that the professors I work with have in me. Not only are they professionals to the core but fine human beings. They are my motivation and my inspiration, and the ones that are a pleasure to work with.

It was my avid love for reading that transformed me into a writer. Over the years I have worked with other case-writing centers but my experiences with IIMC have been fulfilling. When I write for IIMCCRC, I feel that I am on a never-ending roller-coaster ride. To say the least, writing cases is exciting and invigorating. With the exhaustive research that each case requires, I read and absorb new ideas, and recent developments.

Since it is important when writing case studies that events and situations speak for themselves rather than be interpreted, evaluated, or judged, my focus is on not just what I 'write/say' but "how" I write it. I find the beginning to be the biggest obstacle but as I progress, it becomes easy. I get 'into' the case and when it reaches its culmination I feel a sense of loss. I sometimes feel that I need a catharsis to be ready for the next one. Writing a case for IIMCCRC has at times, been painful, especially when reviewers or the professors made me iterate what I have meticulously written. But oddly enough, when I do the needful, it is immensely rewarding. Writing cases for IIMC reminds me of a book I read long back that evoked tears. And today I feel the same - I want my cases to do the same, I want to move people.

**Ms. Menaka Rao**  
Content and Case Writer for IIMCCRC

## ✓ EDITORIAL TEAM



**PROF. INDRANIL BOSE**  
Faculty Coordinator



**MS. PRIYA DEY**  
Secretarial Assistant

For any suggestions about the newsletter please reach us at [iimccrc@iimcal.ac.in](mailto:iimccrc@iimcal.ac.in)

- *Green Agrevolution Pvt. Ltd.: Creating an ICT Enabled Ecosystem for Small Holder Farmers*
- *Deodorant Wars in India: Revival of Challenge for Axe*
- *Facebook Free Basics: Bridging the Digital Divide or Destroying Net Neutrality?*
- *Saveonmedicals.com: Starting an Online Pharmacy in India*
- *UBER IN INDIA: Managing a fleet of 'Micro-entrepreneurs'*
- *Merwana Blends Digital Marketing into the Fabric of Customer Experience*
- *Calcutta 64: An Entrepreneurs's Journey to Success*
- *Mendine Pharmaceuticals: Integrating Forecasting And Production Planning*
- *Managing Digital Wallet Fraud at XetaPay*
- *HDFC Bank: A Tryst with FinTech for Digital Transformation*
- *Market Analytics at YouGo Cabs*
- *A Journey of Transformation: Century Textile Industries Limited-Cement Division*

## ✓ Alumnus Connects

Writing a case is an intense experience as you have the opportunity to dive deeply into what's happening in a sector or domain, connect it to the story of an entrepreneur/ organisation and link back to conceptual frameworks which help decipher what is happening and how to respond.



I was happy to develop 'RxPrism: Pioneering digital transformation in Pharma' along with Professor Indranil Bose. Thanks to the professor's quiet and supportive guidance I learnt a lot about how to write a case efficiently and how to make it interesting. The bonus of the experience was the visit to the Institute when the case was released; it felt wonderful, like coming home!

These artefacts of learning which are created by the Case Centre are invaluable as they have the potential to showcase the best of business experience and learning from India, across the world. They showcase IIMC's expertise in creating them. They give faculty, alumni, and business a chance to connect and collaborate. Here's wishing the Centre all the best in its future endeavours, and looking forward to seeing many more sterling cases in the years to come.

**Ms. Deepa Iyer**  
31st Batch PGP of IIMC