

Case Study Contest on “Best CSR Practice towards Responsible Business”

Case Study Contest

The **Case Study Contest** is organised to encourage and involve companies, institutions and business schools from across the country to showcase their CSR and Responsible Business practices. The top 3 Case Studies will be invited to make presentations during a Special Session at the Summit. The Best 10 Case Studies will be distributed at the Summit in the form of a Special Booklet that will signify India’s Responsible Business movement and will become a guiding source for others to follow for wider good.

Topic: “Best CSR Practice towards Responsible Business”

The case study should focus on specific CSR initiatives instituted by your company/organization/institution to strengthen Responsible Business. The case study should not exceed 2500 words.

Registration details

The Contest also entails a nominal fee of **Rs. 25,000/-** (plus service tax of 12.36% is applicable). This fee will also entitle you to the following additional privileges:

1. 2 complimentary delegates to the Conference
2. Acknowledgement of your company logo on a specially created signage at the Summit venue

Guidelines for the Case Study Contest

The case study should focus on specific CSR Practice towards Responsible Business your company/organization/institution has successfully followed in the last two years. The case study should not exceed 2500 words.

The case study should broadly cover the following:

- Details and Description of the CSR/Responsible Business Practice/Initiative
- Triggers to the Practice/Initiative
- Statement of Purpose of the Practice/Initiative (How is your Practice/Initiative unique and path breaking?)
- Barriers faced and How did you overcome the barriers
- Results of the Practice/Initiative for the wider good (covering various Stakeholders)
- Specific Effects on Environment
- Specific Benefits to Society

Last date for Case Study submission: 1st June 2012

Please send your entries with supporting documents and pictures in hardcopy to:

Mr Aseem Kumar/ Ms Shruthi
All India Management Association
Management House, 14 Institutional Area | Lodhi Road, New Delhi-110003.
Phone: 011-24608511/12 | Fax: 011 24626689

Please also submit the softcopy of the entry to: akumar@aima-ind.org and shruthi@aima-ind.org