



**Idyllic**



# Institute of Management

(Affiliated to DAVV Indore & Approved by MPHE and AICTE, New Delhi)

- Top Management Institute in MP by CSR
- Best Commerce & Management Institute in MP by Katalyst Research

## 2<sup>nd</sup> INTERNATIONAL CASE STUDY COMPETITION 2K23

**“DOSSIER PRUDENTIA”**  
OCEAN OF DYNAMIC MASTERMINDS

25<sup>th</sup> & 26<sup>th</sup> August' 2023 | Friday & Saturday

## About ICON EDUCATION SOCIETY

The founding of ICON Education Society in 2003 was a preliminary step towards the educational standard. The Society, which began with a small law Institute, has grown into a powerful organisation with a network of three prestigious institutions known as the **Indore Institute of Law, Idyllic Institute of Management, and Indore Nursing College**, all of which are located on a beautiful, 7acre campus close to Indore City. The students

who will become our future lawyers and managers need to be prepared for this competitive and dynamic environment. Based on the solid pillars of ethics, optimism, passion, and excellence, ICON Education Society is intended to intellectually & ethically mould its students so they may stand up, express themselves, and succeed in all facets of life in the increasingly competitive global marketplace.

## About IDYLLIC INSTITUTE OF MANAGEMENT

ICON Education Society, the industry pioneer in the field of education, oversees the operation of Idyllic Institute of Management, which offers courses in Management, Commerce, Science, and Arts. It is recognized by MP Higher Education and AICTE, New Delhi, and affiliated with DAVV (an "A+" Grade University). "Accepting the

challenges is an art and to convert them into triumph is practice," is our institute's guiding principle. We collaborate with students to foster their ethical values, academic achievement, and entrepreneurial skills in order to prepare them for success as self-employed individuals and future professionals.



### *Vision*

To be the most recognized institution for developing entrepreneurial mindset that realize self-actualization and encourage the entrepreneurial skills, innovation and holistic development of the students through human ethics and values. It enables them to understand the present business scenario which contribute towards the development of the self-reliant society. Through Indian Knowledge Systems students able to shape and define their very existence and provides the foundation for their beliefs and traditional practices.



### *Mission* उद्यमेन हि सिध्यन्ति कार्याणि न मनोरथैः।

It is said that Action springs not from thought, but from a readiness for responsibility. All work is accomplished by hard work, not just by thinking. The actions are a decisive force for implementing any task. The mission is to work diligently to achieve desired work. Action isn't the idea, its design, implementation and hard work that makes the difference.

**“The actions of a great man provide inspiration to others, whatever he does become a standard for them to follow”~ The Bhagavad Gita**

- To enhance personal leadership and soft skills, develop self-confidence and assertiveness.
- To improve awareness of how assumptions, beliefs, attitudes and organizational interests influence thinking, decisions and actions.
- To provide world class infrastructure, renowned academicians and ideal environment for Research, Innovation and Entrepreneurship relevant to the society.

## Objectives of

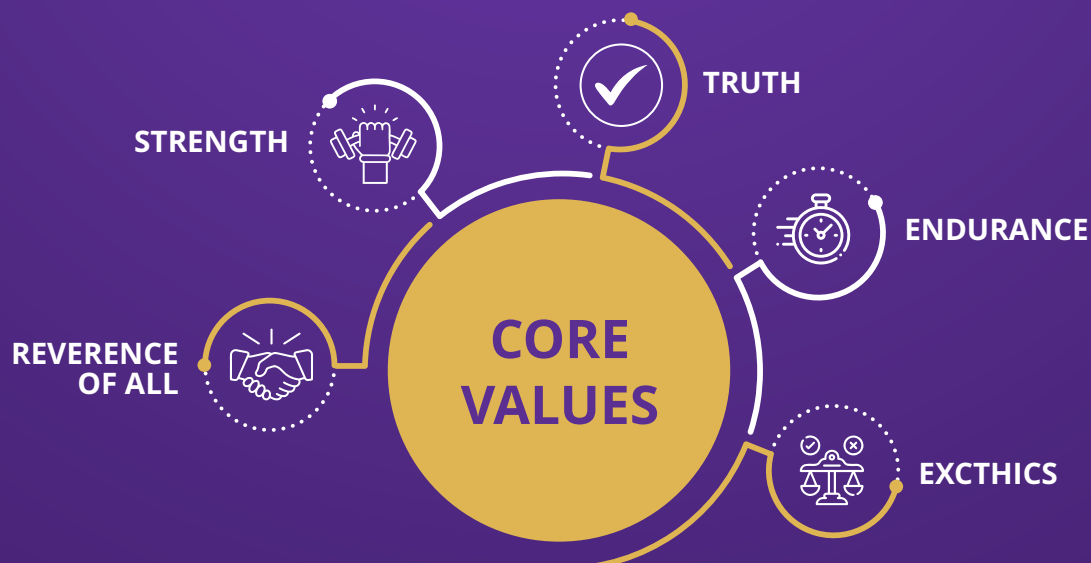
### CASE STUDY COMPETITION:

- To promote the use of the case study technique as a teaching tool by offering participants rich inputs to enhance their analytical abilities.
- To inculcate research tendency in students for industry readiness with the help of case studies.
- To Enhance the participants ability to present cases.
- To draw the outcome by the researchers with case study method which will benefit the society

## Benefits from

### THE CASE METHOD

- Students are exposed to a wide range of industries, organizations, roles, and degrees of responsibility through case studies.
- Students gain the adaptability and self-assurance they need to handle a range of duties and responsibilities in their employment as a result.
- Case studies help students to better understand management theory by giving them practical examples of the underlying ideas. They bring life to theoretical debates by offering fruitful, captivating knowledge about actual business scenarios.
- Case studies expose students to how businesses and other organizations actually operate in line with current trends.
- Case studies show how managerial decisions are actually made in the current situation and by professionals in there spective sector. The ambiguity and complexity that are present in most management situations are reflected in cases.
- Students are able to comprehend and cope with the various point of views and perspectives of the other team members when working on a case study in a group. Their interpersonal and communication abilities will be benefited from this.
- Case studies give management concepts a comprehensive perspective. The integration of theories and concepts learned in several functional domains is necessary for managerial decision-making. Students are exposed to this management idea reality through the case approach.
- Case studies help students to learn the appropriate questions to ask in various circumstances. The use of case studies in institution will improve students' capacity to recognize and comprehend underlying issues.





# Laurels to IDYLLIC INSTITUTE OF MANAGEMENT



**CERTIFICATE OF EXCELLENCE**  
Excellence in Indian Education Award-2016  
Best Commerce & Management Institute in M. P



Honors Of Excellence  
**RASHTRIYA SHIKSHA RATAN**  
By Global Achievers Foundation-2017



Icons Of Madhya Pradesh Award Of Excellence  
**BY OUTLOOK**



My fm/ida REALITY KINGS AWARD FOR  
**BEST EDUCATION BUILDING**  
OF CENTRAL INDIA-2012-13



Madhya Pradesh Entrepreneur &  
**EXCELLENCE AWARD 2016**



Recipient of **CAPTAINS OF INDUSTRY**  
Award 2015



Best Concrete Structure In Private Sector  
**CONSTRUCTIONS AWARDS 2014**  
by Ultra Tech



**"Top Management Institute**  
in MP"  
by CSR in 2021



**"Pariyavar Ratna Award"**  
by CEPRD in 2023





# About INTERNATIONAL CASE STUDY COMPETITION 2K23

## **“DOSSIER PRUDENTIA” OCEAN OF DYNAMIC MASTERMINDS**

***“First comes the inspiration,  
and then comes the perspiration”***

***“The path to success involves two parts. Part one is all about imagination and dreaming up a big idea. Part Two is all about having the diligence, the determination, and the tenacity needed to turn those dreams into reality.”~ Clay Clark***

Without using relevant circumstances and examples, management education will not be complete as it helps in developing rational imagination and helps in giving solutions to the practical problems in business world. As a result, the case study approach has grown significantly in relevance and complements the traditional lecture method for transferring knowledge to students. It incorporates student's active engagement, which is more engaging than their role in the formal lecture, which was passive listening.

With the COVID-19 pandemic, it was important to switch to online learning and create novel approaches to ensure student learning outcomes (SLOs), which is the great lesson for us that crosses the boundaries for exchange of knowledge. Which Even though online education has long been encouraged, the COVID-19 pandemic has quickly and significantly increased its popularity. Students were unable to attend school or colleges during this dire scenario. The majority of institutions and colleges have chosen for online instruction to preserve student learning.

Our management and academicians at Idyllic institute of management got inspired through online learning and (SLOs), so promoting the case- based teaching methodology. stepping forward with this context, we are pleased to announce the event 2<sup>nd</sup> **INTERNATIONAL CASE STUDY COMPETITION, DOSSIER PRUDENTIA – OCEAN OF DYNAMIC MASTERMINDS**. Students, academicians and research scholars who participate in this competition will be benefitted from learning how to simplify complex ideas, being exposed to real-world situations, adding value through discussion of concrete topics, developing tolerance for opposing viewpoints on the same subject, being able to rationally defend one's own point of view, and improving teamwork.



# Messages from PATRON

"A true leader has the self-assurance to stand on their own, the courage to make difficult choices, and the empathy to take the needs of others into consideration. He doesn't set out to be a leader, but he develops into one through the integrity of his talent and the caliber of his acts. "Every great dream has a dreamer," they say. Never forget that you possess the courage, persistence, and passion necessary to aim for the stars and transform the world.

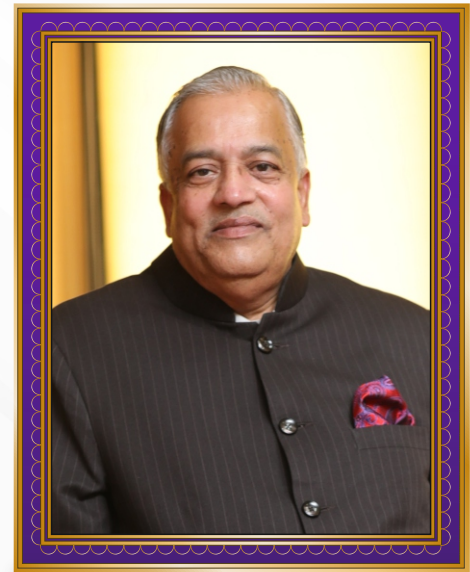
This is the only way to educate the people and raise up future generations of leaders in our pupils. I therefore extend a warm greeting to the entire management, academic community for the 2<sup>nd</sup> "INTERNATIONAL CASE STUDY COMPETITION 2k23", "DOSSIER PRUDENTIA"- OCEAN OF DYNAMIC MASTERMINDS

*Wishing a great success of event.*

**Shri. Kantilalji Bam**

Chairman

ICON Education Society



"You shouldn't ever consider your difficulties to be a disadvantage. It's crucial that you realise that one of your greatest advantages actually comes from your ability to overcome difficulty. We should be inspired by our independent-thinking through friends and co-workers since they have a propensity to approach problems from several perspectives.

We, at Idyllic Institute of Management are pleased to conduct "2<sup>nd</sup> INTERNATIONAL CASE STUDY COMPETITION 2k23", "DOSSIER PRUDENTIA"- OCEAN OF DYNAMIC MASTERMINDS for academicians and management students who are committed to owning their cognitive abilities, it is anticipated to be an astounding intellectual mega event.

Idyllic Institute of Management, located in Indore, Madhya Pradesh, in the center of India, feels blessed and honored to host the Esteemed Management Institutes around the country and outside.

**Dr. Akshay Kanti Bam**

Chairman

Idyllic Institute of Management





“Leadership is unlocking people's potential to become better.”

The criteria that a leader sets for themselves reveal their character. Be dependable in the little things since that is where your strength lies. As someone who places a premium on setting standards, it gives me great pleasure and honor to invite you for mega-enlightening experience of the 2<sup>nd</sup> INTERNATIONAL CASE STUDY COMPETITION, "DOSSIER PRUDENTIA"-OCEAN OF DYNAMIC MASTERMINDS.

We are honored to extend a warm welcome to all attendees on behalf of the organising committee for this outstanding event at the Idyllic Institute of Management on 25th& 26th August.

**Prof. (Dr.) Manpreet Kaur Rajpal**

Director & Dean of Academics  
Idyllic Institute of Management

It is Said that "Do not fear growing slowly; fear only remaining still." and "Whispering at mountains won't move them," With this conviction, we are working to provide an amazing platform for today's academics and aspiring managers.

We are excited to conduct Mega-Event, "INTERNATIONAL CASE STUDY COMPETITION 2k23", "DOSSIER PRUDENTIA" - OCEAN OF DYNAMIC MASTERMINDS, Being proud Principal of the Idyllic Institute of Management. I take great joy in welcoming the future managers, team leaders, and negotiators.

The participants would have the chance to show off their hidden intelligence on this platform. My sincere wishes are with you, and I would be thrilled by your gracious Presence is our International Mega Event 2k23 via virtual mode.

**Prof. (Dr.) Babita Kadakia**

Principal  
Idyllic Institute of Management



“Education is the passport to the future, for tomorrow belongs to those who prepare for it today. who is capable of cutting through disagreement, controversy, and uncertainty to present an answer that is clear to everybody.” We are pleased to present the Grand Mega-Event, 2<sup>nd</sup> INTERNATIONAL CASE STUDY COMPETITION "DOSSIER PRUDENTIA" - OCEAN OF DYNAMIC MASTERMINDS.

The Mega event seeks to give aspiring managers a space to conceptualize and carry out their ideas, as well as engage in discussion and engagement with other students and academic practitioners. It gives as great pleasure to invite and welcome students from abroad on behalf of the entire management fraternity.

**Dr. Shubha R. Singh**

Head Of The Department  
Idyllic Institute of Management

## LETTER OF *Invitation*

To  
The Vice Chancellor/ Director/Dean/Principal/Head of Department,

Subject: Invitation for the 2<sup>nd</sup> “INTERNATIONAL CASE STUDY COMPETITION 2k23”, “DOSSIER PRUDENTIA”- THE OCEAN OF DYNAMIC MASTERMINDS, organized by Idyllic Institute of Management on 25th -26th August 2023.

Dear Sir/Madam,

Greetings from Idyllic Institute of Management!

Idyllic Institute of Management is one of the Best Undergraduate Commerce and Management College of Madhya Pradesh. It has been awarded with the Certificate of Excellence in 2016, Best Undergraduate Commerce & Management Institute of Madhya Pradesh and Chhattisgarh in 2017 by Katalyst Research and is also conferred with “The Excellence in Indian Education Awards for the Best Brand of the year, in 2017”. The Institute has also bagged award of “Top Management Institute in MP” by CSR in 2021 along with this awarded with “Pariyavaran Ratna Award” by CEPRD in 2023.

We are pleased to announce the “2<sup>nd</sup> INTERNATIONAL CASE STUDY COMPETITION 2K23”. “DOSSIER PRUDENTIA”– “OCEAN OF DYNAMIC MASTERMINDS” (via online mode). The event is scheduled on 25<sup>th</sup> & 26<sup>th</sup> August 2k23.

We, Idyllic Institute of Management, shall be pleased to receive participations from your prestigious Institute and seek for your presence as to promote the academic endeavors and bestowing participants with a remarkable learning experience.

Warm Regards

The Management Team

Idyllic Institute of Management, Indore.



## Mode of ACTIVITY : VIRTUAL

### THEMES :

Theme	Faulty Coordinator	Student Coordinator
<b>Sustainable Development/ Entrepreneurship/ Finance</b>	<b>Dr. Archana Dubey</b> 98260-44733 <b>Asst. Prof. Bhagat Yadav</b> 99774-43919	Ms. Mahak Saini Mr. Shahrukh Patel
<b>Design Thinking/Artificial Intelligence/ Analytical Skills in Business</b>	<b>Asst. Prof. Shivani Patel</b> 96913-67826 <b>Asst. Prof. Gurprit Kour Sudan</b> 99818-06559	Ms. Shriyanshri Garg Ms. Ayushi Dhir
<b>Production &amp; Operation/ Marketing/ Supply Chain Management/ Logistics</b>	<b>Asst. Prof. Shivanetra Agarwal</b> 99930-37588 <b>Asst. Prof. Diksha Patidar</b> 80858-26661	Ms. Jayshree Yadav Mr. Dev Ahuja
<b>Organization Behavior/ Psychological Perceptions/ Human Resource Management</b>	<b>Asst. Prof. Arun Saxena</b> 88277-35877 <b>Asst. Prof. Vani Jain</b> 91119-70929	Ms. Kanishka Kabra Mr. Ayan Chakrobarty
<b>Innovative Skill Enhancement Practices/ Best Ethical Knowledge System &amp; Pedagogy</b>	<b>Dr. Samir Khan</b> 70244-71135 <b>Asst. Prof. Sunidhi Chouhan</b> 78987-26170	Ms. Harshita Yadav Ms. Pragya Mahajan

### SCHEDULE :

#### DAY I : 25th August 2023

##### INAUGURAL CEREMONY

11:00 am to 12:30 pm

##### Sessions

1:30 pm to 4:30 pm  
(Parallel Tracks)

##### PARTICIPANT – STUDENTS

Participants shall be presenting complete case through PPT Presentation

#### DAY II : 26th August 2023

##### PARTICIPANT - RESEARCH SCHOLARS/ACADEMICIANS

Participants shall be presenting complete case through PPT Presentation.

##### Sessions

10:00 am to 1:30 pm  
(Parallel Tracks)

##### VALEDICTORY SESSION

2:30 pm to 3:30 pm

## RULES & REGULATIONS

Teams will analyze a business case study and provide a solution as part of the competition's virtual preparation, creating and submitting both a written executive summary and PowerPoint slides for the oral presentation that will be given on the competition day.

Teams will compete by making an oral presentation to a panel of judges.

Participants should submit an executive summary before the competition.

- Participants have to present a case study on any one of the above themes.
- The executive summary shouldn't be longer than two pages.
- The participant's original work or a published case may be used as inspiration for the case.
- The summary shall be typed in Times New Roman, 12-point, and single-spaced.
- On the day of the competition, the team will use PowerPoint slides to deliver its oral presentation, which cannot last more than 10 minutes.
- The presentation will subsequently be judged by a panel of judges, who will also pose any pertinent questions. The Q&A period will last an additional five minutes.
- The presentation must be submitted by using the PowerPoint template.
- The presentation should have between 10 and 15 slides, however it should be planned with the time allotted in mind.
- Teams should be careful to ensure that their answer is clear and brief when preparing the presentation.

- Video clips and sound effects are not permitted in the presentation.
- The presentation may use graphics.
- Judges will have an additional five minutes for questions and answers.
- Time restrictions will be upheld.
- Participants have to submit their case study on E-mail-id: [icscidyllic@gmail.com](mailto:icscidyllic@gmail.com) before last date.

## SCORING

Separate panels of judges will grade the written executive summary and the presentation, respectively. Executive summaries submitted in writing will be graded before the event.

## TIE-BREAKERS

In the event of a tie, the team with the highest combined score for the ppt presentation and written executive summary will win.

The original piece of work shall receive the Best-Case Award.

## STEPS FOR REGISTRATION

- Step 1** : Go to the link provided for registration.  
<https://forms.gle/ZEJ3FXjHpuEaftLB7>  
Maximum participant 2 in a Team
- Step 2** : Take the screenshot of payment done and upload it in the given link.
- Step 3** : Kindly confirm whether you are added to what's app group or not, through the mobile numbers provided.

## FOR PAYMENT

You can pay registration fees by Google Pay/ Phone Pay/ Paytm



**Dr. Divakar Sharma +91 74154 34414**

### Scan QR Code for Payment

Bank Name : State Bank of India  
Branch : Khategaon, Dewas  
Account No.: 20341017439  
IFSC Code : SBIN0030011





## REGISTRATION FEES -

Students	Individual - 300/- Rs
	Team (2) - 500/- Rs
Academicians /Research Scholars	Individual - 400/- Rs
	Team (2) 700/- Rs

Maximum participant 2 in a Team

## IMPORTANT DATES -

Last Date of Registration - 22nd August 2023

Last Date of Submission of Case Study - 23rd August 2023

Result Announcement - 26th August 2023

## REGISTRATION LINK

<https://forms.gle/ZEJ3FXjHpuEaftLB7>

## PRIZES (E-CERTIFICATES TO ALL PARTICIPANTS & WINNERS)

### ACADEMICIANS/ RESEARCH SCHOLARS



E-Certificates to all participants & Winners

### STUDENTS



E-Certificates to all participants & Winners

Academicians/Research Scholars

**2500/- Rs.**

**Best Case  
Award**

Students

**2000/- Rs.**

### COORDINATORS

**Prof. Shweta Vyas** +91 89649-40927

**Prof. Mitali Solanki** +91 70494-98504

### PATRON

**Shri. Kantilalji Bam**  
Chairman, ICON Education Society

**Dr. Akshay Kanti Bam**  
Chairman, Idyllic Institute of Management

**Prof. (Dr.) Manpreet Kaur Rajpal**  
Director & Dean (Academics)  
Idyllic Institute of Management

**Prof. (Dr.) Babita Kadakia**  
Principal  
Idyllic Institute of Management

**Dr. Shubha R. Singh**  
Head Of The Department  
Idyllic Institute of Management



Transportation & Hostel Facility Available



# **Idyllic Institute of Management**

(Affiliated to DAVV Indore & Approved by MPHE and AICTE, New Delhi)

Campus: "Gendalal Bam Parisar", Opp. IIM,  
Rau-Pithampur Road, Indore (M.P.) 453 331.

For Admission Contact :  
8889733303, 9329148469, 9329148470

**Email: [idylicinstituteofmanagement@gmail.com](mailto:idylicinstituteofmanagement@gmail.com) Website: [www.idylicinstituteofmanagement.com](http://www.idylicinstituteofmanagement.com)**

## **Associate Institutes**



### **INDORE INSTITUTE OF LAW**

(Affiliated to D.A.V.V. & Bar Council of India, New Delhi)



1st and only Law College  
of India with

**NAAC**



### **INDORE NURSING COLLEGE**

Affiliated to DAVV & Indian Nursing Council, New Delhi