

Indian Institute of Management Calcutta Case Research Center

Showcase

- AN IIMCCRC BI-ANNUAL NEWSLETTER

✓ Editorial

Welcome to the 6th edition of Showcase. This has been an eventful year for IIMCCRC. Faculty members of IIMC actively endeavoured to complete 18 case studies this academic year in different areas of management. Case studies from IIMCCRC continue to be used in various programs. The 7th Case Method workshop was successfully held with 51 participants including faculty members and doctoral students of IIMC and several faculty members from different universities within and outside India. Some of the case release events caught the attention of the press.

✓ 7th Case Method Workshop 2019



IIMCCRC hosted the 7th Case Method Workshop at the IIM Calcutta campus on March 29-30, 2019. In the first session of the workshop, Prof. Shantanu Bhattacharya from Singapore Management University demonstrated how to teach a case, based on guiding questions to lead the audience to answers. After a break, Dr. Havovi Joshi from Singapore Management University discussed how to design the template for a case study. She distinguished between different types of case studies and how such case studies should be written. To illustrate her points, she referred to 'Cultural Transformation at Microsoft IT India: Too Fast or Just Right', a case study co-authored by her and developed under the aegis of IIMCCRC. After lunch, the discussion continued with both speakers sharing their experience on collecting data and other tricks associated with the art of case writing and case-based teaching. The interactions between the participants and the speakers continued even during the workshop dinner. The second day started with a group activity. The participants were divided into small groups and each group wrote a synopsis of a case. Prof. Bhattacharya and Dr. Joshi shared their feedback on each write-up and provided guidance on writing effective case studies. After lunch the session showcased selected case presentations from the IIMCCRC case repository by faculty members and doctoral students of IIM Calcutta. In the final session of the workshop Prof. Indranil Bose informed participants about the opportunity to collaborate with IIMCCRC and concluded with a vote of thanks to all participants.



A case study on the Integral Coach Factory's journey towards carbon neutrality written by Prof. Bodhibrata Nag and Prof. Runa Sarkar was released at the Chennai Rail Museum in the presence of dignitaries.



A case study written by Prof. Indranil Bose and Ms. Deepa Iyer was released by Dr. Maruthi Viswanathan, CEO of RxPrism, at IIMC. It details RxPrism's innovative AI-based solution REPBOTS that is enhancing communication with health care professionals.

✓ Faculty Speaks



Over the years, I have had the opportunity to write and guide a number of teaching cases with IIMCRC. In my experience, IIMCRC provides one of the best supporting infrastructures for developing cases, including funding support for all case development activities like travel, accommodation, and copy editing.

Being the in-charge of the Social Informatics Research Group at IIM Calcutta, I largely focus on developing cases relating to social entrepreneurship I started with a case on 'Doctors for You', a humanitarian organization with international presence and is working in various disaster hit zones since the last 9 years. We also developed a case on NexConnect Ventures and use it in our PGP class. Students found it fascinating that a small technology-based social venture was able to simultaneously solve the problem of social isolation of elderly and education of rural children through a single technology platform. We are planning to develop a case study on DeHaat (Green Agrevolution) through IIMCCRC. It has closed a INR 30 crore venture funding round led by Omnivore partners, supported by Pi Ventures and US based AgFunder. Dehaat is working with 50,000+ farmers with a revenue of around INR 40 crores. Here, we would like to study both the incubator IIMC Innovation Park and the incubatee in order to trace the success story of a social venture.

Somprakash Bandyopadhyay
Professor of Management Information Systems

✓ Case Writer Reflects



I have written three teaching cases for IIMCCRC so far. The first on Mytrah's diversification into the solar energy sector, the second on Big Data implementation at the Bombay Stock Exchange and the third on Simulanis transforming the learning and training for engineering through augmented reality and virtual reality.

The case on Bombay stock exchange was especially a great learning for me. Through my interactions with the MD & CEO Ashishkumar Chauhan, CIO Kersi Tavadia and the CEO of technology partner firm Datametica, I was able to appreciate the need for transformation from propriety based environment to an open source environment. The case method workshop organised by IIMCCRC helped me a lot to understand the basics of case writing. Additionally, the case writing experience helped me write research papers.

Adrija Mazumdar
Assistant Professor, IIM Ahmedabad
PhD, IIM Calcutta, 2019

✓ EDITORIAL TEAM



PROF. INDRANIL BOSE



MR. AVISEK MISHRA

For any suggestions about the newsletter please reach us at iimccrc@iimcal.ac.in

Completed Cases: November 2018 – March 2019

- *Accounting of Property, Plant, and Equipment under IND AS*
- *Towards Carbon Neutrality - The Integral Coach Factory of Indian Railways*
- *Farmizen: Architecting a Real World Farmville (Parts A, B, & C)*
- *Restaging Good Day - Making 'Good Days Better*
- *Conversations at Work*
- *Service Innovation with Blockchain at Primechain Technologies*
- *RxPrism's REPBOTS: Transforming Pharmaceutical Communication Through Artificial Intelligence*
- *Mobikwik's Full Service FinTech Platform Bet: Will it be a Winner?*
- *Simulanis: Transforming Training Digitally Through Augmented and Virtual Reality*

✓ Alumnus Connects

A case study is an example of industry-academia collaboration for the benefit of the student community. It gives the future corporate leaders a glimpse into the real world.



While this is one of the many ways in which this collaboration can be done, I think it is important since it helps students relate what they study during their management course with concrete, real-life applications of concepts and methodologies. Hopefully this case study shall aid the learning journey of students and enable them to be even better prepared as they progress from academics into the corporate/business roles in future. My congratulations to the team working on this successfully (both IIMC & Britannia) & all the best to IIMCCRC for future such endeavors.

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