Indian Institute of Management Calcutta Case Research Center

Showcase

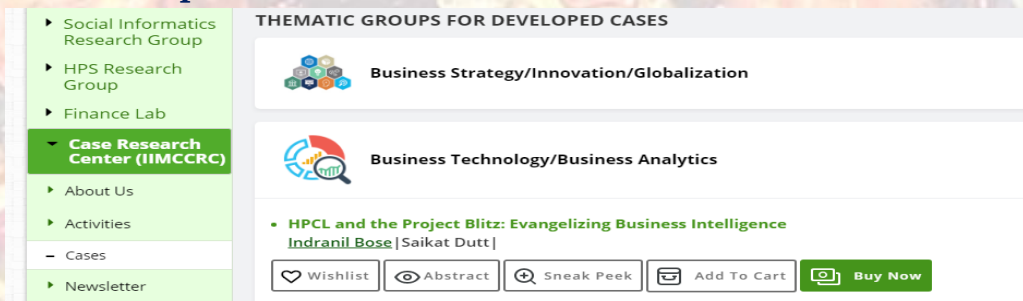**- AN IIMCCRC BI-ANNUAL NEWSLETTER**

✓ Editorial

Welcome to the festive edition of IIMCRC's newsletter "Showcase". We started this newsletter as a way of keeping in touch with the faculty, students and our alumni community who have been an integral part of our journey. We reserve our thanks and gratitude for their generous support and constructive feedback about the initiative. The last few months have been very special and eventful for IIMCCRC. We revamped the design and functionality of our webpage. At present, it thematically lists all our published cases, allows viewers a sneak peek of the case studies, and enables seamless and automated online purchase of the case studies. In the same timeframe, IIMCCRC organized two case release events on campus for the case studies on HPCL and Kutchina. These events were attended by members of the senior management team of the respective companies. Our case repository will also be adding twelve new cases on Yes Bank, Mastek, BSE, CDSL, Wipro, Faces Cosmetics, among others. IIMCCRC has also initiated several new cases with a number of prominent Indian companies.

The lush green surroundings of the sylvan IIMC campus got a touch of white paint from the beautiful Kash grass that enhanced the festive mood on campus. On behalf of IIMCCRC we wish you and your family a very happy festive season and good health and cheer.

As always, we hope you will enjoy reading the newsletter. If you need further information or have a general question, we will love to hear from you.

✓ Web Implementation

IIMCCRC has recently implemented an integrated case management system (ICMS) which is a web enabled case repository and workflow management system that automates case preview and purchase along with operational activities related to case release and user management. Special security features have been implemented in the system to ensure that the copyrighted intellectual property is protected from unauthorized copying and distribution. The ICMS has been integrated with IIMC's main website for quick access.

The website has witnessed many registered users and several downloads of case studies within a short span of time.

IIMCCRC organized a case launch ceremony for a case study on business intelligence at HPCL on 28th May, 2017 at the Academic Building of IIMC. Mr. R. Radhakrishnan, Executive Directior - IS (Functional), Mr. Sandeep Karmarkar, General Manager – IS of HPCL, and Prof. Indranil Bose of IIMC released the case study in the presence of the participants of the Advanced Program in Data Sciences.

IIMCCRC has organized the launch of a case study on Kutchina on 17th July, 2017 at the MDC of IIMC. The event was attended by the students of the Executive Program on Digital and Social Media Marketing Strategy during their campus visit. The event was graced by Mr. Namit Bajoria, Founder CEO of Kutchina and Profs. Ramendra Singh and Indranil Bose of IIMC.

✓ Faculty Speaks

Management studies involve integrating theory with practice. In fact this is one of the missions of IIM Calcutta. The case method of learning helps participants relate any conceptual framework with any challenge or problem that a business entity faces. IIMCCRC is engaged in developing such industry based case studies which can supplement the theoretical knowledge of the students.

I am involved with IIMCCRC since its inception. This centre was set up when I was the Dean (New Initiatives and External Relations) at IIM Calcutta. I saw the centre blossom into a fine warehouse of India-centric cases. I have also authored a few cases published by IIMCCRC.

The latest case that I developed with IIMCCRC was a case on a hospital in North-East India. It was a field case and during our interactions with the founder of the hospital we saw on the passion of the man. We tried to capture that passion in the case. We also noted that far from the media glare, here was a hospital which was delivering critical patient care of a quality comparable to the best tertiary hospitals in India at a much lower cost. The company has bootstrapped most of its growth with negligible support from venture capital or private equity players. So, this case study showed us that unique business models exist in non-metro cities as well.

Ashok Banerjee
Professor of Finance & Control, IIMC

✓ Case Writer Reflects

My association with IIMCCRC started way back in 2013 with my discussion with Prof. Bose regarding developing a case study on a firm who have successfully used analytics to create a sustainable business advantage for themselves

Ramco Cements gave us a wonderful opportunity as we connected their IT Head, Mr. Varadarajan who was very enthusiastic about the idea. My relationship with IIMCCRC only grew stronger over the course of time. Till date, I have developed 3 case studies for IIMCCRC across diverse sectors such as Remanufacturing, Data Analytics and Advertising analytics in a manufacturing setup.

Based on my experience a good case study should describe a compelling business problem or dilemma being faced by the protagonist. There should be abundance of data provided in the case study so that students have the opportunity to analyze the business situation. Also the writing style of the case is equally important as it helps in engaging the audience and effectively conveying the business dilemma. Regarding who qualifies for a good case writer I must say that any person having a flair for writing and interested in learning the business initiatives and challenges of a company by interacting with the senior management is best suited for this role
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Mr. Debprotim Dutta
2010 PGP Batch of IIM Bangalore
Senior Product Manager at Amazon India

✓ THE EDITORIAL TEAM

PROF. INDRANIL BOSE
FACULTY COORDINATOR

MR. ANIRBAN BISWAS
HEAD – IIMCCRC

MS. SUTAPA DEY
SR. EXECUTIVE SECRETARY

Upcoming Cases for 2017 - 18

- *Airport Express Metro Line: The Turnaround Story*
- *Sustaining Growth at Saraswaty Press*
- *Ek Number Bharose Ka: A Helpline for Grievance Re-dressal for Non-emergency Police Intervention*
- *Switchon O'nergy: Social Innovation Challenges at the Bottom-of-the-Pyramid*
- *GNRC Limited*
- *Dematerializing Academic Records in Digital India - An E-Governance Initiative of CDSL*
- *Value Creation through Big Data Analytics at Bombay Stock Exchange*
- *SIMSePAY at Yes Bank: Creating Value through an Un'smart' Innovation*
- *Wipro Limited: Building a World Class Ecosystem*
- *Mastek 4.0: Transformation for the Digital Age*
- *Innovation at LV Prasad Eye Institute: After Stem Cell Success*

✓ Alumnus Connects

With the ever growing importance of data, it is important for all industry players to understand the applications of Big Data and Artificial Intelligence for strategy decision making.

It was just apt for Prof. Indranil Bose and his team to have taken this topic for their case study. It has been a pleasure to work with Prof. Indranil Bose. As an IIMC alum, I consider sharing the insights on this case study can serve as trendsetting example for the betterment of the industry and academia.

Mr. Ashish Chauhan
26th Batch PGP & Distinguished Alumnus,
CEO and MD, BSE
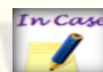
If you have any suggestions about the newsletter or if you want to share any innovative idea about case teaching and case writing please reach us at *iimccrc@iimcal.ac.in*