

The logo for the Association of Indian Management Schools (AIMS). It features the word "AIMS" in a bold, red, sans-serif font. The letter "A" is stylized with three parallel lines to its left, creating a sense of depth or a modern architectural feel.

ASSOCIATION OF  
INDIAN MANAGEMENT SCHOOLS

A vertical red line is positioned to the left of the main title, extending from the top of the text area down to the date.

# **16<sup>th</sup> Online Case Writing Workshop**

**25-27 JUNE 2026**

The background is a vibrant collage of geometric shapes. In the top left, there are overlapping circles and rounded rectangles in shades of yellow, red, and light blue. In the top right, several light blue rounded squares of various sizes are scattered. The bottom half of the page is dominated by large, overlapping triangles in shades of yellow, orange, and red. The bottom right corner features a pattern of small red plus signs (+) on a yellow background.

## Facilitator



### **Dr. Upinder Dhar Educationist & Institution Builder**

Dr. Upinder Dhar is Chairman & Distinguished Professor, People Development Foundation India since 1st August 2025. Prior to this, he was Chief Mentor & Vice Chancellor of Shri Vaishnav Vidyapeeth Vishwavidyalaya (Indore); Group Additional Vice Chancellor and Pro-Vice Chancellor (Academics), Amity University (Noida); First Vice Chancellor of JK Lakshmipat University (Jaipur); Director - Institute of Management, Dean - Faculty of Management, and Dean - Faculty of Doctoral Studies and Research, Nirma University (Ahmedabad); Director - Prestige Institute of Management and Research (Indore); Professor of Management at NITIE (Now IIM Mumbai). He has conducted 815 management and faculty development programs for the executives of major business houses and faculty members of academic institutions respectively. He has also been Guest Faculty at IIM Calcutta, IIM Indore, IIM Trichy and IIT Roorkee. Besides undertaking consultancy assignments, he has authored/co-authored/edited 905 publications. FortySix (46) scholars have been awarded Ph.D. degree under his supervision by various universities.

A Fellow of ISTD and a strong proponent of Case Method, Dr. Dhar was conferred Ravi J Matthai National Fellow Award by the Association of Indian Management Schools in 2018, and AIMA-Kewal Nohria Award for Academic Leadership in Management Education - 2022 by the All India Management Association in 2022. He has been on the Panel of Reviewers of number of international journals, such as International Journal of Training and Development, Human Resources International, Journal of Global Business and Technology, and South Asian Journal of Management. He has also been on the Panel of Experts maintained by the NAAC (Bangalore), NBA (Bangalore); ICSSR (New Delhi); and SAQS (Hyderabad). He was President of Anthropological and Behavioral Sciences Section of the Indian Science Congress Association in 2007-08, Indian Society for Training and Development in 2008-09 and Association of Indian Management Schools in 2014-15. He has also been Member of the Council of Management of AIMA, Member of ATMA, All India Board of Management Studies of AICTE, Rajasthan State Productivity Council, Governing Board of DELNET, and Member of the Executive Board of AMDISA.

Dr. Dhar was awarded Commonwealth Fellowship twice to present his papers at the South Asian Management Forums held at Royal Institute of Management, Bhutan and Lahore University of Management Science, Lahore. He was invited by the American Society for Engineering Management as resource person for Case Method during its international annual Conference held at Minnesota in 2013. He has also been resource person in the Leadership for Academicians Program (LEAP) sponsored by MHRD and organized by IIT Roorkee in 2018 and BHU Varanasi in 2019. He was invited to deliver keynote address in the International Conference of ITAM at Montpellier Business School, France and University of Cagliari, Italy in July 2024. He had the opportunity to visit Ivy league institutions like Harvard Business School, MIT Sloan School of Management, and Yale University School of Management. He has also visited 21 countries for professional and academic interest.

## *Introduction*

Management education cannot be complete without citing appropriate examples. Case method, hence, has gained significant importance as an alternative pedagogical tool to the traditional lecture method of imparting knowledge to learners. It involves active participation of learners, which is more stimulating than the role of passive listening played by them in the formal lecture session.

”  
*There is a dearth of good cases  
which are developed in Indian  
environment”*

## *Case Method*

Cases are real life situations where learners are exposed to a thought provoking business decision-making environment. Case is an effective simulation for management students to develop knowledge, sharpen logical and analytical skills and improve the ability to communicate. It helps them to translate concepts and theories into action by giving them an opportunity to process information, analyze problems and evaluate decisions. The case method makes learning challenging and interesting, thereby fostering creativity.

## *Objectives*

- To develop case writing skills of the participants.
- To encourage the use of case method as a pedagogical tool by providing rich inputs for improving the analytical skills of participants. In view of the inadequacy of suitable case literature reflecting Indian situations, the workshop aims at developing and publishing case studies for use in teaching and training sessions.

## *Online Workshop*

This online workshop is an attempt to facilitate the faculty members working in various B-schools to write management cases based on Indian situations.

# Programme Schedule

## Day 1: 25th June 2026

02:00 pm - 03:30 pm

Brief Introduction to the Workshop

04:00 pm - 08:00 pm

Interaction of groups with corporate representatives

## Day 2: 26th June 2026

10:30 AM - 12:30 PM

Review of the Information collected on Day 1

2.30 PM - 5.30 PM

Drafting of the Case- I

## Day 3: 27th June 2026

11:00 AM - 12:30 PM

Drafting of the Case-II

02:00 PM - 04:00 PM

Presentation of Case Drafts

Candidates should attend and actively participate in all sessions.

## Delegate Fees



For Members - ₹1500 (service tax included)

Non Member - ₹2000 (service tax included) will be charged per head

## Registration Details

Association of Indian Management Schools  
AXIS Bank Current Ac/No:  
922020022909353  
IFSC: UTIB0000068

Once the payment is done, kindly click on the  
below link to register for the workshop:  
<https://forms.gle/H9aHk93mjcVcGWwU9>

## Contact Us

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