

## PUBLICATION OF CASES

Selected cases shall be published in a Book with ISBN Number.

## REGISTRATION

|                             |                     |
|-----------------------------|---------------------|
| CORPORATE/ INDUSTRY         | 1500 INR per member |
| FACULTY/ACADEMICIANS        | 1500 INR per member |
| RESEARCH SCHOLARS/ STUDENTS | 500 INR per member  |

**Note:** The registration fee includes the conference kit, lunch, tea & coffee.

## PAYMENT MODE

Demand draft in favour of Director, Bharati Vidyapeeth University Institute of Management & Research, payable at New Delhi.

## VENUE AND DURATION

The programme is scheduled for one day on 31<sup>st</sup> January 2015 at BVIMR Campus, New Delhi.

## IMPORTANT DATES

|   |                   |
|---|-------------------|
| Last Date for submission of abstracts:        | November 20 2014  |
| Notification of acceptance of abstracts:      | November 25, 2014 |
| Last date of submission of cases:             | December 20, 2014 |
| Last date for submission of registration fee: | January 10, 2015  |
| Date of the Competition:                      | January 31, 2015  |

## ORGANISING COMMITTEE

**Dr. Shallu Singh**   **Dr. Ritu Bali**   **Dr. Lokinder Tyagi**   **Mrs. Bhawana Dhawan**  
Convenor   Convenor   Co-Convenor   Co Convenor  
+91-8130407000   +91-95406146150

**Dr Vikas Nath**  
Chairman

E-mail : [paristhiti2015@gmail.com](mailto:paristhiti2015@gmail.com)

REGISTRATION  
SALIENT FEATURES OF BVIMR, NEW DELHI



- NAAC Re-accredited 'A' Grade University.
- MBA programme Re-Accredited By NBA (AICTE)
- Recipient of "B-School Leadership Award" by Star News
- Ranked amongst "Top 50 B - Schools" in India and "Top 5 B-Schools in Delhi" by Business India, Business & Management Chronicle and Careers 360.
- Ranked amongst "Top 10 Business Schools in North India" by careers 360 and "Top 10 Business Schools in Placements in India" by Business and Management Chronicle.
- An ISO 9001 : 2008 Quality Management System Certified Institute.
- An ISO 14001 : 2004 Environment Management System Certified Institute.
- Excellent Placement Record with highest package offered Rs. 19 Lacs.
- Wi-Fi enabled Campus.
- World Class Library with digital facilities.
- Excellent Infrastructural and Instructional Facilities.
- Foreign Languages (French, German, Spanish & Chinese).



## BHARATI VIDYAPEETH UNIVERSITY

INSTITUTE OF MANAGEMENT AND RESEARCH, NEW DELHI

A-4, Paschim Vihar, Rohtak Road, New Delhi-110063  
Tel. 91-11-25285808, 25278446, 25284396   Telefax - 25286442  
Email : [paristhiti2015@gmail.com](mailto:paristhiti2015@gmail.com)   Website : [www.bvimr.com](http://www.bvimr.com)



**BHARATI VIDYAPEETH UNIVERSITY**  
INSTITUTE OF MANAGEMENT AND RESEARCH, NEW DELHI (BVIMR)

Presents

**परिस्थिति'14-15**

**The National Case Writing**

and

**Presentation Competition**

**SATURDAY, 31<sup>st</sup> JANUARY 2015**







## ABOUT BVIMR

Established in 1992, BVIMR by virtue of its Vision of Leadership in Professional Education and through its unique and innovative Curricular, Co-curricular & Extra Curricular Practices, Value additions, development of entrepreneurial skills, research, consultancy and continuous interaction with society/industry etc has risen to the level of one of the premier B-Schools in India. The Institute enjoys ISO 9001:2008 certification, reaccreditation of MBA by NBA (AICTE) and status of being among top 5 B-Schools in Delhi and top 50 in India by Business India .It has been honoured with B-School Leadership Award by Star News. The institute takes pride to announce the Annual National Case Writing & Presentation Competition, "PARISTHITI" scheduled on Saturday, 31<sup>st</sup> January 2015.

## ABOUT PARISTHITI

"PARISTHITI" is an Annual National Case Writing & Presentation Competition, which intends to stimulate the creative talents of students, faculty members and corporate managers to write analyze and present a case based on real life business situations in any functional area of management. Case study research excels at bringing to an understanding of a complex issue and can extend experience or add strength to what is already known through previous research .This method of teaching is increasingly being utilized as a tool for the teaching business administration and management.

## CALL FOR CASES

Abstracts of cases on any of the functional areas in management are to reach the Convener of the conference on or before 20 November 2014. The electronic copy should be mailed to paristhiti2015@gmail.com. Authors will be notified of acceptance by November 25, 2014.

### Abstracts must be in the following format:

1. Name of Faculty / Faculty Team Members (In case of a faculty team, please begin with the name of the Team Leader)
2. Purpose / Objective of the Case
3. Type of industry / firm /organization covered by the Case
4. Type and Nature of managerial decision(s) aimed at
5. Methodology for Primary and Secondary Data Collection

Once the abstract is accepted, one hard copy and one soft copy each in Microsoft Word of the final case will have to be submitted to the convener by 20 December 2014. For detailed guidelines submission of abstracts and manuscripts please visit the website: [www.bvimr.com](http://www.bvimr.com)

## ELIGIBILITY FOR PARTICIPATION

Paristhiti invites participation from academicians, corporate and students. However the students can participate only as case analyzers. Details are mentioned below:

- A) **Academicians and corporate:** The faculty members, research scholars and people from corporate world can send their original piece of work. Once the abstract of the case is accepted you are expected to send the case in the following format:
- Two documents need to be submitted- Case and Teaching Note.
  - Length of case should not be more than 2500 words, including exhibits.
  - **Font style:** Times new Roman, Font Size: 12 with single line spacing.
  - **Tense:** Cases should be written in past tenses. Industry notes and teaching notes can be written in the present tense, where appropriate.
  - **Voice:** As far as possible use active voice.
  - **Exhibits:** Refer to all additional presentation at the end of the case as "Exhibits". Do not use alternative words like annexure, Appendix etc...
  - **References:** Footnote is the preferred method of Reference. The layout of the footnote should be as follows: Author, Article title, book title, edition number, publisher, Place of publication, year of publication, page number.
  - **Layout of the teaching note:** The Teaching note should contain the following: Synopsis, Case Objectives, Position in Course, Assignment questions, Outlook (suggested / possible answers to assignment questions), relevant readings
- B) Students- pursuing Commerce and Management Courses can apply individually or as a team (1-3 members). They should send in the registration form for participation duly filled in by 10<sup>th</sup> January 2015. The students shall be mailed a case in the mentioned functional area of their choice (in registration form ). The case shall be mailed 48 hours before the said date of competition . They need to come prepared with the case analysis. PowerPoint can be used as an aid for communicating the analysis on the day of the event. The case shall be mailed only after the registration formalities are completed.

## PRESENTATION AND JUDGEMENT

The faculty and corporate case presenters and student case analyzers should come prepared with their powerpoint presentation on 31<sup>st</sup> January 2015.

The academicians/corporates shall be judged on the following criteria:

- **Content:** Relevance of the topic, strong learning objectives, multiple perspectives, data accuracy.
  - **Form:** Style of writing, Presentation/flow, clarity, and presentation of data.
  - **Teaching Note:** A good teaching note contain-Clear teaching objectives, Suggested student assignment, Suggested readings/references, possible discussion questions, Potential uses of the case, Analysis, Suggested teaching approach.
- NOTE: Equal importance will be given to the case and teaching note.**
- Presentation style

The students case analysis shall be judged on the following criteria : The judgement panel will evaluate teams based on both content and presentation skills. Each team will be asked questions at the conclusion of their presentation. There may be no right or wrong answers to these questions. Teams will be judged on the viability of their strategy and the logical flow of their overall presentation.

## PRIZE

For Paristhiti 2014-15, the prize money along with Trophy and certificate is as follows:

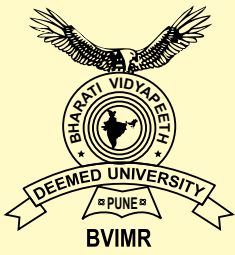
| PRIZE | FACULTY/CORPORATE CATEGORY | STUDENT CATEGORY |
|-------|----------------------------|------------------|
| I     | 5000 INR                   | 5000 INR         |
| II    | 2,500 INR                  | 2500 INR         |
| III   | 2,000 INR                  | 2500 INR         |

*Certificates of participation shall be given to everyone.*



ABOUT PARISTHITI  
PRESENTATION AND  
JUDGEMENT

ELIGIBILITY FOR  
PARTICIPATION  
PRIZE



# Bharati Vidyapeeth Deemed University Institute of Management & Research, New Delhi

PARISTHITI 2014-15

THE ANNUAL CASE WRITING AND PRESENTATION COMPETITION"

Saturday, 31<sup>st</sup> January, 2015

**Chief Patron**

Dr. Patangraoji Kadam  
Founder,  
Bharati Vidyapeeth, Pune

**Patrons**

Dr. Shivajirao Kadam  
Vice Chancellor, BVDU, Pune

Dr. Vishwajeet Kadam,  
Secretary,  
Bharati Vidyapeeth, Pune

**Director**

Dr. Vikas Nath

**Organising Team**

Dr. Shallu Singh  
Dr. Ritu Bali  
Dr. Lokinder Tyagi  
Mrs. Bhawana Dhawan

Ref. : BV/IMR/ND/320/2014-15

Date : 24th, September, 2014

**SUBJECT: Call for Cases - "PARISTHITI – THE ANNUAL CASE WRITING AND PRESENTATION COMPETITION" on Saturday, 31<sup>st</sup> January 2015**

**Dear Sir/Madam,**

**Greetings from BVIMR!!**

Bharati Vidyapeeth University Institute of Management & Research, New Delhi is an ISO 9001:2008 certified Institute and its MBA program is duly accredited by National Board Of Accreditation (AICTE). Established in 1992, we enjoy the reputation of being one of the premier institute imparting quality education in Management and Information Technology, strategically located in west Delhi.

Keeping in liaison with our tradition of imparting knowledge through meaningful and content rich research, training and interaction we are organizing **Paristhiti'2014-15'** –An Annual National Case Writing & Presentation Competition on **31<sup>st</sup> January, 2015**. This competition is intended to stimulate the creative talents of students, faculty members and corporate managers to write and present a case based on real life business situations in any functional area of management.

We take this opportunity to invite you for your invaluable contribution to this competition. This event would provide a common forum for academia, corporate, practitioners and students share their research pertaining to various cases. **The selected cases** will be published in a **Book with ISBN Number**.

For more details about the Institute visit our website at [www.bvimr.com](http://www.bvimr.com). In case of any query please mail us mail at [paristhiti2015@gmail.com](mailto:paristhiti2015@gmail.com)

Looking forward to see you at BVIMR!!

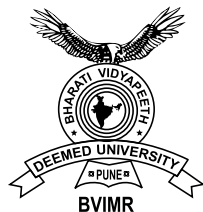
**With Regards**

**Dr. Vikas Nath**  
**Director**

A-4, Paschim Vihar, Main Rohtak Road, New Delhi-110063

Phone: 011 25284396, 25285808, 25278446, Telefax: 011 25286442

E-mail: [paristhiti2015@gmail.com](mailto:paristhiti2015@gmail.com) Website: [www.bvimr.com](http://www.bvimr.com)



**BHARATI VIDYAPEETH DEEMED UNIVERSITY**  
**INSTITUTE OF MANAGEMENT & RESEARCH, NEW DELHI**

AN ISO 9001:2008 & 14001: 2004 CERTIFIED INSTITUTE

**REGISTRATION FORM (FOR ACADEMICIANS/CORPORATES)**

**“PARISTHITI 2014-15”**

**National Case Writing and Presentation Competition**

**Saturday, 31<sup>st</sup> January, 2015**

Name of the Programme : **Paristhiti 2015**

Name of the Participant(s) : .....

Designation : .....

Name of Organization : .....

Phone No. (O) : .....

(R) .....

Mobile : .....

Fax : .....

E-mail : .....

Title of Case : .....

Area of case research : .....

**Payment Details**

We hereby enclose a demand draft/ cheque for Rs. ....

No. .... Dated .....

Drawn on .....In favour of Director,

Bharati Vidyapeeth University Institute of Management & Research, payable at New Delhi.

Dated ..... Signature .....

*Please send it to:*

**BHARATI VIDYAPEETH UNIVERSITY INSTITUTE OF MANAGEMENT & RESEARCH**  
A-4, Paschim Vihar, New Delhi-110063, Ph.: 25285808, 25284396, 25278446, Telefax: 91-25286442  
E-mail: paristhiti2015@gmail.com, Website: www.bvimr.com



**BHARATI VIDYAPEETH DEEMED UNIVERSITY  
INSTITUTE OF MANAGEMENT & RESEARCH, NEW DELHI**

AN ISO 9001:2008 & 14001: 2004 CERTIFIED INSTITUTE

**REGISTRATION FORM (FOR STUDENTS)**

**“PARISTHITI 2014-15”**

**National Case Writing and Presentation Competition**

**Saturday, 31<sup>st</sup> January, 2015**

Name of the programme : **Paristhiti 2015**

Name of the participant(s) : .....

Class/course : .....

Name of organization : .....

Phone No. (O) : .....

(R) .....

Mobile : .....

Fax : .....

E-mail : .....

**Choice of Area for case analysis (Please tick any one and write in the adjacent space) :** Human Resource &  
Organizational Behaviour /International Business /Marketing/ Finance .....

**Payment Details**

We hereby enclose a demand draft/ cheque for Rs. ....

No. .... Dated .....

Drawn on .....

In favour of Director, Bharati Vidyapeeth University Institute of Management & Research, payable at New Delhi.

Dated ..... Signature .....

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**Please send it to:**  
**BHARATI VIDYAPEETH UNIVERSITY INSTITUTE OF MANAGEMENT & RESEARCH**  
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