



RV Institute of Management®

CA 17, 36th Cross Rd, 26th Main, 4th T Block East,
Jayanagar, Bengaluru - 560041, Karnataka, India

Autonomous
Institution Affiliated
to Bangalore City
University

Approved by AICTE,
New Delhi, Accredited
by NAAC with 'A+' Grade

QS I-Gauge Diamond Rated

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Ref No. 231/ RVIM/MBA/2024-25

Dt: 09.09.2024

To,
The Director
RV Institute of Management
Bengaluru



Respected Sir,

Subject: Request for Approval for AIMA-ICRC Annual Institutional Membership

I would like to propose that RVIM subscribes to the Annual Institutional Membership of the AIMA-India Case Research Center (ICRC). The ICRC is committed to developing and publishing industry-specific case studies with a particular focus on the Indian business landscape, which aligns with our objective of enhancing case-based teaching and learning at our institution.

The membership, at an annual fee of Rs. 45,000, provides access to a vast collection of cases, along with teaching notes. Additionally, we are entitled to distribute up to 60 copies of each case study to our students. The membership also includes the opportunity for five of our faculty members to participate in National Case Teaching and Writing workshops, further enhancing our faculty's ability to effectively integrate case-based learning into their curriculum.

I am confident that this membership will greatly facilitate our goal of incorporating more Indian business case studies into our teaching, thereby enriching the learning experience for our students. I kindly request your approval to proceed with the annual membership for AIMA-ICRC.

Thank you for considering this request. I look forward to your positive response.

Best regards,
Yours Sincerely,

Dr. J. Krithika
Dr. J. Krithika
Associate Professor
RVIM, Bangalore

AKC + Krithika
13/9



Rashtriya Sikshana Samithi Trust

Forwarded to Honorary Secy Sir, RSST
AIMA has started ICRC (India Case Research Centre)
to develop new Indian cases and also to facilitate
usage of Indian cases across B-Schools of India.
We would like to subscribe to all their cases and
use them while teaching various subjects. We need to
pay Rs. 45000/- towards annual membership fee.
Once we are convinced of the benefits we can
enter into MOU later, for which is Rs. 3.0 Lakhs.
For your kind consideration & approval.

11/09/2024
09.09.2024
Go, change the world



AIMA ICRC MoU Subscription

Saumya <saumya@aimaindia.net>
Reply-To: vc-council@aima.in
To: director.rvim@rvei.edu.in

29 August 2024 at 13:20

Dear VCC Member,

I seize this opportunity to introduce you to the AIMA India Case Research Centre and extend an invitation to engage in a Memorandum of Understanding for partnership benefits or subscribe to access cases developed by ICRC.

ABOUT INDIA CASE RESEARCH CENTRE

The India Case Research Centre (ICRC) is dedicated to enhancing Management Education through the establishment of robust Industry-Academia partnerships.

The primary objective of the India Case Research Centre at AIMA is to **specialize in the development and publication of industry-specific research cases with a focus on the Indian business landscape.**

Striving to become the foremost repository of India-centric cases, **ICRC collaborates with leading B-Schools and prominent corporations in India to source a diverse range of cases.** Through its dedicated portal, ICRC facilitates the development, publication and distribution of cases and teaching notes across a broad network of educational institutions and corporate entities, both domestically and internationally.

BECOME ICRC PARTNER//SUBSCRIBE ICRC CASES

The India Case Research Centre extends an invitation to all academic institutions, universities, business schools, professional bodies, and corporations to sign a Memorandum of Understanding (MoU) or subscribe to access and leverage the wealth of teaching and learning resources offered by ICRC. By subscribing, entities can tap into a vast collection of cases and teaching notes curated by ICRC. **This partnership not only grants access to valuable resources but also opens doors to extensive collaboration opportunities within the global network of management professionals.**

PARTNERSHIP/MOU BENEFITS: INSTITUTION LEVEL

B-Schools and institutions are presented with a unique chance to enter into a Memorandum of Understanding (MoU) with AIMA-ICRC for collaborative case development and tailored workshops. ICRC provides assistance in case publication and distribution, offering a platform to showcase cases crafted by institute faculty in the featured section on the ICRC portal. **By signing an MoU with ICRC, institutions can access a range of benefits, valid for a period of two years.**

STUDENTS BENEFITS CASES FOR THE UG/PG PROGRAMS

- Free access to all cases published by ICRC on its portal.
- These cases can be used in multiple semesters and with unlimited prints.
- Students case challenge -Once a year

FACULTY BENEFITS AND DEVELOPMENT

- Free **Participation** two faculty members in Indian Case teaching and Writing workshop (online/ physical mode) twice a year.
- 15% ICRC MEMBERSHIP discount for other faculty participation in ICRC Programs/Workshops and Competitions.
- 10% ICRC MEMBERSHIP discount on participation fee for AIMA 's VC Council Programs and other programs conducted by AIMA -CME
- Opportunity to upload 15 case studies on AIMA ICRC Portal, free provision of Reviewing and Copy editing of these case studies and teaching notes by AIMA reviewers (Services worth Rs.150,000/-)
- Faculty members will get a chance to develop case study with Corporates under the joint banner of AIMA - ICRC and Institute.
- Partner institute Faculty members will also get an opportunity to **do Research Project jointly.**

INSTITUTE BRANDING OPPORTUNITY

- Partnership in AIMA ICRC Case Competition and Conference conducted annually.
- The institute Logo will be visible under Member's category on AIMA ICRC portal and all other events like workshop and case competition brochures and creative will carry the logo of Member Institute.

KNOWLEDGE SHARING

- Free Session on Case Teaching and Writing – Half day session
- Free entry on ICRC knowledge-based Webinars.

SUBSCRIPTION BENEFIT & FEE

- ✓ 1. Annual Institutional Membership RS 45,000 for access to all cases and sixty copies for each case. Free Participation up to five faculty members in National Case teaching and Writing workshop (online/ physical mode)
2. Annual Institutional Membership RS 30,000 for access to thirty cases and sixty copies for each case. Free Participation up to three faculty members in National Case teaching and Writing workshop (online/ physical mode)
3. Annual Individual Membership RS 15,000 for access to all cases (read only), fifteen download cases, sixty copies each. Free participation in two national Case Teaching and Writing Workshop.
4. Annual Individual membership Rs 5000 free access to all cases (read only mode) Free participation in two National Case Teaching and Writing Workshop.

Registration Link: <https://www.caseresearchaima.in/register>

ICRC CASE COLLECTION

We have rich collection of cases. At present One Twenty-Five plus cases, and the list is growing every quarter.

Area:

- Accounting / Banking & Financial Services
- Advertising and Integrated Marketing Communication
- Brand Management
- Business Analytics
- Business Analytics & Decision Sciences
- Business Ethics
- Consumer Behaviour
- Corporate Social Responsibility
- Customer Relationship Management
- Digital Marketing
- E-Commerce
- Entrepreneurship & Start-ups / Innovations
- Export Import
- Family Business

- Financial Management
- General management
- Healthcare Management
- Human Resource Management
- Information Technology
- International Business
- Leadership
- Managerial Economics
- Marketing Management
- Marketing Research
- Media and Entertainment
- Negotiation
- Operations Management
- Organisational Behaviour & Organisation Development
- Sales and Distribution Management
- Services Marketing
- Statistics For Management
- Strategic Management
- Sustainability
- Supply Chain Management

SHARE YOUR CONSENT TO SUBSCRIBE TO ICRC & KNOW MORE OPPORTUNITY TO WORK TOGETHER.
Discuss more, write to

Thanks & regards,

Saumya Singh

 Saumya Singh
 Deputy Director
 Centre for Management Education
 All India Management Association
 New Delhi-110024

SUBSCRIPTION FEE:

Option 1 Annual Institutional Membership RS 45,000	Access to all cases and sixty copies for each case. Free Participation up to five faculty members in National Case teaching and Writing workshop (online/ physical mode)
Option 2 Annual Institutional Membership RS 30,000	Access to thirty cases and sixty copies for each case Free Participation up to three faculty members in National Case teaching and Writing workshop (online/ physical mode)
Option 3 Annual Individual Membership RS 15000	Access to all cases (read only), fifteen download cases, sixty copies each. Free participation in two National Case Teaching and Writing Workshop.
Option 4 Annual Individual membership Rs 5000	Access to all cases (read only mode) Free participation in two National Case Teaching and Writing Workshop

Tick your choice against the respective box for Membership or Subscription

☐

Sign MOU/Partnership

☐

SUBSCRIPTION

Service Tax Regn. No. of AIMA: AAATA 1644 AST001

PAN no. of AIMA : AAATA 1644 A

Online Bank Transfer, After making the payment, *please send us proof of payment.*

Bank Transfer Details:

Bank Name : ICICI Bank, 20, Bisham Pitamah Marg, Pragati Vihar, New Delhi –110003, India

A/c No. : 000701220419 Account Name : All India Management Association

Branch Name: NBCC Place, New Delhi, Branch

IFSC Code: ICIC0000548 MICR No: 110229069

Cheque / Demand Draft in favour of "All India Management Association" payable at New Delhi

☐

I have read and understood the Disclaimer and Privacy Policy and agreed to the terms & conditions of the same.

**Send to: Dr Anuja Pandey, Head, India Case Research Centre- ICRC
All India Management Association ,15, Link Road, Lajpat Nagar-3
New Delhi-110 024**