



RV Institute of Management®

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Jayanagar, Bengaluru - 560041, Karnataka, India

Autonomous
Institution Affiliated
to Bangalore City
University

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

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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

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.

Alce + Krithika
J.
13/9



Rashtrveya Sikshana Samithi Trust

13/9/2024

Go, change the world