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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Tel: 080 42540300
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Ref No: 596/RVIM/MBA/2025-26

09.03.2026

RASHTREEYA SIKSHANA SAMITHI TRUST No: 8989 Date: 6/3/26

599 2025-26 26/3/2026

To

Director

RV Institute of Management

Bangalore

Dear Sir,

Subject: Proposal for Institutional MoU with the All India Management Association – India Case Research Centre (AIMA–ICRC)

During the previous academic year, our institute subscribed to the ICRC case repository under the subscription model. The India Case Research Centre (ICRC) is an initiative of the All India Management Association (AIMA), the apex body of the management profession in India. Through this subscription, a total of 104 case studies were downloaded from the ICRC portal and circulated among the faculty members of RV Institute of Management for academic use.

These cases were effectively utilised by faculty members across different MBA subjects to facilitate classroom discussions, assignments, and case-based learning activities. Multiple copies of selected cases were also shared with students to support their understanding of real-world managerial situations.

To further strengthen the utilisation of these resources, a "Case Corner" was developed in the institute library where both soft copies and printed copies of the downloaded cases were maintained. This initiative enabled easy access to case materials for both faculty members and students, thereby promoting a culture of analytical learning and discussion-based teaching within the institute. The initiative proved to be highly beneficial in improving classroom engagement and helping students understand contemporary business challenges from a practical perspective.

Considering the positive academic impact of the ICRC case resources and the increasing emphasis on experiential and application-oriented learning in management education, it is proposed that the institute may enter into an Institutional Memorandum of Understanding (MoU) with AIMA–ICRC. The MoU offers a structured academic collaboration that provides institutions access to a comprehensive repository of India-centric case studies across multiple disciplines.

Uma + AICE
Pl. take it forward
26/3

**A structured 2-year collaboration that typically includes:**

Rashtreeya Sikshana Samithi Trust

*Go, change the*

Forwarded to Honorary Secy Sir, RSST.

We subscribed for the Annual membership by paying Rs. 45000/- + taxes last year. Approval note enclosed. Our faculty downloaded 104 copies and used them while teaching different subjects.

(PTO)

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- Complimentary case bundle with teaching notes
- One custom workshop on case teaching and one on case writing for your faculty
- Joint case development plan (up to an agreed number of cases)
- Co-hosting of case workshops, conferences and competitions on a revenue-sharing basis
- Brand visibility on the ICRC portal and select AIMA events
- Priority and discounted access for your faculty to AIMA–ICRC events and mentoring

Benefits

As per the information provided by AIMA–ICRC, the MoU fee for institutional collaboration is ₹3,00,000 plus applicable taxes for the specified collaboration period. Considering the academic advantages, faculty development opportunities, and the proven benefits experienced through last year's subscription utilisation, this collaboration will significantly enhance the teaching–learning process in our MBA programme.

This collaboration will further strengthen case-based learning, faculty development, and the overall academic environment of the institute. In view of the above, it is kindly proposed that the institute may consider entering into an Institutional MoU with AIMA–ICRC.

Thank you for your consideration. I look forward to your kind approval.

J. Krithika

Yours Sincerely,

Dr.J.Krithika,

Associate Professor

RV Institute of Management.



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ICRC India Case Research Centre

AIMA ALL INDIA MANAGEMENT ASSOCIATION

# MOU SIGNING FORM

**NAME of The Institute/ University**

RV Institute of Management

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|---|---|
| **Address of Institute / University** | RV Institute of Management, CA 17, 36th Cross, 26th Main, Jayanagar 4th 'T' Block, Bengaluru - 560041 |
| **Pin** 560041 | **City** Bengaluru |
| Landline of Institute/ University | 080 - 42540500 |
| Website: | rvim.edu.in |
| **Signing Authority Name** | Dr. Purushottam Bung |
| Designation | Professor & Director |
| **Contact Person/ Faculty In charge** | Dr. Uma Sharma |
| Email Id | umasharma.rvim@rvei.edu.in |
| Mobile No. | 93807 78046 |
| **Name : Head of Institution: VC/ Director/Dean** | Dr. Purushottam Bung |
| Email Id | director.rvim@rvei.edu.in |
| Mobile No. | 7411339344 |
| **Librarian Name** | Dr. Tejaswini. |
| Email Id | library.rvim@rvei.edu.in |
| Mobile No | 94810 81766 |

**MOU FEE DETAILS**

**MOU FEE**

| | |
|---|---|
| **MoU Fee: Rs. 3,00,000+ Applicable Taxes** | MOU is open to all academic institutions, Universities, Business Schools, professional bodies, corporate and individual faculty members, and trainers. |

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