सत्यमेव जयते

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"MEMORANDUM OF COOPERATION"

This Memorandum of Cooperation (Agreement) is made and executed at New Delhi on this **18 May 2026.**

All India Management Association, a society registered under The Societies Registration Act, 1860 and having its principal office at 14, Institutional Area, Lodhi Road, New Delhi-110 003, (hereinafter referred to as "AIMA-ICRC" which expression shall include its successors and assigns) of the ONE PART.

ALL INDIA MANAGEMENT ASSOCIATION * New Delhi *

RV INSTITUTE OF MANAGEMENT * BENGALURU * DIRECTOR

Statutory Alert:
1. The authenticity of this Stamp certificate should be verified at 'www.shcilestamp.com' or using e-Stamp Mobile App of Stock Holding. Any discrepancy in the details on this Certificate and as available on the website / Mobile App renders it invalid.
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Membership Fee & Benefits

This membership aims to maximize ICRC's potential for the affiliated institution's academic advancement. The substantial ICRC teaching and learning resources, including cases, teaching notes, curriculum, articles, and a global network of management professionals, are available to the institute as a member benefit.

AIMA -ICRC will charge a one-time ICRC Membership Fee of **Rs. 3,00,000** plus the applicable taxes (GST). The agreement will be valid for three years. Under this membership, RVIM will get the following benefits.

Benefits

Cases For The Programs

- Free access to all cases published by ICRC on its portal (100 cases per year).
- These cases can be used in multiple trimesters and with unlimited prints.

Faculty Benefits and Development

- Free Participation of 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 up to 25 case studies on the AIMA ICRC Portal.
- Free provision of Reviewing and Copy editing of these case studies and teaching notes by AIMA – ICRC reviewers and proofreaders.
- Faculty members will get a chance to develop case studies with corporations/PSU/ Government projects under the joint banner of AIMA -ICRC and RVIM.
- RVIM Faculty members will also get an opportunity to do joint Research Projects with the AIMA team.

Institute Branding Opportunity

- Hosting of RVIM cases on the AIMA-ICRC (caseresearchaima.in) portal.
- AIMA will list and host the abstract & full case plus teaching notes of cases published by RVIM.
- All cases published in the ICRC portal get featured as RVIM cases.
- The RVIM Institute Logo will be visible under the Member's category on the AIMA ICRC portal.
- The RVIM logo in all other events of ICRC like workshops and case competition brochures and creatives under the institutional Member category.

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- AIMA will promote these cases along with other published cases by AIMA to other B-Schools both in India and abroad.

Knowledge Sharing

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

Note : Any previous agreement between AIMA-ICRC and the Second Party shall stand null and void with effect from date of signing this document.

Prof (Dr) Rohit Singh

DIRECTOR

FOR AND ON BEHALF OF

ALL INDIA MANAGEMENT ASSOCIATION

Witness:

Dr. Purushottam Bung

DIRECTOR

RV INSTITUTE OF MANAGEMENT

Dr. Purushottam Bung
Professor & Director
RV Institute of Management
CA-17, 36th Cross, 26th Main, 4th 'T' Block,
Jayanagar, Bengaluru - 560041.

Witness:

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

contact.rvim@rvei.edu.in
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Tel: 080 42540300
080 26547048

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 cases and used them while teaching different subjects.

(PTO)

Contd...

As the usage is good, we can enter into Institutional MOU with AIMA-ICRC and be the local Centre.

Salient features of MOU are as follows;

- Period: 2 years structured collaboration
- Fees: Rs. 3.0 Lakhs + applicable taxes
- Benefits: 1. Access to all the cases with teaching notes for 2 years
  2. Customised workshop for the faculty (one on case teaching and one on case writing)
  3. Co-hosting of workshops, conferences and competitions on revenue sharing basis.
  4. Branding of Accreditations.

For your kind consideration and approval.

RASHTREEYA SIKSHANA SAMITHI TRUST
No: 11885
Date: 24/3/26

09.03.2026

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Tel: 080 42540300
080 26547048

- 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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