



*SVIMS in association with  
AIMS (M.P. Chapter) & ISTD (Indore Chapter) organizes*

# XIII NATIONAL CASE WRITING

## WORKSHOP

January 19-24, 2026  
(Hybrid Mode)

# SHRI VAISHNAV INSTITUTE OF MANAGEMENT & SCIENCE

(Autonomous)



Approved by AICTE, New Delhi and Affiliated to DAVV, Indore & RGPV, Bhopal (M.P.)

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# Objectives of Case Writing Workshop

1. Facilitate participants to explore and identify real-world problems, visit organizations, and write cases reflecting actual business challenges.
2. Encourage faculty to utilize cases as pedagogical tool for management students' learning.
3. Develop critical thinking and problem solving skills among students.
4. Focus on the critical dimensions that make a case ready for publication.

## Expected outcomes

1. Participants will gain practical exposure through organizational visits, enabling them to contextualize theoretical concepts.
2. Participants will understand when and how to use cases to enhance classroom engagement and experiential learning.
3. Students (indirect beneficiaries) will demonstrate improved ability to analyze complex situations, evaluate alternatives, and propose actionable solutions.
4. Participants will be prepared to submit cases for publication in reputed case journals or institutional repositories.

**Dr. George Thomas**

Director & Workshop Chairperson  
Shri Vaishnav Institute of  
Management & Science, Indore

**Dr. Kshama Paithankar**

HoD, DoCS & Co-Chair  
Shri Vaishnav Institute of  
Management & Science, Indore

**Dr. Deepa Katiyal**

HoD, DoM (UG) & Co-Chair  
Shri Vaishnav Institute of  
Management & Science, Indore

**Dr. Mandip Gill**

HoD, DoM (PG) & Co-Chair  
Shri Vaishnav Institute of  
Management & Science, Indore

**Dr. Sapna Parihar**

Workshop Convener  
Shri Vaishnav Institute of  
Management & Science, Indore

**Organizing Committee**

**Ram Bhavesh Sharan 70676 92640**

**Vranda Jajoo 75663 07074**

**Jyoti Jayaswal 99269 52665**

For further details contact

**Dr. Sapna Parihar**

99770 90168

[sapna.parihar@svimi.org](mailto:sapna.parihar@svimi.org)

**Ram Bhavesh Sharan**

70676 92640

[rambhavesh.sharan@svimi.org](mailto:rambhavesh.sharan@svimi.org)

# Facilitator



Dr. Upinder Dhar is the Chairman & Distinguished Professor, People Development Foundation India. Earlier, he was Chief Mentor & First Vice Chancellor of Shri Vaishnav Vidyapeeth Vishwavidyalaya (Indore); Group Additional Vice Chancellor and Pro-Vice Chancellor (Academics), Amity University (Noida); First Vice Chancellor of JK Lakshmipat University (Jaipur); Director - Institute of Management, Dean - Faculty of Management, and Dean - Faculty of Doctoral Studies and Research, Nirma University (Ahmedabad); Director - Prestige Institute of Management and Research (Indore); Professor of Management at NITIE (Now IIM Mumbai). He has conducted 812 management and faculty development programs for the executives of major business houses and faculty members of academic institutions respectively. He has also been Guest Faculty at IIM Calcutta, IIM Indore, IIM Trichy and IIT Roorkee. Besides undertaking consultancy assignments, he has authored/coauthored/edited 894 publications. Forty-Six (46) scholars have been awarded Ph.D. degree under his supervision by various universities.

A Fellow of ISTD and a strong proponent of Case Method, Dr. Dhar was conferred Ravi J Matthai National Fellow Award by the Association of Indian Management Schools in 2018, and AIMA-Kewal Nohria Award for Academic Leadership in Management Education-2022 by the All India Management Association in 2022. He has been on the Panel of Reviewers of number of international journals. He has also been on the Panel of Experts maintained by the NAAC (Bangalore), NBA (Bangalore); ICSSR (New Delhi); and SAQS (Hyderabad). He was President of Anthropological and Behavioral Sciences Section of the Indian Science Congress Association in 2007-08, Indian Society for Training and Development in 2008-09 and Association of Indian Management Schools in 2014-15. He has also been Member of the Council of Management of AIMA, Member of ATMA, All India Board of Management



Studies of AICTE, Rajasthan State Productivity Council, Governing Board of DELNET, and Member of the Executive Board of AMDISA.

Dr. Dhar was awarded Commonwealth Fellowship twice to present his papers at the South Asian Management Forums held at Royal Institute of Management, Bhutan and Lahore University of Management Science, Lahore. He was invited by the American Society for Engineering Management as resource person for Case Method during its international annual Conference held at Minnesota in 2013. He has also been resource person in the Leadership for Academicians Program (LEAP) sponsored by MHRD and organized by IIT Roorkee in 2018 and BHU Varanasi in 2019. He was invited to deliver keynote address in the International Conference of ITAM at Montpellier Business School, France and University of Cagliari, Italy in July 2024. He has visited 20 countries for professional and academic interest & institutions like Harvard Business School, MIT Sloan School of Management, and Yale University School of Management.

Dr. Dhar has been on the high powered Expert Committees constituted by MHRD, UGC and AICTE. Hon'ble Governor of Uttar Pradesh had nominated him as Chairman of the Search Committee for the appointment of Vice Chancellor – Awadh University. He was President of the International Simulation and Gaming Association (2021-22), and a Member of the Standing Committee on Specification of Degrees u/s 22 of the UGC Act, 1956; Expert Group constituted for Implementation of NEP 2020, and Governing Council of the Association of Indian Universities. Currently, he is a member of the Executive Board of AMDISA (2022-24). He is nominee of AICTE as a subject expert on the Board of Governors (BoG) of Xavier Institute of Development and Studies, Jabalpur and Asian Business School, Noida. He is the Co-Chair of India Case Research Centre (ICRC) of AIMA, New Delhi. Besides his professional engagements, Dr. Dhar has been a dedicated Rotarian since 1997. He was instrumental in setting up three Rotaract Clubs and one Interact Club. He was President of RCI Indore Uptown for the Rotary Year 2023-24, and Rotary District 3040 New Generations Service Exchange Chair in 2024-25. Currently, he is Assistant Governor in the Rotary District 3040 for the year 2025-26.



## About The Institute

Shri Vaishnav Institute of Management & Science, Indore is a non-profit, multi-disciplinary and research oriented institute founded in 1987. The Institute was established as a philanthropic initiative by Shri Vaishnav Shaikshanik Avam Parmarthik Nyas, Indore. The Institute proudly announces the UGC-NAAC Accreditation with 'A' Grade in three consecutive cycles indicating its highest commitment of quality in all aspects. As Confirmation by University Grants Commission (UGC), the Institute has got status of "Autonomous" effective from academic session 2025-26 for 10 years enhancing the status of the Institute at national level. Institute has conferred with the award of being the 'Oldest Self Finance Institute' of M.P. by CMAI, Asia. During past 38 years journey, it has been serving the society by providing excellent environment for education in area of Management and Computer Science with a new flavor of Bioscience in its canvas. The Institute aims to provide students with an enriching exposure to research, entrepreneurship and innovation, and placements by organizing International and national conferences and signing MoUs with eminent foundations and companies such as Indo-European Education Foundation, Poland; University of Applied Sciences, Nyasa, Poland; Varna University, Bulgaria, IIT Mumbai, Infosys, 6 Degrees IT Pvt. Ltd., Indore; Bajaj Finserv Ltd., Pune; Red Hat; Yepsylon IT Solution Ltd., Indore, Crush IT Solutions, Vishes Jupiter Hospital, Indore Biotech Inputs & Research (P) Ltd. etc. As a significant contributor to society, the Institute offers Management, Computer Science and Biosciences programmes both as per National Education Policy at Under Graduate and Post Graduate Levels. The Institute is affiliated to Devi Ahilya Vishwavidyalaya, Indore and Rajiv Gandhi Proudhyogiki Vishwavidyalaya, Bhopal. Also, it is a recognized research centre of Devi Ahilya Vishwavidyalaya, Indore for Doctoral Degree in Management. The institute has to its credit 8000+ placement offers for its students from MNCs, and National level large companies and Banks such as Deloitte, TCS, WIPRO, Amazon, ICICI Bank, HDFC Bank, Mahindra Finance, Flipkart, OYO, Zaro Education, Impetus, Capgemini, and many more.



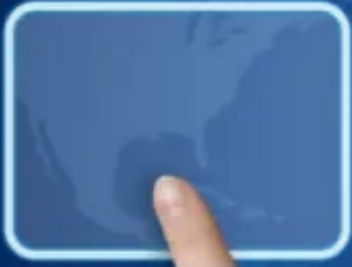
SHRI VAISHNAV INSTITUTE OF  
MANAGEMENT & SCIENCE, INDORE

## Vision

*To be the center of excellence in multidisciplinary education by instilling lifelong learning and skill development, by transforming individuals to be globally competent, and to be ethically and socially responsible professionals.*

## Mission

- To impart quality education with endeavours and initiatives that will lead to the advancement of knowledge and a sustainable career.*
- To strive and remain committed towards the holistic development of students, and to make them employable in order to serve the corporate and the society as a whole with utmost dedication and professionalism.*
- To maintain excellent standards of pedagogy by inculcating adaptability and flexibility in students with firm emphasis on experiential and process oriented learning to develop global competency.*
- To develop students with entrepreneurial orientation while nurturing strong moral and ethical values.*



# REGISTRATION

**Registrations Fees**  
**₹ 800/-**

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Indore

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**Registration form link**

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