



Sasmira's Business School

Sasmira Marg, Worli, Mumbai – 400030

Approved by All India Council for Technical Education (AICTE), New Delhi,
Directorate of Technical Education (DTE), Mumbai, Maharashtra & Government of Maharashtra

presents

National Case Study Competition

SAMIKSHA, 2021

on the theme

Year 2021: Unlocking the Challenges and Opportunities

Date: 13th March 2021

Time: 10:30 am onwards

Mode: Online

- **Last date of registration:** 15th February 2021
- **Eligibility criteria:** Only for Post Graduate Students
- **Number of participants:** Minimum 3 members and maximum 4 members in each team.
- **Awards and Certification:** The top three teams will be awarded with certificate & trophy. Each participant will receive a Participation Certificate.

No Registration Fees

For registration click on the link below:

<https://forms.gle/CGwmKhnybeZq4eMu6> OR scan QR code



Organising Team

Dr. Tandon Kamal, Director Education- SASMIRA (Chairperson)

Dr. Sanskruti Kadam, Dean- SBS (Convener)

Faculty Coordinators

Dr. Pashmeen Kaur Anand - 9920942231

Dr. Ansha Gupta - 8879939962

Student Co-coordinators

Mr. Hardik Kamble - 8652688115

Ms. Dipali Upadhyay - 7977483101

Ms. Samruddhi Gamre - 9769511104

Ms. Neha Khandare - 8928209453

About Sasmira's Business School:

The Synthetic & Art Silk Mills' Research Association (SASMIRA) which is linked to the Ministry of Textile, Govt. of India was established on 12th January 1950. It is a cooperative venture set up by the Man-Made Textile industry of India after independence as a multi-functional institute to serve its scientific and technological needs.

In the year 2018, Sasmira took an important leap in fulfilling its commitment towards education and thus introduced Sasmira's Business School (SBS) in the SASMIRA family of Educational Institutions with a vision to offer high quality, career oriented and comprehensive business education that combines well with strong humanistic, social and ethical values.

About Samiksha:

Samiksha is a Case Study Competition for students which focuses on solving real time cases on challenges and opportunities which were predominant in the year 2020 and unlocking them in the year 2021 and finding way ahead to lead with the new normal. As a form of grounded learning experience, case study competitions expose students to real world experiences, encourage them to take ownership of their learning and help to assimilate their ideas into theory and practice. With this view point, the Case Study Competition is organized on the theme "Year 2021: Unlocking the Challenges and Opportunities", which a refreshing, stimulating and dynamic contest.

About the Theme:

It would be downplaying it to say that 2020 has been a whirlwind of a year. With many unprecedented challenges brought up across sectors; the year has witnessed several opportunities too. However, Year 2021 can be projected as a year unlocking the challenges posed and as the year to reveal and grab the untapped opportunities and to find potential solutions to various issues. Year 2021 is to find opportunities within a crisis or a challenge to unwind and look forward to new normal. Thus this competition aims to explore and identify various challenges and opportunities to be unlocked in the Year 2021.

Objectives:

- To improve problem solving and decision-making skills
- To develop core management skills, including communication skills, leadership, presentation skills and time management
- To enable proactive students to demonstrate their knowledge and ideas and reach out to the solution to such prevailing challenges and untapped opportunities

Important Timelines:

- Last date of registration: **15th February 2021**
- Submission of 5 pages write up and PPT on the selected topic on or before **20th February 2021**. The write up and PPT to be sent on the given Email Id: **research@sbsm.edu.in**
- First Preliminary Screening Round: **27th February 2021**
- Final Round of Case study presentation: **13th March 2021**

Suggested Sub-themes:

- COVID 19: Impact on Teaching and Learning
- Nepotism
- Impact of COVID 19 on International Trade
- Entrepreneurship Development
- National Educational Policy 2020
- Changing Work Dynamics
- New Agricultural Laws
- Artificial Intelligence, Virtual Reality and Augmented Reality
- Drug Abuse and its impact on youth
- Cyber Crimes

(Note: This is an indicative list, participant may select any topic related the theme.)

General Guidelines:

- **Eligibility criteria:** Only for post graduate students
- **Number of participants:** Minimum 3 members and maximum 4 members in each group. Case study to be presented by only 2 members from each team. The team should consist of participants from the same Institute.
- **Competition Structure:** The Student Case Competition consists of two rounds:
 - **Round 1 (Preliminary Screening):** Registered team of participants will make a power point presentation on the selected case study. Each team will be given 5 minutes to present the case and 2 minutes for question and answer session.
 - **Round 2 (Final Round):** Shortlisted teams will be eligible to qualify for the next round. Finalists will continue building on their case analysis. Each team will deliver 10-minutes presentation to a panel of judges. Competition winners will be announced during the closing plenary.

Awards and Certification:

The top three teams will be recognized during the event closing session for their achievements. Winners will be awarded with Certificate and Trophy. Each participant will receive a Participation Certificate.

Organizing Team:

- Dr. Tandon Kamal, Director Education- SASMIRA (Chairperson)
- Dr. Sanskruti Kadam, Dean- SBS (Convener)
- Dr. Pashmeen Kaur Anand (Co-Convener)
- Dr. Ansha Gupta (Co-Convener)
- Dr. Niyat Shetty (Member)
- Dr. Satish Athawale (Member)

For any queries please contact:

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