

# Students get a peek into Indian mgmt cases at IIM-R summit

TIMES NEWS NETWORK

**Raipur:** The 3<sup>rd</sup> global summit on management cases began at Indian Institute of Management, Raipur on Friday. The event was jointly organised by IIM-R in collaboration with ET cases.

The objective of the two-day summit is to study several Indian cases to help prepare young minds for challenges. Being hailed as one-of-its kind, the summit intends to build a platform for case writers, academicians and business practitioners to gather and present cases in the area of business and management.

Through this summit, IIM-Raipur seeks to establish a synergy between corporate and academia to expedite a better environment of problem solving. It also provides ample opportunities to share ideas, improve case writing skills and promote interaction between professionals. Rajeev Karwal, founder & CEO, Milagrow and Rohit Suri, chief HR & talent officer, South Asia, GroupM were among those present at the event.

IIM-R director professor BS Sahay expressed his gratitude towards all participants, saying that the key purpose of organising the summit was to encourage study of Indian cases presented by various institutes of the country.

He said that the case method is an instructor-guided learning tool that engages the student in finding solutions to real problems in a structured and informed way by analysing all given factors in a simulated environment.



Books on management released at the third global summit organised by IIM-Raipur and ET cases in state capital on Friday

Milagrow CEO Rajeev Karwal, who is credited with bringing LG Corp to India in 1997, said, "When I started working with Onida, there were very few Indian competitors and among these brands, Onida was the only one which focused on brand building." His ad campaign for Onida had turned out to be a major success. On the occasion, two books named 'Select Management', containing 25 ca-

ses and 'Cases in Management', containing 19 cases were released by the esteemed guests along with faculties from IIM-Raipur. These books have cases submitted by faculties, researchers, practitioners and consultants across India. Amongst the 150 cases received, 100 cases were accepted, following which a blind peer review was conducted to select the final cases making it to the books.