



INDIAN INDUSTRIES ASSOCIATION

AN APEX BODY OF MICRO, SMALL & MEDIUM ENTERPRISES
(IN THE SERVICE OF MSME SINCE 1985)

IIA Members,

We are happy to inform you that IIA and Indian Institute of Management (IIM) Lucknow have decided to take up Management Case Studies related to the problems being faced by SMEs. To start with only 4-5 case studies will be taken up as a pilot project on first come first serve basis. The proposed process for taking up and solving the problems is attached herewith for ready reference.

The problems will be taken up for innovative solutions by the Students of Entrepreneurship Cell of IIM under the able guidance of the IIM Faculty who will be interacting with the individual industry for 2-3 months for possible solutions.

IIA Members desiring to avail this opportunity may mail back their willingness alongwith complete details of the problem to : ecell@iiml.org and iaa@iaaonline.in at the earliest but not later than 24th September 2012.

Manish Goel
General Secretary



Indian Industries Association

IIA Bhawan, Vibhuti Khand Gomti Nagar Lucknow-226010

Ph: +91-522-2720090, +91-522-3248178 Fax: +91-522-2720097

Website : www.iaaonline.in

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Proposal for MSME Case Competition

- As a first step, we would invite 4-5 problem statements (in the form of a case study) from the companies or the industry, mediated by IIA, which would incorporate the problem they are facing.
- Next, the problem statements (cases) will be floated among students of IIM Lucknow. Students will form teams of max. 4 each and submit an executive summary to E-cell within a stipulated timeline.
- Thereafter, 3 teams will be working on each problem for a period of around 1.5 months. During this time, the teams can visit the MSME to get in-depth analysis of the problem. They can interact with people directly and identify the loopholes to solve the case better. It will be a hands-on experience for the participants.
- Final presentations by the teams will be judged by a panel of MSMEs and professors and will take place on 24th November. For each case, one team will be declared winner out of the 3. The prize money will be awarded jointly by E-Cell and MSMEs.
- The above proposal would involve major problems that an industry as a whole or a specific company faces and expects students to provide an innovative and comprehensive solution. The presentations will be held during MSME conclave and thus, a broader audience will be able to understand the issues and incorporate related solutions in their own industry and business.

Tentative Deadlines

Case Problems Received from MSMEs	20 th September
Float Problems in the Batch	22 nd September
Last Date of Round 1 of Submission	2 nd October
Results of teams Shortlisted for Final Round	5 th October
Final Presentations	24 th November (MSME Conclave)