



**Indian Institute of Materials Management
Pune Branch**

Optimizing Supply Chain Efficiently

Case Study Competition - 2024



About IIMM

"Indian Institute of Materials Management (IIMM)" emerged as an All India Body in 1975 with the merger of three professional associations. The National Association of Materials Management, the material management associations and the materials management association of Hyderabad. It is the National Apex body representing a wide spectrum of professionals engaged in various facets of Material Management, responsible for planning, sourcing, logistics & supply chain management. The institute offers diplomas and degrees in supply chain management approved by AICTE. Through its wide network of 52 branches and 19 chapters IIMM caters to around 9500 members drawn from public and private sectors and to a large number of professionals across the country. IIMM is dedicated to the promotion of the profession of Materials Management and with its multifarious activities, including EDP, seminars, workshops, in-house training programs and consultancy assignment The Pune Province with over 450 members is one of the most active branches. The annual supply chain awards program is well known among the professionals and have completed 9 seasons. The day long annual seminar on supply chain held at Auto Cluster Pune is a landmark event that attracts large number of supply chain professionals.

About the case study competition

Case studies are a valuable pedagogical tool that offers a dynamic and engaging way for participants to learn, apply, and demonstrate their skills in the context of supply chain management. They provide a platform for experiential learning and skill development, preparing participants for the challenges they may encounter in their professional career. Case studies are often based on real-world scenario, allowing participants to apply theoretical knowledge to practical situations. Participants can develop and showcase their problem-solving skills by analyzing the complexities and challenges presented in the case study. It challenges people to think critically, it helps simulate decision making process, helps integrate knowledge from various fields, often this involves team work and collaboration. Academicians and industry practitioners require case studies to help them understand the situation in a better manner.

IIMM - Pune is organizing this case study competition primarily to help organizations to discuss about the innovations that they have implemented in their organizations which will provide a ready reckoner for other organizations without reinventing the wheel all over again. The case competition also aims to generate a large pool of case studies that can help academic institutions across India with valuable inputs from Industry.

(The submitted case should be original work and should not be published or under consideration for publication with any other case publishing house or journal. All the submissions will be subject to plagiarism and similarity checks via Turnitin software. The author/s need to accept the responsibility of the data provided in the case; for example, in the case of primary data obtained from a company, they need to assure the correctness of the data and get a "Organizational Release Form - Consent Form to Use Case Study" (in the prescribed format) signed by the company. The cases selected for publication would undergo a blinded peer-review process, and the author/s needs to respond or make suitable adjustments as per the reviewers' advice.)

Sub themes:

To promote experiential learning, IIMM - Pune invite case studies on four topics. This has to be a written document detailing the process, innovation introduced in your organization in the area of materials management and supply chain operations. Participants are encouraged to write and submit a business case study on any one of the following themes:

- Enhancement of profitability through SCM
- Creating a Cost Competitive Supply Chain for MSMEs
- Business sustainability through SCM
- Creating competitive SCM

Why you should write the case study?

Participating in the case study competition can provide the following benefits

- **Showcasing Expertise:** It provides an opportunity for the company to showcase their best practices and skills to a larger audience.
- **Brand Exposure:** Participating can significantly boost a company's visibility. It offers a platform to highlight the company's achievements, strategies and success stories with its peers.
- **Talent Acquisition:** Companies participating in a case study competition may attract the attention of top talent including students and professionals who are looking for innovative and forward thinking organizations.
- **Benchmarking and Leveraging:** Engaging in a competition will allow companies to compare its strategies and performance against others in the same industry.
- **Motivating Employees:** Employees involved in preparing and participating in a case study competition can feel a sense of accomplishment and pride. It can boost morale and motivation within the company.
- **Enhance the Credibility:** Being recognized for successfully tackling a challenge and discussing it with outsiders increases a company's credibility. It serves as external validation of its expertise and strategic acumen.
- Overall participating in a case study competition can be a strategic move for companies looking to enhance their brand, attract talent, and demonstrate their ability to tackle complex business challenges.



The winners will have the opportunity to showcase their case study in the presence of industry audience.



Select case studies will get an opportunity to publish their cases in a book.



All the participants will receive a certificate.

Who can participate:

Case studies are invited from large and Medium sized companies located within Pune district.

- Large manufacturing firms/ supply chain division/procurement division/logistics division
- Medium manufacturing firm/ supply chain division/procurement division/logistics division
- Service sector: Logistics company, hospitality organization, hospitals, etc.

Important Dates:

5th March 2024 | Abstract and Intent Form Submission

30th March 2024 | Last Date for Full Papers Submission

5th April 2024 Onwards | Jury Evaluation Process

27th April 2024 | Case Study Presentation & Felicitation

Program Mentor

Mohan Nair

Director - Esquire Healthcare & Logistics Pvt. Ltd
Director - Ensigns Software & Communications Pvt. Ltd.
National Councillor, IIMM

Program Convener

Shaji Joseph

Asst. Professor
Symbiosis Center for Information Technology
Symbiosis Deemed University
Executive Committee Member, IIMM - Pune

Program Committee Members

Amit Borkar

Vice President Business Development - New Mobility
ARaymond India Pvt. Ltd.
National Councillor, IIMM

Shripad Kadam

Ex-office, Immediate Past Chairman
IIMM-Pune

Sanjay Suranglikar

Sr. General Manager - Central Purchase
TATA AutoComp Systems Ltd.
Executive Committee Member, IIMM-Pune

Kaustubh Khadke

Manager - Sourcing
Atlas Copco (I) Pvt. Ltd.
Executive Committee Member, IIMM-Pune

Harshal Bardiya

Sr. Procurement Specialist
Belden India Pvt. Ltd.
Executive Committee Member, IIMM-Pune

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Vice Chairman

Arjunsingh Rajput

Hon Secretary

Suhas Gare

Hon. Treasurer

Contact

- Yagnesh Nair
- iimmpune.events@gmail.com | +917276010854
- Shaji Joseph
- shaji.kalam@gmail.com | +919326180855

Venue

- Navalmal Firodia Seminar Hall No. 4+5 - East & West.
MCCIA Trade Tower, A Wing, Senapati Bapat Road,
Pune - 411 016.

