



# AMITY UNIVERSITY

UTTAR PRADESH

## Amity Business School

### RENVOI 2025 – The Annual Case Study Conference

#### “Strategic Insights for a Resilient Future : Case Narratives for Tomorrow’s Leaders”

Amity Business School (ABS) organized its Annual Case Study Conference: Renvoi-2025 on the theme “Strategic Insights for a Resilient Future: Case Narratives for Tomorrow’s Leaders” on 19<sup>th</sup> September 2025 at F 3 Seminar Hall in hybrid mode.

The annual Case-Study Conference “**Renvoi - 2025**” aims to provide a platform for broad coverage and dissemination of foundational research, where participants get opportunities to present and publish their original research cases and exchange their views in the forum. Participations were invited from Industry, Academia, Research Scholars and Post Graduate Students in form of Case Studies.

Following were the guests during the inaugural session:

- Ms. Vicky Lester, CEO - The Case Centre, UK (online)
- Dr. Rohit Singh, Director - Centre for Management Education, All India Management Association (AIMA)

**Inaugural Session:** Dr. Deepa V. Mukherjee, Program Convener extended a warm welcome to all the distinguished guests at the Renvoi Case Study Competition. In her address, she emphasized that in our day-to-day lives, we are often confronted with complex situations that demand critical thinking and sound decision-making. She highlighted that such situations not only test our ability to respond effectively but also offer valuable opportunities to reflect upon the choices we make.

Dr. Mukherjee explained that the objective of the Renvoi Case Study Competition is to foster collaboration among students, researchers, academicians, and faculty members. By working together, participants can explore diverse perspectives, analyze real-life challenges, and transform these situations into meaningful learning experiences.

Prof. (Dr.) Sanjeev Bansal, Addl. Pro Vice Chancellor, Dean FMS and Director ABS, warmly welcomed all the guests to the Renvoi Case Study Competition. In his address, he reflected on the journey of Renvoi, sharing that it was first introduced in 2003 as a new and innovative concept at the time. What began as a unique initiative has now grown into a prestigious annual event.

He emphasized the importance of such platforms in encouraging analytical thinking and problem-solving among students. At the same time, he noted with concern that reading habits have gradually declined over the years. With the growing influence of digital tools such as Google and ChatGPT, the way students approach education and learning have undergone a significant shift. While technology has brought convenience, he pointed out the need to balance it with deep reading, critical thinking, and self-reflection.

Dr. Bansal expressed his gratitude to Dr. Balvinder Shukla, Vice Chancellor for her visionary leadership in initiating this case study competition back in 2003, which has now become a landmark academic event. He also acknowledged the jury members, describing them as masters in their respective fields, whose expertise adds immense value to the competition.



Prof. (Dr.) Balvinder Shukla, Vice Chancellor, addressed the guests and audience virtually at the Renvoi Case Study Competition. She began by expressing her gratitude to Dr. Rohit Singh from the All-India Management Centre, and Prof. (Dr.) Sanjeev Bansal for his continuous efforts in strengthening and nurturing the Renvoi program over the years. In her remarks, she underlined the significance of the case study program as a bridge between students and institutions, enabling academic learning to be connected with practical application. She highlighted initiatives such as the Vishwa Bandhu Programme and the Visit Bharat Programme, emphasizing their role in shaping students' holistic learning experiences.

Reflecting on the journey of Renvoi, Dr. Shukla explained that the case study program was initially introduced in the field of law but gradually expanded to management and the corporate sector. Today, it stands as an important academic practice that equips students with both practical skills and deep theoretical knowledge. She stressed that this dual benefit enhances students' analytical ability, decision-making skills, and overall professional competence.

Ms. Vicky Lester, CEO of The Case Centre, UK, began her session by warmly thanking Prof. (Dr.) Sanjeev Bansal and the entire Renvoi team for inviting her to be a part of the program. She expressed her appreciation for the initiative and highlighted the importance of case study programs in today's educational landscape.

In her remarks, she emphasized how case studies serve as a powerful tool for learning, enabling students and professionals to explore diverse perspectives and gain knowledge across different domains. She noted that case-based learning goes beyond textbooks, allowing learners to engage with real-world situations, sharpen their problem-solving abilities, and develop critical thinking skills.

Ms. Lester also shared insights into how The Case Centre organizes its case study initiatives, explaining how they create opportunities for participants to immerse themselves in practical scenarios. She discussed the relevance of case studies not only for students but also for executives, as they provide a platform to analyze challenges, evaluate solutions, and apply concepts in professional settings. She concluded her address by thanking the Renvoi organizing team for their kind invitation and expressed her delight at The Case Centre's involvement in such a meaningful program.



Dr. Rohit Singh, Director – Centre for Management Education, All India Management Association (AIMA), began his address by expressing gratitude to the Renvoi organizing team. He emphasized the growing importance of case studies as a pedagogical tool, noting how faculty members are increasingly adopting them to enhance the teaching–learning process.

In his address, he shared his experiences of working with notable projects such as the Delhi Metro Rail Corporation (DMRC) and the *Namami Gange Programme*. Using the DMRC example, he explained how the metro network was extended from Delhi to Meerut and highlighted the challenges encountered during execution. He also elaborated on *Namami Gange*, a flagship mission aimed at cleaning and rejuvenating the River Ganga, and described the complexities involved in implementing such large-scale initiatives. Dr. Singh stressed that case studies provide students with a valuable opportunity to connect theory with real-life phenomena. He pointed out that cases are not always about problems—they can also take the form of narratives that inspire learning. He recommended the book *Infinite Vision*, emphasizing how it demonstrates practical applications and offers deep insights for students.

He further discussed the significance of corporate case studies, citing examples such as Tata’s entry into rural markets through Tata Magic, where data was collected directly from drivers to understand ground realities. Similarly, he highlighted Hindustan Unilever’s *Project Shakti (3L)*, which empowered rural communities and created sustainable business models. Dr. Singh concluded by thanking everyone associated with the Renvoi program and extended his best wishes to the students, encouraging them to embrace case-based learning as a pathway to practical wisdom and professional excellence.



## Case Presentations

A total of 30 Case Presentations were held in three venues that included cases from students, research scholars, industry professionals and academicians. All cases shortlisted were real world situations captured by the participants and were either their personal experiences or what they had captured through primary / secondary research. Student cases that were shortlisted were real personal experiences during their prior work experience in corporates prior to joining B-school. 3 cases were shortlisted from the internal summer internship case writing competition of ABS.



**Valedictory Session:** Following were the Guests/Jury during the session:

- **Dr. Abhishek S**, Professor of Marketing, IMT Ghaziabad; Chairperson, Case Centre; Associate Dean – New Initiatives
- **Dr. Jitendra Mohan Bhardwaj**, CISO & Business Head – Cyber Security, Tata Advanced Systems Limited
- **Dr. A. P. Dash**, Professor, Former Dean NSB; National Expert – UGC-NET & AICTE

Prof. (Dr.) Sanjeev Bansal, Chairperson of Renvoi 2025, facilitated all the distinguished guests with a token of gratitude. Their gracious presence added immense value to the event, enriching the intellectual spirit of the conclave. Heartfelt thanks were extended to them for their inspiring contributions, which illuminated the essence of Renvoi 2025 and encouraged the young scholars to aim higher.

Dr. Sanjeev Bansal then went on to provide an overview of the day's case study session, highlighting key points related to outcome-based education and recalling the establishment of the Corporate Resource Centre (CRC) in 1995. He acknowledged the contributions of the CRC committee members of Amity, including Mr. T.N. Mukundan, Dr. Kritika Dasgupta, and Ms. Renu Misra, and also shared the e-brochure of Amity Business

School, describing it as a reflection of the institution's enduring commitment to academic excellence and innovation.



Dr. Abhishek, in his address, said that even during the time of Chanakya, the importance of cases in decision-making was recognized, as they enable managers to perform their responsibilities effectively and take sound decisions. He highlighted that the preparation of cases is itself an exercise in decision-making, requiring careful thought and judgment. He said that he was pleased to see the sincere efforts made by the participants and appreciated their enthusiasm and hard work. He said that Amity deserved recognition for taking the commendable initiative of organizing the case study competition, and emphasized that such efforts should continue to be encouraged.

Dr. Jitendra Mohan Bhardwaj, in his address, appreciated the confidence demonstrated by the MBA students and PhD Scholars. He said that such case studies hold great importance from a corporate perspective and are used in two significant ways: first, in interviews, where they serve as a tool to evaluate candidates; and second, in front of customers, where they are used to establish why a particular product is the best. He illustrated this with examples from companies such as Uber and Amazon, and said that cases, when turned into stories, become powerful tools that can be passed on to the next generation.

Dr. A. P. Dash, Professor, observed that case studies could be made more fact-based to enhance their relevance and impact. He noted that while industries were not very welcoming of academic engagement in the past, a transformation has taken place, and today industries are open and collaborative with faculty members. He emphasized that near-miss situations are now being documented and that in good companies, there exists a vast reservoir of knowledge waiting to be tapped. Citing an example, he remarked that while electric vehicles are widely recognized today, the coming decade may well belong to hydrogen. He concluded by highlighting that with the availability of dedicated repositories, there is immense potential to develop strong, evidence-based case studies in the future.

Dr. Sanjeev Bansal, Chairperson of Renvoi 2025, announced the winners of the competition. The third prize was awarded to Mr. Pranshu Lokhande, MBA(G) ABS, the second prize went to Dr. Rekha Ghosla, Associate Professor, HRM & OB, Lucknow Campus, and the first prize was conferred upon Ms. Nishtha and Ms. Neha Yadav, students of MBA(H), ABS for their outstanding contribution.

Dr. Vijit Chaturvedi, Co-Chair of Renvoi 2025, presented the conference summary, noting that the majority of case submissions had come from first-year MBA students. She emphasized that this was a promising reflection of the budding research culture and the intellectual curiosity emerging among young scholars, underscoring the bright future of case-based learning at Amity.



The conference concluded with all participants collecting their participation certificates.

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