

About Indian Institute of Public Administration (IIPA)



2nd National Conference and Case Study Competition 2025

organised by
Indian Institute of Public Administration

Indian Institute of Public Administration (IIPA) was established in 1954 to expand knowledge in public policy and governance through applied research, education, and training. Its mission is to prepare administrators to serve the people of India effectively and efficiently. The Institute focuses on enhancing leadership and managerial abilities and fostering a strong service orientation. It aims to equip public servants with the necessary knowledge, skills, and behaviors for governance tasks. Therefore, IIPA collaborates closely with national and international organizations. The Institute has completed over 2,000 research projects in specialized governance areas and has conducted over 7,000 training programs, training over 1,27,303 individuals from various sectors.

The Indian Institute of Public Administration (IIPA) has long championed the use of case studies as an educational tool since its inception. On March 25th, 1961, IIPA established a Committee on Case Studies comprising a senior administrator and a faculty member, which published numerous case studies on topics such as Panchayati Raj, Industrial Administration, Public Administration, Administrative Environment, and Decision Making.

To encourage the writing of case studies, a scheme was launched on April 1st, 1990, which provided honoraria for accepted submissions and annual awards for the most outstanding cases, as chosen by a jury. Building on this tradition, IIPA launched the Bharat Journal of Case Studies in 2024 on its 70th Founder's Day and is now conducting a 2nd National Conference and Case Writing Competition.

The 2nd National Conference and Case Writing Competition (NCCWC) provides a dynamic and enriching experience for case authors and writers. This event invites distinguished faculty, case authors from universities and business schools, and contributors from leading journals and publishers to participate. The competition aims to promote and advance the development of high-quality case studies that tackle issues in public administration, business, society, economy, and emerging global challenges.

About the Conference

Date of Conference and Case Study Competition – 25th September (Hybrid Mode)

The use of case studies is a powerful pedagogical approach that immerses students in real-world scenarios, enhancing their critical thinking and problem-solving abilities. By engaging with complex challenges, evaluating potential solutions, and articulating their findings, students gain valuable practical insights. The case method fosters a rich and impactful learning environment for both students and faculty.

Recognizing the significance of case studies as an effective educational tool, IIPA is organising the 2nd National Conference and Case Study Competition 2025. This conference aims to provide a dynamic platform for researchers, trainers, academicians, and industry professionals to present and refine their case drafts through constructive feedback and collaborative discussion.

The one-day conference will be conducted in a hybrid mode (both physical and virtual modes) and will feature keynote addresses by eminent speakers from academia & industry, and case study presentations from diverse speakers and participants.



Submission Open: 20th June 2025

Last Date of Submission: 10th Sept 2025

Acceptance Notification: 15th Sept 2025

Last Date of Registration: 18th Sept 2025

Date of Conference: 25th Sept 2025

Conference Objectives

1. To provide a platform for sharing real-world experiences and innovative solutions through case studies, fostering learning and professional growth across disciplines.

2. To facilitate the exchange of knowledge and best practices between academia and industry.

3. To provide a platform for researchers, practitioners, and educators to share insights, experiences, and expertise related to real-life case studies.

Intended Benefits

1. Enable participants to present their case studies and receive constructive feedback from subject matter experts.

2. Foster collaborative learning through interactions with fellow participants, experts, and institutions, encouraging innovative thinking in problem identification and solution development.

3. Offer participants the opportunity to build and strengthen professional networks within a diverse audience.

4. Academicians, Practitioners, Doctoral Scholars and Post-graduate students, Representatives from Regulatory bodies, Representatives from Industry and Industry Associations, Members of Civil Society Organisations, Government Official are encouraged to send their original, unpublished work in the form of full case study to the conference. The submission can be made in the following topics.

Potential Topic / Areas

- Finance & Banking Services
- Fintech
- Marketing/Branding
- HRD/Leadership/L&D
- Data Science
- Entrepreneurship/Start-ups
- Family Business
- Supply chain and logistic
- Strategy/Policy

- Corporate Social Responsibility/ Sustainability
- Environment Social Governance
- Digital Transformation
- Public Administration
- Public policy
- Public service distribution.
- Communication
- Sustainable Management
- Other related Areas of Management such as Tourism, Hospitality, Healthcare Management, Agribusiness Management etc. and any other related areas.

Awards and Recognitions

Prize
1st prize: INR 10,000
2nd prize: INR 6,000
3rd prize: INR 4,000

In addition to the Prizes, the participants will be recognized as follows.

Certificate (Besides top 3 prize-holders)
The top 2 cases will receive a Certificate of Excellence
The next top 2 cases will receive a Certificate of Merit
All authors of the cases will receive a Certificate of Participation

Important Dates

20th June 2025	Submission Open
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15th September 2025	Acceptance Notification
18th September 2025	Last date of Registration

Few selected high-quality submissions would be considered for possible publication in the Bharat Journal of Case Studies.

*Only full cases with Teaching Note will be considered for publication opportunities.

Registration

Registration Fee	Single author - Rs 1000/- (Inclusive of lunch & high tea)
	02 authors - Rs 1500/- (Inclusive of lunch & high tea)
	03 authors & above - Rs 2100/- (Inclusive of lunch & high tea)
Registration link	https://docs.google.com/forms/d/1s2XL8BV_6WEVw91oulPuDmT4dyR3iasvvljFSmOA8NA/edit
Submission Email	bjcs1976@gmail.com
Contact Person	Dr. Shweta Mittal - (011-23468380)

Case Submission Guidelines and Format

Guidelines for Submission:

- All submissions must include a **Title Page and Author's details**.
- The case should be written entirely in the **past tense**, except for indirect quotations.
- Submit case studies in **.doc format**, using **12-point Times Roman font, single-spaced, with 1-inch margins**.
- The main text should not exceed **6,000 words**, excluding exhibits, appendices, and references.
- Case studies must be submitted to bjcs1976@gmail.com. Submissions that do not adhere to the prescribed format will be rejected.
- Those who want to present a case study or attend the conference must register at :
https://docs.google.com/forms/d/1s2XL8BV_6WEVw91oulPuDmT4dyR3iasvvljFSmOA8NA/edit

The 2nd National Conference and Case Study competition will be in Hybrid mode (online and offline mode)

- All references must follow the APA style.
- Only previously unpublished cases will be accepted.
- Submissions should include either a decision focus or an analytical focus.
- Cases may be based on primary (field) research or secondary sources such as publicly available data and documentation, including news articles, court records, YouTube videos, and other reliable materials.

Format Requirements

Each case should include the following components (note: do not subtitle the sections using these headings directly):

- Title Page: Includes the case title, author’s name, designation, institutional affiliation, and contact details.
- Abstract and Keywords: A concise summary of the case and relevant keywords.
- Introduction/Hook: An opening paragraph that captures interest and presents the core dilemma or problem.
- Company/Organization Overview: Background story or history of the organization involved.
- Industry Context: Relevant industry background to contextualize the case.
- Character Profiles: Key individuals in the case should be clearly described and developed.
- Situation or Problem Description: A thorough explanation of the scenario and challenges presented.
- Way Forward: Suggested approaches, questions for discussion, or possible solutions.
- Exhibits/Appendices and References: Supporting documents, data, and properly cited sources as needed.

Date

On September 25, 2025

Venue

The conference will be held at Indian Institute of Public Administration (IIPA)

Registration

Registration Fee - Single author - Rs 1000/-
- 02 authors - Rs 1500/-
- 03 authors & above - Rs 2100/-

Registration

Those who want to attend the conference and present their papers need to register themselves at https://docs.google.com/forms/d/1s2XL8BV_6WEVw91oulPuDmT4dyR3iasvvIjFSmOA8NA/edit
Please send the registration fee receipt and duly filled google form screenshot to IIPA on bjcs1976@gmail.com.

IIPA BANK DETAILS
1) Beneficiary/Account Name - Indian Institute of Public Administration
2) Bank Name & Branch - UCO Bank, IIPA 4, Block B
3) Bank A/C No - 18200100002699
4) IFSC Code - UCBA 0001820
5) MICR Code-110028041