

ASM GROUP OF INSTITUTES, PUNE

(NAAC Accredited, Permanently Affiliated to
Savitribai Phule Pune University)

ASM'S EVOLVE 2026

INTERNATIONAL CASE STUDY COMPETITION FOR B-SCHOOL FACULTY

Organized by ASM Group of Institutes, Pune, Maharashtra, India



About

ASM Group of Institutes

ASM Group of Institutes, Pune, is a pioneer in the field of education, with over four decades of academic excellence. With a legacy of nurturing future-ready professionals, ASM offers a continuum of learning - from KG to Ph.D. - through cutting-edge programs in management, IT, commerce, and beyond. Known for its strong industry integration and global outlook, ASM emphasizes experiential learning, innovation, and interdisciplinary pedagogy to cultivate entrepreneurial mindsets and ensure career readiness for the dynamic world ahead.

As an additional feather to its cap, ASM group has launched the new ASM's NextGen Technical Campus in Talegaon, dedicated to cutting edge engineering education

ASM's Case Methodology Implementation Through 360° Approach

ASM's unique 360° approach in implementing Case Methodology in its teaching and learning process is one of the USPs as it caters to the needs of all the stakeholders such as industry, B-school faculty and B-school students.

ASM'S CASE COMPETITIONS LEGACY OF MORE THAN 2 DECADES

MINDSCAPE: Case Competition for Corporates

Participants: Industry Teams Since 2005, Mindscape has connected students with industry leaders through real-life case challenges. Over 40 industry teams (e.g., Tata, Mahindra, Bajaj, Thermax) participate annually, offering students experiential learning, placements, and internships through corporate interaction.

Participants: B-School Faculty Launched in 2011, EVOLVE empowers faculty to develop real-world business case studies. With over 200 original cases developed, it helps build a robust Indian case bank and enhances faculty competence in case-based teaching.

EVOLVE: Case design and development competition for Faculty

PERCEPT: Case Analysis Issue Resolution Competition for Students

Participants: Students Initiated in 2012, PERCEPT engages students in analytical thinking and collaborative problem-solving. Students present and resolve cases developed in EVOLVE, showcasing team synergy and solution orientation.



About

ASM's EVOLVE Case Competition

EVOLVE is ASM's Case competition to foster business case design and development by B-School faculty

It aims to:

- To provide unique opportunity for B Schools to develop in house Capacity of design and development of business Case Studies by nominating its faculty to participate in EVOLVE
- Evolve competitions compel its participants to develop skills in Design thinking and Critical thinking while developing and presenting Case Studies during the competition
- Participation in Evolve Competitions enables the faculty participants to develop and implement effective Case methodology of Teaching at their respective Institutions
- ASM's faculty through their participation in the annual event the EVOLVE- Case Design and Development Competition over the previous editions have developed more than 200 Case Studies
- Oxford University has published 8 Case Volumes using 160 selected Case Studies as developed by ASM faculty..ASM's EVOLVE participation offers an excellent opportunity to publish the Case Studies in Case Study books by reputed global publishers

Scope of Case Studies

Participants are invited to design case studies in the following formats:

- Case Studies on organisations using AI data driven technologies in their business process will be given preference for case presentations.
- Field Search (Live) Case Studies on real business process in industries will also be given preference, including multimedia case studies.
- Business case studies based on secondary data.
- Multimedia case studies (including conversations, videos & interviews)

Marketing | Finance | HR | Strategy | Operations
Entrepreneurship | NGOs | AI & IoT

Domains

Case Design & Development Criteria

The contents and issues to be aligned with course / subject / topics of Management studies.

To also align with standard quality parameters for academic rigor and relevance, in business Case design and development

The contents and issues should align with case writing guidelines

Faculty members including Professors,
HODs, Deans, Directors, and Visiting Faculty associated with:
BBA | BCA | MBA | MCA | PGDM | MMS | Executive MBA programs across academic institutions, Business Executives Interested in Business Case Studies

Who Can Participate?

Pre-Event Workshop (Online)

A half-day online workshop will be organized on 20th September 2026 at the ASM campus for all registered participants to ensure uniformity in methodology and design principles.

Important Dates & Schedule

- **Registration Deadline:** 10th September 2026 along with payment of Registration Fee
- **Case Submission Deadline:** 10th October 2026 (Soft copies for both online and offline presentations must be submitted by this date)
- **Selection for Presentation :** By 15th October 2026
- **Final Presentation & Award Ceremony:**
 - Venue 1** - ASM's Nextgen Campus – Talegaon - 22.10.2026
 - Venue 2** - ASM's IIBR / IPS Campus, Pimpri - 23.10.2026
 - Venue 3** - ASM's IBMR Campus, Chinchwad, Pune - 24.10.2026
- **For Participants from Pune based Institutions:** It is compulsory to Present their selected Case Studies in Person (Off line)

Evaluation & Awards

All case submissions will undergo a blind review by an expert panel. Shortlisted entries will be invited for a presentation at the ASM campus.

Awards & Recognition

Awards (Cash Prize) + Trophy + Certificate will be distributed at each venue on the respective date of final presentations.

First Prize: ₹ 15,000 + Trophy + Certificate | Second Prize: ₹ 10,000 + Trophy + Certificate
All Participants: Certificate of Participation

Mode of Presentations

- For participants based in Pune and Talegaon – Presentations in person.
- For participants outside Pune & Talegaon – Presentation Online.

Participation Fee (Common for both Online and Offline Presentation)

- **Individual Participation : ₹ 2500 (Inclusive of GST)**
- **Team Participation (Max 2 faculty per team/Case Study): ₹ 4000 (Inclusive of GST)**

Note: There is No Fee for the half a day pre-event Workshop proposed

Payment Details

Bank Name : **The Cosmos co-op Bank Ltd**
Account No: **0060501072265**
Account Name : **I.B.M.R**
IFSC Code: **C0580000006**

Contact Us:

For registration and inquiries, please reach out to:

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Please submit Final Case and the Presentation PPTs at asmevolve25-26@asmedu.org

ASM Group of Institute's 8 Case Volumes Published by OXFORD University Press UK



"INDIAN BUSINESS CASE STUDIES"



ASM GROUP OF INSTITUTES: IBMR | IIBR | IPS | CSIT | GJC | GEMS | EMPROS | NEXGNTC