



INDIAN INSTITUTE OF PUBLIC ADMINISTRATION NEW DELHI

2nd NATIONAL CONFERENCE AND CASE STUDY COMPETITION-2025

PROGRAMME AGENDA – 25th SEPTEMBER 2025

Case Presentation in 14 Online & Offline tracks/sessions

Note: Case presentations by Case authors are organized in 14 Online & Offline tracks/sessions. All Case authors and Co-authors are requested to check their track of presentation as per their Case title. IIPA team members will be available to support you. Each Case author will be given 5-7 minutes for presentation followed by Q&A.

The conference will be inaugurated by esteemed key note speakers.

Time of keynote Addresses: **9:30 am**

Venue: **Sarthak Hall, First Floor**

Note: The Jury in all the sessions are competent to handle all functional area cases.

Morning Tea Break: 10:30 Hrs.-11:00 Hrs.

Timings: 11:00 hrs. – 12:00 hrs

Case Presentation Track 1 (Offline)

Jury Members:

Prof. Amarjeet Kaur, Professor & Dean, Faculty of Commerce and Management, Gurugram University
Prof. Ravi Kumar Jain, Director, School of Management, IILM University, Gurugram

CASE PRESENTATION TRACK 1 (Offline) (SARTHAK Hall, First Floor)		
S.No	Name	Title
1.	Dr. Vedantam Leela	D'cal Hard-Water Softener – An Innovative Solution
2.	Priyanka Rajeev	Rethinking Panchayati Raj through Corporate Social Responsibility: A Case Study of Kizhakkambalam Grama Panchayat
3.	Shruti Chaudhary	

CASE PRESENTATION TRACK 1 (Offline) (SARTHAK Hall, First Floor)		
S.No	Name	Title
	Mr. Devashish Shukla	ESG Lapses in Public Administration: The Suryavanshi Chemicals Factory Tragedy
	Dr. V. K. Tomar	
4.	Dr. Poonam Chhaniwal	Asan cups: Scaling the Social Enterprise for accessible Menstrual Hygiene Products
	Dr. Diljeetkaur Makhija	
5.	Reena Kumari	Namo E-Waste Management Ltd.: Balancing Growth and Inclusion in India's Recycling Sector
	Dr. Surabhi Goyal	
6.	Archisman Bhattacharya	Plastic Waste and FMCG Giants: Sustainable Packaging or Greenwashing?
	Vanshika Dubey	
7.	GDr. Vidur Sahgal	Rethinking Rural Ownership: "The OVPC-OF Model for Sustainable Farming Communities"
	Ms. Deepshikha Patel	
	Ms. Manika Malhotra	
	Ms. Khushi Sharma	

Google Link: <https://meet.google.com/kpg-xiig-php>

Timings: 11:00 hrs. – 12:00 hrs

Case Presentation Track 1A (Online)

Jury Members: Jury Members:

Prof. Suresh Misra, Faculty, IIPA, New Delhi

Dr. Mamta Pathania, Faculty, IIPA, New Delhi

CASE PRESENTATION TRACK 1A (Online) (Samiksha-1) Hall, First Floor)		
S.No	Name	Title
1.	Dr. Bushra Kureshi	Sustainable model to encourage Dialogue and empathy
	Dr. Bindiya Gupta	
2.	Ms. Rosie Murray	Work, Laws, and Gender: Decoding the Dichotomy of Working Women- Labour Force Participation of Women in India

CASE PRESENTATION TRACK 1A (Online) (Samiksha-1) Hall, First Floor)		
S.No	Name	Title
3.	Dr. Reepu	Crisis Management at NexTech Solutions: A Management Case Study
4.	Dr. Tanmay Pant	Crafting Balance: Tradition, Technology, And Women Empowerment at Creative Handicrafts
	Dr. Deepak Batra	
5.	Sijo Mathew	From Fragmented to Premium: A Strategic Leap
	Dr. Madhava Priya Dananjayan	
6.	Dr. Rakesh Bhati	The Cashless Crisis: The AHPI, Insurers, and the Battle for Healthcare's Future
	Dr. Lakshmi Jasti	
7.	Prof. Nilesh Kulkarni	Burger King in India: Whopper in the making
	Prof. Dr. Swapna Pradhan	
	Dr. Caral D'Cunha	
	Dhruv Agarwal	
8.	Dr. Bushra Kureshi	The Catalyst Behind Tatkalorry: A Story of Grit, Siblings, and Ceramics
9.	Dr. Siddhi Jagdale	Lines Crossed: Managing Vendor-Client Relationships at GPG Publication
	Ms. Meghana Patil	
	Ms. Melanie David	
10.	Ms. Rosie Murray	Demystifying the Dominant Work Values of Cohorts in the Digital Era

Google Link: <https://meet.google.com/igu-qouz-hhs>

Timings: 11:00 hrs. – 12:00 hrs

Case Presentation Track 1B (Online)

Jury Members:

Prof. Neetu Jain, Faculty, IIPA, New Delhi

Dr. Amit Kumar Singh, Faculty, IIPA, New Delhi

CASE PRESENTATION TRACK 1B (Online) (Samiksha-2) Hall, First Floor)		
S.No	Name	Title
1.	Dr. Manish Ranjan	“Sanctity, Scale, And Stakeholders: Sanctity, Scale and Stakeholders: The Governance Dilemma of the Kashi Vishwanath Corridor
2.	Dr. Ritu Yadav	From Flexibility to Fairness: Reimagining Labour Policy for India’s Gig Workforce
	Dr. Tabassum Ahmed	
3.	Dr. Ashish Alok	The Emotional Architecture of Public Policy: A Case Study of the Mukhyamantri Maiyya Samman Yojna (MMSY) in Jharkhand
4.	Ms. Mandeep Kaur	From Lotus Stems to Sustainable Fashion: The Revival of Lotus Silk
	Dr. Amarjeet Kaur	
5.	Ankita Yadav	Balancing Speed and Responsibility: Ethical and CSR Challenges in Blinkit and Zepto
	Sunaina Bahiwal	
	Raman	
6.	Anjali Nagar	Chamar Studio: Sustainability, Identity, and the Dilemma of scaling a Radical Brand
7.	Dr. Aman Deep Singh	The River That Remembers: A Case Study on the Silent Cry of the Gomti
	Mr. Deepak Jaisal	
8.	Dr. Amandeep Singh	Corporate Social Responsibility (CSR) in India
	Renu Razora	
9.	Kartik Tak	Tilonia – A case study of living laboratory of Social Innovation and Sustainable Development
	Monika Sharma	
	Dr. Reema Singh	
10.	RenugaMan an V	Tragedy of the Commons and Solid Waste Management: A Case Study of Simon Colony, Kanniyakumari District
	Rekha M	

Timings: 12:00 hrs. – 13:00 hrs

Case Presentation Track 2 (Offline)

Jury Members:

Prof. Pushpender Kumar Surya, Professor, Department of Commerce, Kirori Mal College, University of Delhi

Prof. Neetu Jain, Faculty, IIPA, New Delhi

CASE PRESENTATION TRACK 2 (Offline) (Sarthak Hall, First Floor)		
S.No	Name	Title
1.	Sagar Pandey	Flooded Futures: Addressing Waterlogging and Environmental Crisis in The High-Tech City
	Glory Singh	
	Varnika Jain	
2.	Dr. Veena Soni	Turning Waste into Wealth: The Sustainability Transformation of ITC Limited
3.	Dr. Vivek Trivedi	A Culture-Led Circular Economy Model for Floral Waste: From Sacred Offerings to Sustainable Cities and Communities
	Gurpreet Choudhary	
4.	Dr. Pallavi	Namchi Candles: the journey of a woman entrepreneur from the Kitchen to Lighting Lives
	Dr. Rakesh Kumar Gupta	
5.	Amisha Pandey	Pivoting and Achieving Market Fit: A Case Study on Instagram
6.	Dr. Poonam Chhaniwal	Thenga Coco
	Dr. Diljeetkaur Makhija	
7.	Kanishk Jain	Cafesso – Be Caffeinated: The Waiting Game
	Kashish	
	Manya Agarwal	
	Dr. Vipulesh Shardeo	

Timings: 12:00 hrs. – 13:00 hrs
Case Presentation Track 2-O (Offline)
Jury Members:

Prof. Amarjeet Kaur, Professor & Dean, Faculty of Management, Gurugram University
Prof. Vijay Kumar Shrotryia, Senior Professor, Head, Department of Commerce, Dean, Faculty of Commerce and Business Delhi School of Economics Campus University of Delhi

CASE PRESENTATION TRACK 2-O (Offline) (Spandan Hall, First Floor)		
S.No	Name	Title
1.	Prof. B.L. Verma	PMBJP-A Program Strengthening Health Care Management in India
	Arti Rana	
2.	Hreethik Ram R	Balancing Industrial Growth & Environmental Protection
3.	Dr. Kamlesh Kumar	Eliminating Criminalisation of Politics: A Case Study Of 130th Constitutional Amendment Bill, 2025
4.	Bhavika Sharma	Managing Crowds in Varanasi: Innovation, Governance, and Decision-Making Under Reviving Industries in Bihar: Case Study of Industrial Policies of Bihar (1947-2025)” Pressure
5.	Amrita Sinha	Women in Public Administration in India: Challenges, Participation, and Pathways to Inclusive Governance
6.	Alok Raj	Reviving Industries in Bihar: Case Study of Industrial Policies of Bihar (1947-2025)
7.	Ram Lal Kudi	□□□□□□□□ □□□□□□ □□ □□ □□□□ □□□□□□□□: □□□□□□ □□□□□□ □□□□□□ □□ □□□□□□ □□ □□ □□□□□□

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Timings: 12:00 hrs. – 13:00 hrs

Case Presentation Track 2A (Online)

Jury Members:

Prof. Ashok Vishandass, Faculty, IIPA, New Delhi

Dr. Kusum Lata, Faculty, IIPA, New Delhi

CASE PRESENTATION TRACK 2A (Online) (Samiksha-1) Hall, First Floor)		
S.No	Name	Title
1.	Ms. Samarpita Roy	Reduce, Reuse, Recycle or Replace? The Pressing Dilemma of Sustainability vs. Responsible Consumption
	Dr. Arijit Santikary	
	Dr. A. Dinesh	
	Ms. Ishita Deb	
2.	Anshuman Ankit	Bridging Business and Development: A case study on Corporate Social Responsibility (CSR) Impact and Investment on Human Development Indicators in India (FY 2014-15 to FY (2022-23)
	Dr. Md. Ehtesham Khan	
	Dr. Shailendra Kumar	
	Pankaj Kumar Mishra	
3.	Puneet Gandhi	Arjun As a First Time Leader at NetSol Networks
	Narendra M Agrawal	
	Apurva Sanaria	
4.	Anubinda Mohanty	Transforming an organization through transformational leadership
	Prof. Chandan Kumar Sahoo	
5.	Dr. Akansha Gupta	Manager's impasse of inspiring employees at virtual workplaces
	Ms. Sonal Gupta	
6.	Dr. Narendra Singh Chaudhary	Discrimination or Perceptual Bias: Insights into LGBT in Work Place
	Dr. Shikha Singh	
7.	Pallavi Sinha	From Discontent to Departure: Changing Industries After Dissatisfaction and Disrespect
8.	Mr. Vivek Pawar	A case study on Kachua Chap's mosquito Agarbatti Fall from Grace: Strategic HR Blind Spots in a Changing Market
	Mr. Vishesh Umathe	
	Mr. Mohit Borhade	
	Mr. Sahil Jadhav	
9.	Dr. Sona Vikas	Developing a Sustainable HR Framework to measure Talent Acquisition Effectiveness Using HR Analytics: The Case of Modern Foods
	Dr. Ashish Mathur	

CASE PRESENTATION TRACK 2A (Online) (Samiksha-1) Hall, First Floor)		
S.No	Name	Title
10.	Dr. Richa Banerjee	Aaj ki Awaaz: Policy Disconnect and Organizational Fallout
	Dr. Narendra Singh Chaudhary	
	Dr. Garima Mathur	

Lunch Break 13:00 Hrs.- 14:00 Hrs. (At Hostel lounge)

Timings: 14:00 hrs.-15:00 hrs.

Case Presentation Track 3 (Offline)

Jury Members:

Prof. Amarjeet Kaur, Professor and Dean, Faculty of Commerce and Management, Gurugram University

Prof. Neetu Jain, Faculty, IIPA, New Delhi

CASE PRESENTATION TRACK 3 (Offline) (SARTHAK Hall, First Floor)		
S.No	Name	Title
1.	Dr. Rahul Kumar Simran Gupta	Shanmuga Hospital Limited: Strategic Funding for Modest Expansion
2.	Ullas Kumar	From Disinvestment to Mini-Ratna: Turnaround of CEL A Case Study on Leadership, Culture, and Discipline in PSU Revival
3.	Shrey Shaurya Singh Bisht	The Red Sea Crisis: Maersk's Leadership Challenge
	Moitrayee Devi Baruah	
4.	Prabhat Sharma	When education is not enough: Naina's journey in negotiating Gendered Pathways in Academia
5.	Manvi Pant	Rethinking Mental Well-Being at Work: The case Denver, the Chief Happiness Officer at Harvested Robotics
6.	Brig Ravi Singh	Operation Vijay: The Peaks of Glory, The Valleys of Doubt

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Timings: 14:00 hrs.-15:00 hrs.

Case Presentation Track 3A (Online)

Jury Members:

Prof. Pushpender Kumar Surya, Professor, Department of Commerce, Kirori Mal College, University of Delhi

CASE PRESENTATION TRACK 3A (Online) (Samiksha-I) Hall, First Floor)		
S.No	Name	Title
1.	Dr. Arindam Saha	The Silent Crisis
	Dr. Megha Jain	
	Dr. Manisha Shukla	
	Dr. Devika Trehan	
2.	Dr. Madhuri Gehi	Redefining Recognition: Crafting a Smarter Appraisal Model at MAPRI Solutions
	Dr. Priyanka Yadav	
	Dr. Arindam Saha	
3.	Prof. (Dr.) Kulvinder Kaur	ESG Credibility Crisis at Gensol Engineering
4.	Mr. Raj Velarkar	Trimuph, We Have A Problem
	Dr. Manisha Shukla	
	Dr. Megha Jain	
	Dr. Devika Trehan	
5.	Dr. Anvay Bhargava	Talent as Strategy: The Employer Branding Transformation
	Ms. Mimansa Dadheech	
6.	Dr. Bindiya Gupta	An Intern's Dilemma: Journey from Campus to Corporate
	Aditya Jadeja	
7.	Dr. Rahul Kumar	Zepto: Can Speed Alone Build Market Leadership?
	Subhasish Chakraborty	
8.	Prof. Dr. Shubhangi Salokhe	Transforming the Fertilizer Industry: The Inspiring Journey of Mahadhan

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Timings: 14:00 hrs.-15:00 hrs.

Case Presentation Track 3B (Online)

Jury Members:

Dr. Sachin Chowdhry, Faculty, IIPA, New Delhi

Dr. Shweta Mittal, Faculty, IIPA, New Delhi

CASE PRESENTATION TRACK 3B (Online) (Samiksha-2) Hall, First Floor)		
S.No	Name	Title
1.	Usha Sahu	RBI's First ever Off-Cycle MPC: Balancing Inflation Control with Sustainable Economic Growth
	Dr. Rahul Kumar	
2.	Dr. Sager Reddy Adavelli	Professor's Dilemma on Personal Finance
	Dr. M Anil Kumar	
3.	SenthilKumar Anantharaman	Headways, Headaches, and Throughput: Applying TOC in Hyderabad Metro Rail's Operations & Management Accounting
4.	Dr. Sarvesh Mohania	Financial Conundrum: A Case on Understanding of Basics Financial Planning
	Girish Mainrai	
5.	V. Satya Venkata Rao	From Recovery Tool to Revival Framework: Rethinking Single-Creditor Insolvencies Under the Insolvency and Bankruptcy Code

Timings: 1500 hrs.-1600 hrs.
Case Presentation Track 4 (Offline)

Jury Members:

Prof. Narendra Singh Chaudhary, Associate Professor, Sparsh Global Business School,
 Greater Noida

Prof. Neetu Jain, Faculty, IIPA, New Delhi

CASE PRESENTATION TRACK 4 (Offline) (Sarthak Hall, First Floor)		
S.No	Name	Title
1.	Nandita Kapoor	Bhadla Solar Plant Governance Model: Harnessing the Desert Sun of Rajasthan through Green Federalism
2.	Abhishek Mittal	Zomato Limited: The Eternal Transformation Navigating Multi-Vertical Growth in India's Digital Ecosystem
3.	Jessy Kfoury	Lemonade to Pipp: Reinventing Social Commerce for the Creator Generation
	Sakhhi Chhabra	
4.	Dr. Sapna Sood	Podcasting as the New Branding Frontier: The Case of Vijay Mallya on Raj Shamani's Show
5.	Dr. Swati Khanna	Swadhaar FinAccess: 'Tech and Touch' Approach on Financial Inclusion
	Dr. Neha Kamboj	
6.	Dr. Hemverna Dwivedi	Balancing Brand Visibility: The Conundrum of Latafa
	Dr. Suchita Vishwakarma	
7.	Shivangi Rajput	Incredible India Campaign: Branding a Nation, Delivering an Experience
8.	Mr. Nikhil Jain	Consumer Behaviour in the Age of Quick Commerce: A Study of Convenience and Impulse Buying
	Ms. Isha Agrawal	
	Ms. Himanshi Verma	
	Dr. Gauri	

Timings: 15:00 hrs.-16:00 hrs.

Case Presentation Track 4-O (Offline)

Jury Members:

Prof. Amarjeet, Kaur, Professor and Dean, Faculty of Commerce and Management, Gurugram University

Prof. Vinod K. Sharma, Faculty, IIPA, New Delhi

CASE PRESENTATION TRACK 4-O (Offline) (Spandan Hall, First Floor)		
S.No	Name	Title
1.	Dr. Ajeeta Srivastava	Chaayos: Brewing A Sustainable Future
	Dr. Shikha Mittal Shrivastav	
2.	Mr. Mannan Ahmad Khan	From Compliance to Conscience: Rebuilding Ethical Foundations in Indian Banking
	Dr. Aysha	
3	Amritansh Kumar	Public Policy Implications for Esg Financing in India's Renewable Energy Sector
	Puran Singh	
	Prof. Nandini Sinha Kapur	
4.	Ashish Awasthi	Air India under Tata: From National Legacy to National Disappointment?
5	Gaurav Joshi	To Turn the Tide, The Balshaalis Fight
6.	Nancy	De Beers and the Lab-Grown Diamond Dilemma: Strategic Transitions and Industry Dynamics
	Pawan Kumar	
	Aayushi Jain	

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Timings: 15:00 hrs. – 16:00 hrs

Case Presentation Track 4 A (Online)

Jury Members:

Prof. Kamla Kant Pandey, Faculty, IIPA, New Delhi

Dr. Roma Mitra Debnath, Faculty, IIPA, New Delhi

CASE PRESENTATION TRACK 4 A (Online) (Samiksha-1) Hall, First Floor)		
S.No	Name	Title
1.	Ishita Deb	Sustaining Affordability, Scaling Responsibility: Lemon Tree Hotels' Next Move
	Anindito Bhattacharya	
	Nisha Saha	
2.	Sagnik Bose	The City Offline: Lessons from a Week-Long Network Failure
	Priyanka Roy	
	Gayatri Pandey	
3.	Dr. Kishore Dhungana	Rise of the Domestic Brands – Emergence of Lookalike Products
4.	Dhruv Thakar	Green Multimodal Logistics: How Adani and DP World India Transformed Port-led Supply Chains
	Dinakaran R.	
	Mansi Vaijanapurkar	
5.	S Durga Gopal	Powering India's Future: A Roadmap to Semiconductor Self-Reliance
	Rekha M	
6.	Dr. Tanmaya Mishra	Delivering Under Delay: Strategic Crossroads for Suraj Limited
7.	Rushi Anandan Karichalil	Rapido: Navigating the Bike-Taxi Battlefield
	Dimple Kaul	
8.	Dr. Suman Baghotiya	Sustainable Management in the FMCG Sector: A Case Study of Nestlé India
	Dr. Sunita Sharma	
	Dr. Bharti	
	Prof. B.L. Verma	

Evening Tea Break: 16:00 Hrs- 16:15 Hrs.

Timings: 16:15 hrs. – 17:15 hrs
Case Presentation Track 5 (Offline)

Jury Members:

Prof. V.N. Alok, Faculty, Faculty, IIPA, New Delhi
 Prof. Charru Malhotra, Faculty, IIPA, New Delhi

CASE PRESENTATION TRACK 5 (Offline) (Sarthak Hall, First Floor)		
S.No	Name	Title
1.	Lavudya Nithin Kumar	The Persistent Burden: Manual Scavenging in India – Dignity, Law, and the Struggle for Justice
2.	Dr. Nitin Aggrawal	Reforming The Indian Judiciary Through Judicial Process ReEngineering: A Digital Transformation Case Study
	Atul Pandey	
3.	Chaitanya Deshpande	Operation Ganga: Diplomacy as a Public Service
4.	Arun Kumar	Studying the Role of Mobile Banking in Transforming Consumer Behavior: Insights from Selected Indian Public Sector Banks
	Prof. Sunil Kumar	
5.	Dr.Kancharla Valentina	Public Policy lessons to be learnt from Sigachi Industry blast
	Rudrakshi Pal	
6.	Saurabh Pandey	Navigating the Sevottam Model: Its Prospects and Challenges
	Dr. Utkarsh Mishra	
7.	Dr. Aysha	Invisible Enterprises, Visible Vulnerabilities: Informal Livelihoods and Urban Policy on Delhi’s Yamuna Floodplain
	Dr. Nazneen Fatima	

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Timings: 16:15 hrs. – 17:15 hrs

Case Presentation Track 5A (Online)

Jury Members:

Prof. Narendra Singh Chaudhary, Associate Professor, Sparsh Global Business School,
Greater Noida

Dr. Kusum Lata, Faculty, IIPA, New Delhi

CASE PRESENTATION TRACK 5A (Online) (Samiksha-1) Hall, First Floor)		
S.No	Name	Title
1.	Ajay Kumar Reddy Adala	What is my Database?
2.	Ms. Bandana Pradhan	Scaling sustainable tribal enterprise: The Van Dhan Vikas Kendra Dilemma in Odisha
	Prof. Sujit Kumar Pruseth	
	Dr. Rahul Kumar	
3.	Pooja Malik	Adani's Acquisition of Ambuja Cements and ACC: From Opportunity to Expansion
	Sunil Kumar	
4.	Tulsi Thakran	Myntra: Reinventing Fashion E-Commerce in India
5.	Pavan Patel	Engines of Ascent
	Dr. K.S Harish	
	Mr. Sandeep Kumar	
6.	Harshita Tiwari	TERN: Beyond AI – A Pathway to Sustainable Recruitment
	Dr. Shalini Kumari	
	Dr. Rahul Kumar	
7.	Muhammed Rayeez P	Beyond the Text of Article 28: Legal Reform for a Culturally Inclusive Schooling Model