



**ASSAM**  
down town  
UNIVERSITY

NAAC A+ Accredited & UGC 12(B) Status Holder

# Assam down town University

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## CIRCULAR

### **Grant for Case Study Development for the Faculty of Commerce and Management**

This is to notify all concerned that Assam down town University is pleased to introduce a “Seed Money Grant for **Case Study Development**” attached as Annexure I, for the Faculty of Commerce and Management. Case studies are an essential pedagogical and research tool in Commerce, Management, Economics, Entrepreneurship, and allied areas, enabling integration of theory with practice and promoting experiential, problem-solving learning. This initiative aims to develop high-quality, real-world cases while strengthening faculty research capacity and generating publishable outputs for future external funding opportunities. Under this initiative, the Seed Money Grant for Case Study Development is intended to encourage faculty members to systematically document, analyze, and transform lived organizational experiences into pedagogically rich case studies suitable for classroom teaching and academic research.

Issued with due approval of the competent authority.

(Dr. Ashim Barman)  
Registrar  
Assam down town University.

Copy for favour of their information to:

1. AM to Vice Chancellor, AdtU
2. PA to Pro Vice Chancellor, AdtU
3. P.S. to Dean of Studies, AdtU
4. P.S to Managing Trustee, dtCT
5. P.S to Resident Trustee, dtCT
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## **Grant for Case Study Development for the Faculty of Commerce and Management**

### **1. Rationale**

Case studies are a critical pedagogical and research tool in the disciplines of Commerce and Management, Economics, Entrepreneurship, and allied areas, enabling the integration of theory with practice, promoting experiential learning, and supporting context-specific problem-solving. Development of high-quality, original, and locally relevant case studies requires systematic fieldwork, data collection, stakeholder engagement, and rigorous academic validation activities, which involve finance.

This Seed Money Grant for Case Study Development is proposed to encourage faculty members to undertake structured case study research. The initiative will act as a catalyst for research capacity building, generate publishable teaching and research cases, and create a strong foundation for subsequent applications to national and international external funding agencies. The Assam down town university proposes to undertake a structured “Case Writing Initiative” aimed at developing high-quality, original cases that reflect real-world business, economic, entrepreneurship and managerial challenges. This Seed Money Grant for Case Study Development is proposed to encourage faculty members to document, analyze, and transform lived organizational experiences into pedagogically rich case studies for classroom and research use. Case-based learning is globally recognized as a powerful tool for enhancing analytical thinking, decision-making, and problem-solving skills among management students. The proposed initiative aligns with outcome-based education, experiential learning frameworks, and the evolving expectations of accreditation bodies and higher education regulators.

### **2. Aim**

To promote and support the development of high-quality, original, and impactful case studies in Commerce and Management disciplines. While management education in India has expanded rapidly, there remains a significant gap in indigenous, contextually relevant case material, particularly those rooted in Indian socio-economic realities. Most teaching cases used in Indian classrooms are adapted from foreign contexts, which often fail to capture the complexities of Indian markets, regulatory environments, cultural dynamics, and institutional constraints.

This Case Writing Grant aims to empower faculty members to:

- Bridge the theory-practice divide
- Produce locally grounded and globally relevant teaching resources

- Contribute to scholarly and pedagogical innovation
- Enhance classroom engagement through experiential learning
- Bring out relevant solutions to issues of local growing small businesses.

### **3. Objectives**

The specific objectives of the grant are to:

1. Encourage faculty members to develop contextual, practice-oriented case studies relevant to industry, government, social enterprises, and MSMEs. Encourage faculty-led research-based case writing
2. Strengthen research and documentation capabilities among faculty members. Develop a repository of original teaching cases rooted in Indian realities
3. Generate teaching cases, research cases, and policy cases suitable for publication in reputed case repositories and journals. Support publication of cases in reputed national and international case repositories
4. Strengthen experiential and application-oriented learning
5. Create a pipeline of ideas that can be scaled into major proposals for external funding agencies.
6. Enhance the institution's research output, visibility, and academic reputation. Enhance the academic visibility and pedagogical reputation of the Faculty/university.
7. Foster industry-academia and community engagement through field-based research.

### **4. Scope of the Grant**

The Seed Money Grant will support case studies in areas including, but not limited to:

- To analyze real-world business situations: Understand how organizations operate in practical commercial and managerial environments.
- To apply theoretical concepts: Link principles of commerce, economics, accounting, marketing, and management to actual business cases.
- To develop decision-making skills: Evaluate alternatives and recommend suitable managerial decisions based on available data.
- To enhance problem-solving abilities: Identify business problems and propose effective solutions using analytical tools.
- To understand managerial functions: Study planning, organizing, staffing, directing, and controlling within an organization.

- To assess business strategies: Examine strategies related to finance, marketing, human resources, and operations.
- To improve critical and analytical thinking: Interpret facts, figures, and trends for better business judgment.
- To develop communication and presentation skills: Present findings clearly through reports, discussions, and presentations.

### **Board Scope of the Grant**

- Business Strategy and Corporate Governance
- Accounting, Finance, and Financial Inclusion
- Marketing, Consumer Behavior, and Digital Marketing
- Human Resource Management and Organizational Behavior
- Entrepreneurship, Start-ups, and MSMEs
- Operations, Supply Chain, and Sustainability
- Economics, Public Policy, and Development Studies
- Social Enterprises, NGOs, and Cooperatives

The cases may focus on local, regional, national, or international contexts, with special emphasis on India-specific challenges and opportunities which reflect:

- Indian enterprises (MSMEs, startups, family businesses, cooperatives, PSUs)
- Policy-driven business environments (GST, digital payments, ESG, Make in India, Atmanirbhar Bharat)
- Socio-economic and developmental issues impacting businesses
- Technology adoption, digital transformation, AI, fintech, and sustainability
- Women entrepreneurship, inclusive growth, rural and semi-urban markets
- Cases may also explore comparative perspectives, where Indian organizations engage with or compete in global markets.

### **5. Mandate of the Scheme**

The Seed Money Grant for Case Study is mandated to:

- Support early-stage research and exploratory studies in the form of case development.
- Serve as an incubation mechanism for larger, competitive research proposals.
- Ensure ethical research practices, data authenticity, and academic rigor.

- Encourage interdisciplinary and collaborative research among faculty members.
- Facilitate knowledge dissemination through teaching, publications, workshops, and conferences.

Faculty members undertaking case writing will follow a rigorous and ethical research process, including:

- Identification of relevant organizations, industries, or policy interventions
- Primary data collection through interviews, field visits, and observations
- Secondary data analysis from reports, databases, and archival sources
- Case structuring with clear learning objectives, decision dilemmas, and teaching notes
- Peer review and refinement prior to classroom testing and publication
- The grant will facilitate data collection, fieldwork expenses, documentation, and editorial support.

## 6. Expected Outcomes and Deliverables

Each funded project is expected to deliver:

1. At least **one complete, original case study**, including:
  - Case narrative
  - Teaching note / instructor manual (where applicable)
  - Well-researched, classroom-tested teaching cases
2. Integration of cases into undergraduate and postgraduate curricula
3. Enhanced faculty competence in case pedagogy
4. Improved student engagement and learning outcomes.
  - Submission of the case to reputed case journals, repositories, or publishers,
  - Institutional case bank
5. A **concept note or draft proposal** for an external funding agency derived from the case study.
6. Presentation of findings in:
  - Faculty research seminars/workshops
  - Conferences (where feasible)

## 7. Implementation Standard Operating Procedure

### 7.1 Call for Proposals

- The University shall issue a formal call for proposals from the faculty members.

- Eligible applicants: Full-time faculty members (individual or team-based).

## 7.2 Proposal Submission

Proposals should include:

- Title of the case study
- Background and justification
- Research questions/learning objectives
- Methodology and data sources
- Proposed timeline
- Budget breakdown
- Expected outcomes and publication plan
- Scope for future external funding

## 7.3 Review and Selection

- Proposals will be evaluated similarly to the conventional seed money projects based on: Relevance and originality, Feasibility, Academic and pedagogical value , Potential for external funding
- Recommendations will be approved by the competent authority.

## 7.5 Monitoring and Progress Review

- Mid-term progress report submission is mandatory.
- Faculty may be invited to present progress in review meetings or seminars.

## 7.6 Completion and Reporting

- Final report to include: Completed case study, Evidence of submission/publication, Future funding proposal outline

## 8. Budgetary Support

The grant for an individual case study project shall be up to **Rs. 50,000/- or based on actual expenses** incurred during the faculty member's or student's visit for the case study, whichever is lower. The grant may cover the following:

- Travelling allowance-Field visits and data collection
- Daily allowance
- Accommodation
- Purchase of reference or specific records relevant to the case
- Miscellaneous expenses-Case documentation and editing

This support shall be provided in accordance with the AdtU policy applicable to faculty members and students.

However, based on the merit of the project proposal, the funding for individual projects may be enhanced if the competent authority finds strong and sufficient justification.

The University shall allocate a specific budget provision for the case studies equivalent to 10% of the seed money for research grant contribution in the budget during a year.

### **9. Sustainability and Future Funding**

This Seed Money Grant is designed as a **stepping stone** rather than an end in itself. Faculty members are expected to leverage the case study outputs to:

- Develop full-scale research proposals
- Apply for external funding
- Build long-term research clusters and collaborations
- Contribute to institutional research centers and think tanks

### **10. Conclusion**

The proposed Seed Money Grant for Case Study Development will strengthen the research ecosystem of the Faculty of Commerce and Management by nurturing innovative ideas, supporting applied research, and enabling faculty members to transition from internal funding to prestigious external grants. The initiative aligns with institutional goals of academic excellence, societal relevance, and sustainable research growth.

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