

TATA CONSULTANCY SERVICES  
smart manager case contest goes LIVE



The Tata Consultancy Services Smart Manager Case Contest went live for the first time as part of Astitva – the brand summit at ITM Business School, Navi Mumbai, on 16th December 2011. ITM has been rated by Business World as one of the top 30 business schools in India and is one of the oldest privately-run institutions of its kind in the country.



Following a qualification round—during which almost 250 teams from around the country sent in their entries to The Smart Manager jury—fourteen teams appeared for the finals at ITM. The teams represented IIM Indore, IIM Udaipur, Symbiosis Institute of Business Management - Pune, Symbiosis Institute of International Business - Pune, Welingkar - Mumbai, IIT Delhi, Institute for Financial Management and Research - Chennai, Tata Institute of Social Sciences - Mumbai, Great Lakes Institute of Management - Chennai, Jamnalal Bajaj Institute of Management Studies - Mumbai, and Institute of Public Enterprise - Hyderabad.





The case for the finals examined the dilemma of an entrepreneur facing a choice between abandoning his company's initial vision for long-term sustainability or risking collapse in pursuit of his dreams. Abhishikth K from Institute of Financial Management and Research was adjudged the winner and awarded a cash prize of ₹25,000, jointly presented by The Smart Manager and ITM. Nikhil Gulhane and Rahil Maniyar from IIM Indore came second, while Arushi Juneja from Welingkar won the third position.

Abhishikth, the winner, says "I always thought management is about knowing how people think and react to a given situation, and I believe that this approach is enough to determine obvious solutions for any kind of problem. It was my first case study contest outside my business school and I was amazed by the number of ways in which the same case study was interpreted by students from different business schools."

