**CASE STUDY CONTEST GUIDELINES**

The Case Study Contest was formally announced on 8th Sep 2015, vide e-mail of ED/HR & CC. It has generated lot of interest and curiosity among our employees. Many employees have contacted HRDI seeking clarification on procedural deatils.

BROAD GUIDELINES:

**PARTICIPATION:**

One can participate individually or in a team of maximum three employees.

**NUMBER OF ENTRIES:**

An individual/team can submit multiple entries.

**WORD LIMIT:**

The Case Study can be in the range of 2500-3000 words. The word limit will not include charts/graphs/pictures placed in the Case Study.

**FONT SIZE/STYLE:**

For ease of study by the Jury, all Case Studies should be typed in A4 size in Times New Roman font, size -12 with 1.5 line spacing.

**ORIGINAL WORK:**

The Case Study must be an original work of the author/team and should not have been published earlier in any national/international journal. A self-declaration to this effect is required while submitting the entry.

**TEACHING NOTES:**

Teaching Notes are not required to be submitted along with Case Study. However all the finalists will be advised to come with Teaching Notes for final round of presentation at HRDI, Noida.

**SAMPLE CASE STUDIES:**

We are enclosing six sample case studies on different topics, which will give a perspective of how to develop/write a Case Study.

**HRDI/HRDC/HRDD:**

HRDI, HRDC, HRDD staff can participate in the Contest, however they being the facilitator will not be entitled to awards.

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**Case Study – Guidelines Contd.**

**TITLE:**

Case Study must be given an apt, catchy, proper title.

**LANGUAGE/TONE/TENSE:**

Tone of Case should be - neutral, devoid of any case writer personal judgment or bias. Typically, a Case is written entirely in past tense. The narration of event shall not be just data-driven only. It must bring out an interesting/gripping story – which a reader (imagine, a person who is from other function/department – what message he/she is going to get when your Case Study is read) would love to read and find insightful/meaningful. Good case writers use conversation-style to bring “life” into the Case. Quotes from case personalities increase reader’s interest in case.

The case must narrate **a real business situation** of BHEL in an interesting, engaging way. The case narrative should include- introduction of problem and issues, ideas explored & actions carried out. The case must end with 2-3 discussion questions. A good case generates multiple viewpoints to look at a scenario in a holistic way.

**CONFIDENTIALITY:**

Narration of business situation from BHEL must take care that:

* Sensitive/confidential information (which is vital for the function) is not leaked out
* If the name of an employee is mentioned in Case, then his/her consent must be taken

One good option is – to write the case narrative without revealing the identity of the person. Case Writer may mention somewhere appropriately in the Case - *in one of the Units/Regions of BHEL* – and continue the Case. The Case to be supported by fact/data/result/process outcome/recognition evidence.

In case of a success story, revealing identity of individual should not be a problem.

The idea is to tell a great story - for the purpose of knowledge capturing & learning - without hurting somebody and/or damaging any function/department.

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