

## ORGANISING COMMITTEE



CHIEF PATRON

Prof. Jagneshwar Dandapt  
Vice Chancellor, Utkal University



PATRON

Dr. Sanat Mishra  
Professor in Charge, CAM



CONVENER

Dr. Mousumi Panda  
Professor, CAM



CO-CONVENER

Dr. Shantanu Raj  
Asst. Professor, CAM



CO-ORDINATOR

Dr. Aditya Ranjan Samal  
Asst. Professor, CAM



CO-ORDINATOR

Dr. Anuradha Mishra  
Asst. Professor, CAM

RESOURCE PERSON



Dr Usha Lenka is a Professor at IIT Roorkee for the last 15 years. Her area of expertise is Human Resource Management and Organizational Behaviour. She has more than 18 years of teaching and research experience. Earlier She served as a faculty at BITS Pilani, Rajasthan, post her PhD from IIT Kharagpur in the year 2008. She was a Visting faculty at IIM Shillong, Raipur, Kozhikode. She has guided 16 PhD thesis independently and published 76 International journal papers and 50 Conference papers. She is academic board member of AICTE, UPSC, MNIT Allahabad, Veer Madho Singh Bhandari Uttarakhand Technical University. She has reviewed 60 International and national PhD thesis and members of several selection committees. She has received many prestigious awards, like the AIMS-IBA Outstanding Woman Management Researcher Award, 2023 & Elinor Ostrom Legendary Women International Education & Research Excellence Award 2024 in Human Resource Management, to name a few.



## About CAM

The Centre for Agri-Management (CAM) at Utkal University's Department of Business Administration offers a comprehensive two-year Post Graduate Programme in Agribusiness Management, launched in 2006 under the visionary leadership of Prof. Dr. J.P. Singh. This esteemed program has evolved into a hub for agribusiness education, research, and innovation, fostering entrepreneurial spirit, leadership, and management expertise among students. With a strong faculty comprising six full-time members and ten visiting experts, CAM provides students with a unique blend of theoretical knowledge and practical skills in agribusiness management, marketing, finance, and policy analysis. The program emphasises on experiential learning approach, coupled with industry interactions, Agri-living lab, and market-oriented research projects, equips students with the acumen to navigate the complexities of the agribusiness sector. Graduates emerge as accomplished agribusiness professionals, entrepreneurs, and leaders, poised to drive growth, sustainability, and innovation in the agricultural industry.

### Address:

Centre for Agri-Management, BARC Building  
Department of Business Administration  
Utkal University Vani Vihar, Bhubaneswar, Odisha 751004

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CENTRE FOR AGRI-MANAGEMENT,  
DEPT. OF BUSINESS ADMINISTRATION,  
UTKAL UNIVERSITY

# ANWESHAN 2.0

3 Days FDP  
on

## CASE STUDY WRITING USING AI TOOLS

19 -21 FEBRUARY, 2026



Best Case Writing Award





## About FDP

Case teaching plays a pivotal role in management education. It informs Professors, Researchers, and Scholars about the real-world business scenario and helps them focus on unsolved problems and devise pragmatic solutions. Additionally, it also reveals the current trends in business across various sectors and worldwide. The three-day FDP on case development supported by AI, which will be held from 19th to 21st February 2026, is precisely crafted to enhance the case-based writing skills of faculty members and Research scholars in building a high-quality teaching case nexus with real-world business and management contexts. During a three-day learning voyage, the participants will focus on the complete lifecycle of identifying a case idea, creating a case, gathering case field data for structuring, writing & and developing effective teaching notes.

### Objectives -

- Learning the critical dimensions of writing cases.
- Building the confidence to develop your own case & teaching notes.
- Learning the judicious application of AI tools enabling leverage in personalised case building.

## Key Learning Outcomes

Participants will be able to :

- Identify key components of an effective case study, including context, problem statement, stakeholders, data, and decision points.
- Analyze real-world situations to determine their suitability for case development.
- Write engaging, evidence-based case narratives that present realistic challenges without prescribing solutions.
- Develop discussion questions and assignments that promote critical thinking and decision-making.
- Apply ethical standards and confidentiality considerations in case research and writing.
- Evaluate case studies using established quality criteria and peer-review feedback.
- Prepare cases for publication or classroom use, following appropriate formatting and submission guidelines.

### WHO SHOULD APPLY ?

The programme is designed for Professors, Research Scholars, and Research Enthusiasts.

### PAYMENT

#### Fees per Participant

- Academicians-Rs 1800
- Corporate delegates-Rs 2500

Seats-40 (First come First serve)

Accommodation available with Charges



BHIM UPI  
Scan and Pay using any UPI App

#### ONLINE PAYMENT DETAILS

NAME OF THE ACCOUNT: Centre for Agri-Management  
BANK NAME: IDBI BANK  
BRANCH NAME: Bhubaneswar Main  
ACCOUNT NUMBER: 0042104000532914  
IFSC CODE: IBKL0000042

## About Utkal University

Utkal University, a beacon of human empowerment and intellectual advancement in Odisha, has been a pioneering institution for over 75 years. As the 17th oldest university in India and the largest affiliating university in Eastern India, it has established itself as a premier centre of learning. Situated in the heart of Bhubaneswar, the university's sprawling 400-acre campus at Vani Vihar is a hub of academic excellence, fostering a vibrant academic community, promoting cultural diversity, and encouraging innovation and entrepreneurship. Offering a wide range of postgraduate, MPhil, and doctoral programs across disciplines, Utkal University has been nurturing talent, advancing knowledge, and shaping the future of students. With its rich legacy, commitment to academic excellence, and strong research focus, the university continues to play a vital role in shaping the educational landscape of Odisha and beyond, producing leaders, thinkers, and change makers who make a positive impact in society.

