



- * Business Policy (BP)
- * Centre for Infrastructure Policy and Regulation (CIPR)
- * Centre for Innovation, Incubation, and Entrepreneurship (CIIE)
- * Centre for Management in Agriculture (CMA)
- * Centre for Management of Health Services (CMHS)
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- * Computer and Information Systems Group (CISG)
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- * Production Management (PROD)
- * Public Systems Group (PSG)
- * Quantitative Methods (QM)
- * Ravi J Matthai Centre for Educational Innovation (RJMC)

Cases and notes in this Bibliography are arranged according to the areas in which they are registered.

Explanatory Note

A typical entry in the Bibliography reads as under:

Registration Number Case – in blue			
Teaching Note (TN) - in Orange	Year of		
Exercise (EX) – in green	Registration		
Technical Note (TEC) – in red			
Epilogue - in Sky Blue			
BP0333	July 2010	31 pp	Length
One Mission, Multiple Roads: Aravind Eye Care System in 2009			Title
<i>Manikutty, S</i>			<i>Author(s)</i>
This case, "One Mission, Multiple Roads: Aravind Eyecare System in 2009" is a sequel to the earlier case, "Aravind Eyecare System: Giving Them the Most Precious Gift (Bp0299)". It describes the new challenges AECS faces in the year 2009. This case presents the strategic choices facing an organization such as AECS with a mission that is still held to be relevant, almost sacred, but having multiple paths to attain it. All these paths seem to lead to the mission; yet all cannot be pursued and they need to be prioritized. The case encourages the participants to develop criteria for this prioritization.			Abstract

To obtain cases, Teaching Notes, Technical Notes and bibliography, please contact:

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Compiled by: Rina Patel

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BUSINESS POLICY (BP)

BP0340 **May 2011** **19**

Jindal Naturcure Institute: Naturopathy the Way Forward*

Patnaik, Esha and Kaul, Asha

Jindal Naturecure Institute (JNI), established in 1978, offered treatment through naturopathy and yogic sciences. As one of the foremost naturopathic hospitals in India, it had a dedicated client base within the country and among non-resident Indians. Based on a not-for-profit model, the institute maintained a balance between free and subsidized treatment. In April 2011, Raghunath, the Chairperson of the institute, contemplated upon JNI taking up a leadership position in the field for generating awareness among the masses about the effectiveness of naturopathic treatment. He also wanted to invest in training and research, and engage in collaborative efforts with other institutes of naturopathy and yogic sciences, and in public-private partnership to generate greater awareness about naturopathy

BP0340TN **May 2011** **10**

Jindal Naturcure Institute: Naturopathy the Way Forward (Teaching Note)*

Patnaik, Esha and Kaul, Asha

This is a teaching note for the case "Jindal Naturcure Institute: Naturopathy the Way Forward* (BP0340)."

BP0341 **May 2011** **18**

N L Dalmia High School, Mira Road, Thane

Dixit, M R

This case provides an opportunity to review the early stage of an innovation adoption process and develop directions for the future. It describes the experience of N.L. Dalmia High School in adopting a new method of imparting learning. It delineates the method and the context for its introduction to facilitate the development of a road map for the future. It has been written from the perspective Mr. Dalmia, the managing trustee of the school.

COMPUTER AND INFORMATION SYSTEMS GROUP (CISG)

CISG0115TEC **May 2011** **9**

A Note on Using the Excel-VBA Tool to Digitize Maps for Spatial DSS*

Goswami, Shubham

The Digitize-Map is an Excel-VBA application developed to facilitate digitization of maps to be used in such decision support system. Using this application, any map available in jpg format can be pasted on an embedded chart object of an excel worksheet and the desired locations on the map can be digitized. A worksheet with the information collected during the digitization process will be appended to the workbook by this application. Subsequently, the map (jpg) file and worksheet with the digitized data can be used to build the desired DSS.

CISG0116TEC **May 2011** **21**

A Prototype DSS for Location of Service Centres on Excel-VBA Platform

Rama Rao, T P

This note illustrates the Excel-VBA Platform can be used to develop spatial planning DSS with chart object as map interface and solver as modelling tool. Presents the design and listings of VBA programs required to accomplish the same.

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QUANTITATIVE METHODS (QM)

QM0254

May 2011

34

Supply Chain Management at Akshaya Patra, Gandhinagar Mitra, Shravanti

Raghuram, G and Ghosh, Atanu

Mid day meal programs were introduced in India to address the issues of hunger and malnutrition plaguing the country. While the government provides for most of the children through decentralized school based kitchens, non government organizations (NGOs) are being invited to take over the activities from the government. Akshaya Patra is the world's largest NGO run school meal program. They operate in 18 locations across eight states of India reaching out to over 1.2 million beneficiaries ensuring that each child has access to a wholesome and nutritious meal every day. One of the cornerstones of Akshaya Patra's success is attributed to its intelligently engineered centralized kitchens. These automated kitchens leverage technology and innovations to maximize operational efficiency. This paper focuses on the operational activities of Akshaya Patra, Gandhinagar and discusses the supply chain activities associated with the daily supply of the food. It looks into the various concerns ranging from procurement of raw materials to production of food to distribution of the food to schools.

RAVI J MATTHAI CENTRE FOR EDUCATIONAL INNOVATION (RJMC)

RJMC0017

May 2011

6

Dr. Narendran's Dilemma

Vijaya Sherry Chand

Dr. Narendran, Director, Indian Medicine (Siddha) College, has been requested by the Head of the College's Pharmacology Department to ensure intellectual protection for, and commercialization of, a formulation that he had developed for coronary atherosclerosis. Such a request has been made for the first time in the College, and the Director has to decide how it fits into the educational and research mandate of the College. He also has with him a brief market study of the formulation's potential.

RJMC0017TN

May 2011

6

Dr. Narendran's Dilemma (Teaching Note)

Vijaya Sherry Chand

This is a teaching note for the case "Dr. Narendran's Dilemma (RJMC0017)."

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