



**Entrepreneurship
Development
Institute of India**
Ahmedabad



2nd CASE CONNECT ON ENTREPRENEURSHIP 2026

September 29 to October 1, 2026

The Entrepreneurship Development Institute of India (EDII), under the aegis of the Centre for Research in Entrepreneurship Education and Development (CREED), successfully organized the First Case Connect on Entrepreneurship (earlier known as the Case Competition) from January 5–7, 2026. The event witnessed enthusiastic participation and reaffirmed EDII's commitment to advancing excellence in entrepreneurship education through experiential and practice-oriented learning.

Building on this success, CREED is pleased to announce the 2nd Case Connect on Entrepreneurship 2026, an initiative aimed at promoting the development and dissemination of high-quality case studies in entrepreneurship and management education.

Case studies serve as powerful pedagogical tools, bridging theory and practice. They provide students, researchers, and educators with a dynamic platform to engage with real-world entrepreneurial and managerial challenges. Through rigorous analysis of authentic business situations, participants are encouraged to apply theoretical frameworks, examine complex problems from multiple perspectives, take informed positions, and make critical, evidence-based decisions.

The 2nd Case Connect on Entrepreneurship 2026 aspires to foster scholarly excellence, encourage innovative case writing, and strengthen the ecosystem of entrepreneurship education at national and international levels.



Case studies serve multiple pedagogical and scholarly purposes, including:

- Diagnostic or Decision-Making Cases: enabling learners to identify core issues, evaluate alternatives and recommend actionable solutions.
- Analytical or Illustrative Cases: facilitating structured analysis of situations while demonstrating the application of key concepts and frameworks.
- Theoretical Cases: supporting, extending, or challenging existing theories and conceptual models.
- Descriptive Cases: documenting experiences and contexts to derive patterns, insights, and broader generalizations.

We invite academicians, research scholars, and practitioners to contribute to this initiative and shape the future of entrepreneurial education through rich, real-life case content.

Objective

EDII is establishing a Case Unit to curate and disseminate high-quality, India-centric case studies aimed at enhancing the pedagogical capabilities of faculty and enriching students' learning experiences.

To this end, CREED announces the 2nd Case Connect on Entrepreneurship 2026, with the objective of developing a robust repository of original and insightful case studies focused on entrepreneurship and allied areas.

Important Dates

Milestone	Date
Submission of Case Lead	March 31, 2026
Announcement of Selected Case Leads	April 10, 2026
Case Writing Workshop*	April 29 – May 1, 2026
Submission of First Draft (Case Study + Teaching Note)	July 20, 2026
Review & Feedback on First Draft	August 14, 2026
Submission of Revised Draft	September 15, 2026
Case Connect on Entrepreneurship & Final Round at EDII*	September 29 to October 1, 2026

* Physical presence at the conference venue is compulsory.



Recognition and Publication

- Awards will be presented to the best and most meritorious cases.
- Certificates will be given to all participants attending the Final Round.
- Selected cases along with Teaching Notes shall be uploaded to the EDII Case Unit repository.
- Selected cases may be considered for publication in the Journal of Entrepreneurship (SAGE), subject to an independent peer-review process.

Participation Guidelines

- Originality is mandatory. Plagiarism or the use of AI tools will lead to automatic disqualification.
- An undertaking confirming originality must be submitted along with each submission.
- Final Round participants will be provided twin-sharing accommodation (boarding and lodging) at EDII, Ahmedabad.
- Participants must bear their own travel expenses.

We invite academicians, research scholars, and practitioners to contribute to this initiative and shape the future of entrepreneurial education through rich, real-life case content.





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Centre for Research in Entrepreneurship Education and Development (Creed)

CREED was set up at the institute in 1997 to provide an identifiable thrust to the entrepreneurship development movement and act as a central link between theory and practice in the field. The Centre networks among researchers and institutions by encouraging inquiries into emergence and growth of entrepreneurship as a discipline. CREED promotes research activities, provides seed grant and academic support through short-term research fellowships and organizes lecture series by inviting eminent scholars. The Journal of Entrepreneurship, published under the auspices of CREED, has established itself as a reputed refereed journal in the field. The Centre supports biennial conferences on entrepreneurship providing a platform for researchers, academics, planners, and policy-makers to share their work, ideas, and concerns for entrepreneurship development.

Entrepreneurship Development Institute of India (EDII)

Launched in 1983, EDII is a National Resource Institute in entrepreneurship education, research, training, capacity building, institution-building, MSME growth and startup incubation. The Institute has been set up with the support of premier financial institutions, viz; the IDBI Bank Ltd; ICICI Ltd; IFCI Ltd; State Bank of India and with the backing of the Government of Gujarat. EDII is recognized as the CENTRE OF EXCELLENCE by the Ministry of Skill Development and Entrepreneurship, Govt. of India.

EDII activities and projects have been categorised under the Departments of Policy Advocacy, Knowledge and Research, Entrepreneurship Education; Government Projects; CSR Partnerships; Innovation and Technology (DIT); International Outreach (DIO) and SME Development Business. Institute's Technology Incubation Centre, CrAdLE (Centre for Advancing and Launching Enterprises), set up with the support of Department of Science and Technology, Govt. of India, is focused on incubating innovative start-ups.

The Institute also undertook the task of institution building by setting up entrepreneurship development centres in several states of the country including the newly set up states/UTs of Goa, Uttarakhand, Chhattisgarh, Ladakh etc. This effort was broad-based internationally too, with the setting up of Entrepreneurship Development Centres in Cambodia, Laos, Myanmar, Vietnam, Uzbekistan and Rwanda.

Today EDII works in a collaborative mode with noted corporates as well as Government Ministries / Departments in implementing mega projects with resounding results in terms of New Enterprise Creation and generation of livelihood options. The Institute is committed to the goal of boosting entrepreneurship across segments and sectors through innovative models, projects and programmes, thus effectively leading the country towards the mandate of Viksit Bharat.





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