



XLRI

Press Releases

Jan. 2015

- **XLRI to host 7th NCSE conference on Jan. 30 -Feb. 1, 2015-----1**
 - **Reflections'15 by Samarthya----- 3**
 - **XLRI Organised 7th National HR Conference ----- 4**
 - **XLRI Celebrated 36th MAXI Fair ----- 6**
 - **XLRI to Host MAXI Fair 2015 ----- 8**
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Press Release

XLRI to host the ‘7th National Conference on Social Entrepreneurship’ on 30th January – 1st February, 2015

21st January, 2015: XLRI- Xavier School of Management to host the ‘7th National Conference on Social Entrepreneurship’ from 30th January to 1st February, 2015 at XLRI Campus in Jamshedpur.

With this year’s theme being – *‘The Young Changemakers: Youth as Social Entrepreneurs*, the 3-day long conference aims to provide young social entrepreneurs and sector professionals a platform to share their stories, challenges and innovations – and to learn from each other and co-create new solutions and partnerships.

Explaining the theme, **Prof Madhukar Shukla, Chairperson of XLRI’s Fr Arrupe Center for Ecology & Sustainability and the coordinator for the conference**, said, *“India is a country of youths: 27% of the population is between the 20-35yrs range and 18% make up the 25-35yr segment. While many young people continue to look for a secure job as a career, during past few years, an increasing number amongst them show an urge to do something different, something which is personally meaningful. Though many of them have grown and got educated in secure urban environments, they are acutely aware of the social disparities and concerned about them. They see these “problems” as a challenge to be addressed - and as an opportunity to make a difference. During last few years, many of them have chosen to move out of their comfort zones, follow their passion, and have created ventures to address the social issues which concern them.”*

“This year’s conference A highlight of the conference are the speakers, most of whom being in their 20s or early 30s”, added Prof. Shukla.

The conference organized by **Fr Arrupe Centre for Ecology and Sustainability (FACES)** and **SIGMA**, XLRI’s students’ committee for social initiatives, shall witness senior social entrepreneurs **Mr. Anshu Gupta (Founder & Director, GOONJ)**, **Mr. Ashraf Patel (Co-Founder & Director, Pravah)** and **Mr. Rahul Nainwal (Co-Founder, MITRA ivolunteer)** along with a host of young professionals like **Aarti Mohan (Editor-in-Chief, The Alternative)**, **Anirban Gupta (Co-Founder & CEO, Dhriiti Professional Services)**, **Anoj Viswanathan (Co-Founder & CEO, Milaap)**, **Arindam Dasgupta (CEO, Tamul Plate Marketing Company)**, **Ashmeet Kapoor (Founder & CEO, I Say Organic)**, **Ashutosh Kumar (Executive Director, Jagriti Yatra)**, **Biswajit Bordoloi (Founder, Axum Agri)**, **Dhirendra Pratap Singh (Co-Founder & President, Milaan)**, **Inir Pinheiro (Co-Founder & Managing Director, Grassroutes)**, **Jithin Nedumala (Founder, Make A Difference)**, **Kaushlendra (Managing Trustee, Kaushalya Foundation/Knids Green)**, **Kumar Ankit, (Co-Founder & Executive Director, Green Leaf Energy)**, **Malavika Sharma (Founder, Avika)**, **Naveen Krishna (Founder & Managing Director, SMV Wheels)**, **Pankaj Jain (Principal, Impact Law Ventures)**, **Piyush Jaju (Co-Founder & CEO, Onergy)**, **Rustam Sengupta (Founder & CEO, Boond)**, **Saloni Malhotra (Founder & Director, DesiCrew & Procraftstore)**, **Shashank Kumar &**



Manish Kumar (*Co-Founders, Farm & Farmers Foundation*), **Shweta Chari** (*Founder & CEO, Toybank - Giving Back the Right to Childhood*), **Sombodhi Ghosh** (*Co-Founder, Aakar Innovations*), **Sonal Kapoor** (*Founder & CEO, Protsahan India Foundation*), **Sujit Mahapatra** (*Founder & Volunteer, Bakul Foundation*) among other dignitaries.

XLRI - Xavier School of Management has been organising the **National Conference on Social Entrepreneurship** under the aegis of Fr Arrupe Centre for Ecology & Sustainability & SIGMA since 2009. The purpose of this initiative has been to showcase innovative social entrepreneurship ventures by individual entrepreneurs, NGOs, corporate CSR initiatives, and government agencies, and to provide a common platform for sharing experiences, issues and concerns. The Conference aims to provide a platform for leading Social Entrepreneurs, NGOs/CBOs to share their work, network & collaborate, and to promote social entrepreneurship among students and the community. The conference is attended by about 170-200 social entrepreneurs, development sector professionals, academicians and other stakeholders.

About XLRI

XLRI-Xavier School of Management, Jamshedpur is a premier, private management institute in India founded in 1949 by Fr Quinn Enright, S.J. in the 'steel city' of Jamshedpur (www.xlri.ac.in). Over the last six decades, the institute has grown into a top-ranking business management school of international repute with a wide portfolio of management programs and research publications. Its alumni are spread around the globe and have demonstrated responsible business leadership in their organizations. XLRI continually strives to contribute its mite to the professional growth and management of numerous organisations and institutions across industry sectors.



Press Release

Reflections'15 by Samarthya

Students of XLRI under the banner of Samarthya, a student body at XLRI dedicated to the cause of the development of the school children of Jamshedpur, organised 'Reflections'15 on January 17th at its campus to help the students understand the difference in perspectives between their generation and their parent's generation.

"Reflections" is an annual conference held in XLRI, which is attended by students from class 9 to 12. This year the theme of the event was redefining reality and it focused mainly on understanding the perspectives of the two generations on usage of technology, evolution of relationships and total development of students. Students from Little Flower, Carmel Junior College, MNPS, DBMS, Kerala Samajam Model School, ADLS Sunshine, JH Tarapore and St. Mary's will participate in the event.

The key speakers were: Rajni Shekhar, Dr. Sanjay Aggrawal, Psychiatrist, Tata Medical Hospital, Prof. ISF Irudayaraj, professor, OB, XLRI, also the Faculty Coordinator, Ronald D'Costa, XLRI alumni – BM – 1968 Batch, Ashu Tiwari, principal, MNPS and Ratna Sinha – HR, TATA Metaliks.

The event was a great success and over 100 students and parents from more than 12 schools participated in the event. The three main subthemes of the event, i.e., Usage of Technology, Evolution of Relationships and Total Development were discussed in groups and some activities were also organized to help the two generations understand each other. The school students who participated in the activities were enthralled by the events and they said it was a great opportunity to work with their teachers and parents and interact with them at a different level. Even the teachers and parents who participated in the event felt that after attending the group discussions felt more enlightened and educated as they got to discuss the various issues.

Dr. Sanjay Aggarwal from TMH who was one of the eminent speakers said that the youth is much more vocal about the issues that they face and this happens with every generation. Emphasizing on use of technology he said that the use of technology cannot be prevented and is of utmost importance for students and this the parents must understand but at the same time the students must also understand that they must not get distracted and show some patience and concentrate on long term goals rather than immediate gratification.

Debanjana and Ragamayee, the Convenor and Joint Convenor of Samarthya, felt elated as the event turned out to be a great success and showers of praise came from the speakers, students, parents and teachers alike. They said that the 3rd edition of reflection was special in the way that it maximized the interaction between generations through a noble way of intergenerational teams who played online games and traditional games like matki phod and went through an experience that they never had before.

XLRI faculty member, Professor ISF Irudayaraj, who is the guiding force behind Samarthya, commented: "It is indeed a great initiative on the part of Samarthya to reach out to school youth and their parents to help them understand the differences that they have with their parents. He also said that in today's world parents cannot enforce their views on teenagers and so it is essential to understand each other's perspective."

XLRI Organised 7th National HR Conference

12th January, 2015: **XLRI- Xavier School of Management**, one of India's premier B-Schools, hosted the **7th National HR Conference** on 10th and 11th January, 2015 at XLRI Campus, Jamshedpur.

The event was inaugurated by **Mr. T. V. Narendran, Chairman, Board of Governors at XLRI & MD - Tata Steel India and South East Asia** in presence of **Dr. Pranabesh Ray, Dean [Academics] at XLRI** and other dignitaries. On the occasion, he also unveiled results of the **2nd National HR Survey- a first-of-its-kind endeavor by an Indian B-school**.

Mr. Narendran, who was the chief guest of the conference talked about *the reducing distance gap with the help of communication and the role that it plays in saving time and money* in his inaugural address. He also cited the above using some examples from his personal experiences and Tata Steel and *focused on the importance of technology in Training and Development, Learning, Knowledge Generation, Securing Knowledge that is about to retire*. *"Social HR and its application in technology is an emerging field and is very relevant to be discussed at this point of time,"* he remarked.

The 2-days long conference organised by the flagship HR committee at XLRI – SAPPHERE was on the theme - **"Social HR and Technological Applications in HR"**.

The Day 1 also witnessed other eminent speakers like **Mr. T. Shivaram (Director- HR - SAP Labs India)**, **Mr. Pankaj Bansal (CEO, People Strong)**, **Mr. Suresh Dutt Tripathi of Tata Steel** and **Mr. Sujoy Banerjee of McNally Bharat** provide a kaleidoscope of ideas and thoughts.

Mr. T Shivaram gave insights into the world of SAP HR analytics. *"Through SAP Jam, an internal social platform for its employees, HR in SAP can have a hold on the pulse of the organization. Analytics in SAP has become an empowering tool to make right decisions as well as an eye opener to many problems in employee engagement, diversity, performance appraisals which might have gone un-noticed otherwise,"* he said.

Structuring his presentation on data, hindsight, insight and foresight **Mr. Pankaj Bansal** said, *"HR in India still makes a lot of decisions in hindsight"*. He told us *how HR analytics and workforce analytics are not synonymous and emphasized on companies and HR to create an HR control room, where they can have info graphics i.e. charts, data representation, etc. to aid in better policies, interventions and decision making. It is not just about metrics but also about using appropriate metrics and asking relevant questions which will make HR analytics valuable*.

Mr. Suresh Dutt Tripathi of Tata Steel discussed about the increasing connectivity of future customers and their reliance on technology and the flexibility that can be attributed to technological advancement. He said, *"With the advent of technology there are multiple*

pipelines going into multiple directions for each customer and organisations must leverage that by using Facebook, IM, Whatsapp, etc.”

Sujoy Banerjee of McNally Bharat spoke about the extent to which Gen Y and the social media world are embedded. He discussed the transformation of HR Analytics from manual to excel sheets in its first stage and from excel sheets to ERP in its later stage and talked about the way some people adapt to technology first because the rest of the world is doing so and later consider the implications of this change. He also gave his views on the shift of HR from a Data Enabler to a Decision Maker and discussed reasons for moving away from online appraisals and performance management.

The Day-2 continued with panel discussion on the relevance of technology in driving cultural change. **Mr. Gautam Ghosh** (*Talent Branding Director, Flipkart*) talked about how one can overestimate technology’s impact in the short run and underestimate it in the long run and how social, mobile and cloud are the major drivers of change today in the technology and business sphere. He also mentioned the consumerisation of technology and the move from systems of record to systems of engagement. He was joined by **Mr. Prem Kumar Aparanji** of *Cognizant*.

The day’s event also witnessed presentations of data and research-backed papers by students of different B-Schools and industry experts. **Noha Sinha** of the **XIM, Bhubaneswar** talked about the current trends and implications in HR Analytics and using those to bridge the gap between the organizational goals and workforce interests while **Adwitiya Tiwari** and **Anusha Mittal** of **XLRI** focused on using social media for recruitment, measuring the online presence of top employers and using tools like Klout. At the session, **Mr. Krishna Chaitanya** of *ITC* talked about how technology can make work life as exciting and satisfying as the personal life.

The conference drew to a close with a special session by eminent HR personnel and renowned Violinist **Mrs. Sunita Bhuyan**.

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XLRI Celebrated 36th MAXI Fair

Organised Largest Handwash Relay with 1000 participants to promote cleanliness drive – Swachh Bharat Abhiyan

- **The event concluded with live performance by poet Kumar Vishwas**

20th January, 2015: The 36th **XLRI MAXI Fair**, the annual disguised Market and Consumer Behavior Research Fair conducted by the **Marketing Association at XLRI (MAXI)** concluded recently with great fanfare at **XLRI- Xavier School of Management**. The event was held on 17th and 18th January, 2015 at XLRI Campus, Jamshedpur.

Coveted as one of the biggest marketing event in the B-school circuits, **MAXI Fair 2015** was themed on the **'Swachh Bharat'**.

Keeping true to with its theme, MAXI kick started the activities of the 36th **MAXI Fair** on 16th January with the students of XLRI and *Tongji University, China*- XLRI's partner institute in Global MBA Programme, in an attempt to spread the cleanliness message launched by Prime Minister Narendra Modi, organized a cleaning drive at Sonari, Jamshedpur to promote and spread the message of cleanliness in the locality.

The highlight of the MAXI Fair 2015 was the **'Banega Swachh India'** campaign with support of leading hygiene product brand Dettol. The campaign also aimed to set the record for the most number of participants in a handwash relay. The record, previously created in Sri Lanka by 650 participants, has been shattered by the registration of over 1000 residents of Jamshedpur. The record will be officially confirmed by Guinness World Records after completing the verification procedures in 8 weeks.

Prof. Sharad Sarin, Professor of Marketing at XLRI and the pioneer of the event commented, *"The event was started by MAXI over thirty years ago with a simple mandate in 1979 - to popularize the field of Marketing at XLRI. This is achieved through a mixture of competitive events, talks, interaction sessions, conferences and of course, the MAXI Fair. Since then the fair gives students a hands on opportunity to learn market research fundamentals and come up with marketing insights on live problems handed over by partner brands and corporates. This year's MAXI Fair too has proudly upheld the tradition of conducting market research in a manner that is both illuminating for the researchers and entertaining for the participants."*

This MAXI Fair 2015 also witnessed the launch of a unique start-up venture by XLRI students – **'Hobby in a Box'**. A one-stop solution for your do-it-yourself ideas founded by Manveen (PGDBM student in XLRI), Sarthak (PGDBM student in XLRI) with Nishant (pursuing management studies at IIMB), **'Hobby in a Box'** provides all the hobby supplies in the required quantity and with easy instructions as a *Hobby Kit*.

Till now operational through their Facebook page, 'Hobby in a Box' from now will be fully operational on their own website including COD delivery and free shipping and looks forward to add



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more hobby kits. They have recently launched a YouTube channel which contains our video tutorials of Do it Yourself Hobby ideas.

The event was supported by major Corporates like HUL, ITC, Star TV and Airtel to conduct research through elaborate games designed by students of XLRI. Apart from the market research games, Maxi fair also recreational activities for youngsters like paintball, zorbing, video games, merry go round, fancy dress competition etc. Among all the fun and frolic attendees purchase exotic handicrafts and devour mouth-watering delicacies at the food stalls.

The MAXI Fair 2015 concluded with a live performance by the eminent poet **Kumar Vishwas**.

About MAXI

The Marketing Association at XLRI was established in 1971 under The Societies Act of India. It is a student committee that annually organizes an annual digital marketing event (Legalize), a number of marketing talks, interactive sessions and events and MAXI Fair. It also has a place in the Limca Book of Records for its outstanding online presence.

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XLRI to host MAXI Fair 2015

6th January, 2015: **XLRI - Xavier School of Management**, one of India's premier B-Schools, is all set to host '36th **Maxi Fair**', the annual disguised Market and Consumer Behavior Research Fair that is conducted by the **Marketing Association at XLRI Jamshedpur (MAXI)** on 17th and 18th January, 2015. Coveted as one of the biggest marketing event in the B-school circuits, the fair this year expects to surpass 6000 participants like last year.

The theme of this year's MAXI Fair is '**Swachh Bharat**'.

Prof. Sharad Sarin, Professor of Marketing at XLRI and the pioneer of the event commented, "The event was started by MAXI over thirty years ago with a simple mandate in 1979 - to popularize the field of Marketing at XLRI. This is achieved through a mixture of competitive events, talks, interaction sessions, conferences and of course, the MAXI Fair. Since then the fair gives students a hands on opportunity to learn market research fundamentals and come up with marketing insights on live problems handed over by partner brands and corporates."

The event is supported every year by major Corporates like HUL, ITC, Star TV and Airtel to conduct research on more than six thousand plus attendees of the fair. The research is conducted through elaborate games designed by students of XLRI. Apart from the market research games, Maxi fair also includes recreational activities for youngsters like paintball, zorbing, video games, merry go round, fancy dress competition etc. Among all the fun and frolic attendees purchase exotic handicrafts and devour mouth-watering delicacies at the food stalls.

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