



**XLRI**  
Xavier School of Management

For the greater good

# 59<sup>th</sup> ANNUAL CONVOCATION



# VISION



Inspired by the Jesuit spirit of 'Magis' (ever greater), XLRI aims at being a management school with:

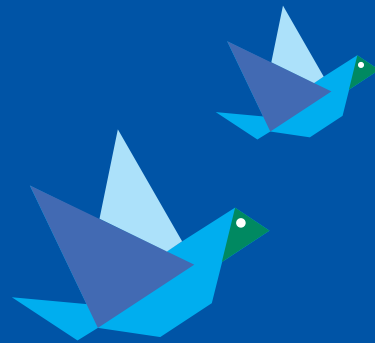
- A passion for academic excellence
- Uncompromising human values
- A sensitive social conscience
- An abiding commitment to improve the quality of life in organisations and society
- Integrity

# MISSION

To offer enriching learning experiences to aspiring managers & business leaders:

- To enable them to realise their full potential
- To ensure that they serve as agents of continuous improvement and change
- To encourage entrepreneurship and service orientation
- To extend the frontiers of knowledge in management through cutting-edge research
- To disseminate knowledge through a portfolio of educational programmes and publications





59<sup>th</sup> ANNUAL  
CONVOCAATION



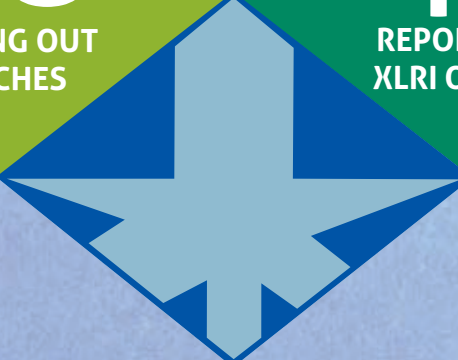
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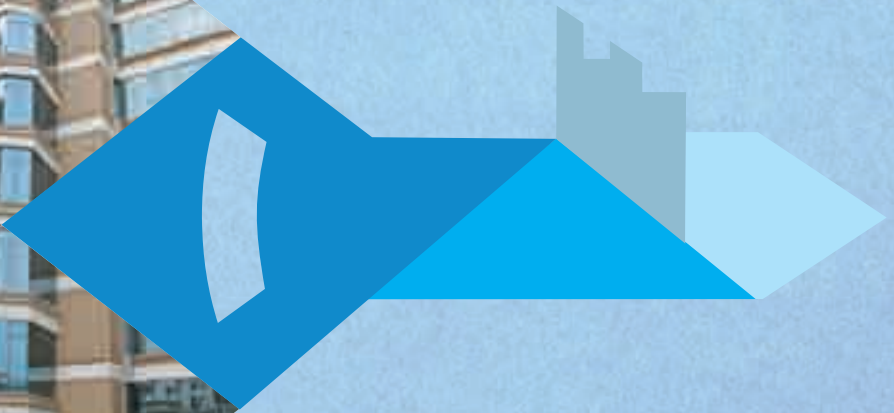


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# CHAIRMAN'S MESSAGE



**Dear Friends,**

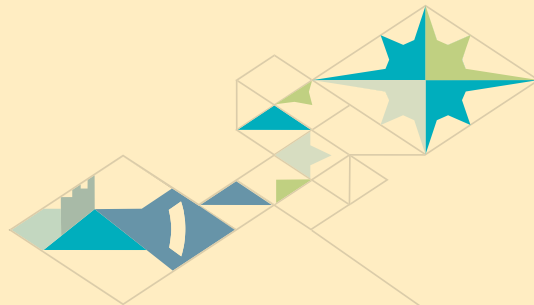
I am pleased to be a part of the Annual Convocation of XLRI. As Chairman of the XLRI Board of Governors, it is an honour to be amidst future leaders of the business world on this momentous occasion.

Both Tata Steel and XLRI were founded with a vision to partner the liberation and development journey of independent India. Therefore, 'Renewing the face of the earth' - the vision statement of this very portal of advanced education - is so well reflected in its ever-arching status as a premier business school in the country. Jamshedpur is truly fortunate to have such an excellent business school located right here in the Steel City.

XLRI stands for partnering progressive growth of our nation. This institution epitomises value-based education and all-round development of individuals. It is these values that set XLRI apart from other business schools in the country. A developing nation such as ours needs many such XLRIs to fast-track economic growth and progress.

To the graduating batch this year I wish to say that you have been truly fortunate to be a part of XLRI. During your stint here, you have learnt a lot, and life's journey will enlighten you further. The road ahead will be challenging. There will be tough decisions for you to make, ethical dilemmas to confront. Remember, that no matter what be the outcome, you will need to choose the righteous path. Remember, that it is you who can make a difference to those around you. This is what XLRI strives to be and this is what each and every one who leaves this portal today must be known by. Let us pledge to bring a little sunshine in the lives of the less fortunate and be blessed manifold.

I wish each one of you the very best as you embark on a new phase of your life.



A handwritten signature in black ink, which appears to read 'T V Narendran', written over a light-colored background.

**T V Narendran**

# DIRECTOR'S MESSAGE



**Dear Friends,**

Welcome to the 59<sup>th</sup> Annual Convocation of XLRI, Xavier School of Management.

I am delighted to present the convocation brochure for the academic year 2014-15. This year saw the appointment of TV Narendran, MD, Tata Steel, as the new Chairman of the Board of Governors of XLRI. This academic year has once again brought laurels to XLRI in different spheres, which have done us proud.

XLRI was honoured for its outstanding contribution to the field of Industrial Relations (IR) in the second edition of the IR Conclave, organised by the Economics Times group in association with Aparjitha Corporate Services. XLRI was felicitated with Great Place to Study award by Skill Tree Knowledge consortium in association with Sterling Media (UK). We have been consistently ranked the No.1 private B-School in India by several prestigious publications.

I would like to acknowledge the contribution of faculty and staff of the institute in strengthening the teaching pedagogy, research output and program relevancy. Also, our continued investment in improving the education infrastructure, including the new learning center comprising 26 classrooms with student seating capacity of 2,030, will bode well for future generations.

To the graduating batch of 2015: Have a successful and meaningful work-life balance. Whilst excelling in your work-life, engage in healthy hobbies and contribute your mite in making XLRI a global-ranking B-School. I wish you all the very best as you venture out on a new and exciting phase of your life's journey.

With Prayers and Blessings

**E. Abraham, S.J.**





# CONVOCATION 2015

- Programme
- Convocation Speaker and recipient of Jehangir Ghandy Medal: Mallika Srinivasan
- Honorary Fellow Award to Fr Romuald D'Souza, S.J.
- Convocation Speakers
- Sir Jehangir Ghandy Medal Recipients



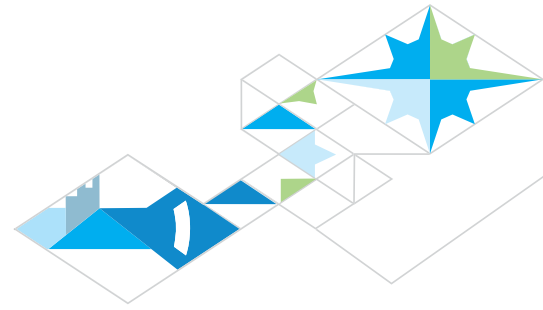




**XLRI**  
Xavier School of Management  
For the greater good

*The 58<sup>th</sup>*  
**ANNUAL  
CONVOCAATION**

Saturday 22<sup>nd</sup> March, 2014  
XLRI Jamshedpur



# PROGRAMME

## Academic Procession

<b>Prayer Song</b>	:	XLRI Students' Choir
<b>Director's Report</b>	:	Fr E Abraham, S.J.
<b>Presidential Address</b>	:	Mr T V Narendran Chairman, Board of Governors, XLRI and Managing Director, Tata Steel
<b>Presentation of the Medals for Academic Excellence</b>	:	Dr Pranabesh Ray
<b>Presentation of the Medals for Long Service</b>	:	Fr S George, S.J.
<b>Presentation of Honorary Fellow Award to Fr Romuald D' Souza, SJ</b>	:	Fr E Abraham, SJ
<b>Presentation of the Sir Jehangir Ghandy Medal</b>	:	Mr T V Narendran
<b>Convocation Address</b>	:	Ms Mallika Srinivasan
<b>Presentation of the Diplomas</b>	:	Dr Pranabesh Ray
<b>National Anthem</b>	:	XLRI Students' Choir
<b>Recession</b>		



# CONVOCATION SPEAKER & RECIPIENT OF THE SIR JEHANGIR GHANDY MEDAL



**Mallika Srinivasan,**  
*Chairman and CEO, TAFE*

Mallika Srinivasan is the Chairman and Chief Executive Officer of the \$1.6 billion TAFE (Tractors and Farm Equipment Limited). Established in 1960 in Chennai, TAFE is the third largest tractor manufacturer in the world and the second largest in India, by unit volume.

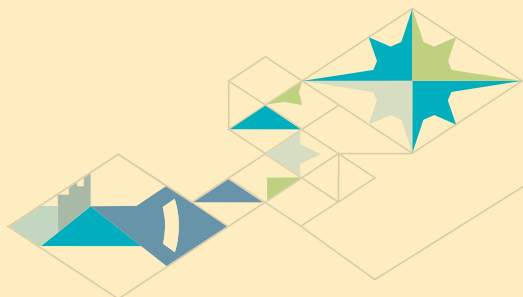
In a span of 25 years, she has helped establish TAFE as a high-quality, mass manufacturer of tractors - a lean and resilient organisation that can effectively weather the cyclicity of tractor business. TAFE focuses on designing and developing farm equipment for the small farms whilst being cost-effective.

Ms. Srinivasan is also on the board of several companies including AGCO Corporation - USA, TATA Steel Limited and TATA Global Beverages Limited.

As a tireless advocate of development in India, she generously supports organisations such as Sankara Nethralaya, Cancer Hospital, Chennai, and a number of educational and healthcare facilities in Tirunelveli, Tamil Nadu. She is also an avid patroness of Carnatic music through The Indira Sivasailam Endowment Fund.

A gold-medalist in Econometrics from the University of Madras, Ms. Srinivasan was on the Dean's Honor List, and the Alpha Beta Gamma Society, while obtaining MBA from the Wharton School of Business, University of Pennsylvania, USA, and was ranked among Wharton's top 125 most successful alumni.

She is a thought leader - conferred with several awards and accolades for her entrepreneurial skills and her contribution to Indian agriculture. In January 2014, she was decorated with the prestigious 'Padma Shri' Award for her contribution to Trade and Industry. In 2011, she was voted Entrepreneur of the Year by Ernst and Young and awarded The Woman Leader of the Year by Forbes India.



# RECIPIENT OF THE HONORARY FELLOW AWARD



**Rev. Fr. Romuald D'Souza, SJ**

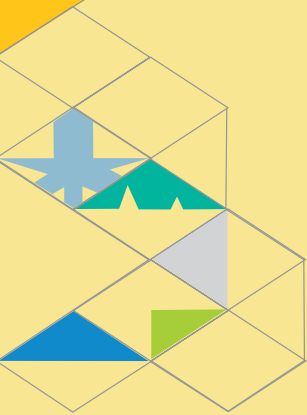
Rev. Fr. Romuald D'Souza, SJ was Director of XLRI, Jamshedpur from 1983-1989. During his tenure, XLRI grew and established in three crucial directions: academic, infrastructural and financial. He started the Fellow Program in Management at XLRI in 1989.

Fr. D'Souza had the vision, mission, determination and the courage to walk the unbeaten path and set up a highly recognized institute of management. In 1987, he founded the Xavier Institute of Management, Bhubaneswar and was its Director till 1993. Together with some of his colleagues from XIMB, Fr. Romuald founded the Goa Institute of Management in 1993 and was its Director till 2004. Fr. Romuald was truly an Institution Builder – all the three institutions he helped to build – XLRI, XIMB and GIM – are premier institutions in India today.

Fr. D' Souza has served as a Member of various academic organisations. He was President of the Association of Indian Management Schools, and was an active member of the Association of Management Development Institutes of South Asia, the All India Board of Management Studies, Government of India, the Executive Council of the Goa University, and the Academic Council of Utkal University. He is also a professional member of the Academy of Management (USA), International Council of Psychologists, British Psychological Society, and the American Psychological Association. While a great institutional founder and administrator, Fr. Romuald also specialized and taught various management courses such as Business Ethics, Stress Management, Psychometrics, and Organisational Behaviour.

On January 26, 2010, Fr. Romuald was announced as a recipient of the Padma Shri award for his contribution to Education and Literature.

# CONVOCAATION SPEAKERS



Year	Speaker	Year	Speaker	Year	Speaker
1959	Sir Jehangir Ghandy	1979	George Fernandes	1998	C R Irani
1960	Sudhir Ghosh	1980	N A Palhivala	1999	Alyque Padamsee
1961	Michael John	1981	L K Jha	2000	Subir Choudhury
1962	V V Giri	1982	A Mudaliar	2001	Deepak Parekh
1963	S N Sinha	1983	A N Haksar	2002	A P J Abdul Kalam
1964	R G DeCosta	1984	V Krishnamurthy	2003	Ragunath Anant Mashelkar
1965	M C Chagla	1985	K L Puri	2004	J J Irani
1966	P M Menon	1986	R H Mody	2005	Kandeh Yumkella
1967	K S Basu	1987	Ashok S Ganguly	2006	A M Naik
1968	Naval H Tata	1988	D N Ghosh	2007	R Gopalakrishnan
1969	B P Gajendragadkar	1989	Abid Hussain	2008	Subodh Bhargava
1970	S K Nanavati	1990	R H Mody	2009	O P Bhatt
1971	R D Chokshi	1991	M N Goiporia	2010	Kumar Mangalam Birla
1972	P L Tandon	1992	K L Chugh	2011	Vineet Nayar
1973	Mohan Kumaramangalam	1993	J J Irani	2012	Jaspal Bindra
1974	D P Dhar	1994	Montek Singh Ahluwalia	2013	Pratip Chaudhuri
1975	N A Palkhivala	1995	P Chidambaram	2014	Arundhati Bhattacharya
1977	Hiten Bhaya	1996	C Rangarajan		
1978	Kanti Mehta	1997	Susim M Data		



# SIR JEHANGIR GHANDY MEDAL RECIPIENTS

The medal for outstanding contribution to industrial and social peace is named in the honour of late Sir Jehangir Ghandy, Kt. C.I.E., the first Chairman of the Board of Governors of XLRI and Director, Tata Iron & Steel Co. Ltd., and is presented annually by XLRI.

Year	Sir Jehangir Ghandy Medal	Year	Sir Jehangir Ghandy Medal
1965	S R Vasavada	1989	V G Gopal
1966	P N Krishna Pillai	1990	V R Deenadayalu
1967	K S Basu	1991	Suresh Krishna
1968	Naval H Tata	1992	V Kurien
1969	B P Gajendragadkar	1993	A N Buch
1970	-	1994	Kesub Mahindra
1971	Khandubai Desai	1995	N Vaghul
1972	P L Tandon	1996	P A Sangma
1973	R P Billimoria	1997	Jyoti Basu
1974	G Ramanujam	1998	N A Palkhivala
1975	J R D Tata	1999	J N Godrej
1977	Hiten Bhaya	2000	Brijmohan Lal Munjal
1978	Kanti Mehta	2001	Michael Windey, S.J.
1979	Arvind Mafatlal	2002	M S Banga
1980	H Holck Larsen	2003	Marian Zelazek, S.V.D.
1981	Rajmohan Gandhi	2004	Missionaries of Charity
1982	V R Krishna Iyer	2005	Azim Premji
1983	R H Mody	2006	Subir Raha
1984	S Moolgaonkar	2007	K V Kamath
1985	Gopeswar	2008	R Seshasayee
1986	G L Tandon	2009	Ratan N Tata
1987	P N Bhagwati	2010	E Sreedharan
1988	V Krishnamurthy	2011	Nitish Kumar
		2012	N R Narayana Murthy
		2013	Shiv Nadar
		2014	Arundhati Bhattacharya



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# MEDALS FOR ACADEMIC EXCELLENCE & LIST OF GRADUATES

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- Medals for Academic Excellence
- Fellow Programme in Management
- Two-Year Postgraduate Diploma in HRM
- Two-Year Postgraduate Diploma in BM
- Postgraduate Diploma in General Management
- Three-Year (Part-Time) Programme in Business Management
- Three Year Programme in Business Management (Dubai)
- Two-Year Postgraduate Diploma In Global Business Management





# MEDALS FOR ACADEMIC EXCELLENCE (2014 – 15)

## Honey Srivastava

XLRI Medal : Best All-round Student  
in Memory of Parineet Reddy  
(Sponsored by Reddys)

## Debanjana Ghosh

### Ragamayee Tellapati

XLRI Medal for Social Initiatives  
(Sponsored by State Bank of India)

## Honey Srivastava

XLRI Medal : Best All-round Woman  
Student in memory of Geeta Saxena  
(Sponsored by Madhukar Shukla)

## Adity Agarwal

XLRI Medal : Highest CQPI – HRM  
in Memory of John P D'Costa  
(Sponsored by Ronald D'Costa)

## B Ramakrishna

XLRI Medal : Second Highest CQPI – HRM

## Devika Handa

XLRI Medal : Highest CQPI – BM  
in Memory of Ram Awtar Chachra  
(Sponsored by Krishna Lal Chachra)

## Akash Shukla

XLRI Medal : Second Highest CQPI - BM  
(Sponsored by Janardhan Pyda)

## Pavan Kumar Krishnamurthy Bhat

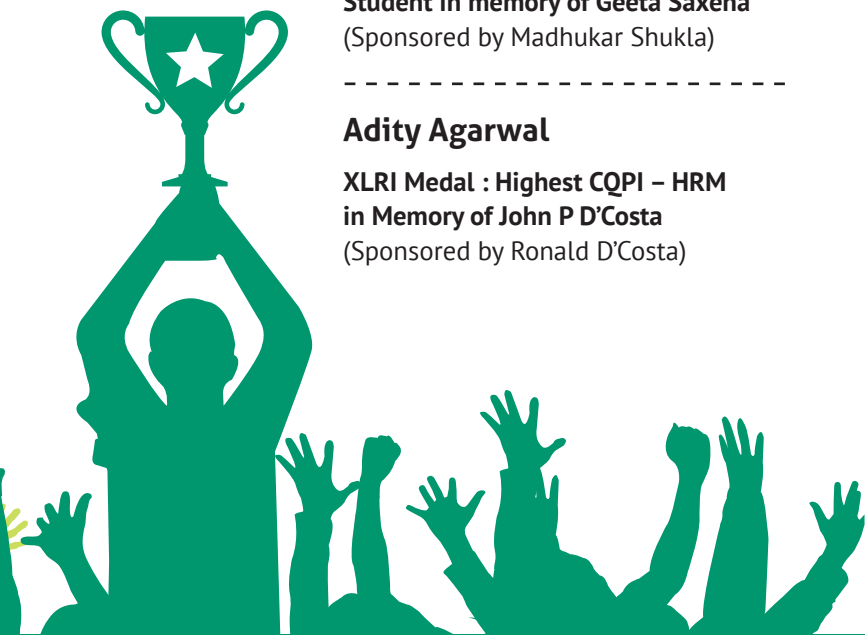
XLRI Medal : Highest CQPI – GMP  
in Memory of R S Pande  
(Sponsored by K G Pande)

## Firoj Kumar Meher

XLRI Medal : Highest CQPI – Exec-PGP,  
Dubai (2012-15)  
(Sponsored by Jagans)

## Mainak Sinha

XLRI Medal : Highest CQPI – BM  
(Part-Time] (2012-15)



## FELLOW PROGRAMME IN MANAGEMENT

Priyanka Vallabh : 2008 – 2015

Kanupriya Katyal : 2008 – 2015



TWO-YEAR POSTGRADUATE DIPLOMA IN  
**HUMAN RESOURCE MANAGEMENT**  
2013 - 15 BATCH (Total: 122)

The names of the first five rank holders are in the order of merit  
(Both Section A & B)



# Medals for Academic Excellence

*The rest of the names are in alphabetical order*

## HRM [Section - A]

Aaditya Narayan Chaudhary

Aayush Goel

Abhay Kumar Vasishtha

Abhijit Pal

Abhishek Saxena

Aditi Anapindi

Aditya Vikram Doshi

Akshay Dhar

Akshay Sequeira

Anirban Ghosh

Anita Kishanlsrani

Anjul Rajoriya

Apurv Garg

Arpit Jain

Avijeet Shekhar

Bhaskar Singh

Cheri Sneha Bhengra

Deepak Kumar Behera

Garima Agrawal

Harshita Bhat

Himanshu Yadav

Jojin C Joseph

Kanika Taneja

Karn Kher

Keyur Gupta

Kumar Alok Shubham

Mayank Nagpal

Mohammad Hannay

Mohit Kharbanda

Nadeem Raj

Nandita Sikdar

Nayeera Samar

Nishant Dash

Olivia Mukherjee

Pragya Aggarwal

Prakhar Sharma

Priyanka Jain

Ragamayee Tellapati

Rahul Basu

Rehan George

Sabarinath U

Sahil Tewari

Sandip Sahoo

Santu Paul

Satyartha Srivastava

Saumya Tuteja

Shaadab Bakir Zafar

Shipra Chaudhary

Shubhang Agrawal

Somil Goel

Sonali Gupta

Sourik Syed

Sudarshan Bose

Sumit Kumar

Susheela S

T S Seetharam

Tapanjeet Singh Makker

Varun Kabra

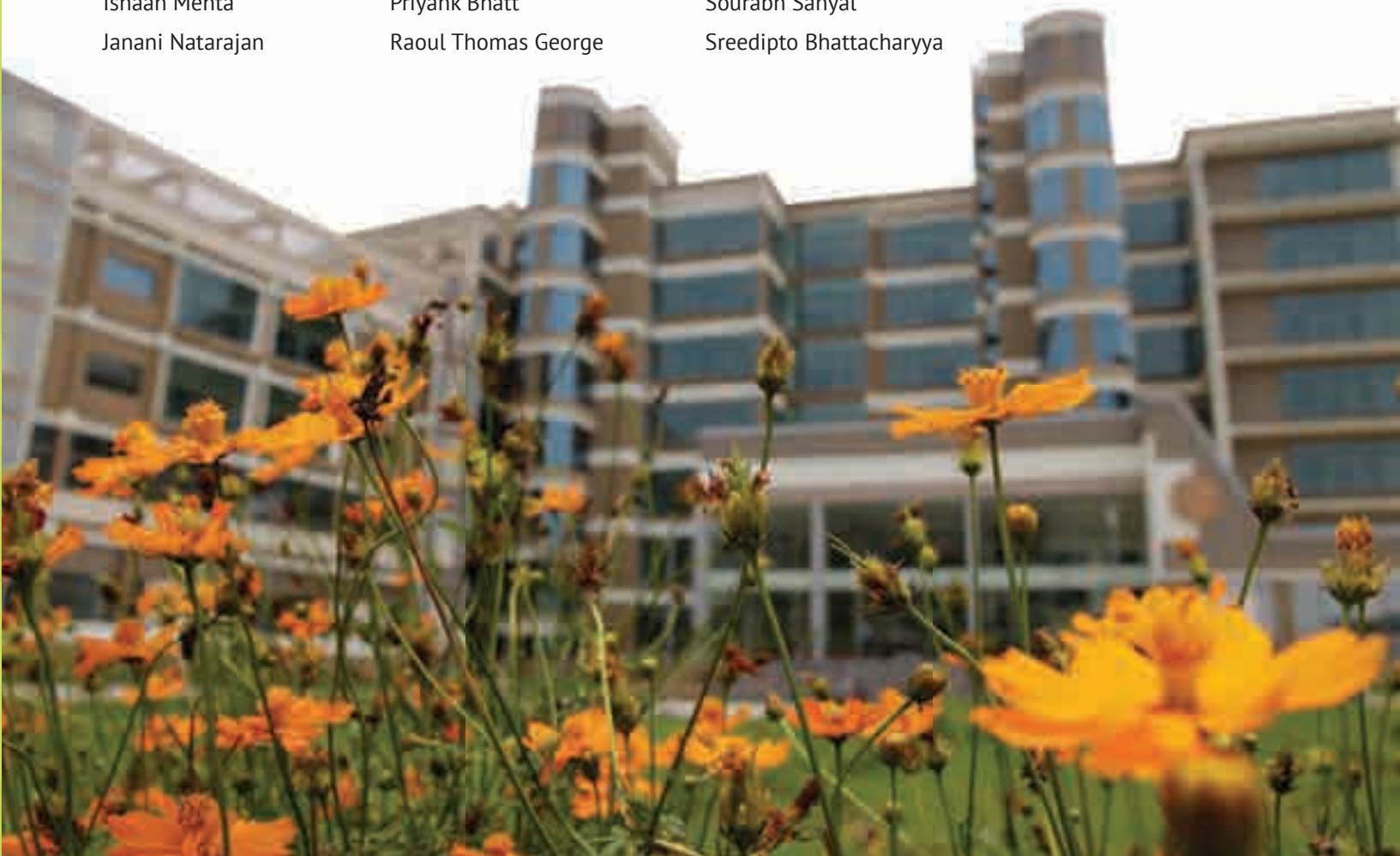
Vinayak Talwar

Vinoo Kurian Thomas

*Congratulations!*

## HRM [Section- B]

Abhilash S C	Karan Kumar	Ravi Ranjan	Stuti Pandey
Achal Kumar Garg	Keshav Pandit	Rituparna Mallick	Sudhanshu Varma
Adwitiya Tiwari	Kuldeep Nehra	Sagar Sawhney	Sumit Kumar Roy
Anjaney Anjan	Margesh Gopal Wavhal	Sandeep Kumar Singh	Swati Poddar
Ankit Gupta	Mayank Prabhakar	Sanika Makarand Gokhale	Tessy Jose
Archit Sonika	Megha Bindal	Sanjana Grover	Trisha Nailwal
Arpit Nigam	Mohit Dayal	Sankalp Saxena	Unmesh Kamle
Ayushi Rastogi	Mohul Raj Singh	Satyam Joon	Varun Rampal
Debanjana Ghosh	Nazia Abidi	Saurav Kumar Das	Veer Vikram Singh
Debtanu Lahiri	Niraj Kamlesh Mehta	Sharthok Chakraborty	Vinodreddy Ninakanti
Gagan Jindal	Nishkam Razdan	Shikha Binani	Viswa Kiran Karamchetty
Gloria Davis	Prachi Jain	Shruti Avinash Joshi	Vivek S Narayan
Harini Sekar	Praveena Devagupta	Simarpreet Singh	
Ishaan Mehta	Priyank Bhatt	Sourabh Sanyal	
Janani Natarajan	Raoul Thomas George	Sreedipto Bhattacharyya	





**TWO-YEAR POSTGRADUATE DIPLOMA IN  
BUSINESS MANAGEMENT  
2013 - 15 Batch (Total: 178)**

The names of the first five rank holders are in the order of merit  
(for Section A,B & C)



*The rest of the names are in alphabetical order*

## BM [Section - A]

Abhave Sharma	Eeshaan Bajpai	Raman Kumar Singh
Abhigya	Gaurav Aggarwal	Ramaswamy Venkatarajan
Abhra Basu Ray Chaudhuri	Girish Digambar Deshpande	Rashmi Prakash Torgalmath
Akriti Gupta	Harsh K	Ritwick SahilRane
Akshay Mattu	Hrushikesh Pradeep Kulkarni	Rushil Tapadia
Akshiv Avikshit	Kajal Mittal	Samir Sharma
Amol Prakash Madhuri Khavaskar	Kartik Arora	Sarthak Mohanty
Anik Roy	Ketan Himmatbhai Lukhi	Shailendra Singh
Animeha Singh	Mahaveer Prasad Agarwal	Sidhartha Priyadarshi
Ankit Gupta	Manveen Kaur	Sneha Singh
Anshul Vasu	Mayank Sandeep Parkhi	Srikant Saratchandra
Anurag Upadhyay	Neelkamal Biswas	Sumit Taneja
Arindam Sarma	Nikhil Vankamamidi	Sweta Dantuluri
Atri Roy	Paritosh Shashidhar Pant	Syed Ahmedullah Hashmi
Ayush Vashishtha	Parth Narielwala	Vaibhav Chopra
Bhamidipaty Vishalatha	Prateek Dudeja	Vatsal Agrawal
Binay Kumar Sinha	Prateek Sharma	Vishap Rana
Devesh Papney	Punit Gupta	Yaqoot Mudassar Quddus Khan
Dipti Saraogi	Rahul Sikka	

*The rest of the names are in alphabetical order*

## BM [Section - B]

Abhimanyu Harlalka	Bharadwaj B P P	Mayank Sarkar
Aditi Khanna	Bhavya Singla	Megha Sharma K
Aditya Tiwari	Deepak Viswanath Krishnan	Nishchay Bhalla
Akarsh Goel	Dhanoosha Penmetsa	Parneet Singh Chopra
Akshay J Antony	Dhruv Gupta	Prabodh D P
Akshay Tiwari	Faraz Mohammed Khan	Pratik Kamalkishor Kalantri
Alok Singh	Fatima Dilruba	Priyajeev Kumar
Amrendra Saxena	Gaurav Dadlani	Puskar Pandey
Anantika Gupta	Gourav Poddar	Radhika Naresh Koli
Animesh Srivastava	Harshan Agrawal	Rajaram P R
Ankit Prasad	Kamal Tej Tallam	Raman Shridhar
Anuj Sharma	Kaushik Jayaram	Reeplica Sarma
Anuran Chattaraj	Kevin Thomas	Ripudaman Singh Kohaar
Arjun Ravindran	Lakshita Jain	Ronak Harshadkumar Doshi
Arshita Kapoor	Manish Bindrani	S Jayaram
Avisek Bandyopadhyay		

# Medals for Academic Excellence

*The rest of the names are in alphabetical order*

## BM [Section - C]

Abhishek Padhye  
Ajay Khaitan  
Akanksha Singh  
Akarsha K M  
Akshay Zutshi  
Amitabh Vajpayee  
Anand Arjun Odedra  
Ananya Ray  
Anirban Chakraborty  
Anshul Savant  
Anup Prakash Joshi  
Archit Singh  
Ashutosh Sharma  
Avni Goyal  
Ayan Guha  
Ayush Goenka  
Bhuvnesh Gupta  
Bijoyini Madhuroma Ganguly  
Dhruv Wali  
Dipanwita Ghosh

Francis Kurian Thomas  
Ganashree S  
George Antony  
Harish Goel  
Himanshu Doval  
Ishan Sharma  
Ishu Mahajan  
Karthik Moorthy  
Kunal Agrawal  
Madhumitha R  
Mathew Paul  
Mayank Siotia  
Nidhi  
Nihit Kumar  
Onkar Satish Munje  
Parneet Singh Soni  
Prithwish Datta  
Pulkit Gupta  
Rahul Gupta

Rajesh Kumar Singh  
Ramaswamy P  
Ranjanilyer  
Rishabh Pandey  
Roopan Roy John  
Saiyam Shailesh Sanghvi  
Santanu Kumar Mallick  
Sarvani Vadlammannati  
Saurabh Singh Gaur  
Shubhda Kaushik  
Siddharth Garg  
Suhaskini B  
Supratim Gupta  
Tanmay Rajvanshi  
Vaibhav Chamoli  
Varun Anand  
Vijender Kaur  
Vipul Singla  
Warid Arora





POSTGRADUATE DIPLOMA IN  
**GENERAL MANAGEMENT**  
Batch: 2013– 14 (Total: 112)  
Fifteen Months Programme

The names of the first five rank holders are in the order of merit  
(Both Section A& B)



4 <sup>th</sup>	2 <sup>nd</sup>	1 <sup>st</sup>	3 <sup>rd</sup>	5 <sup>th</sup>
<b>Abhisek Nag</b> 4th Rank	<b>Dnyanesh Jugalkishore Kabra</b> 2nd Rank	<b>Pavan Kumar Krishnamurthy Bhat</b> 1st Rank	<b>Priyank Ritwik</b> 3rd Rank	<b>Deepak Garg</b> 5th Rank

*The rest of the names are in alphabetical order*

## **GMP [Section - A]**

Abhisek Mishra

Amit Choudhary

Anand Dwivedi

Anand Joseph Mani

Ankit Gupta

Ankur Agrawal

Aseem Srivastava

Ashish Kumar Jain

Ashutosh Choudhary

Ayan Banerjee

Balamurali Muraleedharan Nair

Bipradas Bandyopadhyay

Chandan Kumar

Charanya Balasubramanian

Dharm Pal Pandey

Gaurav Ghosh

Harshit Raikwal

Himanshu Wali

Kumar Gaurav

Lokesh Gupta

Madhur Arora

Mohibul Haque

Mrinal Saurav

Naveen Raja Kannamala

Neelam Mohapatra

Neha Sinha

Pashmina Prakash Ahirrao

Pradeep Subramanian

Pradipta Neogi

Pratik Shankar

Praveen Kuruvilla Thomas

Rajesh Ranganathan

Rajesh Ranjan

Rakhi Dilip Kumar Mulchandani

Sahil Agrawal

Sampad Biswas

Sandeep Banerjee

Saurabh Upadhyay

Shailik Sanyal

Shashwat Jha

Shaurya Priya

Shrabani Bera

Soumya Chattopadhyay

Sreekar Obulampalli

Sudeep Pawar

Sudipt Tewari

Sumeet Jalan

Sumit Kumar

Swastik Mishra

Swatilekha Poddar

Vikas Kapoor

Vikas Singh



*The rest of the names are in alphabetical order*

## GMP [Section - B]

Aashish Kumar Singh  
 Abhinav Akash  
 Alok Mishra  
 Amir Shameem  
 Amit Saxena  
 Amrit Raj  
 Anil Kumar Sharma  
 Anshul Amit Bansal  
 Arun Reddy Patel  
 Atanu Pal  
 Atul Gupta  
 Bhupendar Singh  
 Binay Behera  
 Debasish Mishra  
 Farzad Mistry  
 Gaurav Bhutani  
 Jais Raju  
 Kanumuri Srinivas  
 Kumar Abhijitam

Kundan Kumar Shrivastava  
 Kuppili Vishal  
 Manvendra Kumar Mahato  
 Mayank Verma  
 Murlidhar Singh Shripadh  
 Murlidhar Singh Thakur  
 Neha Bhartiya  
 Neha Dani  
 Pankesh Kumar Betala  
 Prakash Kumar  
 Prashant Nair  
 Preeti Venugopalan  
 Priyadarshi Bhaskar  
 Rahul Sasheer Raj  
 Rahul Singh  
 Ranjeet Singh Rawat  
 Roopashree B E  
 Ruchi Shrivastava  
 Sambuddha Dasgupta

Sameer Swaminathanlyer  
 Santosh Kumar Barnwal  
 Satender Kumar  
 Sharathkumar Rameshan P  
 Shashwat Gaurow  
 Shekhar Yadav  
 Somnath Chatterjee  
 Srinivasan Siva Rao  
 Sukanta Das  
 Suman Kundu  
 Sunny Kalsi  
 Swapnil Vasant Kakad  
 Sweta Nandini  
 T S Anantharamanlyer  
 Varun Gugnani  
 Veneet Vishal  
 Vikram Bhushanlal Bhatt



**THREE-YEAR [Part-Time] POSTGRADUATE DIPLOMA IN  
BUSINESS MANAGEMENT  
Batch: 2012– 15 (Total: 63)**

-----  
The names of the first five rank holders are in the order of merit



The rest of the names are in alphabetical order

## BM

Aditya Ganguly  
 Aditya Jha  
 Aditya Vikram Sarda  
 Alok Vatsraj  
 Amit Kumar Bharti  
 Amit Agarwal  
 Ankita Tulika  
 Anoop Vijayan  
 Anshuman Dey  
 Anupam Ghosh  
 Anupam Ghosh  
 Ashish Verma  
 Banani Bhattacharjee

Brajesh Kumar  
 Chittaranjan  
 Debashish Kumar Dutta  
 Dipik Anand  
 Gautam Kumar  
 George Verghese  
 Gudimetla Sai Kumar  
 Harbinder Singh Deepak  
 Harsh Vardhan  
 Ishwari Prasad Gupta  
 Jahir Alam Chowdhury  
 K V Srinivasan  
 Karthi N

## BM [Part-Time]

Keshava Kumar Sinha  
 Kiran Kumar  
 Krishna Raj Shail  
 Manit Kumar  
 Manoj Kumar  
 Manoj Prasad  
 Md. Zamiruddin Ansari  
 Misdauque Alam  
 N Kannan  
 Nasib Singh Kadian  
 Nilanjan Biswas  
 Nimesh Kumar  
 Pankaj Kumar Singh  
 Prateek Jivrajka  
 Pratyush Shankar Lal  
 Praween Kumar Ojha

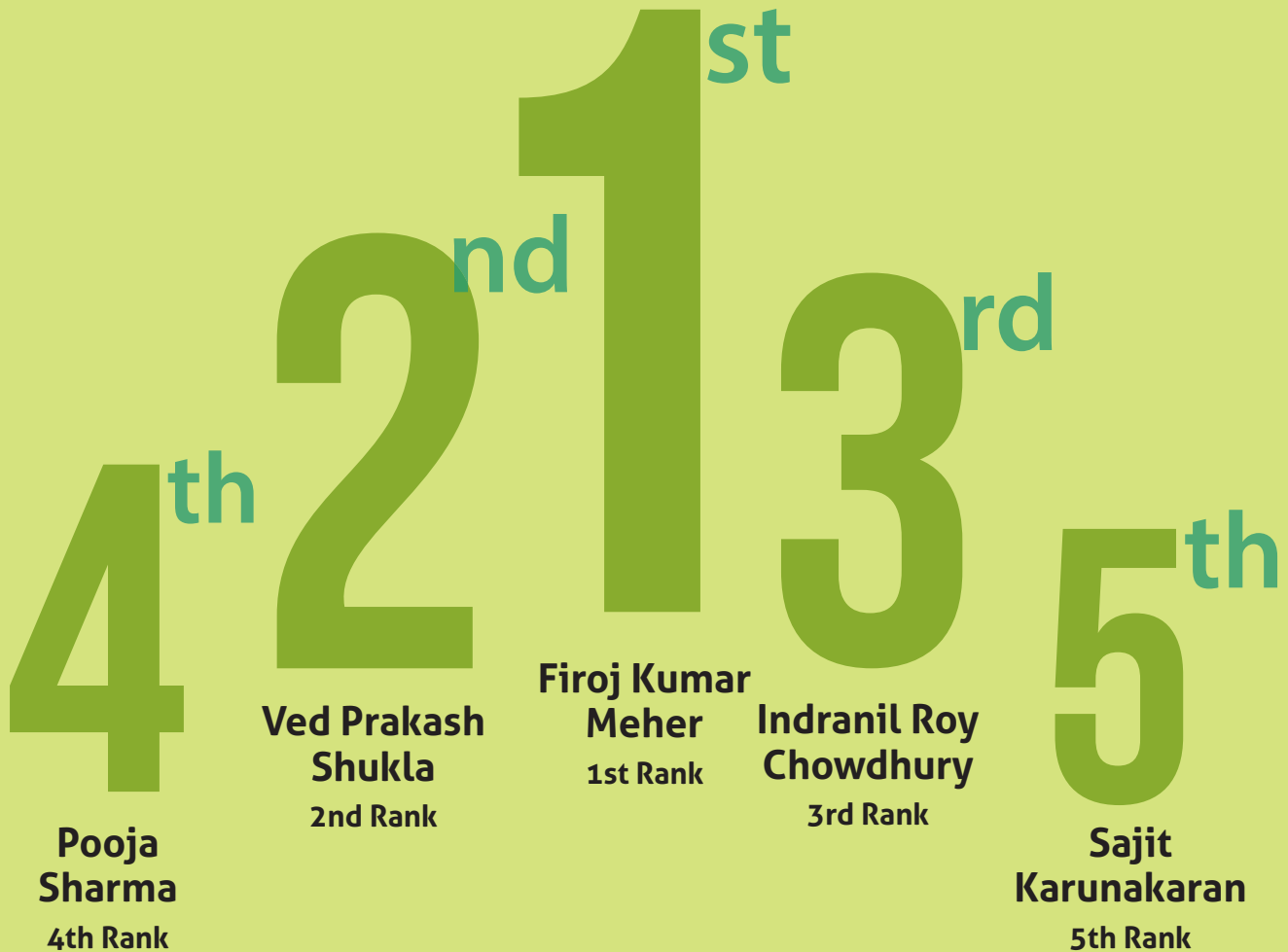
Rajesh Kumar  
 Rakesh Kumar Agrawal  
 Rashee  
 Sahdev Saran  
 Sandip Kumar Chakraborty  
 Sankalp Kumar Mallick  
 Santosh Kumar  
 Santosh Kumar Singh  
 Sunil Kumar Singh  
 Tanmoy Kumar Raha  
 Tapas Chakraborty  
 VSuresh Kumar Vijayan  
 Vijay Prakash Singh  
 Vinit Kumar  
 Vinit Kumar Shah  
 Vishal Kumar Mishra

*Congratulations!*



THREE-YEAR [Part-Time] POSTGRADUATE DIPLOMA IN  
**BUSINESS MANAGEMENT [DUBAI]**  
Batch: 2012– 15 (Total: 23)

The names of the first five rank holders are in the order of merit.



The rest of the names are in alphabetical order

**BM [Dubai]**

Anand Warriar	Jennifer Varghese	Rohini Barua
Anshaj Theruvath	Naga Meghana Pulipaka	Sinto John
Aparna Salvi	Nikita Monga	Sumeet Malhotra
Arunava Maity	Padmavathy Sunkara	Qaisar Abdullah Upadhe
Deepak Sharma	ParwezIzhar	Vignesh Ananthakrishnan
Harikrishnan K R	Reema Ghosh	Aafaque Ahmed Abdan Hakim [2011-2015]



## TWO-YEAR POSTGRADUATE DIPLOMA IN GLOBAL BUSINESS MANAGEMENT Batch: 2013– 15 (Total: 20)

---

*The names are in alphabetical order*

### **Global MBA**

Ms. Aditi Murarka  
Ankit Tankala  
Ankur Gupta  
Anudeep Purwar  
Ms. Ashwini Garg  
Atul  
Devender Singh Negi

Garvit V Sharma  
Jeevarasan Elanchelvan  
Karan Kamra  
Manas Gupta  
Mohak Mehdiratta  
Pallav Mathur  
Prashast Jain

Sankalp Akash Singh  
Saurav  
Siddharth Bhagwati  
Vipul Goel  
Vishal Gupta  
Yuvraj Relan

ST

ar  
D

## Building Trust

JRD Tata Oration 29,  
P

# HIGHLIGHTS OF THE YEAR

- JRD Tata Oration
- XLRI gets best place to study award
- NCSE Conference
- Ensemble 2014
- MAXI Fair

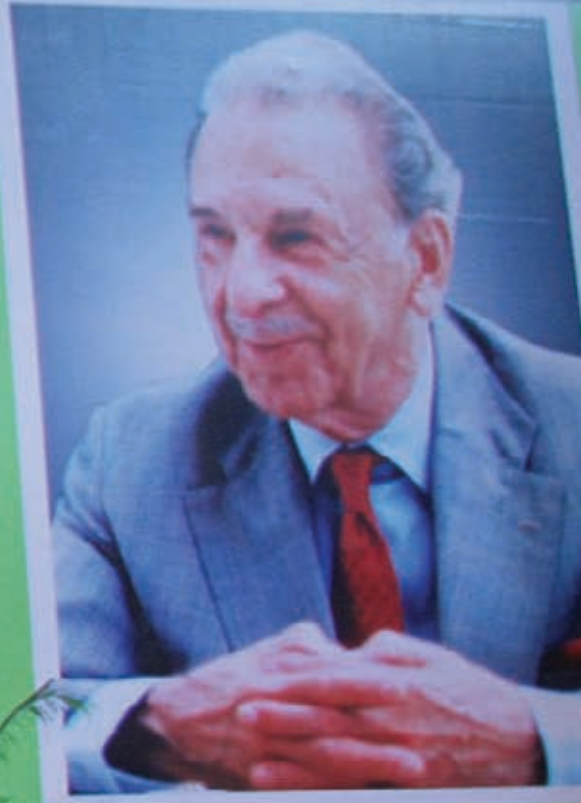
D Shivakumar





**XLRI**  
Xavier School of Management  
For the greater good

# JRD TATA ORATION ON BUSINESS ETHICS



**THE TWENTY-THIRD ORATION**  
Saturday, November 29, 20...

**E. ABRAHAM, S. J.**  
**PRANABESH RAY**

# JRD TATA ORATION

## The Event

No management education is complete unless the students are instilled with a set of abiding values. At XLRI we strongly believe in the importance of pursuing an ethical code of conduct in the corporate world.

The JRD Tata Oration in Business Ethics is an important annual event of XLRI wherein eminent business leaders and distinguished speakers inspire students to follow ethical codes of conduct in their professional and personal lives. This year the ethics oration was delivered by the Chairman and CEO of PepsiCo D Shivakumar. The topic for the 23<sup>rd</sup> oration was Building Trust.

## The Orator

### D Shivakumar, Chairman & CEO of PepsiCo, India, on Building Trust

- Pointed out that: In an organisation trust is the glue that keeps the culture together. Trust in senior management keeps hopes alive, trust in senior management gets people to commit their best. Trust in senior management attracts good talent to the company
- He observed that: The best leaders know that building trust is critical to their success. Leaders build trust when they bring clarity to the table, they communicate with passion about the purpose
- He marked that: A good leader never compromises on his vision, but compromises for his vision. That's what builds trust for him or her

## The History

XLRI, in association with a few select Tata Group Companies, established in 1991 the JRD Tata Foundation in Business Ethics, to espouse their long-standing commitment and contribution to business ethics in India. The foundation seeks to address itself by publicly affirming the urgent need for upholding ethics in all spheres of business and the need to bring about a suitably favourable culture in which it can thrive.

### Activities envisaged by the foundation:

- An annual JRD Tata Oration in Business Ethics

- Recognition and presentation of the JRD Tata Award for Business Ethics to an eminent person who has distinguished oneself in business ethics
- The setting up of the JRD Tata Chair in Business Ethics at XLRI for the advancement of research in this field

## JRD Tata Chair in Business Ethics - Initiatives Undertaken

### XLRI Ethics Research Center (XLERC)

The centre has charted a line of concerted action for the next five years in three domains: a) general business ethics and research; b) applied business ethics (e.g., ethics of HRM, ethics of accounting and finance, and ethics of marketing) and research, and c) industry-interface business ethics in the form of collaborative research, training, and consultancy.

### XLBang Ethics Conference

The first XLERC venture was a one-day XLRI/XLBang Ethics Conference held on September 5, 2014 in Bangalore. It was a collaboration between XLERC and the XLRI Alumni Chapter of Bangalore (called XLBang). The topic unanimously chosen was Ethics for Corporate Advantage.

### XLRI-industry interface - a collaborative research project

XLERC has launched a major XLRI-industry interface collaborative research project for identifying and assessing ethical actions and contributions of corporations to all its stakeholders and for empirically linking ethics to corporate advantage – a pioneering concept of internal and external ethics audit of firms.



*D Shivakumar, CEO of PepsiCo, Addresses audience during the ethics oration*

# XLRI GETS BEST PLACE TO STUDY AWARD

XLRI- Xavier School of Management, a synonym for academic excellence and social concern, was felicitated in London at the first-ever SkillTree Great Place to Study – India Edition, an initiative of SkillTree Knowledge Consortium.

The premier B-school gets the Great Place to Study award for being one of India's most established and respected educational institute. Dean (Academics) of XLRI Dr Pranabesh Ray received the award on behalf of the institute at the House of Commons where the ceremony was hosted.

On receiving the award Director of XLRI Fr E Abraham, SJ, said "XLRI has always strived to make its curriculum world-class and deliver it in the most effective manner. Such accolades are very inspiring for our students and faculty and boost them in achieving greater performances."

The initiative by SkillTree Knowledge Consortium is a step to showcase India's prowess as a global leader in education attainment and to demonstrate the country's vast potential as a hub of learning and development. SkillTree Knowledge Consortium is India's first syndicate of private universities and institutions. The aim is to position the selected Indian colleges and universities as proven leaders on a global platform, and to cement India's position as an educational destination.

Eminent personalities from both India and UK's education sector were present at the event to honour 20 Indian educational institutions for their contribution in advancing learning and development.

Besides XLRI, the other institutions that were felicitated at the function were Great Lakes Institute of Management, IMT-CDL, Ghaziabad, ICFAI University, Manipal University, AIMS Institutes, Apeejay Education Society and Apeejay Stya University, among others. Leading NRI industrialist Lord Swraj Paul, chairman of Caparo Group, was honoured with lifetime achievement award.

"XLRI has always strived to make its curriculum world-class and deliver it in the most effective manner. Such accolades are very inspiring for our students and faculty and boost them in achieving greater performances," said Fr E Abraham, SJ, director of XLRI.

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The XLRI - Xavier School of Management, was felicitated in London at the first-ever 'SkillTree Great Place to Study - India Edition' an initiative by SkillTree Knowledge Consortium.

The ceremony hosted at the House of Commons in London witnessed eminent personalities from both India and the UK's education sector coming together to honour 20 Indian educational institutions for their contribution in the sector. XLRI, Dean (Academics) Dr Pranabesh Ray received the award on behalf of XLRI.



*Dr. Pranabesh Ray, Dean (Academics), XLRI, receives the Skill Tree Great Place to Study award*



The XLRI - Xavier School of Management, was felicitated in London at the first-ever 'SkillTree Great Place to Study - India Edition' an initiative by SkillTree Knowledge Consortium.

# NCSE CONFERENCE

## Rethinking Development

To be able to think independently or to be free from the bondages of superstition and orthodoxy might not be the kind of development that a GDP growth can assess. It is also not the kind that we, belonging to the cities, would aspire for anytime in the near future. But changing the geographical location to a remote village and shifting the context to a community from the grassroots might bring a relevant perspective to these goals.

So, in such a backdrop where paradigm of development changes with location and with communities, the Sixth National Conference on Social Entrepreneurship, a flagship event of XLRI, opened the floor for Rethinking Development: Strengthening the Grassroots.

For such a conference to come from a cradle that has always been committed to inculcating sensitive social conscience in future business leaders is only an obvious turn of events.

The three-day seminar was inaugurated by Fr E Abraham SJ, Director of XLRI, Prof. Madhukar

Shukla, Chairman, NCSE and members of SEEDS, a local NGO working for the development of rural communities. Organised under the aegis of Fr Arrupe Centre for Ecology and Sustainability by the student committee SIGMA, the conference's attempt was to create a platform to showcase and learn from initiatives and social ventures which are promoting a holistic and ground-up model of development.

Voices from the Grassroots, a session where local villagers shared their view on development as understood by the rural population, paved the pitch for more stimulating discussions like Building Self-Reliant Communities, Leveraging Indigenous Resources and Promoting Entrepreneurship at Grassroots among others.

Other key speakers at the event included Prema Gopalan, Executive Director, Swayam Shikshan Prayog, Umadevi Swaminathan, Managing Director, Rudi Multi Trading Company and Dr. Marcella D'Souza Executive Director, Watershed Organisation Trust among others.

Stan Thekaekara, Founder, Just Change India, in his speech highlighted the shameless exploitation of natural resources in the attempt to achieve accolades of a developed country. He elucidated on how the race for higher

growth continues to cause injustice to the marginalised communities.

Dealing with the creation of self-reliant communities through ownership of resources, Michelle Chawla, Co-founder of Tamarind Tree, spoke of the organisation's venture into setting up community radio. Chawla, based in Dahanu village in Maharashtra, along with her husband Hemant founded an organisation called Nomad India – a non-governmental private firm that manufactures transmission system for community radio stations. Talking of their initiative, she stressed on using technology to empower the marginalised communities.

Kalyan Akkipedi, the founder of ProtoVillage shared his experiences in managing the task of making a prototype of an Adequate village cluster which would act as a replicable model for integrated rural development.

The need for promoting entrepreneurship at the grassroots level and the importance of the availability of credit and other financial products to rejuvenate the local economy and fuel local entrepreneurship were some of the other issues which were discussed at the three-day event.



Fr E Abraham, SJ, Director, XLRI (Centre) with SIGMA volunteers and NGO members during the NCSE conference

# ENSEMBLE 2014

## XLRI's Annual National Management Conclave

The 14th edition of Ensemble was inaugurated by Vice President, Engineering and Operations at Tata Steel, Jamshedpur, Alok Kanagat. The theme this year was Reinventing Leadership, Redefining Strategies.

Kanagat in the inaugural speech recounted his personal experiences in working across sectors such as public sector, MNCs, entrepreneurship firm, and with Tata Group. He emphasised on the importance of humility, compassion and the ability to take tough decisions and risks as a leader.

Ensemble, one of the most awaited events in the business school circuit, saw participation from over 3,500 teams from top 35 B-Schools – including IIMs, FMS, SIBM, SCMHRD, MDI, TISS and IIFT and industry partners like Colgate Palmolive, Airtel, Hindustan Petroleum, State Bank of India, Woodland, Axis Bank, London Bridge.

The event attracted a large turnout and XLRI dignitaries including Director Fr E Abraham SJ, Dean – Academics Dr. Pranabesh Ray, Dean - Administration Fr S George SJ, and Associate Dean - Student Affairs Fr James Santhanam SJ, were in attendance.

Post the inauguration ceremony the flagship business events in marketing and HR domain commenced with much fervour and enthusiasm.

## MasterChef

MasterChef, conducted by the student society Infracom, is one of the most successful event conducted during Ensemble. The first two rounds involved tasting of dishes and cake decoration and in the final round teams had to prepare a dish from

scratch. Pind Balluchi was the official sponsor this year.

## Strategikon

Strategikon is CRUX's flagship event and was organised during Ensemble. The event, conceptualised and organised by CRUX, played out over three rounds – an online elimination round followed by a two-pronged test of the team's ability to think on their feet, a business simulation game and a case study round.

## War of Wits

The HR flagship event in this year's Ensemble, War of Wits, was conducted by SAPPHIRE in association with Colgate Palmolive. The event aimed to celebrate not only business sense but also the zeal and creativity of the brightest minds in the country. The first round of the event was a time bound online quiz which tested the practicality of the HR concepts of the students.

## Idea Summit Leadership Talk

SIGMA as part of Ensemble, invited Padma Bhusan Dr Devi Shetty, a leading cardiac surgeons, to be part of the flagship event Idea Summit Leadership Talk. Dr. Shetty began the session with his vision of affordable healthcare for each and every Indian. He discussed the benefits

of leveraging digital protocol and technology in the field of healthcare. The audience was also enlightened about how cloud technology could be used to increase efficiency and how mobile applications like Whatsapp messenger can be used to reach millions of patients.

## Ensemble Quiz

The Ensemble Quiz had its participants rack their brains for answers. The format also ensured that no team could win hands down and all had to remain on their toes till the end.

## DRACULA

DRACULA hosted several cultural events during Ensemble. The events included solo singing, solo dance, monoacting, face painting and tattoo making. The 20 Questions and Solaris rounds kept students engaged in creative games.

## Campus Crusader

The CII Young Indians – XLRI Net organised the Campus Crusader event for the first time this year. The aim of the event was to address the issues faced by B-school population and to come up with unconventional and innovative solutions to these problems. The participants had to come up with a comprehensive campaign strategy that would address these issues.



# MAXI FAIR

It is the ingenious method of conducting market research and consumer behaviour that makes MAXI the most-awaited event of the year.

The format of the fair integrates elements of disguised marketing research and assortments of popular entertainment to keep the crowd engaged. It has spawned many clones across the B-School landscape, but it remains the grandest and most anticipated event on the marketing calendar for every budding marketer.

Organised by the B-school as part of its endeavour to provide students with practical learning, the 35th edition of the fair attracted a record 6,000 footfall this year.

The greatest testament to the power of this market research tool lies in the fact that companies have based their strategic business decisions on the research results which have emanated from Maxi fair. HUL launched a tea pack using insights from MAXI Fair. Nestle changed its business strategy to launch NesTea based on MAXI Fair results while Pepsi decided to implement packaging design changes based on the research.

MAXI leveraged its strong digital presence by conducting an online marketing quiz in association with MyNews Studios through its social networking platforms as a curtain raiser to this year's fair. The event saw participation from more than 40 institutes from across the country.

Inaugurating this year's fair, D Shivakumar, the Chairman and CEO of Pepsico India, stressed on the importance of changing with time and shared his views about the fair and its development over the years – starting from his college days.

This year MAXI was privileged to have ITC, HUL, Airtel and Star India sharing their business problems. Students from the institute tried to help the research partners with an insight based on the survey conducted during the event. During the two-day fair the teams set up innovative stalls based on themes like Bollywood, Bacchan, CID, KBC and other elements of the popular culture. As the visitors enjoyed playing games in these stalls they were subjected to situations



and questions that captured their consumption and usage habits of products, thus giving students a better understanding of consumer behaviour.

Alongside research stalls there were also other fun games catering to different age groups. Zorbing, video games and air rifle shooting for the young and young-at-heart attracted huge crowd. Parents weary of running after excited children found salvation in food stalls while the more discerning visitors headed towards handicraft stalls. XLRI Students showing off their creative side displayed their portrait sketches and homemade jewellery at some stalls.

An evening with the runner-up of Great Indian Laughter Challenge

show, Ahsaan Qureshi, had the crowd rolling with laughter. His trademark delivery and spot-on jokes made the evening eventful. There were also performances by tribal Santhali musicians in fusion with XLRI band, Bodhi Tree.

With a footfall of over 6,000, the 35<sup>th</sup> edition of MAXI Fair continues to grow year on year as a beacon of marketing excellence for the entire country.

## Mindscape makes way for entertainment

Be it the world of films, the big money sporting leagues or the various forms of amusement, they all promise their audience one thing --- Entertainment. The Marketing Association of XLRI, popularly called MAXI, hosted its annual symposium Mindscapes on the January 10 where experts from the industry and academia discussed Marketing of Entertainment.

Head of Marketing and Project Operations at Viacom18 Motion Pictures Rudrarup Datta shared insights about the evolution of marketing in Hindi movies from modest means in yesteryear to multimillion-dollar budgets of present. He highlighted the interdependence of cinema and society, and how closely the two reflect each other across time.

The last decade has witnessed a revolutionary change in sports entertainment. Kolkata Knight Riders' Director Joy Bhattacharjya talked about the rise of brand KKR and how building values makes a sporting brand big. He informed the audience

of the basics of marketing in sports and the importance of being relatable and honest to gain fans.

Advances in digital technologies and the satellite television boom in India have prompted marketing executives to arrive at an optimal balance in allocation of resources across media. Assistant Vice President, Star India, Akash Banerji gave an insight into the challenges of marketing showbiz. Gauging the pulse of the nation and delivering content that people identify with were the highlights of his talk.

In a lively panel discussion chaired by Prof. Sanjeev Varshney, the experts explored the career possibilities in the field of entertainment marketing and addressed questions ranging from Indian football team to the understanding of audience expectations. The symposium dotted with tongue-in-cheek humour, repartee and some useful insights made it a rewarding experience for the gathering.

The event also marked the launch of the 35<sup>th</sup> MAXI Fair, the largest marketing fair of its kind in the country.



Joy Bhattacharjya, Director, KKR, addresses the gathering at Mindscapes, while Fr E Abraham, Director, XLRI and Akash Banerji, Assistant VP, Star India, look on





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# GROUP PICTURES OF PASSING OUT BATCHES

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- PGDM(BM)
- PGDM(HR)
- PGDM(GM)
- PGDM(Global MBA)
- Executive PGP (Dubai)
- Postgraduate Diploma in Management (BM),  
Part-time





# PGDM(BM) PROGRAMME



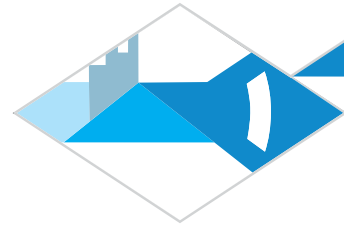


# PGDM(HRM) PROGRAMME



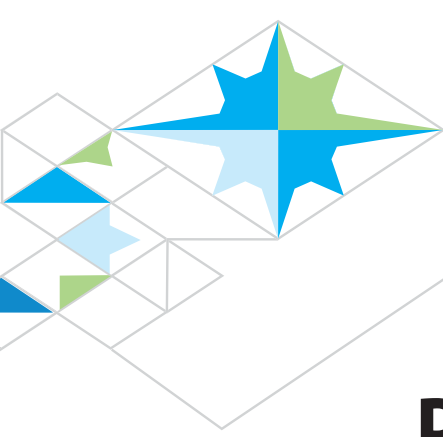
**HUMAN RESOURCE MANAGEMENT  
( 2013 - 2015 )**





# GENERAL MANAGEMENT PROGRAMME





# PGDM(GLOBAL MBA) PROGRAMME



**GLOBAL MBA  
(2013-15)**

# EXECUTIVE PGP (DUBAI) PROGRAMME

**BATCH (2012-15)**



# PGDM(BM), PART-TIME PROGRAMME



The background of the image is a photograph of a modern, multi-story building with a distinctive architectural style, featuring curved glass facades and brown and white horizontal bands. The building is set against a clear sky. In the foreground, there are green plants with bright orange flowers. A large, semi-transparent blue rectangle is overlaid on the center of the image, containing white text and a list of office names.

# REPORTS ON XLRI OFFICES: 2014-15

- Dean's Office
- Admissions Office
- Placement Office
- International Relations Office
- International & Part-time BM Programme
- Sir Jehangir Ghandy Library
- Virtual Interactive Learning Programme
- Information Technology
- MDPs & In-company Programmes Office
- Behavioral Research Lab
- Committee Against Sexual Harassment
- Alumni Office
- FPM Office





# DEAN'S OFFICE

## 1. No. of Faculty Area-wise

Sl.	Area	No. of Faculty
1.	Economics	7
2.	Finance	10
3.	General Management	6
4.	Human Resource Management	11
5.	Information Systems	4
6.	Marketing	11
7.	Organisational Behaviour	11
8.	Production, Operations & Decision Sciences	10
9.	Strategic Management	8
10.	Others	1
	Total	79

## 2. Faculty Recruitment during 2014 - 15

Sl.	Name	Date of Joining	Area / Designation
1	Dr Abhishek Chakraborty	01.06.2014	PODS
2	Fr Alwyn Rodrigues, SJ	09.06.2014	General Management
3	Dr Amitava Mukherjee	18.08.2014	PODS
4	Dr Atul Arun Pathak	04.06.2014	Strategic Management
5	Dr J Ajith Kumar	01.12.2014	PODS
6	Fr Jerome Cutinha, SJ	09.06.2014	General Management
7	Dr Niharika Garud	21.07.2014	Organizational Behaviour
8	Dr Rakesh Kumar Pati	01.05.2014	Strategic Management
9	Dr Ram Kumar Kakani	16.01.2015	Finance
10	Prof Sunil Kumar Sarangi	01.06.2014	General Management
11	Sr Doris D'Souza	02.03.2015	General Management

## 3. Faculty who went on long Leave during 2014 – 15

Sl.	Name	Area
-	-	-

## 4. Faculty who joined back after long leave during 2014 - 15

Sl.	Name	Date of Rejoining	Area
-	-	-	-

## 5. Faculty who separated during 2014 - 15

Sl.	Name	Date	Area
1.	Fr George Fernandes, SJ	09.06.2014	Administrator and Financial Controller

## 6. New Electives Approved during 2014-15

### HRM Area

- Employee Empowerment and Participative Management [2 Credits] for GMP
- HR Audit [1.5 Credits] for HRM
- HR Issues in M&A [2 Credits] for GMP
- HR Tools & Techniques [1.5 Credits] for HRM
- Tools and Techniques for Executive Development [2 Credits] for GMP

### IS Area

- Big Data Analytics [1 Credit] for GMP
- SMAC: [Social, Mobile, Analytics and Cloud] The Emerging Business Accelerator [1.5 Credits] for GMP

### Marketing Area

- Advertising and Integrated Brand Promotion [1 Credit] for GMP
- Experiential Workshop on Selling and Negotiating Tactics [1.5 Credits] for GMP

- Internet Marketing [**2 Credits**] for GMP
- Marketing Analytics [**1 Credit**] for GMP
- Marketing in Emerging Countries [**1.5 Credits**] for GMP
- Workshop on Consumer Analytics [**1 Credit**] for GMP

**OB Area**

- Organisational Dynamics – Managerial Power, Control and Identity and Subjectivity Examined [**3 Credits**] for FPM

**Strategic Management Area**

- Business Models of Organisational Excellence [**3 Credits**] for BM
- Foundation of Management Consulting Practice [**2 Credits**] for GMP
- Introduction to Management Consulting Practice [**3 Credits**] for BM

**7. Electives Re-designed and Re-named**

Sl	Earlier Name	New Name	Area
1	-	-	-

**8. MOUs signed for Student Exchange Programmes**

NIL

**9. International Exchange Programme**

**a) Faculty Exchange**

The following faculty member went on Faculty Exchange Programme:

**Dr Trishit Bandyopadhyay,**

IESEG School of Management, France and Universitas Pelita Harapan, Peking University, Indonesia

**b) Student Exchange**

**Twenty nine** second year students of Business Management and **10** Human Resource Management (Batch: 2013 - 15) went on International Student Exchange to the following institutes during September – December, 2014.

Sl. No.	College	Location	Sid	Student
1.	Alba Graduate Business School	Greece	H13118	Unmesh Kamle
2.	Aston Business School, Birmingham	UK	B13127	Akanksha Singh [ <b>Ms</b> ]
			H13061	Vinayak Talwar
			H13107	Shikha Binani [ <b>Ms</b> ]
			H13115	Swati Poddar [ <b>Ms</b> ]
3.	Audencia Nantes School of Management	France	B13025	Girish Digambar Deshpande
			B13029	Kajal Mittal [ <b>Ms</b> ]
			B13059	Vaibhav Chopra
			B13093	Lakshita Jain [ <b>Ms</b> ]
			B13179	Varun Anand

4.	EM Lyon Business School	France	B13047	Ritwick Sahil Rane
			B13052	Sheena Jain <b>[Ms]</b>
			B13094	Manish Bindrani
			B13150	Himanshu Doval
			B13153	Kunal Agrawal
			B13182	Warid Arora
5.	ESADE Business School	Spain	H13041	Sabarinath U
6.	Grenoble Ecole de Management	France	H13079	Gloria Davis <b>[Ms]</b>
7.	IESEG School of Management	France	H13012	Anjul Rajoriya
			H13033	Neha Gupta <b>[Ms]</b>
			H13080	Ishaan Mehta
			H13117	Trisha Nailwal <b>[Ms]</b>
8.	KEDGE Business School	France	B13039	Prateek Dudeja
			B13066	Akarsh Goel
			B13069	Alok Singh
			B13073	Ankit Prasad
			B13087	Gourav Poddar
9.	Kühne Logistics University	Germany	B13002	Abhigya <b>[Ms]</b>
			B13022	Dipti Saraogi <b>[Ms]</b>
			B13027	Hrushikesh Pradeep Kulkarni
10.	Malardalen University	Sweden	B13086	Gaurav Dadlani
			B13170	Santanu Kumar Mallick
11.	Münster School of Business and Economics (MSBE)	Germany	B13012	Ankit Gupta
			B13035	Neelkamal Biswas
			B13080	Bhavya Singla <b>[Ms]</b>
			B13091	Kaushik Jayaram
			B13155	Mathew Paul
12.	Weatherhead School of Management (Case Western Reserve University)	USA	B13057	Sweta Dantuluri <b>[Ms]</b>
			B13099	Parneet Singh Chopra

### c) Twenty students came to XLRI on International Student Exchange Programme during June, 2014 – March, 2015

SL No	School	Place	Student Name
1.	Asian Institute of Management	Manila	Shiva Chhawcccharia <b>[Ms]</b>
2.	Aston Business School, Birmingham	UK	Shanmuganathan Ganapathy
3.	Audencia Nantes School of Mangement	France	Alice Pezerat <b>[Ms]</b>
			Arthur De Stabenrath
			Ashvir Ujoodha
			Bastien Pailloux-Mazars
			Igor Karpinski

4.	KEDGE Business School	France	Benoit Calin
			Maureen Menard <b>[Ms]</b>
			Maxime Neau
			Sarah Watremet <b>[Ms]</b>
5.	EM Lyon Business School	France	Gael Riou
6.	Grenoble Ecole de Management	France	Pauline Bourcier <b>[Ms]</b>
7.	IESEG School of Management	France	Descheemaeker, Cyrielle <b>[Ms]</b>
			Hugo Boussekeyt
			Paul-Antoine Raulin
			Puchois Barthelemy
			Richer Benoit
			Trottin Antoine
8.	Malardalen University	Sweden	Benjamin Klingsbo

## 10. Recipients of Scholarships for the year 2014 – 15

Sl. No.	Name of the Scholarship	Programme	Name of the Student & Roll No.
1.	Aditya Birla Scholarship	HRM [2014 – 16]	Sonika Chandok [H14050]
2.	NHRDN – Udai Pareek Scholarship for HR Students	HRM [2013 – 15]	Akshay Gupta [H13068]
3.	OP Jindal Engineering & Management	HRM [2013 – 15]	Adity Agarwal [H13066]
4.	Sir Ratan Tata Trust	HRM [2013 – 15]	Honey Srivastava [H13022]
			B Ramakrishna [H13075]
		BM [2013 – 15]	Devika Handa [B13021]
5.	T Thomas	BM [2013 – 15]	Parth Narielwala [B13038]
6.	Pirojsha Godrej	BM [2014 – 16]	Anirban Halder [B14131]
7.	PMI Scholarship	BM [2013 – 15]	Shailendra Singh [B13051]
			Ronak Harshadkumar Doshi [B13109]
			Ramaswamy P [B13165]
8.	Geeta Saxena Memorial	HRM [2013 – 15]	Karan Kumar [H13082]
9.	Vasantha Sankaran Scholarship	BM [2013 – 15]	Raman Kumar Singh [B13044]
10.	XLRI Diamond Jubilee [Seniors]	BM / HRM [2013 – 15]	Akash Shukla [B13005]
			Dipanwita Ghosh [B13145]
11.	XLRI Diamond Jubilee [Juniors]	BM / HRM [2014 – 16]	Dibyendu Majumder [B14075]
			Ankit Kumar [H14131]
12.	XLRI Alumni Endowment Fund Scholarship	BM / HRM / GMP [2013 – 15 & 2014 – 15]	Mahaveer Prasad Agarwal [B13032]
			Sheena Jain [B13052]
			Vaibhav Kumar Kaushik [B13122]
			Pragya Aggarwal [H13036]
			Naveen Kumar Pathak [G14088]

## 11. CEO Forum

CEO Forum is a platform to give the students an opportunity to interact with the industry leaders and learn from their experiences. The following CEOs visited XLRI during 2014-15:

Sl. No.	Name of CEO	Date of Visit	Topic
1	Sameer Nigam	20th September, 2014	Entrepreneurship
2	Puja Marwaha	26th September, 2014	Leading a Purposeful Life
3	Ashit Ranjan	31st October, 2014	Entrepreneurship
4	Sujitha Karnad	22nd November, 2014	Managing Yourself
5	Manoj Singh	24th November, 2014	Leadership
6	Mukund Prasad	29th November, 2014	Leadership
7	Srikumar Menon	17th December, 2014	Leadership
8	Masayoshi Tamura	19th December, 2014	India and Japan: The Way Forward
9	Zubin Irani	31st December, 2014	Leadership
10	Naveen Gulati and Rakhi Gulati	06th January, 2015	Human Relationship - "As seen from the Eyes of an Entrepreneur"
12	Prachi Mishra	17th February, 2015	Leadership

## 12. Guest Lectures

During June, 2014 to March, 2015 around 24 guest lectures were organised.

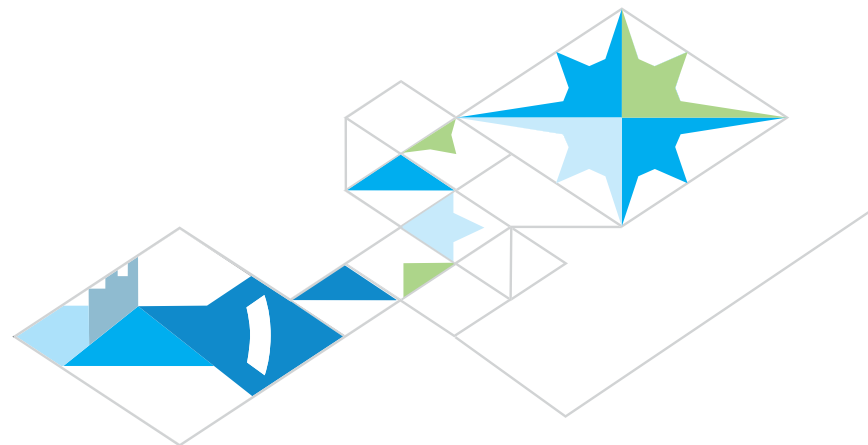
Sl. No.	Full Name	Company
1	Amit Malik	Aviva India Limited, Gurgaon
2	Anandan Pillai	HCL Technologies
3	Anup Sahay	Tata Steel, Jamshedpur
4	Dr Aruna Bhattacharya	IIPH, Delhi
5	Atanu Ghosh	Salt n Soap.com, Kolkata
6	Bhupinder Singh	Reliance Industries
7	Bushen Raina	Tinplate Company of India Limited, Jamshedpur
8	Dr Charu Bharti Wadhwa	Entrepreneur
9	Chetan Dikshit	Yellow Giraffee, Mumbai
10	Darius Chinoy	Taj Group of Hotels-Luxury
11	Lalit Jain	Spencers Retail, Kolkata
12	Lucy Singh	National Institute of Technology, Jamshedpur
13	Mukul Mitra	NSHM Business School, Kolkata
14	Nihar Ghosh	Spencers Retail, Kolkata
15	Nupur Roy Choudhary	Tata Global Beverages, Mumbai

CEO Forum and guest lectures give students an opportunity to interact with industry leaders

16	Piyush Chamria	Edlweiss Securities Limited, Mumbai
17	Dr Prabir Kumar Pattnaik	KIIT School of Law, Bhubaneswar, Odisha
18	Dr Rakshita Sharma	Ingersoll Rand
19	Dr Ruzbeh J Bodhanwala	NU - ICICI Bank Business Leadership Program
20	Samar Sheikawat	UB Group, Gurgaon
21	Sanjay Kumar Singh	Indian Institute of Coal Management, Ranchi
22	Subrat Sarangi	KIIT School of Management, Bhubaneswar
23	Sumit Sadana	FMCG Distributor in Jamshedpur
24	Vishram Sharad Deshpande	Government of Maharashtra

### 13. Number of Graduating Students

FPM	2
Human Resource Management	122
Business Management	178
General Management	112
Exec-PGP [Dubai 2012 – 15]	23
BM – Part Time [2012 – 15]	63
Global MBA	20
<b>TOTAL</b>	<b>520</b>



## ADMISSIONS OFFICE

Xavier Aptitude Test (XAT) 2015 was held on January 4 at 79 Centers in 47 cities across the country and in two international centers (Dubai and Kathmandu). This year 130 management institutes from all over the country joined as associate members of XAT.

Approximately 88,000 candidates registered for XAT and out of this the total number of paid candidates was 72,500. These numbers were similar to last year. However, this should be seen in the back drop of decreasing numbers for all the other management

entrance examinations in the country. There was a 10 percent decline in the number of candidates who registered for CAT. In many other prestigious institutions the number of applications declined by 20-30 percent. The steady numbers for XAT indicates the popularity of the test. In 2015, XAT started a new trend whereby the answer key was made public after the exam. The scanned copy of OMR sheets were also made available online for students.

# PLACEMENT OFFICE

## Summer Internship

The placement season witnessed a wide range of offers from different sectors of the industry, including media conglomerates and social sector organisations. We are thankful for the faith shown by the industry.

## International Roles

This year saw steep rise in international offers in internships. Companies like M.H AlShaya, ABG, Altisource, HUL, Kellogg's, Nomura, Pepsi, Godrej and an European hedge fund company among others opened up multiple international roles. Many more organisations are bound to get added to the list as they finalise their projects.

## BFSI

XLRI continues to strengthen its presence in the BFSI space. Most of the Business Management students prefer BFSI sector for their internship.

Carlyle continued to repose its faith in the institution by recruiting exclusively from XLRI. The European Hedge Fund after having offered its only PPO to an XLRI student returned to campus for summer placements. Avendus Capital recruited students for its front end PE Syndication and M&A Advisory roles.

World Bank was once again returned to XLRI to offer its structured products role.

Citibank, HSBC, Standard Chartered, BNP Paribas, DBS opened up multiple roles including markets, corporate banking, retail and HR to name a few.

Goldman Sachs, JP Morgan Chase, Nomura offered investment banking and equity research roles.

American Express and Aviva returned

to recruit from XLRI for their risk management profile.

The BFSI recruiter list also includes private equity firms like Uniquist Infra Ventures and an Angel Fund.

Indian banks and firms that participated in summer placements include Axis Bank, ICICI Bank among others.

CRISIL opened up roles for both BM and HRM students while Samsung R&D recruited for projects in corporate finance.

Altisource was the largest recruiter in the BFSI domain with many students getting a chance to work at their Luxembourg office.

## FMCG

FMCG sector continues to be the most favourable among students for internship opportunities.

Nearly 19 percent of the batch is interning in the sector.

The sales and marketing enthusiasts were flooded with offers from the FMCG sector. HUL and ITC offered nine internship roles, closely followed by Kellogg's and Mondelez at seven each.

P&G's and Nestlé's S&M role for business management students returned after a long break.

Roughly 19 percent of this season's offers came from FMCG recruiters including Akzonobel, Asian Paints, Castrol, Coca-Cola, Colgate Palmolive, GSK CH, Hindustan Coca Cola Beverages, Johnson & Johnson Consumer, L'Oréal, Marico, Mars, Nestlé, Pepsi and Reckitt Benckiser to name a few.

GSK CH and Pepsi recruited interns for their supply chain roles as well.

## Consulting

XLRI recorded a 50 percent jump from last year in offerings from consulting firms.

With an average of around four offers per organisation, consulting firms like Aon Hewitt, BCG, Capgemini, Cognizant, Deloitte, EY, KPMG, People Business, PwC had their best pick of talented students.

The Boston Consulting Group made seven internship offers, two of them to HR students for its consulting role. BCG opened its Consulting Profile for the HRM batch for the very first time in addition to the BM batch.

## Conglomerate

ABG leads the conglomerate pack with eight internship offers.

An average of 5.5 offers came from conglomerates that visit every year and the addition of new organisations helped increase the number of offerings by 40 percent.

The conglomerates who have time and again trusted XLRI for its talent pool include ABG, Mahindra, Reliance, RPG and TAS.

Some of the new names include the Future Group, GE, Godrej, L&T and the Muthoot Group.

Godrej opened up a large number of profiles for students including roles in operations.

The projects offered to the interns by the Future Group came directly from the CEO's office and were closely related to their retail expansion plans.

## Technology

The technology sector showed a strong presence with participation from industry stalwarts like Microsoft, Samsung R&D Institute (SRI), Wipro,



Philips, Sandisk, IBM, HCL, Siemens, CISCO, Nucleus Software etc.

SRI opened up its niche tech sensing roles for XLRI, while Microsoft returned for its IDC and sales and marketing role along with HR.

### Healthcare

Abbott, Biogen IDEC and Alembic Pharma were among the new participants this year which also included the regular recruiters like GSK Pharma, Boston Scientific, Medtronic, Novartis and Roche with roles across sales and marketing, operations and HR domains.

### Other Sectors

Vodafone continues to be the largest recruiter of XLRI students in the telecom space followed by Airtel, Ericsson and Reliance Communication.

Amazon recruited for its operations role. Flipkart, Taxi for Sure and People Group (having a portfolio with the likes of shaadi.com) made their presence felt from the E-Commerce sector.

From the manufacturing sector organisations that participated include Tata Steel, Emerson, Hero Moto Corp, Cummins.

Star TV and Zee Media were from the media sector.

In addition, Cairn and SunEdison from the energy sector also recruited students from XLRI.

Sodexo, United Colors of Benneton, IndiaBulls, World Resources Institute were among the new recruiters to participate in the Summer Internship Process.

## XLRI Placement Report – CRP 2015

XLRI achieves 100 percent placement for its outgoing batch of 2013-15, the largest ever Business Management and Human Resource Management batch

to sit for final placements in XLRI.

The final recruitment process saw participation from 108 recruiters, inclusive of 45 new recruiters, and 321 offers for a batch of 300 students over a period of 3.5 days.

Around 40 percent of Business Management students were offered roles in the BFSI and Consulting domains.

XLRI's unrivalled reputation of its Human Resources Programme was clearly visible as the HR students secured some good job offers across sectors including consulting, FMCG, general management and other sectors in large numbers.

XLRI students prove their mettle in industry yet again by bagging 99 Pre-Placement Offers, a near 25 percent increase over the past year.

The median salary offered to the batch is Rs 17 lakh per annum

### Finance

Final placements were marked by an overwhelming presence of recruiters from financial sector. Recruiters from the BFSI domain included Axis Bank, Citibank, CRISIL, Development Bank of Singapore, Goldman Sachs, HSBC, ICICI Bank, Standard Chartered and Yes Bank. ICICI Bank was the largest finance recruiter. Corporate Banking roles were offered by Citibank and HSBC among others. Other companies also visited campus offering PE, VC and IB roles.

### Marketing /Operations and Human Resources

The FMCGs have been the forte of XLRI over the years. Asian Paints, Colgate Palmolive, GSK CH, Heinz, HCCB, ITC, Kellogg's, L'Oreal, Mars, Mondelez, Nestle, PepsiCo, Reckitt Benckiser, Unilever among others offered roles in sales and marketing and HR functions. ITC was the largest recruiter in the FMCG space.

The pharmaceutical and medical sector was represented by majors like Alembic Pharma, Bioxcel, Medtronic, Novartis, Novo Nordisk and Roche. The media sector too made its presence felt with Set India, Star TV and HT Media offering roles in sales and marketing function. Airtel, Ericsson and Vodafone represented the communications and networking space, while Philips and Samsung were the recruiters from the consumer durables sector.

Bosch, Crompton Greaves, Siemens, Lodha Group recruited students for HR functions.

Ericsson, GSK CH, Kellogg's, Ola Cabs, Uber, Tata Steel offered operations related roles including supply chain and procurement.

### General Management

General management was among the preferred sectors on campus with major players like Aditya Birla Group, Mahindra & Mahindra, Reliance Industries, RPG and TAS offering large number of roles in this area.

### Consulting

The consulting domain saw the participation of industry majors like Accenture Strategy, Capgemini Consulting, Cognizant Business Consulting, Deloitte, EY, Everest Group, KPMG, Mercer Consulting, Price Waterhouse Coopers, The Boston Consulting Group, TSMG and Vector Consulting. International roles were also offered to students.

### Technology

Some key recruiters from technology and e-commerce sector like Amazon, Flipkart, Hexaware, InterGlobe, Lenovo, Microsoft, Ola Cabs, Quikr, Samsung, ShopClues and Wipro offered roles in programme management, sales and marketing, HR and operations.

# INTERNATIONAL RELATIONS OFFICE

## Global MBA

The first batch (2013-15) is nearing completion of its two-year programme conducted jointly by XLRI, Case Western Reserve University (USA) and Tongji University (China).

20 Indian students admitted by XLRI for the programme are due to graduate at the annual convocation of 2015.

The second batch of 49 students (representing 7 nationalities) was admitted in 2014. They have completed their first semester at Tongji University and are currently undergoing second semester at XLRI. They will then proceed to Cleveland for their third semester at Case Western.

## MPOD

The first batch completed its six-module course. Students were awarded their Master of Science Degree in Positive Organization Development and Change by Case Western. In addition, they received two separate certificates in Appreciative Inquiry, and Leadership Through Emotional Intelligence jointly awarded by XLRI and Case Western.

The admission process for the second batch is underway.

## Student Exchange

Inbound		Outbound	
Asian Institute (Philippines)	1	ALBA (Greece)	1
Aston Business school (UK)	1	Aston (UK)	4
Audencia (France)	5	Audencia (France)	5
E M Lyon (France)	1	Case Western (USA)	2
Grenoble (France)	1	E M Lyon (France)	6
IESEG (France)	6	ESADE (Spain)	1
KEDGE (France)	4	Grenoble (France)	1
Malardalen (Sweden)	1	IESEG (France)	4
		KEDGE (France)	5
		Kuhne Logistics (Germany)	3
		Muenster (Germany)	5
		Malardalen (Sweden)	2
Total	20	Total	39



# INTERNATIONAL PROGRAMME OFFICE

## Dubai Programmes

XLRI started its international management programmes in 2001 in collaboration with Al Abbas Institute of Technology (AIT), the Educational wing of Al Abbas Group, one of the top business houses of the UAE. To establish XLRI brand in a big way and to cater to a wider range of audience XLRI in collaboration with Al Abbas Group moved to Knowledge Village in 2010 which is a Free Zone in Dubai with exclusive focus on educational organisations and institutions. The group renamed its educational wing as Allied Institute of Management Studies (AIMS). XLRI commenced its programmes in 2010 from its state-of-the-art campus in Knowledge Village with fully-equipped lecture halls, conference halls and meeting rooms. The campus is situated in a truly international location along with several universities from across the globe like University of Wollongong, Australia, Middle Sex University, London and Manchester Business School, UK among others.

So far 10 batches of business management graduates have passed out from Dubai campus. The alumni from these batches occupy top positions in firms in Dubai, India, and other countries. The 11th batch will be graduating in this convocation. There are two more batches of business management students undergoing the programme at different levels.



*The inauguration of Executive Postgraduate Programme (2012–2015 batch) in Dubai*

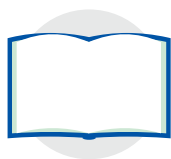
In addition to Executive Diploma in Business Management (Part-Time), which is an AICTE recognised programme, we also offer Executive Diploma in Human Resource Management and Postgraduate Certificate Programme in Logistics and Supply Chain Management. Six batches of HRM and three batches of logistics management have graduated so far. The seventh batch of Executive Diploma in HRM will be graduating this year. Besides these programmes, XLRI with AIMS also conducts management development programmes in the areas of finance, HRM, marketing and retail management that cater to the needs of managers working in firms from Dubai and other cities in UAE like Mashreq Bank and IFFCO, UAE.

## THREE-YEAR, PART-TIME BUSINESS MANAGEMENT PROGRAMME

The re-launched Three-Year Part-Time Business Management Programme will be commencing its fourth batch from next academic year. This programme is designed for working executives and business owners and culminates in a Postgraduate Diploma in Management. It imparts the rigor of a full-time programme through 900 hours of classroom interaction spread over three academic years.

The first batch of the re-launched programme (batch 2012-15) is graduating this year. The second batch (batch 2013-16) is undergoing its seventh term, which is the last term of compulsory courses. In third year they will be able to choose their electives and concentrate on two different areas. The third batch (batch 2014-17) is undergoing its fourth term. The fourth batch (batch 2015-18) is scheduled to start its classes from third week of May, 2015. The application process for the same started in January, 2015.

# SIR JEHANGIR GHANDY LIBRARY



**The library houses a veritable collection of 67,020 books; 16,806 bound back volumes of print journals**

Sir Jehangir Ghandy Library came into existence in 1949 when the institute was established. It was named after late Sir Jehangir Ghandy, the first Chairman of the Board of Governors of XLRI, in February 1972. It is housed in the ground floor of a spacious and centrally air-conditioned building overlooking the administrative block.

The library strives to cater to the information needs of the faculty, research scholars, PG students and other members of the institute. It acts as a centre for the collection of literature predominantly related to all functional areas of management and its allied subjects. It strives to develop a comprehensive collection of print as well as digital resources useful for teaching, research and reference. As of now the library houses a veritable collection of 67,020 books; 16,806 bound back volumes of print journals (some of them dating back to the days of their inception); 170 national and international print periodicals; 26 online database; 14,100 PG and Doctoral dissertations; 1,452 CD-ROMs and DVDs; 590 video cassettes; 500 annual reports of companies and more than 5,000 publications of government and Reserve Bank of India.

The library is fully automated and WiFi enabled, equipped with latest technologies. RFID tags and Tattle tapes have been fixed in all books which facilitate self-check-in and self-check-out of books by users without the assistance of library staff.

The Knowledge Portal is one of the unique features of the library which acts as a platform to access the entire digital resources of the Library by a single click. Library has established a full-fledged Digital Resource Centre with more than 26 commercial online database including journal database like ProQuest (ABI/Inform), EBSCO (Business Source Complete, Psych Articles and Academic Premier), Emerald Insight, Science Direct, J-Gate, Sage online, Taylor and Francis online, Wiley online, Springer online, Oxford University Press online and JSTOR Archives, covering almost 21,000 full text e-journals; The e-book portal e-brary covers more than 5,500 e-books. Other industrial and law related database like Bloomberg, ISI-Emerging Markets, CMIE's 9 online products, IBID, CRIS INFAC, Indiastat.com, and Supreme Court on CD-ROM, Cogenics (LAN) etc. are also available in library besides myriad collection of popular open source resources.

Library works for 21 and ½ hours every day throughout the year barring the institute holidays and renders specialised information services like, document delivery services; research assistance services; curriculum support; online information services; reference and referral services; documentation service; Current press clippings, current contents alerts; bibliographic services; reprographic services and user orientation and education besides its usual services.



# VIRTUAL INTERACTIVE PROGRAMME

Today, the Virtual Interactive Learning (VIL) platform is a well-known model of hallmarked education delivery to working professionals across India and at all global locations.

VIL offers possibilities for the working executives to avail formal management education from XLRI without disrupting their job schedule.

XLRI has been orchestrating the VIL programmes formerly known as Satellite programmes, through technical partners Hughes Communication India Ltd and Unified Collaboration Services (HCIL and UCS). There are 128 (Hughes- 88 and UCS- 40) classrooms across the country to facilitate the programmes.

In conjunction with its technical partners, VIL Programmes offers a portfolio of compact programmes of 12 months across different functional areas of management:

**PGCBM** – Postgraduate Certificate in Business Management

**PGCHRM** – Postgraduate Certificate in Human Resources Management

**PGCLSCM** – Postgraduate Certificate in Logistics and Supply Chain Management.

**PGCSMM** – Postgraduate Certificate in Sales and Marketing Management

The VIL applicant should have two years of work experience after graduation.

## Significant achievements made over a year

- We tied up with our new technical partner – Unified Collaboration Services (UCS) – to provide unique high-definition video conference



*TV Narendran, MD, Tata Steel, addresses the gathering at the VIL Graduation Ceremony on April 5, 2014*

- based technology and virtual classrooms with 50-inch high-definition LED TVs for a real time, real life and highly interactive platform unprecedented in the Indian executive education space
- Launch of e-MDP Programmes over the VIL Platform through Education Lanes, a Tech Mahindra initiative, offers a comprehensive direct-to-device education suite with real-time interactive and participative virtual classroom sessions
- On October 23, 2014 we celebrated the successful completion of 12 years of our academic journey through the VIL platform.
- Designed a web portal, Virtual Placement Notice Board, to facilitate healthy interaction among students and with corporates. Presently, we have around 45 companies registered on the portal and several job offers with an average package of 10-12 lacs pa.
- We were privileged to be associated with BFSI giants, the Royal Bank of Scotland, HIL and Tata Advance Systems, by signing an MoU with them, as a part of the arrangement by the corporate to sponsor its employees into our VIL programmes.
- In 2015 four VIL batches will commence – PGCHRM (19) and PGCBM (27) with UCS and PGCHRM (20) & PGCBM (28) with HCIL.
- Nearly 4,533 students have graduated through the Virtual Interactive Learning Platform till date. This year we have 490 students, eligible to receive certificates in disciplines of Business Management and Human Resource Management.
- In a nutshell, if you're a working professional looking to enhance your career prospects through education, yet unable to find the time for a full-time course, XLRI's Virtual Interactive Programmes offer a world of opportunity.

# INFORMATION TECHNOLOGY

IT Services, since its inception, has maintained a steady growth in every sphere of its activities and played an important role in bringing a vibrant and forward looking academic environment to the campus. The IT team constantly works to improve the functionality, resilience and efficiency of the infrastructure and the services that use it. It also develops new and existing services to accommodate the needs of students and faculty.

## Significant developments

- Complete setup and installation of new computer centre at Learning Centre – II with a capacity of 70 clients
- Enhancement of leased line capacity, procurement of high-end client and server in order to support best IT infrastructure for classrooms, labs and various administrative offices. Major procurement of high end software for academic use
- Operationalise a discussion forum for every XLRI student. It would be a common platform for discussions and sharing of media which promotes compatible standards and best practices across campus IT infrastructure groups
- Gamethelon 14, LAN gaming tournaments and seminar, was organised to bring forward the latest developments in information technology, their implications for business and the ways by which technology can leverage businesses to achieve competitiveness
- The new adjoining campus is provided with enterprise networking, wireless, firewall, load balancing, and web content filtering services IT Services



# MDPs & INCOMPANY PROGRAMME

## CORPORATE PROGRAMMES 2015

Though XLRI is primarily an academic management institute, its research, advisory and consultancy services are in the industry. Based on the body of knowledge and industry contributions, the institute has been developing and offering corporate programmes with specific objective of developing management strategies, systems and practices in India and abroad. In the institute, through an internal realignment, we are making an effort to understand the corporate requirements and make available institute offerings and services in a single window platform. The major sections of Corporate Programmes include:

- Management Development Programmes (MDPs)
- In-company Programmes (ICPs)
- Certificate Programmes (CPs)
- Consultancy Services(CSs)
- Executive Coaching (ECs)
- Research and Innovation (R&I)

## MANAGEMENT DEVELOPMENT PROGRAMMES

We at XLRI devise training programmes with latest management concepts and techniques. Our motto is to groom executives with the right blend of skills and competencies, which will help them to perform significantly in their organisation and thereby contribute to its growth.

We offer programmes in all functional areas of management: Human Resources, Organisational Behaviour, Marketing, Finance, Operations Management, Information Systems and Strategic Management. All these programmes are rich in content and methodology which encourages participants to interact and exchange ideas. Experiential learning is a vital component of the training in addition to lectures. The summary of the programmes facilitated during the past year include:

Senior management programmes	: 7
Middle management programmes	: 74
New programmes	: 8
Number of MDPs	: 81

Number of participants attended : 417  
 Number of companies participated : 105  
 Number of participants from abroad : 18

Participants in MDPs from foreign countries: Bangladesh, Singapore, Nepal and Sri Lanka

## IN-COMPANY TRAINING PROGRAMMES

XLRI also accepts requests from organisations for conducting tailor-made training programme. These programmes are developed to match the requirement of the organisation, keeping in mind their vision and culture. Some of these programmes are conducted at the institute, others are held in the premises of the client organizations.

Number of Companies participated : 151  
 Total Number of Participants : 3,854

## CERTIFICATE PROGRAMMES

### HR Programme

Executive Diploma in Human Resource Management was started in 2005 as a joint initiative between L&T, M&M and BHEL which caters to the needs of HR managers to enhance their knowledge, skills and abilities in the field. In 2014 we have increased the scope of the Human Resource Management Programme by opening it up for participants from other companies too. The programme is of 16 months with six terms. The programme comprises of 15 compulsory courses spread over the first five terms and the sixth term is exclusively devoted to Action Research Based Project. The first six batches of this programme have already graduated. The seventh batch will be completing their programme by March 15 and the eligible students will graduate on April 11, 2015. The eighth batch started on February 2, 2015 at XLRI campus, Jamshedpur.

**Total number of participants : 37**



TV Narendran, MD, Tata Steel, presents a gold medal and certificate to Rajesh Kumar, a student of Agri-Business Management Program

## Agri-Business Management Programme

### Postgraduate Certificate in Agri-business Management:

XLRI along with Nagarjuna Fertilisers and Chemicals Ltd (NFCL), Hyderabad, designed a unique six-month Certificate programme in agri-business management for developing skills for the agriculture sector. This six-month programme provides a virtual, self-learning environment for working professionals in agriculture sector so that they can upgrade and refresh their technical knowledge. The fifth batch would be completing their programme by March end and the eligible students would graduate on April 11, 2015.

In addition to the course work the current batch of students worked on 14 projects relevant for government and corporate. A sample list of projects are An analysis of marketing and trade policies for genetically modified products; A study on the usage of Information Technology in agricultural marketing sector; Assessing risk and risk mitigation strategies of small coffee growers; An analysis on benefits of customised fertilisers in BT cotton and Strategic sourcing and cost optimisation while sourcing and distribution of water soluble fertilisers.

The students also organised three discussion forums –The Role and Relevance of Agricultural Extension in 21<sup>st</sup> century in India moderated by Reena Patial Katoch; Taming Food Inflation in the Current Context of Indian Economy moderated by Jaison John; and GM crops: Is it the silver Bullet for Agricultural Sector moderated by Anwisha Mishra. All the three discussion forums had active participation from different people in the sector.

**Total number of participants: 25**



# BEHAVIORAL RESEARCH LAB

The idea of the lab is to encourage and facilitate research in multifaceted subjects that can be both behavioural and non-behavioural. The lab constantly strives to undertake behavioural studies on social issues that directly impact the different sections of the society. As a part of this undertaking last year we did a study to understand the financial behaviour of the urban lower income group. The final report of the study was presented at the Third International Workshop on Inclusive Finance, held at XLRI in 2014.

Further, the facilities of the lab are being extensively used by BM, GMP, HRM and FPM students for their academic projects. Projects like Understanding Adventure and Activity Based Holidays as a Lifestyle Choice Among Young Indians; Understand the Brand Buying Behaviour of the Urban Bottom of Pyramid Consumer were conducted as a part of the consumer behaviour live academic project. Apart from students the lab also extends assistance to



*A consumer behaviour study in progress*

the faculty for their academic programmes – Prof. RK Premarajan for research and academic programmes, Prof. P Ray for academic programmes, Prof. Sanjeev Varshney for MDP programmes on creativity in marketing.

# COMMITTEE AGAINST SEXUAL HARASSMENT

Committee Against Sexual Harassment at the workplace (CASH), has been constituted to promote gender equality at XLRI. The committee regularly meets once in a term to proactively discuss methods of prevention and address redressal issues as per rules.



## Some of its significant activities of the year

- Sessions on gender sensitivity were successfully held in all orientation programmes – BM, HRM, GMP and EDC programmes. The objective of the session was to familiarise the students with the committee and its members
- CASH organised a session with OXFAM. The aim of the session was to create awareness about domestic violence against women and to discuss the laws pertaining to women with specific focus on PWDVA 2005 (Protection of Women from Domestic Violence Act)
- The committee also facilitated a small programme Celebrating the Spirit of Women on March 8, specially including the women contractual workers.



# ALUMNI OFFICE REPORT

XLRI has over 13,000 alumni across different sectors all over the world. The institute keeps in touch with its alumni through major events that are organised throughout the year. The important events of the year were:

## Summer Meets: 2014 XLRI Endowment Fund

From April to June, alumni organise city-wise chapter meets. Summer Meets were held in Delhi, Kolkata, Pune, Bangalore, Mumbai, Chennai and Hyderabad. Meets were also organised in Singapore, Dubai and USA. The Director Fr E Abraham, SJ, and Prof. Sharad Sarin attended all the meets.

The 1989 batch has contributed more than Rs.1.5 crores and a classroom in the New Learning Centre has been dedicated to the batch. The 1984 batch has also pledged Rs.1 crore and a classroom in the New Learning Centre has been dedicated to them as well.

## The USA Visit

In October 2014, Fr Abraham and Prof. Sarin visited the USA to meet alumni in San Francisco (San Jose), Dallas, Washington DC, Chicago, Toronto, Boston and New Jersey. Fr Abraham updated the alumni on new developments at XLRI with special emphasis on the adjoining new campus, which includes the International Centre and the New Learning Centre.

## XEF – USA

The XEF-USA Board was formed in October 2014 when the first board meeting was held in Boston in October 2014 in the presence of Director Fr E Abraham, SJ, and Prof. Sharad Sarin, Chairperson Alumni. XLRI Endowment Fund USA (XEF-USA) has been registered as a tax deductible 501(3) (C) Charity where donations to XEF-USA are tax deductible to individual organisations as per their tax status.

**XLRI has over  
13,000  
alumni across  
different sectors  
all over the world**

## Alumni Homecoming

Homecoming 2014 was held from November 8 to 9, 2014. More than 200 alumni from different batches participated in the grand event. The batch of 2004 also celebrated its 10th year reunion on the occasion of Homecoming. The institute felicitated 24 alumni with the Distinguished Alumnus Awards spread across seven categories.

## Reunions on Campus

The Silver Jubilee Reunion of the 1989 Batch was held on December 20-22, 2014. The 1984 batch celebrated its 30th reunion on January 3-4, 2015.



*Director Fr E Abraham, SJ, and Prof. Sharad Sarin with XLRI Alumni during their US visit*

# FELLOW PROGRAMMES IN MANAGEMENT



Dr. Ganesh Prabhu, IIM-B, delivers his keynote address during Doctoral Colloquium



The Fellow Programme in Management (FPM) and the Executive Fellow Programme in Management (Exec-FPM) at XLRI are Doctoral level (equivalent to PhD) programmes.

The full-time FPM is a residential programme that trains prospective scholars to become highly skilled and innovative researchers and teachers in various aspects of management. It primarily aims at preparing participants for careers as faculty members at premier academic institutions

The part-time Exec-FPM is partially residential in nature and caters to the need of working professionals and B-school faculty to grow into scholars for careers not only in management research and teaching but also in management practice, consulting, training and development

Eight FPM and 16 Exec-FPM students are working under their Thesis Advisory Committees and are on the final stage of their research.

During 2014-15 the FPM and Exec-FPM students participated in several national and international conferences. They have published papers in several journals/ proceedings of conferences. The publications are listed in the Research and Publication Brochure.

The following four students have successfully completed all the requirements of Pre-Thesis Defense Seminar:

Sl no	Name	Area	Faculty guide	Topic
1.	Kanupriya Katyal	Marketing	Prof. Sanjay Patro, Prof. Vinay Kanetkar, Prof. BK Mangaraj, Prof. Debasis Pradhan	What is a Fair Fare? Development and Validation of the Price (UN) Fairness Index
2.	Priyanka Vallabh	Organisational Behaviour	Prof. Manish Singhal Prof. J Singh Prof. D Israel	Workplace Spirituality and Moral Judgement Competence: Role of Empathy
3.	Aravindhan K	Production, Operations and Decision Sciences	Prof. T Bandyopadhyah Prof. SK DE Prof. Mahesh Mehendale	Managing Iterations in Product Design and Development
4.	Monika Mital	Information Systems	Prof. Ashis K Pani Prof. S Chakraborty Prof. Suma Damodran Prof. Ram Ramesh	Issues in Implementation of SAAS

## Weekly Research Seminars

- Weekly Research Seminars is a platform where doctoral students and faculty share their research work with the academic community of XLRI. It is practiced to strengthen the research culture and environment in the institute. Around 55 seminars were presented by doctoral students and faculty in the academic year 2014-15.
- Dr. Prasad Balkundi, Associate Professor, University at Buffalo, The State University of New York, was in XLRI during August 26-28, 2014. He conducted a two-day workshop on Social Network Analysis for doctoral students and faculty. He also presented a research seminar on Strength of Weak Ties: A Meta Analysis
- Dr. Denise Jepsen, Professor of OB, Macquarie University, Australia, was in XLRI during November 11-19, 2014. She presented research seminars on Evidence-based management: The employee Experience of Leadership and Learning, and a Research Agenda and Research Publications: An Empirical Study of Australian Academics.
- Dr. Vinay Kanetkar, Professor University of Guelph, Ontario, Canada, was in XLRI during November 28-December 5, 2014. He presented research seminars on Sequel Movies: Brand Extension and Audience Expansion, How to do Literature Review and Sports Team Ratings: Prediction of Win and Score Differentials.
- Dr. Mithileshwar Jha, Professor, IIM, Bangalore, was in XLRI during February 16-17, 2015. He presented a research seminar on New Management/Marketing Education: Our Agenda.

## Doctoral Colloquium 2014

The two-day academic meet was held at XLRI campus during October 18-19, 2014. Research scholars from across India presented their papers during the meet and participated in workshops conducted by eminent faculty members from IIMs and XLRI. The colloquium was an opportunity for the research scholars pursuing PhD and FPM across India to share and learn about the latest developments in the field of management. The workshops gave hands-on training to the research schools in using the latest tools and techniques in research work.

The academic meet also included workshops on Structural Equation Modeling by Prof. Anand Jaiswal of IIM, Ahmedabad; The Science and Art of Publishing by Prof. Ganesh Prabhu of IIM, Bangalore; Art of Choosing Research Topics by Prof. ES Srinivas of XLRI; and Understanding Interpretive Research by Prof. Rohit Varman of IIM, Calcutta. The keynote speaker at the colloquium was Prof. Ganesh Prabhu of IIM, Bangalore.

## FPM and Exec-FPM 2015 Admissions

215 candidates appeared for XLRI Research Aptitude Test -XLRAPT 2015 conducted on January 3, 2015

133 candidates have applied under non-RAPT category – having GMAT/ GRE/GATE/UGC JRF (research) results or PGP candidates from XLRI or any IIM or MDI Gurgaon or FMS Delhi or XIM Bhubaneswar/other comparable Institutes with a CQPI of at least 6.00 / 8.00 or equivalent.

208 candidates have applied for admission into our Executive Fellow Programme in Management

Interviews for FPM will be held during March 23 to 31, 2015. Interviews for Exec-FPM candidates will be held in April, 2015

## Publications by Faculty and Doctoral Scholars

The following table publications – articles in journals both national and international, cases, working papers, books, book chapters and papers – presented in both national and international conferences.

Number of Publications made by Faculty and Doctoral Students		
Type	2013-14	2014-15
Articles in journals (International)	25	32
Articles in journals (National)	19	20
Books	4	3
Book Chapters	3	2
Cases / Notes	14	15
Working Papers	58	45
Papers presented at conferences (International)	50	20
Papers presented at conferences (National)	26	24
<b>Total</b>	<b>199</b>	<b>161</b>



# CENTRES OF EXCELLENCE

- **FACES**
- **Centre for Global Management & Responsible Leadership**
- **Centre for Management Education, Leadership & Research**
- **Centre for Rural Management**
- **Centre for Entrepreneurship Development**
- **Centre for Logistics & Supply Chain Management**
- **Centre for Financial Markets**



# FR. ARRUPE CENTRE FOR ECOLOGY & SUSTAINABILITY (FACES)

## Parivartan – Students’ Rural Immersion Programme

This year again FACES organised and co-ordinated the Students’ Rural Immersion Programme, which is a mandatory part of induction programme. To facilitate the village visit and make it a meaningful learning experience, FACES partnered with eight NGOs (Alternative for India Development, SEEDS, TSRDS, Samiket Jan Vikas Kendra (SJKV), Tagore Society for Rural Development-Patamda, Kalamandir and TRTC-Chaibasa). The groups shared their reports with the partnering NGOs, who found them a useful input for their ongoing activities.

## Unconventional Social Enterprise Challenge

FACES along with XLRI’s E-Cell, partnered with Villgro Innovation Foundation to organise the Unconventional Social Business Plan Competition for Jharkhand region on Sept 29, 2014. The competition received

around 20 entries from in and around Jamshedpur. The winning entries were given seed money and mentoring support.

## Knowledge Partner for Sitaram Rao Livelihood India Case Study Competition 2014

In the 3rd year running, FACES signed an MOU with the ACCESS Development Services, New Delhi, to be the knowledge/ technical partner for the national-level Sixth Annual Sitaram Rao Livelihood India Case Study Competition 2014.



## FDP on Sustainable Business Models

FACES in partnership with MART and GIZ Germany organised a Faculty Development Program on Sustainable Business Models during February 20-21, 2015. The two-day course was attended by about 20 professors from 10 management schools.

## Continuing Partnership in Livelihoods-MANTHAN Project

FACES continues to participate in the Ford Foundation supported Livelihoods-MANTHAN project, which is a consortium of institutes of higher education and NGOs (Chaitanya, EDI- Ahmedabad, IIM-Ahmedabad, IIM-Udaipur, MDI-Gurgaon, The Livelihood School-Hyderabad, TISS-Mumbai, XIM-Bhubaneswar and XLRI Jamshedpur. During this year, FACES signed an MOU with Jharkhand State Livelihoods Promotion Society (JSLPS) and Prof. Manish Singhal and Madhukar Shukla conducted a capacity building programme for their leadership team.

## Seventh National Conference on Social Entrepreneurship

FACES, with the help of students’ committee SIGMA, organised the Seventh National Conference on Social Entrepreneurship during January 30–Feb 1, 2015. This year the theme of the conference was Rethinking Development: Strengthening the Grassroots



Parivartan, village exposure programme

# CENTRE FOR RURAL MANAGEMENT

## XLRI established its Centre for Rural Management (CRM) in 1992 with the objective

- To build new rural management knowledge
- To create responsible leaders/managers who can make Indian rural society vibrant
- Strengthen microfinance, natural resources management, institutions supporting rural livelihoods
- Identify critical constraints and impediments of rural development

## The following activities were conducted by CRM during 2014-15

- **Strengthening Leadership Development for Public Health (with emphasis on RH) Professionals:** In 2012 XLRI received its second grant from David and Lucile Packard Foundation for Strengthening Leadership Development for Sexual Reproductive Health Professionals in Bihar and Jharkhand. The main objective of the grant to strengthen leadership development among SRH professionals in Bihar and Jharkhand and neighbouring states like Chhattisgarh, Guwahati, Odisha, Uttar Pradesh and West Bengal. Till 2013 three training programmes on strengthening leadership development were organised and 71 public health professionals were trained.
- **Capacity Building Training on Governance, Institutions and Leadership Development for Drinking Water Supply Professionals: November 4-6, 2014 in XLRI:** The main objective of the training has been to enhance training capabilities of drinking water supply professionals and to build institutions for sustainable development. Till now it has conducted nine training sessions and trained 288 drinking water professionals. In March 2011 CRM was recognised as a Key Resource Centre (KRC) by the Ministry of Rural Development, Department of Drinking Water and Sanitation. As a KRC its main activity has been to conduct capacity building training in Assam, Bihar, Chhattisgarh, Jharkhand, Odisha, Uttar Pradesh and West Bengal.
- **CRM as a consultant for assessing PRADAN'S intervention in Jharkhand and Odisha:** In September

2013, Collectives for Integrated Livelihood Initiatives along with PRADAN had commissioned a study to examine long, medium and short-term impact of PRADAN'S intervention at household, village and Self Help Group level under different agro climatic zones and different periods of intervention. A total of 38 villages (21 from Jharkhand and 17 from Odisha) 82 SHGs (43 from Jharkhand and 39 from Odisha) and 1,016 households (595 from Jharkhand and 421 from Odisha) have been studied in detail.

- **CRM as a consultant for assessment of functionality of rural drinking water supply schemes in Bihar:** In August 2014, the Ministry of Rural Development, Department of Drinking Water and Sanitation, requested CRM to conduct an evaluation study on the Functionality of Rural Water Supply Scheme in Bihar. The main objective of the study was to map the functionality of water supply system in selected Gram Panchayats, Anganwadi and schools of Bihar. A total of six districts (Banka, Bhojpur, Begusaria, Katihar, Purnia and Nawada ) randomly chosen for detailed assessment. Around 12 Gram Panchayats, almost all schools, anganwadi and 480 households located under these panchayats have been studied.

## Publications

- Prof. Vishwa Ballabh and Pooja Batra co-authored a paper on Building and Nurturing the Tribal Economy – Lessons and Experiences of Jharkhand and Odisha (India). The paper was presented at the symposium on Social Entrepreneurship and Sustainability at the 20<sup>th</sup> IAIBS Annual World Forum; Sogang Business School, Sogang University- Seoul, Republic of Korea, July 20-22, 2014
- Prof. Vishwa Ballabh and Pooja Batra co-authored a paper on Mainstreaming Tribal Women in Development Process through Women SHGs: A Case Study from Jharkhand and Odisha. It was presented at the 3<sup>rd</sup> International Workshop on Inclusive Finance during October 31-November 2, 2014, in XLRI.

### Main Objective

To build new rural management knowledge

# CENTRE FOR GLOBAL MANAGEMENT AND RESPONSIBLE LEADERSHIP

The Centre for Global Management and Responsible Leadership with the objective to promote global, ethical and sustainable business practices among student fraternity and executives has contributed the following during the academic year 2014-15:

- The case studies presented at national conventions in 2012 and 2013 were analysed to develop a framework for responsible leadership. This framework will be published in the special issue of the Asian Journal of Business Ethics

- Two national conventions on responsible leadership were organised by the Centre. One was held at Delhi on September 5, in association with Crop Life India (the voice and advocate of the plant science industry in India). UK Singh, Joint Secretary, Plant Protection, Government of India, was the Chief Guest. Several industry experts shared their views on the topic. The second seminar was held at Mysore where PS Vastrad, Commissioner, Department of Health and Family Welfare (former Director of Agricultural Marketing), Government of Karnataka, was the chief guest for the occasion and Manoj Ranjan, Additional Secretary (Market Reforms), Government of Karnataka, was the Guest of Honour. Ram Kaundinya, Chairman Association of Biotech Led Enterprises was also present at the event. Some more sectoral seminars are also in the pipeline for this academic year. The first of them being a Seminar on Agri-input Marketing strategies for Sustainable Agriculture.

- XLRI Leadership Conclave, an initiative by GMP students, was conducted under the aegis of the global management Centre. A panel discussion on Designing Future-ready Organisations was held on April 17, 2014. Ritesh Ghosal, Head Brand Marketing Tata Teleservices, Sujitha Karnad, Group HR, Mahindra & Mahindra and Fr Oswald Marcarenhas, JRD Tata Chair in Business Ethics, XLRI, were the panelists.

- Prof. P Venugopal, Associate Director, Centre for Global Management and Responsible Leadership, was invited to be on the expert panel for Global Value. Global Value, one of the largest European Commission funded projects, deals with the impacts of multinational corporations on global development. It envisages developing and testing a framework and toolkit for assessing the impact of MNCs on global development challenges including poverty alleviation, environment, human rights and transparency. In the first year Global Value analysed the database of tools and methods for measuring and managing business impacts on development and is in the process of developing a tool to evaluate organisations.



Panel members express their view at the Leadership Conclave in XLRI



Prof. P Venugopal, Associate Director, CGMRL, (extreme left) at the national convention on leadership



# CENTRE FOR EDUCATION MANAGEMENT, LEADERSHIP AND RESEARCH (CEMLR)

The year 2014-15 was marked by a series of activities that enabled the Centre for Education Management, Leadership and Research (CEMLR) to achieve its goal.

The interactive learning session for school children started by the centre's youth wing, Samarthyaa, has grown from nine sessions in 2013 to 72 in 2014-15. Samarthyaa was established in 2012 with the aim to help school youth realise their full potential through social learning sessions. The number of students participating in these sessions has also taken a leap from 100 to 800. The initiative has been well received by students and parents alike and is considered a 'best practice' (among the schools in the city) by external assessment officers who visited the schools.

In a feedback survey undertaken by 500 respondents (including students, teachers and principals), Samarthyaa identified choice of

career path as the primary cause for tension and dissonance between parents and their wards at home. In pursuant of that need, a career counseling workshop, Disha'14, was organised on November 9, 2014. Around 270 students, parents and teachers participated in the workshop. XLRI students from different educational backgrounds helped resolve queries of parents related to the career paths of their wards.

Reflections'15, the third edition of the annual conference was organised on January 17, 2015. The theme of the conference was Perspectives – Redefining Realities with specific focus on Usage of Technology, Evolution of Relationships and Total Development of children. Around 12 schools with nearly 180 students including parents participated in the conference.

To improve its outreach, Samarthyaa has a Facebook page and is also available on other social media portals.

The Centre for Education Management, Leadership and Research plans to initiate Organisation Development Programmes in schools to influence teachers and principals to revitalise their roles as leaders and change agents within school and in the society at large.



Students and parents participate in a game of matki-phod during Reflections'15



Students interact with their teachers, principals and parents during Reflections'15 seminar



Panel members address the gathering during the career counselling workshop, Disha'14

# ENTREPRENEURSHIP DEVELOPMENT CENTRE

The Entrepreneurship Development Centre of XLRI was established in 2007 to meet the growing needs of small enterprises in the changing global scenario.

To promote entrepreneurship through education and research, the Centre launched a full-time, six-month Post-Graduate Programme for Certificate in Entrepreneurship Management in March 2010. The programme is designed to provide competency-based education to eligible candidates in Jharkhand and rest of the country. The programme is pursued in such a manner as to encourage critical and lateral thinking and integrate theory with practice. Apart from covering conceptual and operational aspects of entrepreneurial ventures, the course also has a project formulation component, carried out under the mentorship of a faculty member.

The fifth batch of PGP-CEM was inaugurated by the Director on August 28, 2014. Of the 200 students who have since graduated 90 percent have launched their own entrepreneurial ventures. Students of the present batch have also achieved recognition for their innovative initiatives in various fields. Some of the remarkable achievements are as under:

- Jayanti Pradhan was recognised by the Indian Council of Agricultural Research at their Mushroom Research Directorate at Solan in Himachal Pradesh on September 10, 2014 for her outstanding contribution in the of promotion of mushroom cultivation
- Ashish Kokane, Dhiraj Choudhary and Dr Milin Mohan Shandilya bagged an award for their joint venture Quick Body Test (QBT) from Villgro' Unconventional on September 29, 2014



Volunteers and invitees of the workshop on social issues

The Entrepreneurship Development Centre also organises short-term training programmes in related fields for entrepreneurs and other stakeholders. The Centre chairperson and others also present papers at national and international conferences as part of the Centre's knowledge dissemination exercise.

Following events were chaired by Prof. Prabal K Sen, Chairperson, Entrepreneurship Development Centre, in different parts of the country:

- Two-day International Conference on Economic Transformation and Entrepreneurship held at DMIMS, Nagpur, from September 19, 2014
- National Conference on Rural Entrepreneurship held at KIIT School of Rural Management, Bhubaneswar, on November 20, 2014
- National Conclave on Problems and Prospects of Management Education held at Park Hotel, Kolkata, on January 9, 2015

A national workshop on Issues of Social Concern was organised in collaboration with the Dainik Jagran group at EDC Campus, Gamharia, on February 10, 2015.



Prof. Prabal Sen addresses the International Conference at DMIMS on September 20, 2014

# CENTRE FOR LOGISTICS AND SUPPLY CHAIN MANAGEMENT (CLSCM)

The Centre for Logistics and Supply Chain Management was formed to cater to the growing demands of the logistics/supply chain sector.

The vision of the Centre for Logistics and Transportation Management is to provide leadership for evolving logistics/supply chain profession through the development, dissemination and advancement of logistics and supply chain knowledge

## Activities

- The Centre as part of its activities launched a Postgraduate Certificate Programme in Logistics and Supply Chain Management (PGCLSCM) on November 20, 2005. Five batches have already graduated
- With the increased importance of logistics and supply chain activities, the PG Certificate Programme in LSCM was launched in Dubai on February 21, 2007 and four batches have already graduated. The fourth batch is currently going through the curriculum in Dubai
- The Centre has collaborated to undertake a research study along with few US professors to study the Indian supply chain and technology adoptions in these organisations. One of the papers was published recently in the Journal of Supply Chain Management and another is under consideration by the Transportation Journal
- As part of the prestigious Annual Publication on Global Perspectives of the Council of Supply Chain Management Professionals (CSCMP) on a country, the Centre was requested to prepare a report on India about its economic growth, transportation infrastructure and issues and supply chain trends. The report was recently published by CSCMP and is available at [www.cscmp.org](http://www.cscmp.org)
- The Centre has ties with major professional bodies like Council of Supply Chain Management Professionals, US, Indian Institute of Materials Management and CII Eastern Region

# CENTRE FOR FINANCIAL MARKETS (FMC)



Fr E Abraham, SJ, Director of XLRI, B Sriram, MD, State Bank of India, Vijay Mahajan, Founder and CEO, BASIX Group, and Prof. HK Pradhan, XLRI, inaugurate the 3rd International Workshop on Inclusive Finance



Sanchetana, an XLRI initiative, joined hands with SBI for PM's Jan Dhan Yojana campaign in Jamshedpur



# MANAGEMENT OVERVIEW

- Administration
- Faculty
- Visiting Faculty
- Non-Teaching Staff
- Maintenance Staff

### FOUNTS OF WISDOM

XLRI's success is a result of the exceptional leadership of its chairmen. It is the vision and leadership of these chairmen that have shaped XLRI into the premier management school in India. The year 1969, which XLRI entered its history as its 10th year, has witnessed significant milestones in the growth of the faculty and administration. A dedicated group of working members has been instrumental in this regard.

The administration and members of the Faculty, both XLRI's pillars, have worked hard to make XLRI a part of the top management schools in the world. The other important aspects are the quality of the faculty and the quality of the students. The Faculty and the students have worked hard to make XLRI a premier management school in India. The Faculty and the students have worked hard to make XLRI a premier management school in India.

### CHAIRMEN



Dr. J. S. Chandra



Dr. S. S. Chandra



Dr. S. S. Chandra



Dr. S. S. Chandra



Dr. S. S. Chandra



Dr. S. S. Chandra



Dr. S. S. Chandra

### FACULTY 1969 - 1989



# ADMINISTRATION

**Dr Pranabesh Ray**  
Dean [Academics]

**Fr S George, S.J.**  
Dean [Administration]

**Fr James Santhanam, S.J.**  
Associate Dean – Student Affairs

**Dr Santanu Sarkar**  
Associate Dean – Programs

**Dr M G Jomon**  
Associate Dean – Corporate Programs

**Dr Sanjay Patro**  
Associate Dean – FPM,  
Research and MLS Editor

**Dr A K Pani**  
Associate Dean – VIL Programs

**Fr Jerry Cutinha, S.J.**  
Financial Controller &  
Purchase In-charge

**Dr P Venugopal**  
Associate Director – Centre for  
Global Mgt. & Research Leadership

**Fr Oswald Mascarenhas, S.J.**  
JRD Tata Chair Professor  
of Business Ethics

**Dr Munish Thakur**  
Chairperson, Admissions

**Dr Sharad Sarin**  
Chairperson, Alumni Relations

**Fr E Abraham, S.J.**  
Director

**Dr J Singh**  
Chairperson, International  
Relations

**Dr S Chakraborty**  
Chairperson, Information  
Technology

**Prof. Rajiv Misra**  
Chairperson, Placement

**Fr E Abraham, S.J.**  
Chairperson, PF Trust

**Prof. Prabal Sen**  
Chairperson, Entrepreneurship  
Development Centre

**Dr Smitu Malhotra**  
Chairperson, Committee Against  
Sexual Harassment [CASH] at the  
workplace

**Dr M Shukla**  
Chairperson – Fr Arrupe Centre for  
Ecology & Sustainability [FACES]

**Fr Alwyn Rodrigues, S.J.**  
In-charge - New Campus  
Buildings

**Fr Peter Francis, S.J.**  
Student Counselor

**Dr Bino Jose**  
Librarian

**Mr Sunil Varughese**  
Chief Brand &  
Sustainability Officer

**Mr T Madhu Swamy**  
Head – Placement

**Mr Arijit Bose**  
Consultant – Industry Interface

**Mr Kamlesh Thakkar**  
Finance & Accounts Officer

**Mr S K Tiwary**  
Administrative Officer –  
IT Services

**Mr Debashish Kumar**  
Systems Officer

**Mr James Tirkey**  
Officer – Administration

**Mr Lazerus Athaide**  
Officer - Maintenance of  
Campus and Residences

**Mr Constantius Ekka**  
Officer – In-charge of  
Maintenance &  
Maintenance Staff

**Mr T Mondal**  
MDP Residence Manager

**Mr Surendra Sharma**  
Physical Trainer

**Mr P K Dutta**  
Civil Engineer

# FACULTY LIST

1. Dr A Kanagaraj
2. Dr Abhishek Chakraborty
3. Fr Alwyn Rodrigues, S J
4. Dr Amitava Mukherjee
5. Dr Anita Sarkar [Ms]
6. Dr Anuratha Venkataraman
7. Dr Apalak Khatua
8. Dr Arpita Srivastava [Ms]
9. Dr Arundhati Sarkar Bose [Ms]
10. Dr Ashis K Pani
11. Dr Atul Arun Pathak
12. Dr Basant Kumar Purohit
13. Dr Bijaya K Mangaraj
14. Dr Bino Jose
15. Dr D Israel
16. Dr D S Broca
17. Dr Debasis Pradhan
18. Dr Dipankar Bose
19. Dr (Fr) E Abraham, S J
20. Dr E S Srinivas
21. Dr (Fr) Francis M Peter , S J
22. Dr Gloryson R B Chalil
23. Dr Gourav Vallabh
24. Dr H K Pradhan
25. Dr I S F Irudayaraj
26. Dr Indrajit Mukherjee
27. Dr J Ajith Kumar
28. Dr J Singh
29. Fr James Santhanam, S J
30. Fr Jerome Cutinha, S J
31. Dr K R Shyam Sundar
32. Dr L Gurunathan
33. Dr M G Jomon
34. Dr Madhukar Shukla
35. Dr Manish Singhal
36. Dr Manoj Thomas
37. Dr Modukuri Srimannarayana
38. Dr Munish Kumar Thakur
39. Dr Narasimhan Rajkumar
40. Dr Niharika Garud [Ms]
41. Dr (Fr) Oswald A J Mascarenhas, S J
42. Dr P K Padhi
43. Dr Pingali Venugopal
44. Dr Pitabas Mohanty
45. Prof Prabal Kumar Sen
46. Dr Pranabesh Ray
47. Prof Prantik Ray
48. Dr Purna Chandra Padhan
49. Dr R K Premarajan
50. Dr Rahul Chandra Sheel
51. Dr Rajeev Sharma
52. Prof Rajiv Misra
53. Dr Rakesh Kumar Pati
54. Dr Ram Kumar Kakani
55. Dr Ravi Shekhar Kumar
56. Dr (Fr) S George, S J
57. Prof Sabyasachi Sengupta
58. Dr Sanjay Patro
59. Dr Sanjeev Varshney
60. Dr Santanu Gupta
61. Dr Santanu Sarkar
62. Dr Santoshkumar Prakash Sangem
63. Dr Saroj Kumar Pani
64. Dr Sharad Sarin
65. Dr Smitu Malhotra [Ms]
66. Dr Soumendra N Bagchi
67. Dr Soumyakanti Chakraborty
68. Dr Suma Damodaran [Ms]
69. Dr Sumit Sarkar
70. Prof Sunil Kumar Sarangi
71. Dr Supriya Kumar De
72. Dr T A S Vijayaraghavan
73. Dr T Gangopadhyay
74. Dr Tata L Raghu Ram
75. Prof Tina K Stephen [Ms]
76. Dr Trishit Bandyopadhyay
77. Dr Uday Damodaran
78. Dr Vishwa Ballabh
79. Sr Doris D'Souza



# VISITING FACULTY – 2013 – 15

**Dr Amarjeet Singh**

*Founder and CEO*

Amar Global Investment Advisors  
Mumbai

**Dr Anita Gupta**

*Director*

Ahaana Communications  
Jamshedpur

**Dr Arabinda Tripathy**

*Former Professor*

Indian Institute of Management  
Ahmedabad

**Mr Arif Ahmed**

*Professor and Director*

South Asian Management  
Technologies Foundation Kolkata

**Mr Atanu Ghosh**

*Founder*

Salt n Soap  
Kolkata

**Mr B Chandra Shekhar**

*Retired Sr GM – Finance*

Tinplate Co. of India Limited  
[A Subsidiary of Tata Steel]  
Jamshedpur

**Prof Bhaskar Bhowmick**

*Professor*

Indian Institute of Technology  
Kharagpur

**Dr Biresh K Sahoo**

*Professor*

Xavier Institute of Management  
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# NON-TEACHING STAFF

## Staff

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Bhaskar Balmuchu  
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Constantius Ekka  
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Deepa Verma  
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Gracy Sebastine  
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Pranove Chandra Dey  
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## Academic Associates

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Gursharan Bhamra	Sambit Das
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Manhar Singh	Suchona Patnaik
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Gorakh Nath  
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James Vincent Malwa  
John Samir Barjo  
Krishna Bahadur

Krishna Sahu  
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Mahesh Prasad Rajak  
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Nirmala Kujur  
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Ravi Kr Dey  
S Hamid  
Shivbathi Sahu  
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Sona Ram Soren  
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Goutam Chhuria  
Janak Bahadur Thapa  
Jyoti Kumar Shaw  
Jyoti Soreng  
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Mahesh Prasad Rajak  
Manoj Dang  
Manohar Ekka  
Maya Majhi  
Nabraj Bahadur Pantha  
Natho Munda

Padam Bahadur Bohora  
Padam Bahadur Kapri  
Prafulla Chandra Jha  
Rajesh Thapa  
Ram Bahadur Thapa  
Ranjit Minj  
Rantu Saha  
Rimu Bahadur Bagdas  
Rupesh kujur  
Sachin Purty  
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Sanjeeb Kumar Deep  
Sanjay Lakra  
Sonaram Majhi  
Shanti Prabha Soreng  
Sourav Kumar Misra  
Surender Sahu  
Thiophil Gyan Dipak  
Tigga  
Vinita Francis  
Md Hasan  
Rajiv Ranjan Singh







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# STUDENT ACTIVITIES

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- Academic contribution by students
- Student Committee reports

# ACADEMIC CONTRIBUTIONS

## Student Achievements: BM and HRM

Sl. No.	Name	Event	Institute / Company	Prize	Level
1	Raman Shridhar	Avartan Summer Project Competition	NITIE Mumbai	Winner	National
2	Ishan Sharma	Finalists	Amex campus champions	Participants	National
3	Team JAMPOT (Samir Sharma, Gaurav Aggarwal, Yaqoot Khan)	Quest- Case Competition & Live Project with J&J's Consumer Products Division	Johnson & Johnson	Winners	College
4	Ishan Sharma	Amex campus champion, JNJ quest, Cairn	American Express, Johnson and Johnson, Cairn	Finalists, Campus runner up, Finalists	National
5	Team JAMPOT (Samir Sharma, Gaurav Aggarwal, Yaqoot Khan, Francis Thomas)	KPMG International Case Competition	KPMG	Winners	College
6	OLIVIA MUKHERJEE, NANDITA SIKDAR	Citi Campus Innovation Challenge	CITIBANK	FINALISTS (TOP 9 TEAMS)	National
7	Team JAMPOT (Gaurav Aggarwal, Yaqoot Khan, Anantika Gupta, Samir Sharma)	ITC Interrogang (Marketing)	ITC	Runners-Up	College
8	Team JAMPOT (Yaqoot Khan, Samir Sharma, Gaurav Aggarwal)	Titan Elevate- Case Competition	Titan	Runners-Up	College
9	Team JAMPOT (Anantika Gupta, Yaqoot Khan, Gaurav Aggarwal)	Canvas (Marketing Case Competition)	Asian Paints	Runners-Up	College
10	Sudhanshu Varma / Abhilash SC / Sumit Roy	Myntra Paradigm Case Challenge	NITIE Avartan	National Finalist	National
11	Sudhanshu Varma / Sumit Kumar	Earthian	Wipro	Winners	National
12	Team JAMPOT (Yaqoot Khan, Samir Sharma, Anshul Vasu)	Marketing Wizards (Case & Business Simulation)	CMO Factory	Winners	National
13	Nandita Sikdar, Olivia Mukherjee	strategia	sjmsom	finalist	National
14	Nandita Sikdar, Olivia Mukherjee	citi campus innovation challenge	Citibank	finalist	National
15	Rajesh Singh, Nikhil Vankamamidi, Nihit Kumar	Prometheus-Flagship Finance Event at Ensemble'14	XLRI	Winners	National
16	Arpit Jain	Microsoft Blitzkrieg 2014	Microsoft	Winners	College
17	Arpit Jain	Marico Over The Wall	Marico	Campus Finalists	College
18	Arpit Jain	Gladiator Labyrinth	XIMB	National Finalists	National
19	Bijoyini, Dipanwita, Vaibhav, Tathagat	Ace Case Study Challenge Season 3	Cairn Group	Runners-Up	College



20	Bijoyini, Dipanwita, Vaibhav, Tathagat	Nestle 4Ps Challenger Season 3	Nestle	Participants(Top 5 in Campus)	College
21	Bijoyini, Dipanwita, Tathagat	RPG Blizzard 3.0	RPG	Participants(Top 5 in Campus)	College
22	Ramaswamy V, Ramaswamy P, Rishabh Pandey	AXP Campus Centurion Challenge 2014	American Express	Winners	National
23	Ramaswamy V, Akriti Gupta	AXIOM Ice-breaker Whipped 2013	XLRI	Runners-Up	College
24	Mayank Sarkar, Mayank Siotia, Radhika Koli	L.I.M.E.	HUL	4th	National
25	Akarsha K M	Numero Uno	IIM Bangalore	Winner	National
26	Prachi Jain , debanjana ghosh, shartook Chakraborty	Strike or Yield	XLRI	Winners	National
27	Neha Gupta	Philips Blueprint	XLRI, Jamshedpur	Regional level(finalists, east region)	National
28	Akshay Tiwari, Prakhar Sharma, Arindam Sarma	Philips Blueprint	Philips	Winners	College
29	1) Rahul Gupta/Supratim Gupta, Shailendra Singh, Saurabh Gaur, Aabhra Chaudhary	Live Project involving identifying the skill gaps in various job roles in the Construction Industry	Accenture Management Consulting	Runners Up	National
30	Rahul Gupta/Tanmay Rajvanshi, Dhruv Wali	Live project to develop marketing plan for the new retail outlet of Van Heusen in Ranchi	Van-Heusen-ABG	Winners	College
31	Akshay Tiwari	Group Internship, CEO Hall of Fame	Standard Chartered PLC	Winner	National
32	Anita Israni, Harshita Bhat, Nadeem Raj	ITC paper presentation	ITC	Winners	College
33	Prakhar Sharma   Akshay Tiwari   Arindam Sarma	Blueprint	Philips	Campus Crown round winners and Nationals Finalist	National
34	Archit Sonika, Ankit Gupta, Arpit Nigam, Sanika Gokhale	Interrobang	ITC	Winners	College
35	Sumit kumar roy; Abhilash s c; Sudhanshu varma	Myntra e-commerce manpower planning HR case study	NITIE/ Myntra	Finalists	National
36	Vijender Kaur, Akshay Zutshi, Mayank Sarkar, Prabodh DP	4Ps Challenger	Nestlé	Campus Finalists	College
37	Radhika Koli	HCL womenspire	HCL	Winner	National
38	Vijender Kaur, Mayank Siotia, Akshay Zutshi, Prabodh DP	ACE Season 3	Cairn	Campus Finalists	College
39	Warid Arora, Ishan Sharma, Vijender Kaur	JnJ Quest	Johnson and Johnson	Runners Up	College
40	Gloria Davis	GEM-Tsukuba Project	Grenoble Ecole de Management	Participant	International
41	Aditi Khanna	CRISIL Young Thought Leader 2013	CRISIL	Runner Up	National

## Student Activities

42	Aditi Khanna	Investocraft Article Writing Competition 2014Capital Markets Club	NMIMS, Mumbai	Winner	National
43	Aditi Khanna	Ecoshastra Article Writing Competition	NMIMS, Mumbai	Winner	National
44	Aditi Khanna	Finsight Article Writing Competition	SJMSOM, IIT Bombay	Runner Up	National
45	Amol Khavaskar, Amitabh Vajpayee, Rashmi Torgalmath	Over the wall: Case Study competition	Marico	Winner	National
46	Amol Khavaskar, Amitabh Vajpayee, Rashmi Torgalmath	Titan Elevate: Case Study Competition	Titan	Winner	National
47	Amol Khavaskar, Amitabh Vajpayee, Rashmi Torgalmath, Ramaswamy P	ITC Interrobang: Case Study Competition	ITC	Winner	College
48	Amol Khavaskar, Amitabh Vajpayee, Rashmi Torgalmath, Ramaswamy P	Mahindra Warroom Competition	Mahindra	Runners-Up	National
49	Amol Khavaskar, Amitabh Vajpayee, Rashmi Torgalmath, Ramaswamy P	Cairn India Ace Competition	Cairn India	Winner	College
50	Amol Khavaskar, Amitabh Vajpayee, Rashmi Torgalmath, Ramaswamy P	KPMG KICC Competition	KPMG	Finalist	College
51	Praveena Devagupta; Varun Rampal; Viswa Kiran K.	Nestlé Ingenium HR case study competition	Nestlé	Winners	National
52	Nayeera samar	Blitzkrieg,digital connect	Microsoft,hul	Winner,winner	College
53	Aditi Khanna Animesh Srivastava Arshita Kapoor	Alembic Pharma Live Project	Alembic Pharma	Runners Up	College
54	Kanika Taneja, Sahil Tewari, Nayeera Samar	Blitzkrieg	Microsoft	Winners	College
55	Kanika Taneja, Sahil Tewari, Mayank Nagpal, Neha Gupta	Interrobang	ITC	Runners-Up	College
56	Sahil Tewari, Kanika Taneja	HE Business Challenge	Texas Instruments	Finalist	College
57	Kanika Taneja, Neha Gupta, Shaadab Bakir Zafar	Blueprint	Philips	Finalists East Region	National
58	Megha Bindal / Soumen Samanta	Maverick	Deloitte	Participants	National
59	Megha Bindal / Kanika Taneja / Sahil Tewari	Quest	Johnson n Johnson	Participants	National
60	Megha Bindal / Soumen Samanta / Shashank Agarwal	TBLA	TAS	Participants	National
61	Group members	Stratos	Aditya Birla group	Winners	College
62	Neha Gupta, Mayank Nagpal, Mayank Prabhakar	Blitzkrieg	Microsoft	Third	College
63	Sonali Gupta, Ragamayee T., Deepak Behera, Priyanka Jain	ITC interrobang	ITC	2nd runners-up	National
64	Sonali Gupta, Anita Israni, Abhishek Saxena	Nestle Ingenium	Nestle	Campus finalists	National

65	Dipanwita Ghosh	Womenspire- HCL meets emerging women leaders	HCL	Among top 59 winners out of 1078 candidates across top 30 B-School and awarded PPO	National
66	Dipanwita Ghosh	Economic Times Young Leader Award	Economic Times	Amongst top 36 Finalists out of 10000 participants	National
67	Dipanwita Ghosh, Vaibhav Kaushik, Bijoyini Ganguly, Tathagat Chatterjee (Team-Mavericks)	Cairn India- Amazing Champions of Energy III	Cairn India	Runners- Up	College
68	Dipanwita Ghosh, Vaibhav Kaushik	Bloomberg Champion	Bloomberg	Joint Winners from XLRI	College
69	Himanshu Doval	Paper Presentation	Sydney International Business Research Conference 2015	Winner	International
70	Dipanwita Ghosh	MBAskool article writing contest	MBAskool	Runners- Up (2nd out of 403 participants across 77 B-School)	National
71	Dipanwita Ghosh, Vaibhav Kaushik, Bijoyini Ganguly, Tathagat Chatterjee (Team-Mavericks)	Nestle 4Ps Challenger	Nestle	Campus finalist ( Amongst top 5 teams out of 14 teams from XLRI)	College
72	Adity Agarwal, Sandip Sahoo, Sourabh Sanyal	RPG Blizzard	RPG	Runners-Up	College
73	Parneet Singh Chopra	HPAIR Conference 2014 (Harvard Project for Asian & International Relations)	Harvard University	Ambassador & Conference Delegate	International
74	Adity Agarwal, Sandip Sahoo, Sourabh Sanyal	Mathan - Ensemble	XLRI	Runners-Up	National
75	Dipanwita Ghosh, Bijoyini Ganguly, Tathagat Chatterjee (Team- Three Mavericks)	RPG Blizzard 3.0 Case Study Competition	RPG	Campus Finalist	College
76	Fatima Dilruba	TBLA Campus Champion	Tata Administrative Services	Campus Champion	College
77	Akshay Tiwari, Anita Israni, Manish Bindrani, Sonali Gupta	Tata Business Leadership Awards	TAS	Runners Up	College
78	Fatima Dilruba	Harvard Project for Asian and International Relations 2015	Harvard University	Delegate	International
79	Parth Narielwala	RB Mavericks	RB India	National Top 20	National
80	Fatima Dilruba, Vinay Goyal, Girish Deshpande	Deloitte Maverick Case Challenge	Deloitte US India	Winner	National
81	Parth Narielwala, Syed Ahmedullah Hashmi, Prateek Sharma, Shailendra Singh	Nestle 4Ps Case Challenge	Nestle India	Runners Up	College
82	Abhigya, Ajay Khaitan, Manish Bindrani, Megha Bindal, Trisha Nailwal	Maxi Fair 2014	HUL	Runners Up	College

## Student Activities

83	Parth Narielwala, Sneha Singh, Sarthak Mohanty	Coca Cola Showcase	Coca Cola	Campus Finalists	College
84	Fatima Dilruba, Vinay Goyal, Akshay Antony, Aditya Tiwari	Nestle 4 P Challenge	Nestle	Runners Up	National
85	Parth Narielwala, Prithwish Datta, Pulkit Gupta, Supratim Gupta	Mahindra War Room	Mahindra and Mahindra	Runners Up	College
86	Fatima Dilruba, Vinay Goyal, Girish Deshpande	Cognizant Business Case Study	Cognizant Business Consulting	Winner	College
87	Parth Narielwala	HUL T-Thomas Scholarship	HUL	Winner	National
88	Fatima Dilruba, Vinay Goyal, Girish Deshpande	Marico Over The Wall Case Challenge	Marico	Winner	College
89	Fatima Dilruba, Vinay Goyal, Abhave Sharma	Philips Blueprint	Philips	Runners Up	College
90	Fatima Dilruba, Vinay Goyal, Girish Deshpande, Anand Odedra	ITC Interrogang	ITC	Runners Up	College
91	Fatima Dilruba, Vinay Goyal, Girish Deshpande and others	HUL Unplugged	Hindustan Unilever	Runners Up	College
92	Syed Ahmedullah Hashmi/ Faraz Khan / Abhra Basu Ray Chaudhuri	Marico - "Over the Wall" Sales case study	Marico	Runners-Up	College
93	Fatima Dilruba	Mahindra Warroom	Mahindra	Best Speaker	College
94	Fatima Dilruba, Vinay Goyal, Vishal Gupta	Drishtikon Paper Presentation	Consulting and Research Undertaking at XLRI	Runners Up	National
95	Fatima Dilruba	Mahindra Warroom	Mahindra	Best Speaker	College
96	Shailendra Singh, parth nariel wala, Syed Ahmedullah Hashmi, Prateek Sharma	Case study competition	NESTLE	Runners up	College
97	Nadeem Raj, Muthukumar Thangarajan, Tanushree Piplani	Amazon ACE Challenge	Amazon	Winners	International
98	Shailendra Singh, Akash Shukla, Saurabh Singh Gaur	Case study competition	Vector consultancy	Winners	College
99	Amrendra Saxena, Anantika Gupta, Raman Shridhar	Miller Time	Sab Miller, FMS Delhi	2nd Runners Up	National
100	Amrendra Saxena, Manish Bindrani, Puskar Pandey	Cognizant Case Workshop	Cognizant Business Consulting	PPI, 2nd Runners Up	College
101	Amrendra Saxena, Abhimanyu Harlalka	Gnosis 2014	XLRI/FINAX	One of the selected articles to be published in The Finance Manager, an asia wide journal	International
102	Amrendra Saxena	Bloomberg Aptitude Test 2013	Bloomberg	96%	International
103	Debanjana Ghosh, Prachi Jain, Sharthok Chakraborty	strike or yield - ensemble	XLRI	winners	National
104	Debanjana Ghosh, Nazia Abidi, Viswa Kiran K	rpg - blizzard	rpg	campus finalists	College

105	Debanjana Ghosh, Prachi Jain, Sanjana Grover	Battle Hroyale - Sapphire National Conference	XLRI	national winners of quiz league	National
106	Rishabh Pandey, Ramaswamy P, Ramaswamy V	American Express Campus Centurions	American Express	Winners	National
107	Rishabh Pandey, Supratim Gupta, Prithwish Datta, Ritwick Rane	TBLA	TAS	Winners	College
108	Debanjana Ghosh, Prachi Jain, Sanjana Grover	Case study - Sapphire National Conference	XLRI	runners up	National
109	Amrendra Saxena, Akshay Mattu, Mayank Parkhi	Lime 6.0	HUL	Top 10	College
110	Shashank Gandhi	LIME	HUL	Runners Up- Campus Round	National
111	Shashank Gandhi	Next Gen Leader	XLRI- Ensemble	Winner	National
112	Prateek Dudeja	White paper Writing Competition	IIM Bangalore	Runners-Up	National
113	Saurav Kumar Das	oikos FutureLab 2014	oikos International	Led the Energy Learning Circle at Futurelab, 2014 in St.Gallen, Switzerland and presented roadmap for a sustainable solar power plant	International
114	VINOOS KURIAN THOMAS	CAMPUS JURNOS	PHILIPS	WINNER	National
115	Nishant Dash	Model United Nations	XLRI	Winner	College
116	Nishant Dash	Good Governance Day Oration	XLRI	Winner	College
117	Ranjani Iyer, Ananya Ray	villgro Unconvention L, Social B Plan Competition	Villgro	Winners	National
118	Ranjani Iyer, Sarvani Vadlammannati, Shubhda Kaushik	Circus Maximus - Flagship Marketing Event in association with Airtel	XLRI	Finalists	National
119	Priyank Bhatt	Confluence   Campaign for a Cause	IIM A	Finalists	National
120	Ranjani Iyer, Himanshu Doval, Harshan Agrawal, Subhro Mukherjee	Ayaneshu- Case Study Simulation	XLRI	2nd Runner up	College
121	Priyank Bhatt Nishkam Razdan Swatii Poddar	Battle HRoyale	XLRI	Finalists	National
122	Priyank Bhatt	HUL HR Unplugged	HUL	Winner	College
123	Ravi Ranjan; Niraj Mehta; Ayushi Rastogi	Nestle Ingenium	Nestle	Runners Up	College
124	Ravi Ranjan; Niraj Mehta	Airtel iCube	Airtel	Winners	College
125	Ravi Ranjan; Anand Odedra; Suhas Kini	Philips Blueprint-Innovation Challenge	Philips	Campus Finalists	College
126	Pratik Kalantri, Srilalitha Manchala, Vishalatha Bhamidipaty	canvas	asian paints	runners up	National
127	Honey Srivastava, Karn Kher	Apollo	XLRI	Winner	College
128	Honey Srivastava, Karn Kher, Karan Kumar	Ingenium Season 3	Nestle	Campus Finalists	National

## Student Activities

129	Honey Srivastava, Karn Kher, Aditya Vikram Doshi	Battle HRoyale	XLRI	Winners	National
130	Karn Kher, Karan Kumar	Vorstand	IIM Ranchi	Winners	National
131	Mohul Raj Singh	MARICO National Level Case Study	MARICO	Finalists	College
132	Srilalitha M, Pratik K, Vishalatha Bhamidipaty	Canvas' 2014	Asian Paints	Runners-Up	National
133	Vishalatha Bhamididpaty, Akshay Tiwari, Pratik Kalantri, Srilalitha M	Interrobang 04	ITC	2nd Runners Up	College
134	Srilalitha M, Pratik Kalantri, Tathagat Chatterjee	Brandstorm '14	L'Oreal	Winners	College
135	Srilalitha M, Pratik Kalantri, Swetha Dantuluri	Blueprint 2013	Philips	Regional Finalists	Regional (East)
136	Srilalitha M, Pratik K, Vishalatha Bhamidipaty	Over the Wall '14	Marico	Campus Finalists	College
137	Srilalitha M, Pratik K, Vishalatha Bhamidipaty, Tathagat Chatterjee	Karvin Framework	Acura Consulting	NAtional Finalists	National
138	Srilalitha M, Pratik K, Vishalatha Bhamidipaty	Quest	Johnson & Johnson	Campus Finalists	College
139	Vinay Goyal, Girish Deshpande, Fatima Dilruba	Deloitte Maverick Case Challenge	Deloitte	National Finale Winners	National
140	Vinay Goyal, Akshay Antony, Aditya Tiwari, Fatima Dilruba	Nestle 4Ps Challenger	Nestle	National Runners Up	National
141	Vinay Goyal, Girish Deshpande, Fatima Dilruba	Marico - Over The Wall	Marico	Winners	College
142	Vinay Goyal, Abhave Sharma, Vishap Rana	Amazon - Finance & Operations Live Project	Amazon	PPO	College
143	Vinay Goyal, Girish Deshpande, Fatima Dilruba	Cognizant Case Workshop - Manage Business Vs IT conflict for adoption of new Technology	Cognizant Business Consulting	Winners	College
144	Mohit Dayal, Nishant Dash, Avijeet Shekhar, Abhijit Pal	ITC Interrobang	ITC	Campus Finalists	National
145	Vinay Goyal, Girish Deshpande, Fatima Dilruba, Anand Odedra	ITC Interrobang	ITC	Runners-Up	College
146	Vinay Goyal, Girish Deshpande, Fatima Dilruba	HUL Unplugged	Hindustan Unilever Limited	Runners-Up	College
147	Vinay Goyal, Abhave Sharma, Fatima Dilruba	Philips Blueprint	Philips	Runners-Up	College
148	Vinay Goyal, Aditya Tiwari, Akshay Antony	Airtel Icreate	Airtel	Winners	Regional Winners
149	Vinay Goyal, Girish Deshpande, Fatima Dilruba, Anand Odedra	Mahindra Warroom	Mahindra	Participants	College
150	Vinay Goyal, Akshay Antony, Aditya Tiwari, Ishan Sharma	Cairn Ace	Cairn	Participants	College
151	Vinay Goyal, Girish Deshpande, Ketan Lukhi	Johnson & Johnson: Quest	Johnson & Johnson	Participants	College

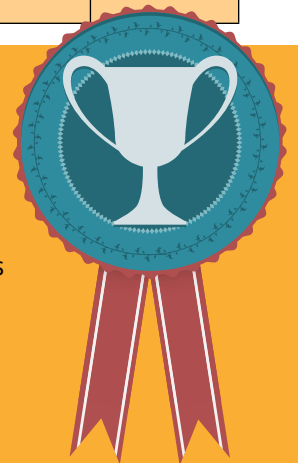
152	Vinay Goyal, Abhave Sharma, Fatima Dilruba	Vector Consulting Case Competition	Vector Consulting	Participants	College
153	Vinay Goyal	Business Standard - Best B School Project Award 2015	Business Standard	Runners-Up	National
154	Tathagat, Bijoyini, Dipanwita, Vaibhav	ACE III	Cairn India Ltd.	Runners Up	College
155	Tathagat, Ronak	Cognizant Case Challenge	CBC	Runners Up	College
156	Tathagat, Srilalitha, Pratik, Dhanoosha, Vishalatha	DBS Leadership Workshop	DBS	Winners	College
157	Tathagat, Srilalitha, Pratik	L'Oreal Brandstorm	L'Oreal	Winners	College
158	Tathagat, Pratik	Kronos	Axiom	Winners	College
159	Roopan Roy John	INFOCOM Future Leaders Award	Ananda Bazar Patrika Group	Winner	International
160	Roopan Roy John	IFA Challenge	Uninor	Circle Finalist-Bihar & Jharkhand,	National
161	Roopan Roy John	V-Guard Big Idea B-Plan Contest	V-Guard Industries	National Finalist	National
162	Roopan Roy John	WhiteKnight B-Plan Competition	IIM-Kozhikode	National Finalist	National
163	Roopan Roy John	Upkriya B-Plan Competititon, Avenues 2014 Fest	SIMSOM, IIT-Bombay	National Finalist	National
164	Roopan Roy John	Mahayodha Leadership Event	SIMSOM, IIT-Bombay	National Finalist	National
165	Roopan Roy John	Ojas Slumdog Entrepreneur	SPJIMR, Mumbai	National Finalist	National
166	Sanjana Grover	Nestle ingenium	Nestle	Awarded a ppi	College
167	Sanjana Grover	7th National hr conference Paper presentation	Xlri	Presented a paper	College
168	Akarsh, Rajesh, Harsh, Harish, Ashutosh	HUL Unplugged	HUL	Winners	College
169	Mayank Parkhi, Anand Odedra	Alembic Live Project Competition	Alembic Pharma	Winners	College
170	Mayank Parkhi, Anand Odedra, Anik Roy	Canvas 2014 - case study competition	Asian Paints	Runners Up	College
171	Mayank Parkhi, Anand Odedra, Ravi Ranjan	Live Project Competition	Maskro	Winners	College

## Student Achievements: GMP

- **Niladri Sarkar, Pranshu Naswa, Sravanth Vobbilireddy, Ujjayini Majumdar, Vijit Kapoor** won Earthian Award at Sustainability Initiative (national-level) organised by Wipro
- **Phani Kiran Desu, Saloni Nagpal, Shishir Pandey, Sravanth Vobbilireddy** were runner's up at the Disguised Market Research Case (national level) organised by IIM Ahmedabad
- **Naveen Pathak, Phani Kiran Desu, Sravanth Vobbilireddy** won first prize at

Business Plan Consulting (national level) organised by SCMHRD-Pune and Ratnakala Exports Ltd

- **Peeyush Singh and Ananya Das** were runner's up at Inter College debate (national level) hosted by XLRI, Ensemble





## Live Projects: BM and HRM

Sl No.	Name	Event
1	Team JAMPOT (Gaurav Aggarwal, Samir Sharma, Yaqoot Khan)	Live project with J&J-Consumer team to drive rural penetration for the iconic Johnson's Baby brand
2	Sudhanshu Varma / Abhilash SC / Nazia Abidi / Sharthok Chakraborty	Amazon Live Project on Career Management
3	Arpit Jain	Alembic Pharmaceutical-Delivered 'Competency Grid' & performed assessment for sales-force in pharmaceutical industry
4	Arpit Jain	Tata Motors Driveline-Critically analysed current Performance Management System at Jamshedpur plant & Developed a case and action plan for implementing PMS for blue-collar workers
5	Arpit Jain	Krishak Bharati Fertilizer-HR Planning project for development of job descriptions for a large multi-location company
6	Arpit Jain	Developed a case on IT management in multiple outlet organisation published by XLRI CDC
7	Arpit Jain	Published research paper on the antecedents of online customer loyalty in the context of Indian E-retail websites
8	Prachi Jain, Niraj Agarwal, Rahul Seth, Utkarsh Bhardwaj	Amazon live project- improving managerial effectiveness
9	Neha Gupta, kanika taneja, mayank nagpal, sahil tewari, mohit kharbanda, megha bindal, janani natarajan, samar nayeera	Kribhco - Manpower Planning under Prof Bagchi
10	Rahul Gupta/ Prithwish Datta, Rajesh Kumar Singh, Pulkit Gupta, Supratim Gupta	ITC-Sales and Distribution project- Identifying the reasons constraining the reach of ITC in Jamshedpur and preparing a service delivery model to increase the reach of ITC
11	Ayushi Rastogi, Harini Shekar, Harshita Bhat, Pragya Aggarwal	Amazon Live Project on Career Transition for Customer Service Managers
12	Anita Israni, Harshita Bhat, Praveena Devagupta	Paper entitled Downsizing-- A Legal Analysis to be published in LABOUR LAW NOTES ( LLN) in 2015 March Issue
13	Prakhar Sharma   Aditya Doshi	AMAZON Live Project - Benchmarking org. structure for operations function   PPI received for the recommendations
14	Archit Sonika, Ankit Gupta, Arpit Nigam, Akshay Gupta	AMC Live Project- Skill Gap & Training Needs Analysis for NSDC Project
15	Prakhar Sharma	Accenture Management Consulting - Skill Gap Analysis
16	Prabodh DP, Akshay Zutshi, George Antony, Vijender Kaur, Mayank Siotia	Castrol- Restructuring Existing Business Model
17	Gloria Davis	GEM Tsukuba Project
18	Aditi Khanna, Arshita Kapoor, Animesh Srivastava	Title: Comparative Study of Website & Social Media Effectiveness by Pharma Companies (Indian & Global); Runners-Up for Best Live Project; Received Pre-Placement Interviews for commendable performance



19	Amol Khavaskar, Amitabh Vajpayee, Rashmi Torgalmath	Business Model Development exercise for Eram Scientific (Social Enterprise making e-toilets); 3 Month Extensive Market research in Bangalore; need-gap & stakeholders' perspectives analyzed Developed new markets; Suggested product line extensions, innovative revenue techniques Strategic recommendations & alternate business models; expansion - 400 to 18,500 eToilets by FY16
20	Amol Khavaskar	Social media marketing (B2B) project with citynaksha.com (provides locational URL); Client identification & Product promotion through sales pitch highlighting Citynaksha's usefulness Approached 245 institutional clients over 4 weeks period; Platform used- Facebook, Twitter, Zomato
21	Sahil Tewari, Kanika Taneja	Designed a psychometric test for Baseline Power Project Management Services
22	Kanika Taneja, Sahil Tewari, Mayank Nagpal, Neha Gupta, Megha Bindal, Mohit Kharbanda, Nayeera Samar, Janani Natarajan	HR Planning Consultancy project for Kribhco
23	Nayeera samar	Ownership of career progression with Amazon, Training and skill gap intervention with AMC, caselet building with Career Anna, career management with KRIBHCO
24	Praveena Devagupta; Anita Israni; Harshita Bhat	Coauthored a paper on Downsizing, with esteemed Prof P K Padhi, which will be published in the March 2015 issue of Labour Law Notes (LLN)
25	Megha Bindal /Manish Bindrani / Trisha Nailwal/ Abhigya / Ajay Khaitan	Disguised Marketing Research for HUL's Wheel detergent in Rural population
26	Mohit Kharbanda, Nayeera Samar, Kumar Alok Shubham, Saumya Tuteja	Career Progression for L2 employees for HRSS employees in Amazon
27	Mohit Kharbanda, Nayeera Samar, Stut Pandey	Decision Making Caselets for management aspirants for Career Anna
28	Group members	Project financing: best ranked project for a capital expenditure loan pitch to a bank to build a UG University in Jamshedpur.
29	Dipanwita Ghosh	ABG- Strategy to retain the value seeking customers base at Pantaloons
30	Sonali Gupta, Ragamayee T., Siddhartha Priyadarshi, Nayeera Samar	Accenture Strategy Live Project - Skill Gap Analysis of Noida-Ghaziabad region
31	Dipanwita Ghosh, Bijoyini Ganguly, Ganashree S, Anshul Savant, George Antony, Gaurav Poddar, Faraz Khan, Shashank Gandhi	Drools- Buying behaviour of pet food by dog owners
32	Parneet Singh Chopra	Strategy Consulting, Arborwear (Clothing Company), USA - Helped the client overcome seasonality in cash flow problems through customer segmentation & devising a differentiation strategy. Appraised by the CEO for innovative & feasible recommendations.
33	Parneet Singh Chopra, Alok Singh, Akshay Tiwari, Manish Bindrani, Gaurav Dadlani, Mayank Sarkar, Anand Odedra, Akarsh Goel	McCann Erickson- (Consumer Behaviour) - Studied Performance parameters of two wheelers and mapped them to life stages of target group riders

34	Amitabh Vajpayee	National Winner of LatentView Data Premiere League, EPL Forecasting Analytics & Infographic Challenge; 2123participants
35	Adity Agarwal, Manish Bindrani, Mohul Raj Singh	To Improve the skilling of Retail Sector, Accenture Strategy
36	Nadeem Raj	InsidellIM Editorial Intern
37	Nadeem Raj	Alembic Pharma
38	Shailendra Singh, ISHAN SHARMA, aditya tiwari, Saurabh Singh Gaur, Abhave Sharma, ketan lukhi	Retail audit of medical stores in Jamshedpur for Dabur
39	Shailendra Singh, Supratim Gupta, Abhra Basu Ray Chaudhuri, Saurabh Singh Gaur, Rahul Gupta	Competency mapping and demand supply gap analysis of construction industry
40	Avijeet Shekhar, Abhijit Pal, Mohit Dayal, Nishant Dash	Interrobang National IR case study competition
41	Amrendra Saxena, Anantika Gupta, Kevin Thomas,	Study of Purchase Behavior for Marico's Saffola cooking oil - In depth study of Consumer Decision Making Process, Evaluation of the feasibility of Saffola's entry into small pack segment in lower SECs through Interviews & Surveys of consumers, retailers and Evaluation of alternate channels - eateries with Focus on pricing, SKUs, promotion, etc.
42	Amrendra Saxena, Anantika Gupta, Raman Shridhar	Increasing the Retail coverage (foods Business) of ITC in Jamshedpur - Focus on routing plan, data collection and analysis, new outlet servicing while optimizing the cost.
43	Abhave sharma	Amazon India - cost benchmarking of invoice processing
44	Prateek Dudeja, Anantika Gupta, Ankit Prasad, Abhimanyu Harlalka, Fatima Dilruba	Designing an e-marketing plan for an online bidding platform
45	Prateek Dudeja, Sheena Jain, Abhigya, Ritwick Rane, Dipti Saraogi, Sheena Jain, Warid Arora	Conducting research to understand the consumer purchase behaviour for 2-wheelers
46	Nishant Dash, Avijeet Shekhar, Mohit Dayal, Abhijit Pal	2nd runner up in ITC Interrobang
47	Nishkam Razdan, Priyank Bhatt	Get Set Sorted - An integrated excel model for career assessment for high school students
48	Ranjani Iyer, Sarvani Vadlammannati, Shubhda Kaushik, Ananya Ray, Amitabh Vajpayee	Castrol Live Project - Create a win win situation for Castrol Rural Sub distributor
49	Ranjani Iyer, Sarvani Vadlammannati, Shubhda Kaushik, Ramaswamy P, Suhas Kini, Sneha Singh	Drools Pet Food - Live Project - Consumer Behaviour study of pet food
50	Ranjani Iyer, Ananya Ray, Animeha Singh	Alembic Pharma Live project - Social Media study of global and Indian pharmaceutical companies
51	Anirban Ghosh, Sreedipto Bhattacharyya	Exploratory Research on Organization Theory & Design for over 200 MNCs in India to study HR department's reporting relationship and structure and draw patterns from the same and share the results with the HR fraternity and authored the article "The CEO-CHRO disconnect: A reality or just a perception" under the guidance of Prof. Gloryson Chalil
52	Anirban Ghosh, Anjul Rajoriya & Arpit Jain	Research Article on "Antecedents of online customer loyalty in the context of Indian E-retail websites" under review with Prof D. Israel for publication in international journal.

53	Ravi Ranjan, Niraj Mehta; Ayushi Rastogi; Ishaan Mehta	Company:KRIBHCO   Title:Developed job descriptions along with consolidated KRAs to facilitate restructuring
54	Ravi Ranjan; Anand Odedra; Mayank Parkhi	TATA STEEL ADVENTURE FOUNDATION  TSAF Brand and Outreach Manager Designed products to increase participation & generated revenues worth 5.5lakhs Handled social media of TSAF across platforms like Facebook, LinkedIn & Blogs
55	Ravi Ranjan; Anand Odedra; Mayank Parkhi	Maskro Market analysis, development & launch of anonymous social media product
56	Ravi Ranjan	Marico Summer Internship Developed a Career Management Process for Field Force in Sales Developed an online portal & provided automation options for recruitment process
57	Samir Sharma, Gaurav Aggarwal, Yaqoot Khan, Anshul Vasu, Saiyam Sanghvi, Ayush Vashishtha	"Insights into the buying 'category filters' of urban bottom-of-pyramid consumers": Live problem solution for MCCANN ERICKSON
58	Honey Srivastava	A Comparative Study of HR Processes across Departments of an Organization : a) Analyzed the work systems & processes and HR practices of TRF (Tata Robins Fraser), Jamshedpur b) Identified specific business and HR challenges faced by the organization across the value chain
59	Honey Srivastava, Saumya Tuteja, Karn Kher, Priyanka Jain, Keyur Gupta	Assessment Centre sponsored by Cognizant : Designed an Assessment Centre, comprising of Inbasket, Role Play, Assigned GD and Fact Finding exercises for General Management, BM & HR students.
60	Honey Srivastava, Saumya Tuteja, Karn Kher, Priyanka Jain, Rituparna Mallick	OD Consultation at Hotel Ramada : Diagnosed performance issues at Front Office using 3 data collection methods & recommended an improvement plan comprising of 3 OD interventions
61	Mohul Raj Singh	Accenture Project on Skill Gap Analysis
62	Karn Kher	Rewards & Punishment: Mobile Etiquette at Workplace. A study in mobile etiquettes in classroom, their reason, impact and prevention strategy.
63	Vinay Goyal, Abhave Sharma, Vishap Rana	Amazon - Finance & Operations: (To establish Benchmarks on Optimal Costs for Accounts Payables - Invoice Processing)
64	Vinay Goyal, Aditya Tiwari, Girish Deshpande	Alembic Pharma - Benchmarking for the Best Practices in Marketing & Sales across Pharma Companies (Global & Indian)
65	Vinay Goyal	P&G Live Project (Designed action plan for P&G Distributor to explode Ariel 1-2 Kg SKUs in Jamshedpur & nearby areas)
66	Vinay Goyal	McCann-Erickson - (Designed Marketing Strategy to influence consumer behavior towards adopting Adventure Holidays)
67	Mayank Parkhi, Anand Odedra, Ravi Ranjan	Tata Steel Adventure Foundation - Outreach Manager
68	Mayank Parkhi, Anand Odedra, Ravi Ranjan, Tanmay Rajwanshi	Maskro - Market entry for new mobile application
69	Mayank Parkhi, Anand Odedra, Arpit Jain	Alembic Pharma - Sales force analysis
70	Mayank Parkhi, Anik Roy	West Bengal tourism department - SEO, SEM

### Live Projects: Global MBA (US Semester)

#### **American Greetings, USA: Create a more effective Prototyping process for the New Products Concepts (NPC) division of American Greetings (By: Manas Gupta, Mohak Mehdiratta)**

Analysis of existing prototype process distributed between creative team in America and manufacturing vendors in China in a cross-cultural team to improve time and cost. Built customized prototyping model by incorporating desired prototyping processes and data management system to increase process controls.

#### **Cleveland International Piano Company, USA (By: Devender Negi, Yuvraj Relan)**

Thorough analysis of direct and indirect competitors, the industry in which CIPC operates, and the market in which the company will expand. Analysis of past and current marketing strategy vs. competition. Consider full marketing mix, performance, program portfolio, and program positioning. Consider marketing strategies of Piano Competitions in other countries or the U.S. Who is the customer? Who are potential customers? What is their buying process and influence process? Recommend a specific, detailed target audience.

#### **Cleveland International Fund, USA (By: Ankur Gupta, Atul Kumar, Garvit Sharma, Prashast Jain)**

Devised a strategy for market expansion of Cleveland International Fund by conducting qualitative

and quantitative real-estate market research of the Mid-West United States. Performed the valuation and developmental analysis of an existing real estate property, right from inception to completion. This complex evaluation included market research, project valuation, financial modelling as well as analysis on potential sources of financing.

#### **Global Cleveland, USA (By: Anudeep Purwar, Vishal Gupta)**

Developing a strategy to attract and retain new talent in the greater Cleveland area

#### **Jumpstart, USA: The Strategic Expansion of JumpStart Into The Foreign Market. (By: Aditi Murarka, Pallav Mathur, Sankalp Akash Singh)**

Determined the market for international business development opportunities for Jumpstart's solutions. This project involved identification of locations and pitching Jumpstart to organizations in these locations. We also researched the marketability of the Mobile application Jumpstart was seeking to launch. We gave recommendations about must-have features and necessary changes that might improve the usability and acceptance.

#### **Mr. Beams, USA: Feasibility Plan for replication of Mr. Beam's USA business model in India (By: Ashwini Garg, Karan Kamra, Vipul Goel)**

Designed and developed a growth strategy for Mr. Beams motion sensor LED lights for the Indian market after

conducting an in-depth analysis for seven competitors and survey with 100+ respondents. Suggested features to tailor the company's products to fit into the Indian customers' requirements. Recommended multiple action plans for the company to strengthen its position and enhance the marketability of its products in India using traditional and social media.

#### **Modgy, USA (By: Ankit Tankala, Jeevarasan Elenchalvan, Siddarth Bhagwati)**

Implementation of a marketing strategy to expand distribution network and international presence by ideation and prototyping to expand its current product line and developing new packaging ideas. Also formulated the entry strategy for the Indian Market and Feasibility plan for its products.

#### **Pulsar Products, USA (By: Saurav Patro)**

This was a craft kit manufacturer who wanted to expand his reach to the global markets. At pulsar we did test marketing for the Chinese and Indian markets. We worked on his new product development for the specific markets with the design team and identified target markets in the Indian and Chinese markets.

Also narrowed down the entire Indian and Chinese customer base to a target base and worked with further integration of the ideal supply chain for the delivery of this product. We also identified the price that the market is willing to pay and suggested this thought the company in report for global expansion strategy.

## Live Projects: GMP

### Naveen Kumar Pathak

#### Feasibility Study of Prerna Classes' expansion to Ranchi, State Level

The project involved a feasibility study of Prerna Classes' (Premier coaching institute in Jamshedpur) expansion to Ranchi and providing recommendations.

### Prabhakar MN mentored a team of five global MBA students Adhitya, Amber, Siddharth, Soumy and Vicky

Inventory Management Project at M/s Aphrodite 4 Wheels Ltd. with recommendations leading to over 30% savings per annum.

### Pulasta Mahapatra, [www.edrubric.com](http://www.edrubric.com)

Edrubric is an interactive analytics platform which helps measure and analyse the performance of students.

## Article/Papers Published

### GMP Students

#### Articles or Paper published

#### Chandrasekar Iyer, "The Future in B2B is Personal Selling"

**Published** in "International Conference of Research in Marketing"

**Description:** Personal selling will be a source of Sustained Competitive Advantage for firms. Companies cannot succeed without forging excellent relationships with customers.

#### Amikar Jha, "Corporate Social Responsibility & Sustainability"

**Presented paper:** in International Seminar during 67th All India Commerce Association-2014 at KIIT University, Orissa.

**Description:** The paper discussed a couple of theories on corporate sustainability and its application in case of ITC Ltd.

## Exams Cleared

### GMP Students

#### Exams cleared

- Ravindra Agrawal, CFA Level 3
- Soham Ghosh, CFA Level 1
- Soham Ghosh, Lean Six Sigma Green Belt
- Naveen Kumar Pathak, CS (Executive)

# STUDENT COMMITTEE REPORTS



## STUDENT AFFAIRS COUNCIL (SAC)

Students Affairs Council (SAC) is the apex administrative co-ordinator of all the student run committees. SAC is responsible for every student activity directly or indirectly. It is the duty of SAC to ensure that every student of XLRI is satisfied with the course and the various facilities coming along with it

### Significant activities of SAC

#### Administrative

- SAC ensured that the student budget allocation provided equal growth opportunities to all committees on campus
- A streamlined process was initiated for room allocations in association with Acadcom
- A process to ensure that every committee gets hardworking members was set in motion to ensure effectiveness in selections

#### Co – Curricular

- SAC is responsible for the smooth functioning of all the extracurricular, functional and co-curricular committees on campus
- The selection process for the committees was improved and a more streamlined structure was given to the committees

#### Social Initiatives

SAC initiative, Socially Aware Campus, collected over Rs 5 Lakh through various events on campus. The money was donated across various trusts and for social welfare activities.

#### Annual College Mega Events

- SAC orchestrated two annual fests of XLRI – Valhalla and Ensemble
- Three conferences were held in Mumbai by CRUX, FINAX, AXIOM and E-Cell and two conferences were held on campus by SAPPHERE and SIGMA. These events were recognised nationally for their presence and contribution to the domains they represent

# ACADEMIC COMMITTEE

AcadCom serves as a facilitator among students, faculty and administration. The team interacts with professors for deadlines, communicates student concerns to the administration and coordinates with the entire student community for carrying out academic activities. Though the role played by AcadCom in its key responsibility area is that of a facilitator for lectures, schedules and grades, it involves constant monitoring of the activities going on at campus while making sure that all stakeholders agree to the proceedings. Also, Acadcom helps the Dean's Office conduct various tasks including choosing of Elective and conduction of Examinations.

## Significant activities of the year:

The AcadComm team organised XL Utsav, an annual cultural festival, for students and faculty. The festival comprised sports events – like badminton, football, carom and chess matches– and cultural programmes. The event concluded with a performance by the XLRI band, Bodhi Tree.



# PLACEMENT COMMITTEE

The Placement Committee works in tandem with faculty, alumni and the XLRI placement office for smooth conduct of summer internship and final placement process.

The student team successfully completed both the processes with recruiters from different sectors of the industry making a wide range of offers. .

The 2014-16 batch, the largest XLRI has ever had, with 365 students was placed in a record time of 3.5 days. XLRI launched a parallel placement process called Parivartan for students who were inclined to join NGOs and Not for Profit Organizations.

International firms offering overseas roles for summer internship included M.H. AlShaya, ABG, Altisource, HUL, Kellogg's, Nomura, Pepsi, Godrej and a European Hedge Fund. Amongst the BFSI sector the top players were Carlyle, Avendus Capital, and a European Hedge Fund.

XLRI recorded 100 percent placement for the outgoing 2013-15 batch in three and a half days. The institute attracted participation from 108 recruiters (inclusive of 45 new recruiters) and a total of 321 offers were made for a

batch of 300 students. BFSI and consulting firms recruited around 40 percent of the Business Management students. Around 99 students were made Pre-Placement Offers from their summer internship, a near 25 percent increase from last year.





## CII YI

The CII Yi Net at XLRI is an initiative to encourage students to work for the development of education, employability, environment, youth affairs and health sectors. It also facilitates student interaction with young achievers.

### Significant events of the year

**Jamshedpur Run 2014:** Jamshedpur Run, the annual marathon, which started off as an event in 2008 has grown into a movement of joy for the residents of Jamshedpur. We can, we will was the theme of the sixth edition of the event. This year the participant turnout was 1,500.

**Kshitij 2014:** Kshitij is a unique platform for children from tier-II and tier-III schools in and around Jamshedpur to showcase their extra-curricular talents. This year around 50 schools were invited and more than 500 students participated in the events. Young Achievers Scholarship, which had been conceived and formulated as a part of Kshitij 2014, was presented to six students for academic excellence and consistency.

**Silent Auction 2014:** Silent Auction, an annual fundraising event, was organised on Diwali. Items and memorabilia from faculty and students were collected for auction. An amount of Rs 70,000 was raised and donated to TMH for the treatment of lung cancer patients.

**Frames 2014:** Frames 2014 was the third year of CII Yi XLRI's photography competition. The theme for sending entries was 'C'est la vie' (That's Life).

**Campus Crusader:** Campus Crusader, conducted for the first time, was aimed at addressing the typical issues that were faced by b-school students and urged the contestants to come up with unconventional and innovative solutions to these problems.

**Tedx XLRI :** The flagship event of CII Yi was conducted on the theme Road Less Travelled. The event was organised for the second time in Jamshedpur with the license from TED organization.

## BODHI TREE

The XLRI band, Bodhi Tree, is one of those links that binds batches across years. The significant events:

Bodhi 101, the first performance of the year, attracted a huge crowd of junior and senior students

Bodhi Tree performed in the Battle of the Bands during Valhalla

Next performance was during Alumni Homecoming

Bodhi Tree also performed at Ensemble '14, the management fest of XLRI





# DRACULA

DRACULA is the dramatics society of XLRI.

## Significant events of the year:

- The student society organised solo singing and solo dance competition during the annual cultural festival of XLRI, Valhalla. Street play competition and Valhalla debate was also hosted by the DRACULA team during the fest
- *Chitrahaar*, a 20-minute dance sequence on popular Bollywood songs across generations, was performed by DRACULA members during Alumni Homecoming 2014
- At XL-Utsav senior students performed to Bollywood tracks, while the junior batch danced to the tunes of popular advertisements and theme songs from across the world.
- DRACULA conducted EmotiKon, an event where a team would have to act out an emotion given while a Bollywood song was being played
- Run up to Ensemble, the annual business festival of XLRI, DRACULA organised events like Dumb Charades, Spitfire, Shipwreck, Biz Quiz, Literary Triathlon and the Turncoat Debate. Other events hosted during Ensemble were solo singing, solo dance, monoacting, face painting, tattoo making and 20 Questions and Solaris, a light painting event. DRAC members also performed *Ek Ruka Hua Faisla*, Hindi adaptation of 12 Angry Men
- DRACULA conducts a Quizzing League which begins in July and concludes in February. Quizzes are conducted every fortnight and points are accumulated by each contestant.
- The India Quiz is conducted every year to coincide with Independence Day.



# FLIX

The FLIX team maintains a collection of movies, documentaries and TV series across genres. They also screen movies for students.

With special initiatives like, Oscar fever, Grammy specials, trailer a day, FLIX arts, FLIX pick of the week, ebook and software archives, FLIX has constantly been reinventing itself to cater to the entertainment requirements of XLRI.

# CRISP

CRISP is responsible for mentoring the batch for summer internships. The team conducted various academic sessions, mock group discussions and interviews.

The team was also active on social networking sites to keep the batch updated about the latest happening and new trends in the industry.



# SAMARTHYA

Samarthya was established in 2012 to reach out to the youth and help school students realise their full potential by focusing on social and emotional learning. This is third year of Samarthya's existence.

### Significant events of the year:

Focusing on social and emotional development of students, the Samarthya team conducted sessions in some of the schools of Jamshedpur. The consistent interaction with students helped the team to establish a bond with them.

**DISHA 2014:** Samarthya organised DISHA – a career counseling workshop for students of class X and XII and their parents. DISHA consisted of two sessions, a panel discussion by renowned academicians and counselors of Jamshedpur followed by presentation by students of XLRI.

**Reflections 2015:** The annual conference of Samarthya, Reflections'15, was organised in January, 2015, at XLRI Jamshedpur campus. Usage of technology, managing relationships and total development were some of the topics chosen for discussion. The guest speakers for the event were Prof. ISF Idudayaraj, the senior faculty member for Organisational Behaviour at XLRI, and the chief mentor of Samarthya, Nandita Sinha, professional counsellor, and Dr Sanjay Agarwal, Psychiatrist, TMH, Jamshedpur. The event saw a footfall of over 180 participants including parents, students and teachers from over eighth schools in Jamshedpur.

# SPICMACAY

### Kathakali

The SPICMACAY team of XLRI in association with Ensemble 2014 organised a mesmerising performance of Kathakali in November. The artists who performed were renowned professionals from Kerala Kalamandalam, the pioneer institute of Kathakali in Kerala.

### SPIC Katha

On 7 February, 2015, the first edition of SPICMACAY newsletter, SPIC Katha, was launched. The newsletter featured articles regarding Durga Puja and Diwali celebrations at XLRI and snapshots of the yearlong events carried out under the SPICMACAY banner.

### Pandavani

SPICMACAY XLRI in association with Tata Steel, Jamshedpur, organised a powerful and enchanting performance of Pandavani by Padma Bhushan Teejan Bai in November, 2014. Pandavani is a folk singing style involving narration of tales from Mahabharata. The singing also involves musical accompaniment. Teejan Bai is an exponent of Pandavani, from Chhattisgarh and has won various accolades such as Padma Bhushan and Padma Sri.

### Dandiya Night

The SPICMACAY kicked off its second term with Dandiya Raas in September. The Dandiya Raas dance originated as devotional Garba dances performed in Goddess Durga's honour. Students as well as faculty participated in the event thus making it a huge success.



# VALHALLA 2014

Valhalla, the flagship event of six extra-curricular committees on campus, was organised from July 25- 27. It saw participation from top business schools of the country.

## A detailed report of events organized during Valhalla:

- As a curtain raiser for Valhalla 2014, the students of XLRI performed flash mob in different locations of the city. The flash mob was organized to make people aware about the social cause Valhalla was going to serve
- This year Valhalla partnered with Ability Unlimited Foundation, a Delhi-based foundation that enables differently-abled citizens to earn their livelihood. They facilitate them with education and vocational training. Valhalla 2014 flagged off on July 25 with the Ability Unlimited Concert. The chief guest for the inauguration was Guru Syed Sallauddin Pasha, Director of the Ability Unlimited Foundation and Ashish Mathur, GM of JUSCO, was the guest of honour. The artists trained in yoga and Manipuri martial arts gave a scintillating performance all on wheelchair
- Painting competition was organized for schools students on the theme Celebrating Contrasts to commemorate the spirit of Valhalla
- The amount collected from tickets and donations was forwarded to the Ability Unlimited Foundation
- Valhalla 2014 revolved around the theme of Celebrating Contrasts and in accordance with that, a pro show was organised. Two bands, Swarathma, the folk fusion band from Bangalore, and a rock-rap-electronic band Underground Authority, performed back to back on the same night
- The fifth annual Jamshedpur Run organised by XLRI as part of Valhalla 2014 was flagged off by Padma Shri Premlata Agarwal, cricketer Saurabh Tiwary and Jagannath Das, Youth Affairs, CII Kolkata. Nearly 1,500 enthusiastic participants turned up for the event
- The sports events of Valhalla saw participation from eight colleges including XLRI. Students participated with zeal and enthusiasm in basketball, badminton, TT and volleyball matches



- Cultural events during Valhalla included theatre performance, street play, dance performance and debate competition hosted by DRACULA
- Quest Adventura was arranged by XLANC during the fest. The event comprised an obstacle course that the participants in teams of three had to navigate. The obstacles included a caterpillar walk, net scaling, lateral building crossing, rappelling and crawling. The event was hosted with the help of the adventure agency Odyssey Wonder Group Pt. Ltd
- In association with TATA Tribal Cultural Centre the SPICMACAY team arranged for a workshop on tribal musical instruments. Tribal artists played madal, tamak, vanam which were facilitated by the centre

# XLRI ADVENTURE CLUB (XLANC)

- XLANC started the year with an archery workshop that was an ice-breaker event for first year students
- Trekking to lush green Dalma hills was organised by XLANC
- Quest Adventura, the flagship event of XLANC, was hosted during Valhalla. The commando net, rappelling and flying fox fixtures were some of the adventure sports arranged for students
- XLANC played a vital role in revamping the horse riding course of TSAF. It was conducted in various batches spread across the year to handle the large number of applicants
- Students turned up in large numbers to try their shooting skills with match pistols and rifles in the 10m shooting arena
- XLANC organised wall climbing at TSAF's unique fiber sports wall and indoor bouldering wall for students of XLRI
- The first day of Ensemble 2014 was reserved for a tree plantation drive. Chakravyuh and paintball events proved to be major successes
- On the last day of the exams, XLANC organized a tandem zorbing event as a stressbuster
- The newfound birdwatching blog started by XLANC is a repository of knowledge on the birds found on campus

# AXIOM

**AXIOM** is an initiative, started in 2004 by the students and faculty of XLRI to help students gain an insight into the intricacies of industrial and operations management. The objective is to spread awareness and knowledge about managing production processes through quizzes, simulations, guest lectures, live projects and plant visits.

The biggest achievement for AXIOM this year was an MoU with SCNext India. There were 20 students trained in Lean Six Sigma Green belt and around 22 Certified Supply Chain Analysts who completed their certifications.



Devender Madan, (first row fourth from left) Procurement Consultant, World Bank, with the CSCA Students

## Other significant activities of the year

- Round the year events like quizzing, group discussions and topic-based knowledge sharing, operations videos were launched as AXIOM Lounge
- A special skill development session was organised by SCNEXT, XLRI with special focus on solving operation related problems using MS Excel. The session was coordinated by Ramaswamy V (Class of 2015), MStat IIT Mumbai
- A simulation-based game called Helios was conducted during Ensemble 2014 which saw teams from NITIE, VGSOM etc participate
- Hosted SCALE: Supply Chain and Logistics Exposition during November 6-7, 2014 in Mumbai
- Organised SANSHODHAN, a paper presentation competition
- SCNext@ XLRI conducted an interaction session with Devender Madan, Procurement Consultant at the World Bank, General Manager of ISCEA and Director of Nadder Consulting Group. The theme of discussion Challenges in the Field of Supply Chain. The session saw the exclusive India launch of Ptak Global Case challenge 2014 supported by ISCEA. The campus launch premiere for India took place at XLRI. The team from XLRI was among top three in India.

# CRUX

## Significant activities of the year

- CRUX, the Consulting and Research Undertaking @ XLRI, hosted a quizz competition ConQuest for both junior and senior batches
- **Strategikon**, the flagship strategy-based event during Ensemble saw a huge turn-out
- **Insight**, the national annual conference organised by CRUX, invited eminent speakers from the consulting sector for panel discussions. This year, CRUX, along with FINAX and AXIOM hosted Insight as part of a conclave conference, **Synergy 2014** based on the theme: **Consulting: India Inc.'s Enabler in an era of Constant Change.**
- **Orion Case Study Competition** invited participants from different colleges to solve a case with real-life applications.
- New learning opportunities were made available through the **Sutra Consulting Live Project**, a firm that has experience across sectors ranging from PVTGs of Chattisgarh for World Bank to the End Term Evaluation of Rajasthan Livelihood Promotion Strategies for the UN and the **Get Sorted Live Evaluation Case** that presented a unique opportunity for students to build upon their social research methodologies in a real-world scenario.
- To help students bring out their potential when appearing for interviews for consulting firms, CRUX held training sessions and also provided Consulting Casebook for students



Senior Ensemble team

# ENSEMBLE

Ensemble'14, the annual national management conclave of XLRI was conducted in XLRI's Jamshepur campus from November 14-16. The fest was inaugurated by Chief Guest Alok Kanagat, Vice President, Engineering and Operations at Tata Steel with Director, Fr E Abraham, SJ. The theme for Ensemble was Reinventing Leadership, Redefining Strategies.

### Flagship business events organised during Ensemble were:

- Circus Maximus (in marketing area) presented by Airtel
- War of Wits (in HR area) presented by Colgate Palmolive
- Strategikon (in consulting area)
- Prometheus (in finance area)
- Helios (in operations)

**Ideakon**, a speaker series cum networking event was conducted by the Entrepreneurship Cell of XLRI during Ensemble.

**Idea Summit**, the key leadership event of Ensemble, invited two notable speakers – Dr. Devi Shetty, a heart surgeon and a Padma Bhushan winner and acclaimed film director Sudhir Mishra.



Junior Ensemble team

# LEADERSHIP COMMITTEE

The GMP Leadership Committee organises Leadership Series for students. The distinguished speakers who attended this year's series include

- Puja Marwaha**, CEO – CRY,
- Manoj Singh**, Global COO – Deloitte,
- Srikumar Menon**, MD (South Asia) – Linde Engineering,
- Zubin Irani**, President – UTC India and
- Prachi Mishra**, Chief General Manager – RBI.



# ENTREPRENEURSHIP CELL

To promote entrepreneurship in XLRI, E-Cell conducted a number of events throughout the year. Some of the significant events of the year:

- **Aarambh:** The ice breaker event by E-Cell in which the participants were required to make and enact a business idea, based on the visual which was presented to them.
- **Leadership Talks:** E-Cell conducted two leadership talks by Neelam Mehrotra, one of the five pioneer distributors of Tupperware, and Kumar Ankit, an XL alumnus and founder of Green Leaf Energy
- **IdeaKon** (a Startup Speaker Series cum Networking Event): Speakers from all over the country came to XLRI to share their experiences regarding entrepreneurship.
- **Villgro Unconvention|L:** It was a social B-Plan competition cum conference, conducted in association with Villgro, a non-profit organization, to mentor and incubate social startups.
- **Genesis:** Conducted as a part of Ensemble, Genesis, is the national level B-plan competition conducted by E-Cell.
- **Startup Workshop:** It was one of the most successful events by E-Cell this year. Mr. Amit Grover from Nurture Talent Academy, who has conducted a number of such workshops throughout the country, conducted it.



# EXLINK

The External Linkages Cell is responsible for maintaining social media presence of XLRI and for liaising with print and TV media to ensure that only the most accurate information is reported about the institute.

ExLink strives to generate necessary media coverage for various committee activities. The team also contributes in the compilation of XLRI magazine, **Magis**, by co-ordinating with student societies for articles. Putting together SIP student committee information brochure, maintaining a repository of campus and event photographs and releasing press statements for Valhalla and Ensemble.

## Significant events of the year

- During Ensemble, ExLink conducted the second annual edition of Two-Face the Ensemble debate
- Hosted PiXL, the online photography competition
- Through Sansarg Initiative, ExLink gives XLRI aspirants a chance to avail information about XLRI
- ExLink launched XLMeriJaan.com, a website for campus information. From latest campus updates to blogs by students, interviews by alums and faculty, and an interactive platform for aspirants, the website caters to one and all. The website also features XL360, a 360° interactive map of the entire campus.



## INFRACOM

Infracom acts as a bridge between students and the administration to facilitate the maintenance of student hostels and canteen. The day-to-day activities include reporting and resolving of infrastructural issues related to student residences and keeping a check on the quality of food served in the canteen.

Infracom also assists the Ensemble and Valhalla teams during their events by ensuring snacks and dinner arrangements for students. The committee is responsible for facilitating residential allocation for exchange students. The team maintains a robust feedback network through their online portal that was launched this year, and the Facebook page which the students use for highlighting specific issues and providing general feedback.

Ensemble 2014 saw the return of Infracom's much anticipated event MasterChef. The creative and fun filled rounds of the event saw enthusiastic participation of faculty members and students.



*Students decked up for regional dinners*

## FINAX

FINAX conducts finance related activities for the students of XLRI. Some of the significant activities organised by the Finance Association at XLRI:

- Organised King of Pit event, which gave students a good simulation of the dealings of stock exchange market
- July edition of Finalogue, the newsletter, was launched. The purpose of Finalogue is to keep everyone abreast with the latest happenings of business and finance
- FINAX team was also involved in helping the junior batch for their Summer Internship Process
- FINAX helped students acquire finance related certifications. NCFM exams and Bloomberg Aptitude Tests were conducted on campus
- The team also facilitated companies to conduct their competitions on campus – like ICICI Stock Direct, CFA Research Challenge and Citi-XLRI Financial Inclusion Challenge
- Another new initiative rolled out this year was the Fin-Q Quiz League for the finance and business enthusiasts on campus
- Consulting Club of CRUX, Operations Club of AXIOM and FINAX joined hands to organize Synergy - The Common Conclave.
- FINAX held Gnosis its annual finance conclave on November 7, 2014. The fifth edition of Gnosis, attended by industry stalwarts, academicians and finance professionals, discussed the Role of BFSI Sector in Reviving the Nation's Growth Story.
- Prometheus, the flagship finance event of XLRI's annual management festival, Ensemble, was conducted in November.



*The FINAX team*

# INTERNATIONAL STUDENT EXCHANGE PROGRAMME (ISEP)

**ISEP this year introduced and conducted a new event during Ensemble 2014 – Model United Nations – Security Council**

International Student Exchange Programme (ISEP) with a vision of spreading XLenece globally was involved in the following activities during the academic year 2014-15:

## **Ensemble**

ISEP this year introduced and conducted a new event during Ensemble 2014 – Model United Nations – Security Council. This event demands rigorous political, diplomatic and strategic skills engaging the participants in a session emulating actual proceedings and protocols of the United Nations. The event was conducted in two phases. The first was an online quiz in which teams from some selected management and engineering schools were tested on their knowledge about world history, global affairs and general knowledge. A total of 15 students were selected from this round who participated in the second and final phase held in XLRI during Ensemble.

## **Brochures**

ISEP prepared fliers and promotional booklets for circulation amongst various partner and non-partner universities across the globe.

## **Hospitality of Exchange Students**

ISEP junior committee was responsible for welcoming the foreign exchange students, acquainting them with the campus and city and coordinating with Infracom to arrange for accommodation and food.

## **Assistance to outgoing students of 2014**

Provision of money cards, international calling cards, Euro rail passes, travel insurance, VISA assistance, course selection and other essential administrative support to Indian students going abroad on exchange programme.







## SPORTSCOMM

### Significant events organised by the society

- XLRI-IIMC Sports Meet 2015 was organised in IIM-Calcutta in January. XLRI won by 10-9 against IIMC.
- Cricblitz, a cricket tournament played with tweaked format and innovative rules, was conducted for XLRI students in September
- Futsal, a football match hosted to promote brotherhood with foreign exchange students. XLRI students played 14 matches with the foreign exchange students
- XL-Arena, an event designed to test the sporting interests and knowledge of management students, was organised during Ensemble
- A game of pool was organised for XLRI students
- Shuttle Masters was hosted to promote XL talents in badminton
- XL-Utsav is organised every year to engage students and faculty in sports and cultural events

## SOCRATES

SOCRATES is dedicated to bringing technology closer to the business leaders of tomorrow in the most fun way possible.

The society launched the longest gaming marathon event – Gamethon'14, running for six consecutive nights, with over 110 participants.

Pandora, a quiz competition, was launched in a new format during XLRI's flagship event Ensemble'14.

ROBO-WARS, a robot-football match, was organised in association with NIT Jamshedpur.

The rest of the calendar year was devoted to the technological needs of the student fraternity and managing the technical infrastructure on campus. We arranged for laptops to be loaned to students in temporary basis and also organised some leisurely activities to break the monotony of a hectic B-school schedule. For example, this year we arranged for a number of late night LAN gaming tournaments, which saw overwhelming participation from students.



FIRE@X trip to ITC Munger

## FIRE@X

Fire@x, Forum for Industrial Relations at XLRI, organises activities to promote student interest in Industrial Relation.

### The significant events of the year

- Guest lecture by Amit Malik, CHRO, Aviva Life Insurance India Ltd, on industrial relations in the service sector
- XLRI and Fire@x conducted a seminar in collaboration with International Labour Organisation on Labor Laws and Governance Reforms in India in the Era of Globalisation
- Organised visit to ITC Munger (450 km from Jamshedpur) on November 6, 2014. The students witnessed the life inside a tobacco factory and interacted with several trade union leaders

- Fire@x also conducted the first management quiz league, a series of three quizzes over the course of two months
- Apollo, conducted during Ensemble 2014, was a simulation event where students had to bargain among themselves
- Strike or Yield, the flagship event witnessed participation from top 20 B-schools in India
- Published monthly IR magazine *Samhita* and the yearly magazine *Dhyuti*

## ALUMNI COMMITTEE

The Alumni Committee of XLRI is instrumental in organising activities that foster alumni and student interaction and help in building a strong XLRI brand.



Distinguished Alumnus Awards 2014

### Details of some of the activities

- **Summer Meets 2014:** The meets were held in seven Indian cities – Mumbai, Bangalore, Chennai, Pune, Delhi, Kolkata and Hyderabad – and also in Singapore
- **Distinguished Alumnus Awards 2014:** The event was attended by over 200 alums from across the world and 24 distinguished alumni members were awarded under seven different categories
- **Homecoming 2014:** Homecoming 2014 was organised with the sole objective of bringing Alumni Home and giving them a nostalgic experience. XLRI hosted a special lunch 'Barakhana' that became the perfect platform for informal interaction between alumni and students
- **Pole Vault:** AlComm, for the very first time, ideated the event of Pole Vault
- **Silver Jubilee Reunion and 30 years Reunion 2014:** The annual Silver Jubilee Reunion (for the Class of 1989) and the 30 year Reunion (for the Class of 1984) were attended by more than 40 alumni of the respective batches
- **X-Communique:** AlComm creates a quarterly newsletter to keep the alumni informed of the campus activities GMP AlComm members 2014-201

# GLOBAL MBA COMMITTEE REPORTS

## Activities of the Global MBA students

- Global MBA Alumni Committee provides a platform for the new incoming batch to connect with XLRI graduates who have made a mark for themselves in their respective sectors.
- Career Development Committee conducts regular mock interviews, group discussions and provides behavioural and area-specific interview materials. The team helps students in improving their CVs and making them more presentable
- Global MBA ExLink committee handles the programme's internal and external promotion and communication; producing collateral to support programmes, events and initiatives
- The Infrastructure Committee acts as a facilitator between the administration and the students, resolves issues related to the hostel and the mess and also organises special events to enrich student life
- The activities of the Placement Committee include:
  - Touching base with companies and getting them to campus for placements
  - Helping students prepare CVs and verifying them
  - Arrange for sessions and trainings for the students placement-worthiness

# MARKETING ASSOCIATION OF XLRI

The academic year 2014-15 was an eventful one for the largest and oldest co-curricular committee on campus, the Marketing Association of XLRI.

## Significant events of the year

- Maxi's annual surrogate marketing competition LEGALIZE 5.0 returned in its new avatar widening its scope both in terms of content and participating institutions. Students from IIMs, MICA, XIMB, SP JAIN and other top B-schools participated in the event
- The annual flagship event of XLRI's management fest, CIRCUS MAXIMUS was conducted in association with Airtel and the focus was on analytics based simulations
- The year saw MAXI strengthening its presence as the most followed marketing club on social media through online contests like Brand-fie and Tag-of-War and other activities
- The team launched Swacchh Bharat initiative on behalf of XLRI to spread awareness about cleanliness in Jamshedpur
- The 36<sup>th</sup> edition of MAXI Fair, a disguised marketing research fair, was organised by the team. FMCG giants like ITC, HUL, Mondelez and PepsiCo returned to support the event
- The highlight of the year was the successful attempt at the Guinness World Record for the Longest Hand washing Relay in association with Dettol India during MAXI Fair



The senior batch of Global MBA in Case Western, USA



Students participate in the event, MAXI Bazar

# BRANDING COMMITTEE



The branding committee of PGDM (GMP) is the single point of contact of the batch with the outside world. It is the public relations department of the batch.

The responsibilities of Brandcomm can be divided into online and offline activities. The online tasks are aimed at providing a window into the GMP life and include specific outcome based activities such as creating brand awareness for GMP, uniting the GMP alumni community and maintaining a healthy footprint across various social media channels including Facebook, Twitter, LinkedIn etc.

We also manage print media coverage and are responsible for timely delivery of press releases for every event that the batch organises.

## SAPPHIRE

SAPPHIRE, the HR committee at XLRI, celebrated its Silver Jubilee in the academic year 2014-15.

### Significant events of the year

- The team hosted CHAOS, an ice-breaker round for the first year students. CHAOS was a two-part event, with the first part being an HR general knowledge quiz and the second being a live simulation.
- Launched its monthly HR newsletter, XpressHR
- SAPPHIRE teamed up with Fire@x to organize Inferno, at the Ensemble theme launch

- SAPPHIRE also started the first of its kind HR quiz league, Battle HRoyale, which spanned across six months, 60 B-schools and nearly 2,000 participating students
- The HR committee organised War of Wits, the flagship HR event at Ensemble
- Invited HUL on campus to organise HR Unplugged, a talk cum case study contest that familiarised students with some of the latest trends in organizations
- SAPPHIRE also collaborated with GSK CH in conducting the GSK Business Excellence Series, a case study competition
- The 7<sup>th</sup> National HR Conference was organised on January 10 and 11, 2015, at XLRI. The theme of the conference was Social HR and Technological Applications in HR, addressing issues like competencies in digital workspaces and HR Analytics. The conference featured industry stalwarts including Pankaj Bansal, CEO, People Strong, Abhijit Bhaduri, Chief Learning Officer, Wipro, T Shivaram, Director- HR, SAP Labs India, Gautam Ghosh, Director, Talent Branding, Flipkart, Aquil Busrai, CEO, Aquil Busrai Consulting and other distinguished names.



# SIGMA

## Significant events of SIGMA

- SIGMA hosted Ability Unlimited Concert and raised around Rs 2 lakh for the Ability Unlimited Foundation
- SIGMA and Oikos Jamshedpur called for innovative solutions to the waste management issue in campus
- The student society raised Rs 58,950 through Jammu and Kashmir Flood Relief Fund Raiser, which was later, donated to NGO Pragma in November
- BCLP is a 15 module course, designed and delivered by the students to a group of 40-50 young people, who come from less-privileged backgrounds, but have an urge to learn.
- Since 2009, when the Joy of Giving Week was launched as a nationwide “festival of philanthropy”, XLRI has been anchoring it for the entire city of Jamshedpur under the following events Beneficiary-Benefactor, Vastra Samman and Ann Daan, The Gift of Time – Visit to Nirmal Hriday, donation and distribution of un-used but usable medicines, Shadow A CEO, Kehkaha Day, Wish Tree and Serving Those Who Serve Us.
- Three blood-donation camps were organised by SIGMA in association with the Red Cross, Society of Jamshedpur, the Government Hospital of Jamshedpur and HDFC in August and December
- SIGMA conducted special classes to support XITE students in their preparation for XAT and other MBA exams
- As part of the 100% Literacy Drive initiative we collected more than 30,000 books along with other accessories for the underprivileged students
- Career counselling programme for students of class 9th and 10th
- Sigma in association with Kalamandir and team Ensemble organized “Manthan”, a case study competition as part of Ensemble 2014
- Seventh National Conference on Social Entrepreneurship was organised in January 30- February 1, 2015 on the theme The Young Changemakers: Youth as Social Entrepreneurs



# CAREER DEVELOPMENT COMMITTEE

Career Development Committee of PGDM(GM) is a six-member team that is constituted by an elected set of representatives, from within the batch.

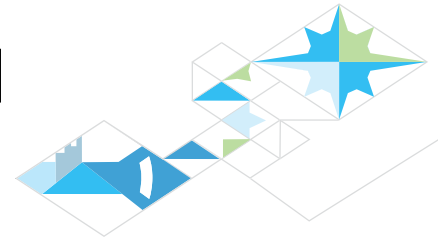
## Activities of the Career Development Committee

- Co-ordinate mock interview sessions for the batch of 119, through an external agency, to give a glimpse of real world interview experience for aspiring MBA graduates
- Segregating the batch of 119 students into versatile groups as per their sectors/industries/verticals for group discussions, to enhance the cross functional and cross industry knowledge, a key trait expected of Generalists
- Co-ordinated and contributed to the creation of Company docket, a comprehensive aggregation of pieces of information before interviews



Members of Career Development Committee

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