



EXCELLENCE & INTEGRITY

**XLRI**

Xavier School of Management

For the greater good

# 61<sup>st</sup> ANNUAL CONVOCAATION



# VISION

To be an institution of excellence  
nurturing responsible global  
leaders for the greater common  
good and a sustainable future

# MISSION

- To disseminate knowledge in management through a portfolio of educational programs and publications
- To extend frontiers of knowledge through relevant and contextual research
- To nurture responsive ethical leaders sensitive to environment and society
- To encourage critical thinking and continuous improvement
- To inculcate a culture of innovation and entrepreneurship

# VALUES

Inspired by the Jesuit spirit of 'Magis', XLRI will be guided by the following values :

- Ethical Conduct
- Integrity and Trust
- Passion for Excellence
- Sensitive Social Conscience
- Inclusiveness and Tolerance
- Creativity and Innovation
- Global Mindset



61<sup>st</sup>

ANNUAL  
CONVOCATION  
25th March | 2017

# 61<sup>st</sup> ANNUAL CONVOCATION 25th March | 2017

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Magis Editorial Team

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# CHAIRMAN'S MESSAGE



*XLRI diligently strives to create a value-based, ethics-driven teaching and learning environment*

Dear Friends,

It gives me immense pleasure to be a part of the 61<sup>st</sup> Convocation, as Chairman of the XLRI Board of Governors.

Helping educate and shape the next generation of scholars and business leaders is a significant task. For over six decades XLRI has steadfastly held on to its mission of proffering world-class education across various management-centric programs. There has never been a more exciting time to pursue management education. Exposing management students to innovative practices and new rising sectors of growth also calls for skilling today's students with ideas and skill-sets to help shape the world around them.

XLRI diligently strives to create a value-based and ethics-driven teaching and learning environment whilst underscoring the need for all-round development. This emphasis on inculcating certain core-values is what sets XLRI apart from other B-schools in the country.

I would like to place on record my sincere appreciation of the outstanding contribution of the faculty and staff in facilitating and helping students and working executives in their learning journey.

To the graduating students: The alumni of XLRI have reached enviable levels of excellence in both the corporate world as well as the academia. Today, you too are joining that privileged group of XL alumni. You will be facing a lot of challenges and will be making a lot of decisions which will impact the lives of many of your colleagues and fellow citizens. It is important to exercise your discernment and do the right thing at all times.

I wish each one of you the very best as you embark on your new journey in both work and personal life.

A handwritten signature in black ink, which appears to read 'T V Narendran'. The signature is stylized and fluid.

**T V Narendran**

# DIRECTOR'S MESSAGE



*XLRI joins a select group of global business schools to have received AACSB accreditation*

Dear Friends,

I am delighted to present to you the 61<sup>st</sup> Convocation Brochure for the year 2016-17. This academic year has once again brought laurels to XLRI in different spheres, thereby doing us proud.

XLRI has earned accreditation for its flagship management and doctoral programs by AACSB International-The Association to Advance Collegiate Schools of Business. This is the second coveted International Accreditation for XLRI after Association of MBAs (AMBA), which XLRI had received in 2015. More importantly, XLRI joins a select group of global business schools to have received AACSB accreditation for its doctoral program. Because of its rigorous standards, less than 5 percent of the world's 13,000 business programs have earned the AACSB accreditation. This very prestigious AACSB accreditation will take us a step ahead to strengthen our foothold and reputation in the global arena and evolve as a preferred management institute for discerning, future business leaders from India.

We cannot rest on our past glory alone. XLRI is forging a new strategic

path. The foundation stone for the upcoming XLRI Campus in Delhi was laid on 16<sup>th</sup> of January 2017. XLRI has been consistently ranked as the No 1 private B-school across categories. Its infrastructural facilities, leadership and governance, campus life and alumni connect have also been rated as No 1 in India by respected publications including Outlook Business Magazine in 2016

To the graduating batch of 2017: Congratulations! It must truly be a very gratifying moment for you. Chasing a dream necessitates a passion and determination to achieve your dream.

As you move on to the next phase of your work-life journey, endeavor to live up to the values that XLRI has striven to inculcate in all of you - to be leaders who contribute their mite to your respective organizations and also to have a sensitive social conscience.

With Prayers and Blessings,

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







# CONVOCATION 2017

- Programme
- Convocation speaker and recipient of Jehangir Ghandy Medal: Adi Godrej
- Convocation Speakers From 1959-2016
- Sir Jehangir Ghandy Medal Recipients From 1965-2016

# PROGRAMME





## Academic Procession

- Prayer Song** : XLRI Choir
- Director's Report** : Fr E Abraham, S.J.
- Presidential Address** : Mr T V Narendran  
Chairman, Board of Governors,  
XLRI and Managing Director, Tata Steel
- Presentation of the Medals for Academic Excellence** : Dr Ashis K Pani
- Presentation of the Medals for Long Service** : Fr S George, S J
- 25 Years**  
Mr James Tirkey  
Mr Vijay Paul Kindo  
Mr Shankar Prasad Gupta  
Mr Tapash Nandi
- 15 Years**  
Dr Supriya Kumar De  
Mr John Samir Barjo
- Presentation of the Sir Jehangir Ghandy Medal** : Mr T V Narendran
- Convocation Address** : Mr Adi Godrej
- Presentation of the Diplomas** : Dr Ashis K Pani
- National Anthem** : XLRI Choir
- Recession



# CONVOCATION SPEAKER AND RECIPIENT OF JEHANGIR GHANDY MEDAL



**Mr. Adi Godrej**  
Chairman  
The Godrej Group

Adi Godrej is Chairman of The Godrej Group. The Godrej Group is over a century-old family conglomerate, with operations in India and several other countries.

Mr. Godrej has been president of several Indian trade and industrial bodies and associations.

He is Chairman of the Board of the Indian School of Business and former president of the Confederation of Indian Industry. He has been a member of the Dean's Advisory Council of the MIT Sloan School of Management, Chairman of the Board of Governors of the Narsee Monjee Institute of Management Studies and a member of the Wharton Asian Executive Board. Mr. Godrej is also a patron of the Himalayan Club.

He has been honoured with several awards and recognitions including the Rajiv Gandhi Award 2002, American India Foundation

(AIF) Leadership in Philanthropy Award, 2010, Entrepreneur of the Year for the Asia Pacific Entrepreneurship Awards 2010, Best Businessman of the Year for the GQ Men of the Year Awards 2010, Chemexcil's Life Time Achievement Award 2010, AIMA-JRD Tata Corporate Leadership Award 2010, Bombay Management Association – Management Man of the Year Award 2010-2011, Qimpro Platinum Standard award for business in 2011, Ernst & Young Entrepreneur of the year 2012, Padma Bhushan in 2012, Asian Awards, Entrepreneur of the Year 2013, the All India Management Association-Business Leader of the Year 2015 and the Clinton Global Citizen Award 2016 for his Leadership in the Private Sector.

Mr. Godrej holds a bachelor's and a master's degree from the Sloan School of Management at MIT.



# CONVOCAATION SPEAKERS

Year	Speaker	Year	Speaker	Year	Speaker
1959	Sir Jehangir Ghandy	1995	P Chidambaram	2005	Kandeh Yumkella
1986	R H Mody	1969	B P Gajendragadkar	1980	N A Palhivala
1960	Sudhir Ghosh	1996	C Rangarajan	2006	A M Naik
1987	Ashok S Ganguly	1970	S K Nanavati	1981	L K Jha
1961	Michael John	1997	Susim M Data	2007	R Gopalakrishnan
1988	D N Ghosh	1971	R D Chokshi	1982	A Mudaliar
1962	V V Giri	1998	C R Irani	2006	A M Naik
1989	Abid Hussain	1972	P L Tandon	1983	A N Haksar
1963	S N Sinha	1999	Alyque Padamsee	2008	Subodh Bhargava
1990	R H Mody	1973	Mohan Kumaramangalam	1984	V Krishnamurthy
1964	R G DeCosta	2000	Subir Choudhury	2009	O P Bhatt
1991	M N Goiporia	1974	D P Dhar	1985	K L Puri
1965	M C Chagla	2001	Deepak Parekh	2010	Kumar Mangalam Birla
1992	K L Chugh	1975	N A Palkhivala	2011	Vineet Nayar
1966	P M Menon	2002	A P J Abdul Kalam	2012	Jaspal Bindra
1993	J J Irani	1977	Hiten Bhaya	2013	Pratip Chaudhuri
1967	K S Basu	2003	Raghunath Anant Mashelkar	2014	Arundhati Bhattacharya
1994	Montek Singh Ahluwalia	1978	Kanti Mehta	2015	Mallika Srinivasan
1968	Naval H Tata	2004	J J Irani	2016	Dr. Sunil Kant Munjal
		1979	George Fernandes		

# 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.

<b>Year</b>	<b>Sir Jehangir Ghandy Medal</b>	<b>Year</b>	<b>Sir Jehangir Ghandy Medal</b>
1965	S R Vasavada	1992	V Kurien
1966	P N Krishna Pillai	1993	A N Buch
1967	K S Basu	1994	Kesub Mahindra
1968	Naval H Tata	1995	N Vaghul
1969	B P Gajendragadkar	1996	P A Sangma
1970	-	1997	Jyoti Basu
1971	Khandubai Desai	1998	N A Palkhivala
1972	P L Tandon	1999	J N Godrej
1973	R P Billimoria	2000	Brijmohan Lal Munjal
1974	G Ramanujam	2001	Michael Windey, S.J.
1975	J R D Tata	2002	M S Banga
1977	Hiten Bhaya	2003	Marian Zelazek, S.V.D.
1978	Kanti Mehta	2004	Missionaries of Charity
1979	Arvind Mafatlal	2005	Azim Premji
1980	H Holck Larsen	2006	Subir Raha
1981	Rajmohan Gandhi	2007	K V Kamath
1982	V R Krishna Iyer	2008	R Seshasayee
1983	R H Mody	2009	Ratan N Tata
1984	S Moolgaonkar	2010	E Sreedharan
1985	Gopeswar	2011	Nitish Kumar
1986	G L Tandon	2012	N R Narayana Murthy
1987	P N Bhagwati	2013	Shiv Nadar
1988	V Krishnamurthy	2014	Arundhati Bhattacharya
1989	V G Gopal	2015	Mallika Srinivasan
1990	V R Deenadayalu	2016	Dr. Sunil Kant Munjal
1991	Suresh Krishna		







# MEDALS FOR ACADEMIC EXCELLENCE

- **Fellow Programme in Management**
- **Postgraduate Diploma in Human Resource Management (2015-17)**
- **Postgraduate Diploma in Business Management (2015-17)**
- **Postgraduate Diploma in General Management (2015-16)**
- **Postgraduate Diploma in Global Business Management (2015-17)**
- **Postgraduate Diploma in Business Management – Dubai (2013 – 16)**
- **Postgraduate Diploma in Business Management – Dubai (2014 - 17)**
- **Postgraduate Diploma in Business Management – Evening (2014 – 17)**

# Medals for Academic Excellence: 2016 – 17



## **Shaurya Sharma**

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

## **D Akhil**

## **Prafull Agarwal**

## **Ruma Chaudhary**

## **Samina Abbas Ali**

## **Swadha Sinha**

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

## **Ruma Chaudhary**

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

## **Jayna Maheshwari**

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

## **Arbab Kausar**

**XLRI Medal : Second Highest CQPI – HRM**

## **Anshul Jain**

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

## **Anunay Arora**

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

## **Shashank Jain**

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

## **Vineet Vergis George**

**XLRI Medal : Highest CQPI – Global MBA**

## **Mandar Manohar Akhare**

**XLRI Medal : Highest CQPI – BM [Dubai]  
(2013 - 16)**

## **Md Imran**

**XLRI Medal : Highest CQPI – BM [Dubai]  
(2014 - 17)**

## **Subhashis Ghosh**

**XLRI Medal : Highest CQPI – BM [Evening]  
(2014 - 17)**  
(Sponsored by Jagans)

## FELLOW PROGRAMME IN MANAGEMENT (Total: 11)

Sl.	Name	Batch	Sl.	Name	Batch
1	Akshay Bhat	: 2011 - 2017	7	Payal Kumar [Ms]	: 2009 - 2017
2	Nelson Ashok D'Silva	: 2011 - 2017	8	Meenakshi Priyabala [Ms]	: 2010 - 2017
3	Balram Bhushan	: 2012 - 2017	9	Prithvish Bose	: 2010 - 2017
4	Pankaj Kumar Agarwal	: 2006 - 2017	10	Abhinav Chaturvedi	: 2011 - 2017
5	Ritu Malhotra [Ms]	: 2007 - 2017	11	Rajeev Goenka	: 2013 - 2017
6	Keshav Kumar Sharma	: 2009 - 2017			

## TWO-YEAR POSTGRADUATE DIPLOMA IN HUMAN RESOURCE MANAGEMENT 2015 - 17 BATCH (Total: 179)

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



## Medals for the Academic Excellence

The rest of the names are in alphabetical order

### HRM [Section - 'A']

Abhinav Jain	Bineesh Bruno M	Mehul Mittal [Ms]	Sagnik Basu
Abhishek Sinha	Davis Jose	Nakul Sharma	Samad Mirza
Akash Sharma	Deepak Prateek Singh	Nikhil Iyer	Shalini Singh [Ms]
Akriti Verma [Ms]	Dhruv Jha	Nishanth M	Shiv Shakti
Akshay Bageshwar	G Krishna Aditya	Nishtha Khanna [Ms]	Shreya Pal [Ms]
Amanpreet Bains	Gaurav Jain	Parul Sharma [Ms]	Sidhartha Paliwal
Anchit Lalwani	Gowtham Mahesh Balina	Prateek Misra	Snigdha Thalapally [Ms]
Anup Chandra	Himanshu Juyal	Pratik Jain	Swadha Sinha [Ms]
Arka Prasad Das	J Ravi Kiran	Priyanka Vasnani [Ms]	Utsav Kumar
Aruni Singh [Ms]	Karthik J	Probaha Roy	Vidhileshkumar Sheshmani
Arya Roychowdhury	Lakshmi Srinivasan [Ms]	Ram Bhaskar	Mishra
Ashwin Rajaram	Mandeep Singh Jouhal	Ravleen Kaur [Ms]	Vipul Puri
Balwinder Singh	Manuj Gulati	Rishabh Tandon	Yash Jain
Bhanu Gupta [Ms]	Meenal Solanki [Ms]	Ruma Chaudhary [Ms]	Yashwant Dandu

*Congratulations*

The rest of the names are in alphabetical order

### HRM [Section - 'B']

Abhishek Kamal	G Shiva Ram	Priyanka Vijay Vyas [Ms]
Abhishek Tiwari	Gaurav Sharma	Raghav Mehra
Akhil Krishna	Geoffrey Dominic	Richa Agarwal [Ms]
Akshit Bhuwalka	Harshdeep Singh Banga	Ritesh Raghavan
Amit Kumar Kabi	Ishaan Gautam	Sahil Garg
Ankit Abrol	Jeneffer Freddy Sopariwala [Ms]	Samina Abbas Ali [Ms]
Ankita Agrawal [Ms]	Jha Nitin Tarunkumar	Samujjal Dutta
Anupam Sinha	Keshav Periwal	Satvik Chugh
Archit Sehgal	Krishna Kumar B	Shameen Saba [Ms]
Arnab Poddar	Laxita Mithal [Ms]	Shivani Sharadkumar Thakar [Ms]
Arushi Jain [Ms]	Manish Goyal	Shrey Sharma
Ashish Agarwala	Mayank Sharma	Smriti Shekhar [Ms]
Asim Fareed	Mitul Vyas	Soumitra Choubey
Avishek Chatterjee	Nandini Maheshwari [Ms]	Srishti Sunil Bhatia [Ms]
B Ravi Teja	Neelim Goswami	Sushruth Sanath Yelchur
Bauwaji	Niranjan Kumar Sahu	Tarannum Agarwal [Ms]
Bhavya Sharma [Ms]	Paridhi Aggarwal [Ms]	Vaibhav Kashyap
Chaitanya Madhav Kulkarni	Prateek Sharma	Vikash Goyal
Devansh Rohatgi	Pratyaksh Sindhvani	Vivek Mukherjee

*Congratulations*

The rest of the names are in alphabetical order

## HRM [Section - 'C']

Abhinav Srivastav	Bikramjit Singh	Neeraj Singh Chauhan	Sajal Mittal
Abhishek Pandey	C Anish	Neha Swarup [Ms]	Sandeep Kumar
Aditya Kumar	Debjit Bose	Nirmit Arora	Saumya Verma [Ms]
Akshay Bhargava	Devashish Singh	Paridhi Singhal [Ms]	Shaurya Sharma
Aman Tripathi	Gaurav Thakur	Pranav Rajan	Shilpa [Ms]
Amlan Shankar De	George Banerjee	Prathamesh Pramod Dashpute	Snigdha Talapatra [Ms]
Ankit Singhal	Harshit Sandeep Chhaya	Pratyush Raj	Sudarshan Mandyam Dharti
Anurag Sharma	Hena Cyriac Mathew [Ms]	Pritha Dube [Ms]	Suhasini Bakliwal [Ms]
Aratrika Ghosh [Ms]	Ishan Gupta	R A Shreyas	Tarun Navin Gupta
Aritra Santra	K Joseph Praveen	R Ganesh Krishnan	Vanishree Sattiraju [Ms]
Arpit Agarwal	Keshav Thakur	Radha Raman [Ms]	Varun Pahuja
Ashima Singh [Ms]	Krithika L S [Ms]	Rakesh Roshan	Vipin Kak
Ashish Kumar Mishra	Manas Tiwari	Rishabh Jain	Vivek Singh
Atul Kumar Singh	Manish Kumar Tiwary	Rishika Tandon [Ms]	Yugal Chandra Bisht
Ayush Singh	Md Sheeraz Ahmad	Rupam Daniel Frank	
	N Krishnan		

*Congratulations*

# TWO-YEAR POSTGRADUATE DIPLOMA IN BUSINESS MANAGEMENT

## 2015 - 17 Batch: (Total: 179)

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



## Medals for the Academic Excellence

The rest of the names are in alphabetical order

### BM [Section - A]

Aashiq Agrawal	Arjun R	Nakul Mohan Santpurkar	Sashank Sekhar Choudhary
Aastha Chaudhary [Ms]	Avinash	Nikhil Choudhary	Savyasaachi Jha
Abhilash Harkut	B Manohar	Nirransh Jain	Sheikh Farhan Jibrail
Abhishek Singh	B Vikas	Nisha Jain [Ms]	Shiraz Hasan
Aditya Ganesh	D Akhil	Nitin Grover	Shivang Jain
Akshay Raj	Deepshikha Deb [Ms]	Prateek Mohan	Shrey Vrajesh Shah
Aman Gulati	Devang Moyal	Pulkrit Agarwal	Siddhartha Jain
Amit Somani	Dhruv Gupta	Rachit Rajendrakumar Jain	Somya Bhadola [Ms]
Ankesh Mishra	G B C S Tejaswi Vinnakota	Raghuveer Palakurthi	Soutik Roy
Ankit Mittal	Harsh Sarawagi	Rajat Garg	Sujit Gorantla
Ankur Chachra	Jithin Vinod	Raunak Kumar Agarwal	Surdeep Singh
Anuj Singh Rana	Kartik Yadav	Rohan Sharma	Syed Jafar Shahid Rizvi
Anwesh Majumder	Kratika Kataria [Ms]	Ruchir Prasoon	Tathagata Ghosh
Arifa Parveen [Ms]	Kunal Aggarwal	Rutu Velani [Ms]	Vaibhav Kumar
	Mihir Pradip Sangodkar	Santhosh Karanth N	Vidisha Dubey [Ms]

*Congratulations*

The rest of the names are in alphabetical order

### BM [Section - B]

Aayush Ajit Jain	Devanjan Ranjan Roy	Oshin Singhal [Ms]	Shiv Sanket Singh Rana
Abhimanyu Singh	Digant Ray	Piyush Garg	Shivang Saraswat
Abhishek Tahlan	Godly Habel Kurian	Pranshu Gupta	Shreya Parag Shikarkhane [Ms]
Aishwary Kumar Gupta	Ishan Trivedi	Prateek Taori	Shubham Chakraborty
Akshay Ratan	Jagruti Vojjala [Ms]	Punit Manohar Narwani	Sidhant Mahipal
Aman Preet	Kanwaljeet Kathait	Raghav Gaur	Souvik Raha
Amol Bisht	Kiran Kanthavar	Rahul Aditya	Sudarshan
Ankit Anand	Manoranjan Dash	Rakesh Reddy Kondam	Sumeet Kumar
Ankit Pokharna	Mohanishkumar	Rohit Chalasani	Tanay Chourasia
Ankur Sood	Hasmukhbhai Soni	Sailendra Sesha Uppalapati	Utkarsh Agarwal
Anupama Inturi [Ms]	Namit Rastogi	Saket Pachisia	Vaibhav Tyagi
Apurv Srivastava	Nekkanti Yamini [Ms]	Saraansh Rai	Vikas Pandey
Aru Aditya Vasu	Nikhil Gupta	Satyam Sidharth	Yogesh Sharma
Arunima Das [Ms]	Nisarga Bhaskar Vichare	Sharat Chandra	
Avinash Bhandaru	Nitesh Kumar Sharma	Shekhar Suman	

*Congratulations*

The rest of the names are in alphabetical order  
**BM [Section - C]**

Abhijeet Singh	Ayush Sharma	Prateek Agrawal	Siddharth Pramod Mishra
Abhinay Sali	Chirag Bhatia	Prerak Panwar	Sneha Manohar Wadhwa [Ms]
Adarsh Appaiah	Devraj Jee	Pushpak Shukla	Sourav Kumar Jena
Akash Arunrao Kulkarni	Digvijay Singh	Raghu Gorrela	Sreejesh Kumar
Akshay Pant	Harish Ramaswamy	Rahul Verma	Sudipto Kundu
Akshay Sharma	Jayanthi Sreenivasan [Ms]	Ranjith Kumar Reddy B V	Swagato Sarkar
Amey Narendra Lonkar	Karan Dora	Riya Kumbhani [Ms]	Tanushree Sharma [Ms]
Anant Jain	Kumar Karan Singh	Robin Singla	Tarun Kumar
Ankit Goel	Maulik Agarwal	Rohit Jha	Vaibhav Gurunath Swati Khanolkar
Ankit Sanjay Khetan	Navneet Rajiv	Saransh Mahajan	Varun V
Anurag Das	Niharika Misra [Ms]	Saurabh Pandey	Vikrant Agrawal
Apurva Khirwal [Ms]	Niraj Hitesh Mehta	Shaunak Shivram Kajarekar	Vipul Pandey
Archit Arora	Nishant Maloo	Shiladitya Bagchi	Sandeep Chaitanya Prudhvi [Global MBA]
Ashima Aggarwal [Ms]	Nitin Garg	Shivam Gupta	
Ashish Sethi	Prafull Agarwal	Shreeram	

# POSTGRADUATE DIPLOMA IN GENERAL MANAGEMENT (Fifteen-Months Programme)

## Batch: 2015 – 16 (Total: 117)

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



## Medals for the Academic Excellence

The rest of the names are in alphabetical order

### GMP [Section - `A']

Aashiq Agraw Abhijeet Sharan	Chandreyee Chowdhury [Ms]	Mrinal Raj	Sagar Gadoo
Abhishek Khandelwal	Dayanand S	Navneet Kumar Shukla	Shagun Varma
Abhishek Sharma	Gaurav Pandey	Niladri Shekhar Dandapat	Shivesh Kumar
Aeishvarya Pandhare	Godfrey Royan	Niraj Kumar	Siddhant Sunil
Akanksha Bhatnagar [Ms]	Hari Madhavan R	Pallab Paul	Sivaranjani V V [Ms]
Akash Ashokrao Virulkar	Harkamal Kingra [Ms]	Paul Daniel Lakra	Sumeet Kumar Tanwar
Akhilesh Jaiswal S	Himanshu Chaturvedi	Pawan Vats	Sumit Nimoria
Amit Gupta	Himanshu Shekhar	Prakash Piyooch	Swapnil Nitin Rughani
Anit Ranjan	Ishank Arora	Prasanth U	Umesh Chaudhary
Ankita [Ms]	Joy Saha	Praveen Kumar Gupta	Vibhor Chaudhary
Anshul Agrawal	Jyotsana Kumari [Ms]	Rahul Kumar	Vishal Krishnan
Arun John Kurian	Kumar Karan	Rajeev Ranjan	Ramaswamy
Ashray Agarwal	Kundan Kumar	Ravikant Kumar	Vivek Kumar
Avineet Singh	Manish Tahiliani	Rejith M Rajan	
Boben Philip	Manoranjan Jha	Rishi Bagchi	
		Ritesh Pandey	

*Congratulations*

The rest of the names are in alphabetical order

### GMP [Section - `B']

Aakash Shekhar Varshney	Bappaditya Debsingha	Mrinal Kuchhal	Raju Kumar
Abhimanyu Gupta	Chandan Kumar Banerjee	Naved Ahmad	Ravishu Arora
Abhishek Kumar	Debirupa Chakraborty [Ms]	Nikhil Shankar M	Rishabh Singla
Abhishek Singh Parihar	Gaurav Sahai	Nikhita Gera [Ms]	Rishi Rakesh Kanotra
Ahmed Mujtaba Minhaj Shaikh	Govind Parameswar Neelakantan	Nilanjan Ghatak	Sabyasachi Panigrahi
Alok Dubey	Harjinder Singh Gill	Nitish Bhardwaj	Saurabh Sharma
Anirban Bhaumik	Himanshu Goel	Padmaja V [Ms]	Shreyas S
Anju Babu [Ms]	Hindol Sen	Pankaj Kumar Goenka	Soumitra Chakraborty
Ankit Dhaka	Jeetinder Kishore Khubchandani	Pavan Kumar B	Surya Teja Behara
Ankit Kumar Gupta	Jyoti Gupta [Ms]	Piyush Pallav Das	Udit Asati
Anupam Kalita	Ketan Rautela	Pranav Mehrotra	Ved Prakash
Ashish Kumar	Kumar Utsav	Prashant Singh	Vivek Jain
Aswathy Jayadev [Ms]	Manish Manohar	Rahul Bighane	Vivek Rai
Avdhesh Shukla		Rajdeep Basu	

*Congratulations*



# TWO-YEAR POSTGRADUATE IN GLOBAL BUSINESS MANAGEMENT

## Batch: 2015-17 (Total: 18)

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



**The rest of the names are in alphabetical order**

- |                       |                      |
|-----------------------|----------------------|
| Abhinav Sharma        | Mohammed Belal Ahmed |
| Ajit Reddy Kandela    | Piyush Madhukar      |
| Ani Mehrotra          | Saket Bhardawaj      |
| Anirudh Sangubhotla   | Sumeet Sagar Dalvi   |
| Deepankar Mathur      | Swarnim Srivastava   |
| Dhwanit Ratilal Patel | Vikas Kumar Gupta    |



# THREE-YEAR POSTGRADUATE DIPLOMA IN BUSINESS MANAGEMENT - Dubai 2013 - 16 BATCH (Total: 30)

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



## The rest of the names are in alphabetical order

Adil	Kaushtubh Dave	Sathish Kumar B	Surat Dayal
Ahamed Nadim	Kenneth Rupert Pais	Shaik Rahim	Vinay Doddihal
Amal Abraham	Kuldeep Choudhary	Sharaf Shaban Bamne	Vivek Chaturvedi
Crispin Antony A	Kumar Anup	Shiju Lakshmanan Vengattu	Yanduri Madhusudana Rao
Hari Achariya Devan	Madhumitha Senthilnathan [Ms]	Shika Susan Samuel [Ms]	
Jaya Hardikkumar Desai [Ms]	Mohammad Shams Tabrez	Shivam Kumar Chaudhary	
Jaydeep Radhakrishnan	Pradeep Kumar Raju	Siddharth Dave	

*Congratulations*

# THREE-YEAR POSTGRADUATE DIPLOMA IN BUSINESS MANAGEMENT - Dubai 2014 - 17 BATCH (Total: 17)

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



**The rest of the names are in alphabetical order**

Charu Sharma [Ms]

Malini Mariya Mathew [Ms]

Nevin Davis

Rohan Avnish Rao

Jijan Varghese Skariah

Mithlesh Shukla

Nitish Vashisht

Sridhar Awari

Kirti Sharma [Ms]

Mukesh Ananda Chavan

Pratap Joseph

Vineet Vinodkumar

*Congratulations*

# THREE-YEAR POSTGRADUATE DIPLOMA IN BUSINESS MANAGEMENT - Evening 2014 - 17 BATCH (Total: 56)

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



## The rest of the names are in alphabetical order

A Archana [Ms]	Anil Kumar	Krishnendu Mukhopadhyay	Rishi Shankar
Abhishek Kumar Sinha	Anindya Halder	Munish Sudan	Saha Sushant Subrata
Abhishek Pandey	Anirban Mondal	Nishant Kumar	Samiksha Saxena [Ms]
Abhishek Sharma	Anoop Srivastava	Nitin Bhardwaj	Santosh Kumar
Alok Kumar	Anupam Krishna Tripathi	Prabhakar Kumar	Sushil Kumar
Amarnath Chakravarty	Ashlesha Ashwini [Ms]	Prabhas Kumar	Ujjwal Kumar Hazari
Amit Kumar	Awdhesh Kumar Kaushal	Prabhat Kumar Tiwari	Umesh Kumar Mittal
Amit Kumar	Ayan Lahiri	Prasenjit Dey	Vikas Singh
Amit Kumar	Ayodhya Prasad	Pratyush Verma	Vinayak Siddhi
Amit Kumar Mahato	Bhanu Pratap	Rajatbaran Chakravarty	
Amit Rana Tirkey	Chethan Kumar M A	Rajesh Kumar	
Amit Verma	Harraj Singh Sokhi	Rajiv Banka	
Amitosh Anand	Jai Kishan Indiar	Rakesh Kumar	
Aniket Bodewar	Joydeep Chatterjee	Randhir Kumar	

*Congratulations*





the Greater Good

XLRI

OF INTERNATIONAL  
NG SUSTAINABLE  
ENT FOR INDIA  
ETHICAL REFLECTIONS

by  
J FRANK BRENNAN, SJ  
PROFESSOR OF LAW  
AN CATHOLIC UNIVERSITY

ANNIS K. PANI



# HIGHLIGHTS OF THE YEAR

- Ensemble
- Ethics Oration
- HR-IR
- MAXI Fair
- Valhalla

# 25th XLRI- JRD Tata Ethics Oration

XLRI has always endorsed ethical business practices and it yet again reiterated its values at the 25th edition of annual JRD Tata Oration.

Fr (Dr) Frank Brennan, SJ, Professor of Law, Australian Catholic University delivered the oration at XLRI on 26 November, 2016. Fr Brennan's oration dealt with the topic – The Placement of International Law in seeking Sustainable Development for India: Some Ethical Reflections.

The oration is organised by the XLRI - JRD Tata Foundation in Business Ethics. The Foundation seeks to address itself by publicly affirming the urgent need for ethics in business and the need to bring about a conducive culture in which it can thrive.

XLRI is the first B-school in the country to introduce a core course on "Managerial Ethics" for both its HRM and BM programmes. Each year, XLRI confers a medal on the best student in Managerial Ethics at the institute's annual convocation.

He addressed the crowd highlighting the issues and problems confronting the modern day India and the possible measures that can be adopted.

He said, "My thesis this evening is that no matter what the economic, political and legal problems are confronted by modern day India, these problems can be better addressed and answered by a consideration of the profound truths and insights of all the religious traditions represented in this country. An application of the key principles and norms developed in the international law of trade and human rights, helping to enunciate the realm of law, regulation and political accountability, enhancing public scrutiny, providing the right environment for doing business, and that no matter how well developed the regulatory machinery, no matter how elaborate the constitutional separation of powers and the legislative provisions for accountability, there will always be a place for and a value-add from the national culture, corporate ethos and personal character."

"Thus there is a need to ensure that the national and ethnic cultures are sufficiently open to international influences and sufficiently grounded in the goodness and the daily concerns of the ordinary citizen."

The session was also attended by TV Narendran (Chairman, Board of Governors, XLRI and MD, Tata Steel Ltd), Fr. E Abraham, S J (Director, XLRI), Dr. Ashis K Pani (Dean [Academics], XLRI) and Fr. Oswald Mascarenhas, SJ (JRD Tata Chair Professor of Business Ethics at XLRI).

In his welcome address, Fr Abraham said, "XLRI has always emphasised on the importance of adopting an ethical code of conduct within the corporate world. We believe that no management education curriculum is really complete, unless and until the students are instilled with a set of values that are necessary decision-making ingredients for the corporate manager today. It is for this reason that a core course on Managerial Ethics is offered to all our students at XLRI."





# MAXI FAIR 2017



## Voice of Ethics

**Fr (Dr) Frank Brennan, SJ**

*Fr. (Dr.) Frank Brennan, S.J. is a Jesuit priest, professor of law at Australian Catholic University and Adjunct Professor at the Australian Centre for Christianity and Culture, Australian National University College of Law and the National Centre for Indigenous Studies. He is the National Director of Human Rights and Social Justice for Jesuit Social Services, and superior of the Jesuit community at Xavier House in Canberra.*

*In May 2015 he returned to Australia, having spent a year as the Gasson Professor at the Boston College Law School. His most recent books include: No Small Change: The Road to Recognition for Indigenous Australia; Amplifying That Still, Small Voice; The Quest for Leadership in Church and State; and The 2015 Gasson Lectures: Maintaining a Convinced and Pondered Trust. An Officer of the Order of Australia (AO) for services to Aboriginal Australians, particularly as an advocate in the areas of law, social justice and reconciliation, he was the recipient of the Migration Institute of Australia's 2013 Distinguished Service to Immigration Award and of the 2015 Eureka Democracy Award in recognition of his endeavours which have contributed to strengthening democratic traditions in Australia.*

The 38th edition of Maxi Fair was inaugurated in the presence of Fr. Ozzie Mascarenhas, Chairperson, XLRI Ethics Research Centre, Dr. Ashish Pani, Dean (Academics) Dr. Debasish Pradhan, HOD Marketing, and Dr. Sharad Sarin, retired XLRI faculty. The occasion was taken to felicitate Dr. Sarin, who has been associated with XLRI for the last 40 years and who laid the foundation of MAXI fair.

The fair saw unparalleled turnout in competitions like Dance Mania, Masterchef, Miss and Mrs. Jamshedpur and others. The marketing fair this year received 10 research problems from leading market players of the FMCG and manufacturing sector.

The event kicked off with Dance Mania, a group dance competition which saw vibrant participation from kids. Another major attraction was the beauty pageant, Miss Jamshedpur. Several teenage girls participated and exhibited their singing and dancing talents. MasterChef too was a huge success with some relishing and brilliant

Throughout the day, the fairground was thronged with excited participants, cheerful students and families who saw Maxi Fair as a lively and entertaining breather. The highlight of the show was the electrifying performance by Raftaar, a rap artist.



# Valhalla 2016

Valhalla, the fest that brings together top B-school students for a three day sports and cultural extravaganza, entered its fifth year with the theme The Streets are Calling. The formal inauguration of VALHALLA 2016 was held on 29th July.

In its 5th Edition, the three-day fest included a mélange of events ranging from dance, drama, debate and sports and were participated by students from other leading B-Schools including the IIMs, NMIMS Mumbai, BIT Mesra, XIM Bhubaneswar along with the home school.

Staying true to its theme - The Streets Are Calling, around 60 XLRI students performed flash mob on the roads of Jamshedpur on 24th July. The students also organized a Cleanliness Drive undertaken by SIGMA-Oikos. The students cleaned the streets and painted the walls near Tax Office and MGM Hospital to spread the messages of giving back to the streets and keeping it clean. XLRI students also performed a street play to promote road safety.

*Staying true to its theme - The Streets Are Calling, around 60 XLRI students performed flash mob on the roads of Jamshedpur before the fest kicked off.*

## Day 1

The first day of Valhalla had a gamut of cultural and sports events ranging from

- Theme-based quiz
- Press conference
- Street art
- King's speech,
- Table tennis
- Basketball
- Laser tag
- Group dance
- Cricket
- Volleyball
- Performance by Stand-up comedian Zakir Khan, the latest addition to AIB
- Battle of Bands



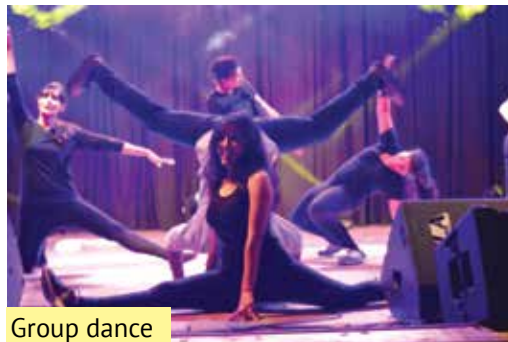
Battle of Bands



Zakir Khan



Street Art



Group dance



Table Tennis

Day 2

- Laasya-the solo classical dance competition
- Raagalay- the solo classical singing cum instrumental music competition
- Movie Debate
- General Quiz
- Volleyball
- Basketball
- Street Play
- Coke Studio presents Nikhil D'Souza



Nikhil D'Souza



Street Play



Go karting



Volleyball



Movie Debate

Day 3

- Jamshedpur Run, hosted by CII Yi, the largest marathon in Jamshedpur. Around 1500 participants, hit the streets running for a cause.
- Conventional Debate
- Stage Play
- basketball, volleyball and football
- The fest concluded with an EDM (Electronic Dance Music) night



Jamshedpur Run



Stage play

**For the Greater Good**

In tandem with XLRI's spirit of For the Greater Good, Valhalla has always had an undertone of social welfare to it. This year too, Valhalla 2016 came forward to support Gyanada Foundation and handed over an amount of Rs 1 Lakh collected during the event.

# HR –IR Conference

The XLRI student societies SAPHIRE and FIRE@X jointly hosted the annual National HR-IR Conference on 3 and 4 of December, 2016. The theme of this year's conference was Dynamics of HR-IR: Realigning Skills, Systems and Practices in the Face of Globalization.

Adopting a multi-stakeholder perspective, the conference brought together representatives from all spheres such as industry, trade unions, government, practitioners and consultants and academics to discuss and share ideas on the leading and contemporary issues faced in industrial relations and human resource management. Students from several B-Schools of the country also took part in the event.

In the inaugural session, Suresh Dutt Tripathi, VP-HR, Tata Steel Ltd. gave the special address, Dr. Subesh Kumar Das, Director General, Administrative Training Institute, West Bengal, delivered the inaugural address and Vivek Patwardhan, Executive Coach and Eminent HR Consultant, gave the keynote speech. Dr. Ashish K Pani, Dean - Academics, XLRI, welcomed the dignitaries and all the delegates.

## HIGHLIGHTS of the Sessions

### PANEL DISCUSSION

#### Session I: Changes in Technology and its Effects on HR

**Session chaired by:** Prof. Gloryson RB Chalil, Co-ordinator, OB Area, XLRI

**Panelists** – Dr. Shio Kumar Singh, Chief of Capability Development, Tata Steel Ltd, Neeraj Sanan, CMO, Spire Technologies, George Thomas, VP- Corporate HR and Administration, MSP Steel and Power Ltd.

They discussed about the fallout of technological revolution and the concerns surrounding it. They also discussed about the technological evolution of HR from Workflow automation to Internet of Things, to Human-Machine Partnership.

#### Session II: Skill India: The Road Ahead

Chaired by – Dr. Pranabesh Ray, Professor, HRM, XLRI, Jamshedpur

Panelists – Indranil Aich, Director, Aich Group of Companies, Dr. Shio Kumar Singh, Chief of Capability Development, Tata Steel Ltd, Sanjay Singhvi, General Secretary, Trade Union Centre of India, Vinod Behari, CEO, Power Sector Skill Council, and Saurabh Prasad, Head- Human Resources in Commercial Vehicles India, Metalsa,

The speakers deliberated on sector wise requirement of skills and stressed that infrastructure sector requires the most skillsets. Sanjay Singh questioned the paradigm of development which is based on profit model and reinforced by the current trends in labour law reforms on completely misplaced assumptions.

#### Session III: Socio-political and Economic Implications of Globalization of Labour Force

Chaired by: Dr. Jerome Joseph, Chair Professor, Industrial Relations, XLRI

Panelists: Sumit Neogi, Head Business HR- Corporate Functions, Cipla Ltd., Dr. Siddhartha Pandey, VP- Group HR, EMC Ltd., Prof. EM Rao, Visiting Faculty, Industrial Relations Area, XLRI, Chandra Prakash Singh, State President, INTUC, Bihar, Vasanth Kumar N Hittanagi, Rtd Joint Commissioner, Ministry of Labour, Karnataka

They discussed the need to identify the problems, raise questions and most importantly seek answers to those critical questions pertaining to the various implications of globalization in the field of industrial relations.

### PAPER PRESENTATION

The Panel discussion session was followed by paper presentations on Parallel Tracks of HR and IR- Emerging Metrics to track workforce effectiveness (HR) and Rewriting the roles: Advancing Employment relations in work environment (IR).



(From Left) Vivek Patwardhan, Dr Subesh K Das, Dr. Ashish K Pani and Suresh D Tripathi during the conference

# Ensemble 2016

The annual management summit Ensemble 2016 was celebrated around the theme Be the Business – be best at what one does. The event was a platform for students to hone their skills across all business domains from finance and marketing to operations, IR and HR. Over 40 events were organised during the three-day festival.

The event was inaugurated in the presence of Dean (Academics) XLRI Dr. Ashis K Pani, Dean (Administration), XLRI Fr. S George, Associate Dean (Student Affairs & Administration) Fr. Antony Uvari and other dignitaries. The legendary cricketer Syed Kirmani, who was a part of 1983 World Cup winning team, was the Guest of Honour for the event.

Addressing the students at the inaugural ceremony, Kirmani elaborated how leadership plays an important role in all aspects of life. He emphasised on the need for sincere effort and hard work in achieving success. Taking the example of their World Cup winning feat, Kirmani said, "As leaders of tomorrow, the students must strive to be the best and lay the foundation for future generations to achieve even higher". He explained how important it is to enjoy life and to adapt to the situation and not fret over small things. "One must always be happy and learn to take care of oneself, both physically and mentally," he said.

With a legacy of 16 years, Ensemble is among the most awaited events in the business school circuit. Ensemble 2016 received participation from over 4000 teams from top 30 B-Schools including IIM-A, IIM-B, IIM-L, FMS, IIM-S, NMIMS and MDI and industry partners like Central Bank of India, Pulse, SBI, FreeCharge, Yes Bank, Coke Studio, Sleepwell my mattress, Raj Outdoor Advertising, Aapno Rajasthan, BruBeck, Subway, LaGravitea, Medieval Meals,

Anupam Mughlai and Rollick. Along with intense competitions, the three-day summit also witnessed an array of entertaining cultural and sporting events. Over 40 events were held in three days cutting across all business domains, from finance and marketing to operations, IR and HR.

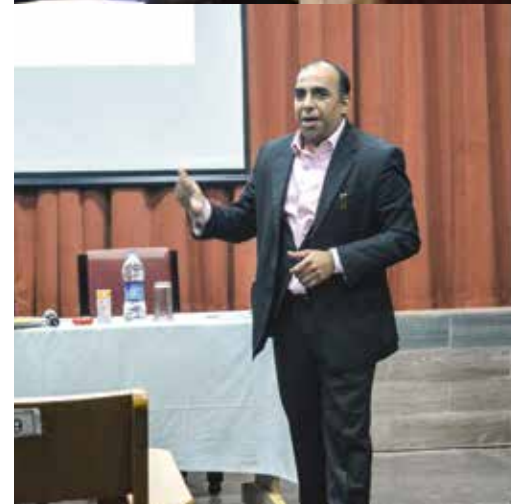
Another major event of Ensemble has been the Idea Summit. This year, the Idea Summit saw presence of Dr. Seema Rao, India's First Woman Commando Trainer, Mr. Ramakant Gaur, famed Supreme Court Lawyer, Nikhil Chandwani, well-known author, filmmaker, hollywood documentary director and a script writer as the eminent speakers.

To add to the fun quotient, Ensemble 2016 had hosted various programmes like - screening of short movies and MasterChef – a culinary competition, debate events like Advocatus Diaboli and CASH Debate, Dumb Charades, face painting were also lined-up.

Ensemble 2016 also organized a series of cultural events including tribal dance performance to showcase the rich cultural heritage of Jharkhand, Comedy Nights with Sorabh Pant, stand-up comedy star from East India Comedy.

The biggest highlight of the event was the Lucky Ali Concert. Lucky Ali sang his well-known songs and amazed the crowd that was already filled with enthusiasm.

Events like War of Wits (the flagship HR event), Helios (the flagship Operations event), Strike or Yield (the flagship event in IR), Genesis (the flagship entrepreneurship event) Poseidon and Apollo (domain events of BM and HR) along with the flagship events of Ensemble - The Next Gen Leader, Circus Maximus, and Mock United Nations witnessed intense competitions among teams from the participating institutes.







# GROUP PICTURES OF GRADUATING BATCHES

- PGDM (BM)
- PGDM (HRM)
- PGDM (GM)
- PGDM (Global MBA)
- PGDM (BM, Evening)

# PGDM (BM) PROGRAMME



**BUSINESS MANAGEMENT  
2015 - 17**





# PGDM (HRM) PROGRAMME



**HUMAN RESOURCE MANAGEMENT  
2015 - 17**



# PGDM (GENERAL MANAGEMENT)



# PGDM (GLOBAL MBA) PROGRAMME 2015-17



# PGDM (BM), EVENING PROGRAMME









# REPORTS ON XLRI OFFICES

- **Dean's Office**
- **Admissions Office**
- **Placement Office**
- **International Relations Office**
- **BM (Evening) Programme**
- **Sir Jehangir Ghandy Library**
- **Virtual Interactive Learning Programme**
- **Information Technology**
- **MDPs & In-company Programmes Office**
- **Alumni Office**
- **FPM Office**
- **Committee Against Sexual Harassment**

# DEAN 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	3
6.	Marketing	12
7.	Organisational Behaviour	11
8.	Production, Operations & Decision Sciences	11
9.	Strategic Management	9
10.	Others	1
<b>Total</b>		<b>81</b>

## 2. Faculty Recruitment during 2016 - 17

Sl.	Name	Date of Joining	Area / Designation
1	Dr Jerome Joseph	01.09.2016	HRM
2	Dr Teidorlang Lyngdoh	01.02.2017	Marketing

## 3. Faculty who separated during 2016 - 17

Sl.	Name	Date	Area
1	Fr James Santhanam, S J	10.06.2016	Finance
2	Fr Alwyn Rodrigues, S J	10.06.2016	General Management
3	Dr Sharad Sarin	30.09.2016	Marketing
4.	Dr J Singh	31.01.2017	OB

## 4. New Electives Approved during 2016 - 17

### Economics Area:

- Experimental Economics for Managers [3 Credit] for BM, HRM and FPM

### Finance Area:

- Advanced Financial Modeling using R [3 Credit] for BM, BME, GMP and FPM

### General Management Area:

- Communicating Critical Decision [3 Credit] for BM and HRM
- Ethics of Business Turnaround Management-EBTM [3 Credit] for BM and HRM
- Strategic Communication [3 Credit] for BM and HRM

### Marketing Area:

- Retail Management [2 Credit] for GMP
- Sports and Tourism Marketing [3 Credit] for BM

### Strategic Management Area:

- Managing Innovation [1.5 Credit] for GMP

## 5. Electives Re-designed and Re-named : *NIL*

## 6. MoUs signed for Student Exchange Programmes: *NIL*

## 7. International Exchange Programme

### a) Faculty Exchange:

The following faculty member has gone on Faculty Exchange Programme to the Institute mentioned against his name:

- **Dr Santanu Sarkar**  
*National ChengChi University Institute for Labour Research, Taiwan, Republic of China*
- **Dr Trishit Bandyopadhyay**  
*IESEG School of Management France*



**b) 35 second year students of Business Management and 17 Human Resource Management (Batch: 2015 - 17) went on International Student Exchange to the following Institutes during September - December 2016:**

Sl. No.	College	Location	Sid	Student
1.	Alba Graduate Business School	Greece	B15072	Ankit Pokharna
			B15117	Sudarshan
			B15154	Nishant Maloo
2.	Asian Institute of Management	Manila	H15106	Ritesh Raghavan
3.	Asian Institute of Technology	Bangkok	H15065	Akshit Bhuwalka
			H15119	Vaibhav Kashyap
4.	Aston Business School, Birmingham	UK	B15036	Prateek Mohan
			H15098	Pragya Anand [Ms]
			H15154	N Krishnan
			H15171	Shaurya Sharma
5.	Audencia Nantes School of Management	France	H15019	Davis Jose
			H15030	Lakshmi Srinivasan [Ms]
			H15040	Prateek Mishra
			H15124	Aditya Kumar
			H15126	Aman Tripathi
			H15168	Sajal Mittal
6.	EM Lyon Business School	France	B15012	Ankit Mittal
			B15022	Dhruv Gupta
			B15034	Nitin Grover
			B15096	Pranshu Gupta
			B15155	Nitin Garg
			B15164	Robin Singla
7.	IESEG School of Management	France	B15035	Prakhar Agarwal
			B15067	Akshar Anil Shah
			B15094	Oshin Singhal [Ms]
			B15097	Prateek Taori
			H15052	Shreya Pal [Ms]
			H15085	Ishaan Gautam
			H15090	Laxita Mithal [Ms]
H15158	Paridhi Singhal [Ms]			

## REPORTS ON XLRI OFFICES

8.	KEDGE Business School, Bordeaux	France	B15026	Kartik Yadav
			B15063	Aayush Ajit Jain
			B15066	Aishwary Kumar Gupta
			B15077	Aru Aditya Vasu
			B15083	Ishan Trivedi
			B15104	Sailendra Sesha Uppalapati
			B15106	Saraansh Rai
9.	KEDGE Business School, Marsielle	France	B15128	Akshay Pant
			B15032	Nirransh Jain
			B15044	Rutu Velani [Ms]
			B15048	Sheikh Farhan Jibrail
			B15119	Tanay Chourasia
			B15129	Akshay Sharma
			B15131	Anant Jain
10.	Malardalen University	Sweden	B15149	Maulik Agarwal
			B15163	Riya Kumbhani [Ms]
11.	Münster School of Business and Economics (MSBE)	Germany	B15140	Ayush Sharma
			B15179	Tanushree Sharma [Ms]
12.	Weatherhead School of Management (Case Western Reserve University)	USA	B15060	Vaibhav Kumar
			B15042	Rohan Sharma
			B15124	Abhijeet Singh

c) 9 students came from the following Institutes to XLRI on International Student Exchange Programme to attend courses during June, 2015 - March 2016:

SL No	School	Place	Student Name
1.	Aston Business School, Birmingham	UK	Joseph Pothen
2.	Audencia Nantes School of Mangement	France	Nicolas Brousse
3.	EM Lyon Business School	France	Lucie Tondon [Ms]
			Matthieu Piel
			Sarah Baylere [Ms]
4.	IESEG School of Management	France	Alexis Le Pays Du Tailleul
			Hugo Dallery
			Rashmi Naidu Guntreddy [Ms]
5.	Münster School of Business and Economics (MSBE)	Germany	Jana Alice Schmitting [Ms]

## 8. Recipients of the Scholarships for the year 2016 – 17

Sl. No.	Name of the Scholarship	Programme	Name of the Student	Roll No.	Amount (₹)
1.	Aditya Birla Scholarship	BM [2015 – 17]	Kiran Kanthavar	B15086	1,75,000 / Year
		BM [2016 – 18]	Arushi Saksena	B16073	1,75,000 / Year
			Ankit Jetwani	B16129	1,75,000 / Year
2.	OP Jindal Engineering & Management	BM [2015 – 17]	Anshul Jain	B15134	1,50,000
3.	T Thomas	BM [2015 – 17]	Kiran Kanthavar	B15086	1,00,000
4.	PMI Scholarship	BM [2015 – 17]	Anwesh Majumder	B15015	50,000 + Sponsoring Camp Certification Fee
			Devanjan Ranjan Roy	B15080	25,000 + Sponsoring Camp Certification Fee
			Satyam Sidharth	B15107	Sponsoring Camp Certification Fee
5.	Pirojsha Godrej	HRM [2016 – 18]	Sumit Agrawal	H16114	25,000
6.	Joseph M Sciortino [for ST Students]	BM / HRM [2015 – 17]	No Awardees		25,000
7.	Geeta Saxena Memorial	HRM [2015 – 17]	Ravleen Kaur	H15045	20,000

## REPORTS ON XLRI OFFICES

8.	Kalyan Ganguly XEF Scholarship	BM [2015 – 17]	Digvijay Singh	B15143	1,00,000
9.	Naveen Jain & Distinguished Alumni Award	BM [2015 – 17]	Anunay Arora	B15074	20,000
10.	Vasantha Sankaran Scholarship	BM [2015 – 17]	Akshar Anil Shah	B15067	1,00,000
11.	XLRI Diamond Jubilee [Seniors]	BM / HRM [2015 – 17]	Saransh Mahajan	B15167	Tuition Fee Upto 2.85 Lakhs
			G Shiva Ram	H15081	Tuition Fee Upto 2.85 Lakhs
12.	XLRI Diamond Jubilee [Juniors]	BM / HRM [2016 – 18]	Neeraj Agarwal	B16089	Tuition Fee Upto 2.55 Lakhs
			Anagh Agarwal	H16065	Tuition Fee Upto 2.55 Lakhs
13.	Alumni Scholarship	BM / HRM [2015 – 17]	Akshay Ratan	B15068	1,50,000
			Maulik Agarwal	B15149	1,50,000
			Prafull Agarwal	B15156	1,50,000
			Rachit Rajendrakumar Jain	B15038	1,50,000
		GMP [2016 – 17]	Abhinav Shivshankar Temani	H15061	1,50,000
			Anup Chandra	H15009	1,50,000
			Medhavi Gupta	H15153	1,50,000
			Shaurya Sharma	H15171	1,50,000
Sumit Saxena	G16054	1,50,000			
Sunil Kumar Kesarwani	G16114	1,50,000			

## 9. 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 the Institute during 2016 - 17:

SL.No.	Name of CEO	Date of Visit	Topic
1	Mr Akshay Kothari	October 24th, 2016	How Ramen Noodles changed the way I build products
2	Mr Ashis Vidyarthi	February 11th, 2017	Creativity in Leadership
3	Mr B K Namdeo	July 17th, 2016	Creating Opportunities by Stepping out of Comfort Zone
4	Commodore Chandra Shekhar Azad	August 28th, 2016	Leadership -Handling Challenges in People Management and Experience Sharing
5	Mr David J	February 12 <sup>th</sup> , 2017	Building an A-Team
6	Mr Donn Doongaji	November 16th, 2016	TATA History and Culture

7	Mr Geunter Butschek	September 19th, 2016	Transformation, Strategic Alignment, Performance Management or Mobility Creates Weal of the Nation.
8	Ms Indu Rani	February 12 <sup>th</sup> , 2017	Building an A-Team
9	Mr K Pradeep Kumar	July 26th, 2016	Primary Competencies to be Industry Ready
10	Mr Param Saxena	February 10th, 2017	Demand Driven Planning
11	Mr Ranjit Barthakur	July 05th, 2016	Reflections on Managing Water - Earth's Greatest Natural Resource
12	Ms Rekha M Menon	August 05th, 2016	Industry / Functional Overview
13	Mr Shantanu Das	October 17th, 2016	Business Restructuring in Amway
14	Mr Sudeep Ralhan	July 03rd, 2016	Interactive Session
15	Mr Sunil Chainani	January 30th, 2017	Inclusive Capitalism - Lessons from the Fabindia Story
16	Dr Sunita Didi Chandak	September 28th, 2016	Being A Proactive And A Responsible Leader
17	Mr V P Srivastava	February 12 <sup>th</sup> , 2017	Building an A-Team
18	Mr Vinod Dasari	January 21st, 2017	Turnaround of Ashok Leyland Limited
19	Mr Yogi Sriram	October 28th, 2016	Business Strategy & Digitization

## 10. Guest Lectures

During June 2016 to March 2017 around **35** guest lectures were organized.

Sl. No.	Full Name	Company
1	Mr Abhik Gupta	Nielsen Holdings Plc
2	Mr Aditya Nanavati	Aon Hewitt
3	Mr Ajay Murali	The Boston Consulting Group [BCG]
4	Mr Amitava Bakshi	Tata Steel, Jamshedpur
5	Mr Arun Chandran	Synergiz Global Services Private Limited
6	Mr Atanu Ghosh	Salt n Pepper, Kolkata
7	Ms Bhumika Joshi	Amazon, Gurgaon
8	Mr Braj Kishor Dinda	Tata Steel, Jamshedpur
9	Mr Branjesh Bajpai	Vodafone, London
10	Mr Chetan Dixit	Yellow Giraffe, Mumbai
11	Dr Shyam Sundar Pathak	Office of Labour Commissioner, Government of Jharkhand
12	Mr Eshan Ahluwalia	Nomura Services India Private Limited, Mumbai
13	Dr Fincy Pallisery	Christ University, Bangalore
14	Dr Girish Balasubramanian	Xavier School of HRM (XaHR), Xavier University, BBSR

## REPORTS ON XLRI OFFICES

15	Mr Jay Udayan Mehta	Deutsche Bank AG
16	Mr Joseph Anthony Kujur	Tata Steel, Jamshedpur
17	Mr Joseph Hadrian Bosco	Karamel Knowledge Ventures Pvt Ltd, Mumbai
18	Mr Kallappa	Modelez India
19	Ms Khushboo Tiwary Upadhya	Corporate Conformita, New Delhi
20	Dr Kovaichelvan Venugopalan	TVS Motor Company Limited (TVS M), Hosur
21	Mr Lalit Jain	Spencers Retail, Kolkata
22	Ms Sumita Bandyopadhyay	Sappho for Equality, West Bengal
23	Mr Pankaj Kumar	Tata Steel, Jamshedpur
24	Dr Prabir Kumar Patnaik	SOA National Institute of Law, Bhubaneswar
25	Ms Prajna Ojha	ICICI Bank Limited
26	Mr Prakhar Tripathi	Aon Hewitt
27	Dr Ranjita Biswas	Sappho for Equality, West Bengal
28	Mr Sarajit Jha	Tata Business Support Services [TBSS]
29	Ms Shalini Rao	Independent Consultant
30	Ms Shampa Roychowdhury	National Platform for Rights of Disabled [NPRD]
31	Ms Shreosi Roy	Sappho for Equality, West Bengal
32	Mr Sumit Singh Sadana	FMCG Distributor in Jamshedpur
33	Ms Surabhi Nigam	Avendus Capital, Mumbai
34	Mr Surendra V Azad	EPFO, Jamshedpur
35	Dr Vinay Kanetkar	University of Guelph, Canada
36	Mr Vivek Chachra	Harvard Business Publishing [HBP]

## 11. Number of Graduating Students:

<b>FPM</b>	11
<b>Human Resource Management</b>	179
<b>Business Management</b>	179
<b>General Management</b>	117
<b>BM – Evening [2014 – 17]</b>	56
<b>Global MBA</b>	18
<b>Exec-PGP, Dubai 2013-16</b>	30
<b>Exec-PGP, Dubai 2014-17</b>	17
<b>TOTAL</b>	<b>607</b>

# ADMISSIONS OFFICE

XAT was conducted on 8 January, 2017. This year more than 75,000 candidates applied for Xavier's Admission Test (XAT-2017). Out of the total candidates 29 percent were from non-engineering background and 45 percent had industry experience. Around 30 percent of the candidates were female students. The candidates come from all parts of India with 60 percent of candidates reporting their permanent address in the top 10 cities. It is our endeavor to reach out to as many deserving candidates as possible. To achieve this objective, we have tried to reach a wider base by increasing the proportion of digital advertising in the promotion mix. This year, there was a 5 percent increase in the number of applications. XAT-17 was received very well in the market and was labeled by many as the best management entrance test in the country, especially on transparency and design. XAT results were declared on 25 January.

At present, XLRI has an intake of 180 seats for the BM and the HRM program, and 120 seats for the GMP program. A total of 50,000 candidates applied for the BM program, 20,000 for the HRM program and 1500 for the GMP program. Out of these candidates, 1200 were shortlisted and interviewed for the BM program, 1800 for the HRM program and 450 for the GMP program. Final shortlist is expected to be released by mid-April.

This year, some efforts were made to automate the testing and interviewing. As soon as there is no need for "normalization of XAT score", we want to shift XAT to an online test, away from its current format of paper and pencil type test. Talks with different vendors were conducted to explore feasibility of conducting online examination. Psychometric profiling of the candidates has also been initiated for the first time for better understanding of candidates' career aspirations and personality.

Different stakeholders have termed XLRI admission process as "most robust" in the country.

XLRI has taken concerted effort in increasing the diversity of candidate profile. For this purpose, the sectional cut-offs have been reduced to allow higher proportion of women and non-engineering students in the batch. Last year, we had almost 50 percent of female students in the HR program and 30 percent in the BM program. We also attempted to make XAT more suitable to candidates from non-engineering backgrounds by changing the nature and type of questions framed. This helps us in increasing the diversity without compromising on the quality. These experiments are unique in the field of management entrance tests. However, we feel that these efforts need to be strengthened to further increase the diversity.

**Dr. Munish Thakur**  
*Chairperson*



# PLACEMENT OFFICE

## Final Placement Batch 2015-17

The final placements for the batch of 2015-17 were a success with XLRI witnessing a significant increase in the average salary being offered. There was an increase of 18 percent in the number of offers made with a CTC of over 25 lakhs. The institute saw 42 new roles being offered from companies like Amazon BOLD, BCCI Brand Capital and Nestle HR. The students of XLRI were once again able to prove their mettle whereby 119 students were offered PPOs (Pre-Placement Offers) from their summer internships and competitions.

Placement Committee for Final Placements (Batch of 2016-18): Anirudh Kudva, Awantika Goel, Gurpreet Singh Saini, Jeevan CR, Kunal Shah, Mainak Mukhoty, Neha Arya, Shahzeb Alam, Shivam Garg, Shreya Agrawal, Sai Sravani

## Summer Internship Report Batch 2016-18

The Summer Internship Placement process at XLRI achieved 100 percent

placement for the 2016-18 batch. The stipends offered to the batch of 361 students saw a steep rise across all sectors this year.

The recruitment process saw participation of 92 companies offering 156 roles across domains including consulting, finance, sales and marketing, operations, business development, Human Resource and Industrial Relations.

Companies that have been consistently recruiting from XLRI returned again to hire in large numbers. The top recruiters on campus in terms of numbers were: Accenture, Aditya Birla Group, Akzonobel, BCG, General Electric, ITC, Hindustan Unilever, Mahindra, Mondelez, Procter & Gamble, Star India and TAS.

In addition to the above, 21 first time recruiters participated in the recruitment process and offered 28 new roles across domains.

The flagship Business Management program continued to receive a resounding response from the industry, while XLRI maintained its dominance as the foremost

recruitment destination for budding HR managers.

E-commerce, which was a major recruiter last year accounting for 8 percent of the offers, halved down its offers to 4 percent.

Placement Committee for SIP (Batch of 2015-17): G Shiva Ram, Himanshu Juyal, Sandeep Kumar, Saurabh Pandey, Shreeram, Shreya Shikarkhane, Siddhartha Jain, Snigdha Thalapally, Sourav Kumar Jena, Vikas B, Utkarsh Aggarwal, Yashwant Dandu, Ambar Mittal

## Parivartan

The parallel placement process at XLRI supports students willing to work with social sector organisations. Several students applied for summer internship opportunities with Non-Government Organizations and Not-for-Profit Organizations. The Parivartan internship program is conducted a week prior to the summer internship recruitment week to ensure students can make a conscious decision of contributing to the society rather than opting for the corporate stint.

## Placement Report XLRI PGDM(GBM) Class Of 2015-17

- XLRI's flagship two-year PGDM Global Business Management program attracted various global firms offering diverse premium roles in new job opportunities to the students, in spite of an industry-wide slowdown, ensuring 100% placements yet again for its graduating Class of 2017.
- More than half the participants in this year's placement process were new recruiters.
- The highest salary offered saw an 18% rise against the previous year. XLRI continued to remain the preferred institute for various international recruiters as well.
- Close to 75% of the batch received offers greater than 15 LPA this year.
- Increased participation by new reputed organizations bears testimony to the reputation of XLRI as a trusted management school and the importance of Global Business Management education by the industry.
- The batch saw roles being offered across domains such as Consulting, Sales & Marketing, BFSI, Analytics, Operations and General Management.

## Consulting and Analytics

Nearly one-third of companies participating in this year's campus recruitments were from the consulting domain. The participation from industry majors such as KPMG, PwC, Gallup Consulting, Cognizant Business Consulting, Rate Gain and Searce among others. Searce Inc was one of the first time recruiters offering roles niche Marketing Consultant roles while IBM led the hiring in this domain for the second consecutive year.

## Sales & Marketing

XLRI continued to show its dominance as the preferred campus for Sales and



Marketing yet again with Singapore based Toalram's (JV with Kellogg's) hiring from XLRI exclusively for its Africa based Leadership Development Program. Other major firms that participating in this sector include ITC, ADP, L&T, Directi, Searce Inc, Intellect Design (Polaris group Company) amongst others. Roles on offer included leadership roles in Sales, B2B Marketing, Market Research, and Business Development.

## General Management and Operations

General Management was one of the preferred sectors on campus with major industry players such as Novo Nordisk, Uber, and Belden group offering leadership profiles to students. Other recruiters included Sutherland, Rivigo, Syntel, Mphasis, Hexaware and Emerson. Ab InBev also participated to hire for its prestigious Global Management Trainee program.

## Finance

While the industry-wide slowdown in jobs continued to affect the number of finance roles, companies continued to offer job roles in fields such as Investment Banking, Trading, Corporate planning, and Account and treasury management. Major firms that participated included Virtusa Polaris, Dexter Capital, L&T, Evestnet, and Eclerx.

**Prof. Rajiv Mishra**  
Chairperson

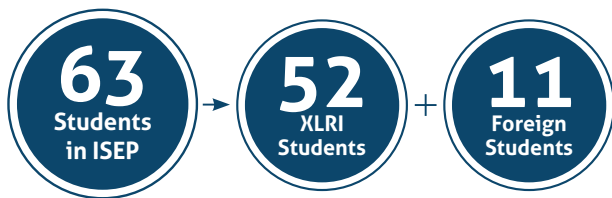
# INTERNATIONAL RELATIONS OFFICE

At XLRI, apart from learning to critically analyse, evaluate and implement complex business processes, students experience an international environment while studying, travelling, and socialising with students from all over the world – on campus and during international exchange programme.

## Students from our partner universities visited XLRI

Aston Business School, U K	2
Audencia Nantes School of Management, France -	1
E M Lyon Business School, France	4
IESEG School of Management, France	4

Total 11 students from various countries participated in International Students Exchange Programme (ISEP) at XLRI.



## A total of 52 XLRI students (17 HR & 35 BM) participated in ISEP to the below mentioned universities: -

ALBA Graduate Business School, Greece	3
Aston Business School, U K	4
Asian Institute of Management, Manila	1
Asian Institute of technology, Bangkok	2
Audencia Nantes School of Management, France	7
Case Western Reserve University	2
E M Lyon Business School, France	6
IESEG School of Management, France	8
KEDGE Business School, France	16
Malardalen University, Sweden	2
University of Munster, Germany	1

## Student Exchange Program:

- We hosted 11 foreign students from four business schools for one term of study
- In exchange, we sent 52 XLRI students to 11 business schools in eight countries

Students from our partner universities visited XLRI

## Visiting Scholars:

- Students and faculty from Nyenrode New Business School, Amsterdam, visited XLRI for interactive sessions. As part of their first year curriculum, during the India week, NNBS Students wanted to learn about entrepreneurship in India. Dr Tata L Raghu Ram discussed about sustainability issues and actions in India.
- Dr Anurag Gupta, Associate Dean, Case Western Reserve University, USA, visited XLRI for an interactive session with faculty and fellow programme students. He also discussed the possibilities of collaboration for a joint programme.

**Dr. P Venugopal**  
Chairperson



# THREE-YEAR, PART-TIME BUSINESS MANAGEMENT PROGRAMME

The re-launched, three-Year Part-Time Programme in Business Management will be entering into its fourth year from the next academic year. This program is designed for working executives and business owners, and culminates in a Postgraduate Diploma in Management. It imparts the rigour of a full-time programme through 900 hours of classroom interaction spread over three academic years. XLRI had been running the program for a long-time, but the same was discontinued about a decade back. The re-incarnated programme incorporates a number of changes made on the basis of feedback from the industry.

The third batch of the re-launched program (2014-17 batch) is graduating

this year. The fourth batch (2015-18 batch) is presently undergoing their seventh term, which is the last term of compulsory courses. Soon, they will graduate to the third year when they would be able to choose their electives and concentrate on two different areas. The fifth batch (2016-19 batch) is presently undergoing their fourth term, is progressing satisfactorily.

The sixth batch (2017-20 batch) is scheduled to start its classes from third week of May 2017. The process of application for the same have already started from January 2017. They will be the first batch to get enrolled in the re-designed, three-year programme, classes for which will be held on weekends.

**Santanu Sarkar**  
*Associate Dean (Programs)*



# SIR JEHANGIR GHANDY LIBRARY

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 is the heart of the institute and acts as a centre for the collection of literature predominantly related to all functional areas of management and its allied subjects. It continuously strives to develop a comprehensive collection with well formulated collection development strategy of print as well as digital resources useful for teaching, research and reference purposes. As of now the Library houses a veritable collection of 68,098 books; 16,964 bound back volumes of print journals (some of

them dating back to the days of its inception); 167 national and international print periodical publications; 26 online database; 14,100 PG and Doctoral dissertations; 1,452 CD-ROMs & 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 wi-fi enabled, equipped with the 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 the user 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/Informs), 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, Inderscience and JSTOR Archives, covering almost 21334 full text e-journals; The e-book portal e-brary covers 5500+ e-books; other industries and law related database like Bloomberg, ISI-Emerging Markets, CMIE's 6 online products IDBI, CRIS, INFAC, Indiastat.com and Supreme Court on CD-ROM, Legal Pundit etc. are also available in the 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 service like Document Delivery System; Research Assistance Service; Curriculum Support; Online Information Service; Reference and Referral Service; Documentation service; Current Press clipping , current Contents Alerts, Bibliographic Service, Reprographic services and user Orientation and education besides its usual service.

**Dr. Bino Jose**  
*Librarian*



# INFORMATION TECHNOLOGY

There is an on-going need to have an IT infrastructure which offers high reliability, round-the-clock availability, remote manageability and optimum scalability. XLRI did a massive renovation and new deployment in order to leverage information and communication technology for global competitiveness. XLRI has taken the lead in improving communication and collaboration capabilities.

## Significant Developments:

- Centralised controller based Wi-Fi deployment for student residence and Learning Center – 1 in order to ensure improved network coverage in the hostels
- Acquiring and upgrading numerous high-end software to enhance our academic courses and research activities
- Deployment of jammers at all examination venues throughout the campus to secure exams from technical cheating
- Initiated a document management service along with digital content management software for Dean Academic's Office for digitising all the historical records and student's transcripts which can be further scaled up to various other department in due course
- Replacement /Upgradation of old desktop/laptop, accessories and network components in order to optimise best possible speed and performance



# VIRTUAL INTERACTIVE LEARNING

Virtual Interactive Learning today is increasingly being accepted as a serious learning platform and XLRI strives for excellence and integrity in the virtual mode as well.

The programmes of XLRI on VIL mode can be divided into two types – primarily, depending on the duration of its offerings: **(a)** Post-Graduate Certificate Programme (PGC); and **(b)** electronic Management Development Programmes (eMDPs).

Its PGC courses in Business Management and Human Resource Management are offered in collaboration with technical partners Hughes Global & Unified Collaboration Services.

## The accomplishments of VIL during this academic year include:

- The 14th Graduation Ceremony, wherein over 550 students graduated, was hosted in April 2016. Dr. NS Rajan, former group chief human resources officer of Tata Sons, graced the occasion as the Chief Guest of the ceremony.
- Two more academic sessions (summer and winter) have started with the two new batches of Business Management (PGCBM-30 & PGCBM-31) & two batches of Human Resource management (PGCHRM-22 & PGCHRM-23).
- Campus component is an integral part of the VIL PGC-offerings where the students get a chance to meet their faculty and batchmates.
- With the objective of lifelong learning at own pace and time the VIL program has paved the way for eMDPs and accordingly many specialised programs were organised during the year.

More than 1,650 participants enrolled for the following eMDP programmes, covering almost all the functional areas:

- Advanced Financial Management
- Corporate Finance for Business Managers
- Data Science Using R & excel
- Digital Marketing
- Executive Development Program in Advance Financial Management

- Executive Development Program in HRM jointly with SHRM
- Human Resource Development
- Leadership and Change Management
- Logistics and Supply Chain Management
- Sales & Marketing Management
- Strategic Management
- Strategic Performance Management
- Talent Management

**Some more eMDPs to be launched soon include:**

- Analytical tools for Business Strategy
- Building Leadership Competencies
- Business Analytics
- Business to Business Marketing
- Certification in Strategic Financial Management
- Data Analysis and Financial Modeling using Excel
- Demand Analysis & Forecasting
- Everything You Ever Wanted to Know in Valuation
- Finance Essentials- Every Manager's Toolkit
- Finance for Non-Finance Managers
- Leading and Transforming Family Businesses
- Leading by Negotiating
- Managing Learning programs: Design, Delivery and Impact Assessment
- Managing Retail Analytics
- Managing Sales and go to Market strategies
- Marketing Performance Management
- Mergers and Acquisitions
- Metrics for Marketing Performance Assessment
- People Analytics
- Professional Sales Management
- Relationship Marketing
- Search Engine Optimization & Social Media Marketing
- Strategic Leadership for Global Markets

XLRI also opened the door for new technical partners including ADTC Global Education, ICICI Group's ICFL, Tech Mahindra & Times Group's TCLL. MoU's were also signed with two manufacturing companies, John Dere India & Titan, for sponsoring their employees.

VIL's web portal, Virtual Placement Notice Board, has been further modified to suit the students' need and to facilitate better networking and healthy interaction between the corporates and our VIL students. About 60 companies are registered through this portal and over 100 job postings have been floated in this portal.

**Ram Kumar Kakani**  
*Associate Dean (VIL)*



# MDP & IN-COMPANY PROGRAMMES

## Corporate Programmes

### HR Programme

Executive Diploma in Human Resource Management (EDHRM) 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 Human Resource Management. 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 duration 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. Nine batches of this programme have already graduated. The tenth batch will be completing their programme by March 15th and the eligible students will graduate on April 08, 2017. The eleventh batch has started on January 30, 2017 at XLRI Campus, Jamshedpur.

### Accenture Programme

In August 2016, in collaboration with Accenture HR Academy, Bengaluru, XLRI started a 15 month Certificate Program in Human Resource Management for the Accenture personnel. First and the last courses are conducted in XLRI and all the other courses are conducted in Accenture premise in Bangalore over weekends. The first batch commenced with 33 students and they will be completing the program by end of October 2017.

### Agri-Business Management Programme

XLRI along with Nagarjuna Fertilisers and Chemicals Ltd (NFCL), Hyderabad designed an unique "six month Certificate Programme in Agri-Business Management" for developing skills for the agricultural 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 as well as gain fundamentals of business management. The seventh batch would be completing their programme by March end and the eligible students would graduate on April 08, 2017.

In addition to the course work the current batch of students worked on projects covering different stages of agriculture. Projects on crop production included plantation crops management, input and weed management. Output marketing projects studied marketing channels for vegetables. Projects on contemporary topics included market potential of poly-house grown cut flowers versus conventional open field grown loose flowers, "precision farming methodologies" and market analysis of organic Fertilizer vis a vis chemical fertilizer. Studies on value addition included "flowers: the base of perfumery industry". The projects providing new insights for increasing productivity and profitability in agricultural sector have been well appreciated.

The students also organized three discussion forums. These include; "Stagnant Indian Agriculture. Is it due to neglect of mega irrigation?" moderator by Jnyanaranjan Patri; "Impact of current 'demonetization' directive on rural economy", moderated by: Tasneem Naaz and "MSP Programme and its impact on food inflation in Indian economy" moderated by Gagan Bihari Jena

All the 3 discussion forums had active participation from different people in the sector.

**Prof. M. G. Jomon**

*Associate Dean - Corporate Programs*



## MANAGEMENT DEVELOPMENT PROGRAMMES

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

We offer programmes in all functional areas of management: Human Resources, Organizational Behaviour, Marketing, Finance, Operations Management, Information Systems and Strategic Management. All these programmes are rich in contents and methodology which helps the participants to set a stage for interaction and exchange of experience. Experiential learning is a vital component of the training in addition to lectures and other methods of learning. The summary of the programs facilitated during the past year include:



Senior management programmes	6
Middle management programmes	50
New programmes	7
Total Number of MDPs	58
Number of participants attended	592
Number of companies participated	304
Number of participants from abroad	36

Foreign countries participated in MDPs: Nepal, Bangladesh, Vietnam, Thailand, Japan.

### IN-COMPANY TRAINING PROGRAMMES :

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



Number of Companies participated	102
Total Number of Participants	3617

# ALUMNI OFFICE

*Now we have over  
15,000  
Alumni  
working and serving  
all over the world.  
The Distinguished  
Alumnus Award was  
honoured upon eight  
alumni for their  
achievements across  
seven different  
categories including  
practicing manager,  
academician,  
young achiever,  
entrepreneur and  
allied fields.*

Significant events organised by Alumni Office during the academic year 2016-17:

## Summer Meets

During the months of April to June the alumni summer meets were organised in different cities. The first year students who were doing their summer internship organised the event with the help of alumni office and the alumni in the respective cities i.e. Delhi, Kolkata, Pune, Bangalore, Mumbai, Chennai, Hyderabad, Singapore. The summer meets started in Delhi on 30 April, 2016 and concluded in Kolkata on 27 May, 2016.

## Homecoming

The annual Alumni Homecoming was organised on 10 and 11 December, 2016. More than 200 alumni participated in the two-day event. The batch of 1983 launched the coffee table book on Fr. EH McGrath in his presence during the inaugural ceremony. The Distinguished Alumnus Award was honoured upon eight alumni for their achievements across seven different categories including practicing manager, academician, young achiever, entrepreneur and allied fields. The award ceremony brought alive the Tata Auditorium with musical performances, poetry recitation, classical dance and a play. During the award ceremony the new alumni portal was formally

launched by TV Narendran, Chairman, Board of Governors, with a multitude of new features taking a step further to strengthen the bond between XLRI and the alumni.

## Silver Jubilee Reunion

The batch of 1991 celebrated Silver Jubilee Reunion on the completion of 25 years of their graduation. Around 50 alumni attended the reunion and as a part of their gratitude and remembrance the batch decided to contribute Rs 91 Lakh towards the institute's endowment fund.

## Reunions on Campus

The batch of 1971 celebrated its 45<sup>th</sup> reunion on 10 and 11 December, 2016. The presence of the teachers of the 1971 batch made the event all the more special. The batch of 1976 was in campus on 8 and 9 December to celebrate its 40<sup>th</sup> reunion.

## XLRI Endowment Fund

The total contribution to the XLRI Endowment Fund till February is over Rs.6.3 crore. XLRI Endowment Fund is a platform for the alumni to acknowledge the role played by XLRI in their career and life. We wish to acknowledge the contribution made by our alums towards XEF.



Alumni Homecoming 2016



# FELLOW PROGRAMME IN MANAGEMENT

The Fellow Programme in Management and the Executive Fellow Programme in Management at XLRI are Doctoral level 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

Seven full-time Doctoral students and 23 Executive FPM students are working under their Thesis Advisory Committee and are on the final stage of the research.

During 2016-17 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 11 students have successfully completed all the requirements upto Pre-Thesis Defense Seminar.

Sl No	Name	Faculty Guide	Topic
1.	Fr. Nelson Ashok D'silva, Sj	Prof. Es Srinivas Prof. Munish Thakur Prof. Rajen K Gupta	Meaning In Work: Understanding Meaning Making By Workers
2.	Ritu Malhotra	Prof. Debasis Pradhan Prof. B K Mangaraj Prof. D. Israel	The Influence Of Personality Congruence Pairs On Brand Purchase Intention: Examining The Role Of Engagement On Sponsorship Outcome
3.	Akshay Bhat	Prof. Munish Thakur Prof. Manoj Thomas Prof. Indrajit Mukherjee	Joint Ventures, Beyond Access And Acquire?
4.	Balram Bhushan	Prof. Gloryson R B Chalil Prof. Madhukar Shukla Fr. Oswald Mascarenhas, Sj	Exploring The Experiential Journey Of People In The Process Of Social Entrepreneurship
5.	Pankaj Kumar Agarwal	Prof. H. K Pradhan Prof. Uday Damodaran Prof. Prantik Ray	Conditional Performance Of Mutual Funds: Market Timing, Selectivity & Persistence
6.	Prithvish Bose	Prof. Pingali Venugopal Prof. Sanjeev Varshney Prof. Munish Thakur	Consumer Satisfaction - Impact Of Ethnicity, Acculturation And Generational Cohorts
7.	Keshav Kumar Sharma	Prof. T Bandyopadhyay Prof. Rakesh K Pati Prof. Rachna Shah	An Empirical Examination Of The Cumulative Development Of Capabilities And Its Impact On Performance: Evidence From Indian Hotel Industry
8.	Abhinav Chaturvedi	Prof. Sharad Sarin Prof. Smitu Malhotra Prof. Munish Thakur	Jugaad And Jugaad Based Innovation

9.	Payal Kumar	Prof. Manish Singhal Prof. Indrajit Mukherjee Prof. D. Israel Stacy Blakebeard	Examining The Outcomes Of Protege-Mentor Personality Incongruence And The Mediating Role Of Affect
10.	Meenakshi Priyabala	Prof. Sanjeev Varshney Prof. Pingali Venugopal Prof. Rajeev Sharma	A Marketing Communication Typology For Small Businesses: A Case Research Approach
11.	Rajeev Goenka	Prof. Tas Vijayaraghavan Prof. Dipankar Bose Prof. Sanjay Sharma	Development Of Framework For Decision Making - Understanding Resilience In Supply Chain

## 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 done with the objective of strengthening the research culture and environment in the institute. Around 48 seminars were presented by doctoral students and faculty in the academic year 2016 – 17.

- Seven full-time fellow students have presented their thesis proposal and are working towards the final thesis
- 23 executive fellow students have presented their thesis proposal and are working towards the final thesis
- Dr. TV Rao, Chairman, TVRLS, was at XLRI. He conducted a session on his latest book on *Effective People* for the doctoral students and faculty
- Dr. Shrabani Saha, Senior Lecturer-Economics, Lincoln International Business School, was at XLRI. She addressed a research seminar on Is Corruption Growth-Enhancing in Autocracies?
- Kiran Pedada, PhD student of Rawls College of Business, Texas Tech University, presented a research seminar on Conducting Research on Emerging Markets to the research community of XLRI
- Dr. Anurag Gupta, H. Clark Ford Professor, Department Chairman, Banking and Finance, Associate Dean, Global Initiatives, Case Western, Weather head School of Management, USA, had interactive sessions with the faculty and doctoral students on ongoing research
- Dr. Vinay Kanetkar, Professor of Marketing, University of Guelph, Ontario, Canada, had visited XLRI. He presented two research seminars on the topics, Sequels as Means of Brand Expansion: Market size and Product life-cycle and Linking Price to Price Sensitivity: Empirical Observations to the research community of XLRI
- John W. Schouten, Professor of Social Enterprise at Memorial University, had visited XLRI and delivered a session to the faculty and doctoral students

## FPM & Executive FPM 2017 Admissions

- 84 candidates appeared for the XLRI Research Aptitude Test - 2017 conducted on 7 January, 2017.
- 104 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.
- 152 candidates have applied for admission into our Executive Fellow Programme in Management (Exec-FPM).
- Interviews for FPM & Executive FPM will be held in the first week of April, 2017.

## CORNELL Research Methodology Workshop (6-10 June, 2016)

This year we organised a workshop on Research Quality, Research Productivity and Inductive Qualitative Methodology jointly with CORNELL University, USA for Management Researchers in India. The five days' residential workshop started on 6 June, 2016. A total of 32 research scholars and faculty members from top institutes around the country attended the workshop.

The workshop was designed and conducted in seminar

style and was based on discussion rather than lectures. Participants were assigned as lead discussants during each session and were required to provide an overview/summary of the readings for that particular day.

The workshop was facilitated by Prof. Sarosh Kuruvilla, Professor of Industrial Relations, Asian Studies and Public Affairs, Cornell University, and Professor of Employment Relations, London School of Economics and by Prof. Shubha Patvardhan, Assistant Professor of Management, Alfred Lerner College of Business and Economics, University of Delaware, USA. Both the facilitators were XLRI alumni.

During the workshop they both shared the experiences of their own journey as researchers including the key events that shaped their academic careers. With his vast experience of publishing in top tier journals, Prof. Kuruvilla highlighted why high quality publication had become an absolute necessity for doctoral education all around the world. He expressed his concern that, as compared to countries like US, China, UK etc., India had lagged behind in the race for genuine research and publication. He also discussed how research education in India was different from that in institutions in the US. Prof. Patvardhan shared vital tips that would help overcome hurdles that faced by Indian scholars.



## Publications by Faculty and Doctoral Scholars

The following Table shows the specific publications in terms of 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	2015-16	2016-17
Articles in Journals (International)	41	62
Articles in Journals (National)	19	6
Books	6	4
Book Chapters	7	5
Cases / Notes	21	20
Working Papers	72	58
Papers Presented at Conferences (International)	38	45
Papers Presented at Conferences (National)	15	22
<b>Total</b>	<b>219</b>	<b>222</b>

### Papers Published during 2016-17

Category	Faculty	FPM	Faculty With FPM	Total
A*				
A				
B	2			2
C	24			24
D	4			4
E	8			8
Case Tier A				
Case Tier B	7		3	10
Case Tier C	6			6
Book Chapters	1			1
Books	3			3

\*Data recorded till date

**Pitabas Mohanty**

Associate Dean, FPM & Research



# COMMITTEE AGAINST SEXUAL HARASSMENT

Committee Against Sexual Harassment (CASH) at workplace has been constituted for protecting the right and dignity of women and promote gender equality in XLRI. The committee regularly met once in a term to pro-actively discuss methods of prevention and redress issues as per rules.

In the year 2016-17 many activities were undertaken. Some of the significant activities:

- Sessions on gender sensitivity were successfully held in all orientation programmes – namely BM, HRM, GMP and EDC. The aim was to familiarise the students with the committee, its members and its objective.
- The student wing of the committee, which is responsible for generating awareness through various activities on campus, conducted a Treasure Hunt style game for the students during the management festival Ensemble – with 4 uniquely purposeful events that provided students an opportunity to express their opinions on issues related to gender empowerment.
- The committee facilitated an awareness session for the faculty about the law on sexual harassment prevention. The speaker was Sunita Thawani, an accomplished professional with senior management and Board Room experience and also the Founder CEO of Full Circle.
- CASH would also be Celebrating the spirit of women – a short program and celebration on Women’s Day – specially including the women workers on contract.

**Dr. Smitu Malhotra**  
*Chairperson, CASH*



*Awareness session for faculty*







# 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**
- **TXLERC (Ethics Centre)**
- **Centre for Financial Markets**
- **Centre for Excellence in Research in Teaching & Learning**

# FR ARRUPE CENTRE FOR ECOLOGY AND SUSTAINABILITY (FACES)

## Parivartan – Students' Rural Immersion Programme:

This year again FACES organised and coordinated the Students' Rural Immersion Programme, which is a mandatory part of induction programme for the students. To facilitate the visit and make it a meaningful learning experience, FACES partnered with eight NGOs (SEEDS, Krishi Gram Vikas Kendra, Samiket Jan Vikas Kendra, Tagore Society for Rural Development-Patamda, Kalamandir and TRTC-Chaibasa) to organise the weekend visits during the first term. The groups shared their reports with the partnering NGOs, who found them a useful input for their ongoing activities.

## Social Leadership Series:

FACES organised a panel discussion on the topic On Becoming a Social Entrepreneur. The panel was addressed by Abhishek Chakraborty (CEO & Founder of Whiz Mantra), Malavika Sharma (Founder of Avika) and Manish Kumar (Founder of Back to Village) on 16 July, 2016. The speakers shared their experiences and the challenges faced as a social entrepreneur. The panel discussion was attended by XLRI faculty, students and representatives from social ventures and NGOs.

## 3rd Dr Verghese Kurien Memorial Oration on Sustainable Development:

The third oration to commemorate the memory and legacy of Dr. Verghese Kurien was held on 25 September. The oration was delivered by Magsaysay Awardee and Padma Bhushan Ela Bhatt, the founder of SEWA (Self Employed Women's Association). She emphasised on the importance of 'Anubandh' and how one can build a sustainable society by being aware of the interconnectedness of self, society and environment.

## 9th National Conference on Social Entrepreneurship:

FACES, with the help of students' committee SIGMA-oikos, organised the 9th National Conference on Social Entrepreneurship from 27 to 29 January, 2017. This year the theme of the conference was Entrepreneurship for a Sustainable Planet. The conference was inaugurated by MV Ashok, Chief General Manager (Economic Analysis & Research), NABARD. The conference featured 24 social entrepreneurs as speakers. It was attended by about 130 development sector professionals including social entrepreneurs, representatives from government agencies and NGOs, multilateral agencies, academics and students.

**Dr. Madhukar Shukla,**  
*Coordinator,*  
Fr Arrupe Centre for Ecology and Sustainability





# CENTRE FOR GLOBAL MANAGEMENT AND RESPONSIBLE LEADERSHIP

## International Conference on Responsible Marketing

CGMRL in collaboration with La Trobe University, Australia, organised an International Conference on Responsible Marketing on 23 and 24 January, 2017. The theme of the conference revolved around the need for socially responsible marketing as a response to questionable marketing practices that have adverse effects on the society.

Around 56 papers, from different business schools in India, Australia, USA, Canada and the neighbouring countries, were presented at the two-day conference. The conference was inaugurated by Anand Sen, President (TQM and Steel Business), Tata Steel. In his inaugural address, Sen emphasised on the need to promote responsible consumption and reduce wastage. Two more keynote addresses were delivered by Fr. Oswald Mascarenhas, SJ, Chairperson, JRD Tata Ethics Research Centre, on Responsible Marketing in a Turbulent market and

B Hariharan, Vice President, ITC Hotels, on how ITC is Designing & Marketing Responsible Luxury.

The researchers observed that consumers were aware of sustainability and environmental impacts, however, prices still govern behaviour. There is therefore a need to work on better technologies and education to promote sustainable

consumption. Companies on their part are working towards building a culture of sustainability within their organisations though there could be a conflict with short-term profitability. Strategies to build sustainable practices in organisations were discussed.

## XLRI Policy for E-waste

As an off shoot of the National Conference on E-waste Management conducted by the centre on 13 and 14 January, 2016, CGMRL along with XLEAD, the student body associated with the centre, developed an e-waste policy for XLRI. The objective of the policy is to provide guidance for identification, collection, segregation and disposal of E-waste within XLRI.

The e-waste policy was formally launched by Anand Sen, President (TQM and Steel Business), Tata Steel and Fr E Abraham, SJ, Director, XLRI, during the inaugural function of the International Conference on Responsible Marketing on 23 January, 2017.

Currently the centre along with Sigma and XLead is conducting awareness campaigns and collection drives for e-waste. As part of the awareness drive poster campaign a Facebook quiz and write-up competition was conducted. Two collection drives were also carried out. Special collection bins for e-waste are being procured from JUSCO.



## Faculty Development Programme on Responsible Marketing

A two-day Faculty Development Programme on Responsible Marketing was conducted on 21 and 22 January, 2017 to help faculty and doctoral students develop curriculum and cases for teaching responsible marketing. The faculty development programme attended by 19 participants was conducted by faculty both from XLRI and LaTrobe University, Australia.

## Research Activities

A research paper Incorporating Sustainability in the Realm of Marketing: A Theoretical Framework, was presented at the 30th ANZ Academy of Management Conference 2017 at Brisbane, Australia.

Prof. Venugopal, Chairperson of the centre has been invited to chair and speak on the World Education Day in Dalian, China, in September 2017. He will be elaborating on his work on Responsible leadership: learning from Indian case studies during the Educational Leadership session.

**Dr. P. Venugopal,**  
*Coordinator,*  
Centre for Global Management and Responsible Leadership

# MANAGEMENT EDUCATION RESEARCH CENTRE



*MERC intends to become a centre for studies into all aspects of management education; macro aspects like policies, regulation and structure of the sector and micro aspects like input processes, throughput processes and impact-outcomes of players in the sector.*

The Management Education Research Centre (MERC) was launched in 2016. Currently the centre is composed of seven faculty members. MERC intends to become a centre of excellence for studies into all aspects of management education; macro aspects like policies, regulation and structure of the sector and micro aspects like input processes, throughput processes and impact-outcomes of players in the sector. The centre intends to build up a repository of literature and databases, conduct research, organise conferences, run surveys, provide training and consultancy, develop case studies, and disseminate knowledge that is thus created.

During the academic year 2016-17 MERC launched three ambitious studies. The first study is a longitudinal study of values. The incoming batches of BM 2016-18 and HRM 2016-18 were administered a survey on values. A follow-up survey of the same respondents will be administered at the time of graduation of these batches in 2018. The second study is a life-time career tracking study

of graduates of the various programmes of XLRI. Around 60 students from the PGDM (BM), PGDM (HRM), PGDM (GM) and PGDM (Global BM) have volunteered to be tracked throughout their career lifetimes. The study will focus on career performance, career anchors and correlates. The third study is a snapshot of career changes made by XLRI alumni and aims to understand the career trajectories of the alumni in terms of how they have grown in their careers, average tenure in an organisation, the roles they have been assigned and the reasons for job switches.

The survey on values and the career tracking study will continue even in the following year. Besides, during the academic year 2017-18, the centre plans to organise a conference on the *raison d'être* of management education, initiate pulse-surveys to gauge the beliefs and perceptions of business school graduates and maintain a database of the resources available for management education in India.

**Dr. Uday Damodaran,**  
*Coordinator*  
Management Education Research Centre

# CENTRE FOR RURAL MANAGEMENT

## The Centre for Rural Management focuses on:

- Building new rural management knowledge
- Providing creative instruments of intervention particularly in the areas of education, health, rural enterprises and infrastructure
- Strengthening microfinance, natural resources management, institutions supporting rural livelihoods
- Identifying critical constraints and impediments of rural development
- Create responsible leaders/managers who can make Indian rural society vibrant

## The activities which were conducted by the centre during the academic year 2016-17 were as follows:

- A case study on Challenges in Reproductive Health in Uttar Pradesh: A flickering Ray of Hope has been undertaken. Uttar Pradesh's reproductive health indicators are one of the most deplorable in India. It reported the highest percentage (21.16%) of maternal deaths in India (Census 2011-13). This study was carried out to understand the challenges faced by the state in improving the reproductive health indicators, its scenario in comparison to other Indian states and intra-regional disparities.
- A case study on Catalysing Leadership in Public Health System: Experiences and Lessons has been carried out. Indian Public Health System suffers from poor infrastructure, medical, paramedical staff etc. Thus, the paper is written to understand the paramount importance of the leader's role, its effect on public health department's environment and motivational level of the service providers.
- Visit to Lucknow and Patna - A meeting was organised with the participants of the leadership training programme conducted during a seven year span from 2009. This interaction was organised to evaluate their learning from the workshop, better understanding of their working environment and provide a clearer insight into the issues faced by them in improving the maternal and child health indicators in their day to day life.
- Govt. of Chhattisgarh has constituted a committee named Standing Working Group (SWG-5) and Prof. Vishwa Ballabh was requested to chair the committee, Surface and Ground Water Governance and Policy for Agriculture and Allied Sectors. The above committee met twice. During the discussion, it came to light that the state of Chhattisgarh has abundant ground and surface water, yet during the summer season many villages suffered from the scarcity of water even for drinking purpose. The irrigated area in the state is also dismal and in a miserable condition. Most of the water goes waste without any use to sea. The committee, therefore, recommends a comprehensive review of the existing policy of the utilization of the water resource, taking into consideration the agriculture, domestic, industry and environment. The state government expected the committee to give some suggestive action plan on the different arena. The committee is currently working on the workable water policy of the state.
- A Reinforcement Training on Strengthening Leadership Development for Public Health was conducted from 2 to 4 February, 2017. Participants from Bihar and Jharkhand who had been trained in the previous batches during the period 2009 to 2016 were invited to the Reinforcement Training



Dr. Ashish K Pani, Dean(Academic), XLRI inaugurates Reinforcement Training on Strengthening Leadership Development for Public Health on 2 February, 2017

on Strengthening Leadership Development for Public Health. They were from across different designations in the Health Department, like Hospital Manager, Civil Surgeon, Medical Officer In-Charge, District Program Manager, State Program Manager, etc. Some of the suggestions made by the trainees were as follows:

- Health professionals from account and statistics department should be included in such training programmes
- The length of the training period should be increased

Prof. Vishwa Ballabh, Coordinator, CRM, presented a paper on Structural Changes in Indian Agriculture and Sustainability of Small Farm Households: Role of Agribusiness Institutions in the MBALI conference, South Africa, in July, 2016. During the conference, he also chaired a session.

He has written a chapter, Farmers in Distress and Resources Under-Stress: A Completely Neglected Subject in Indian Agricultural Policy, in the book Vicissitudes of Agriculture in the Fast Growing Indian Economy Challenges, Strategies and the Way Forward.

### **Dr. Vishwa Ballabh**

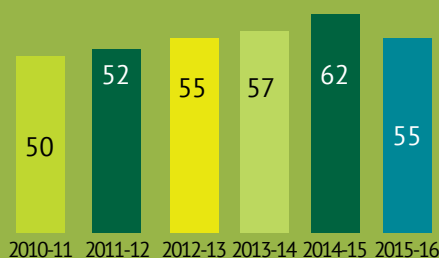
*Co-ordinator*

Centre for Rural Management

# ENTREPRENEURSHIP DEVELOPMENT CENTRE

The Entrepreneurship Development Centre was established in 2007 for the explicit purpose of developing entrepreneurial skill amongst young men and women. A full-time, six-month Post Graduate Programme for Certificate in Entrepreneurship Management (PGP-CEM) was launched in March 2010. So far six batches have successfully completed the programme and a total number of 331 students have graduated. It is noteworthy that most of these graduates are pursuing innovative small and medium enterprises in their respective areas of self-interest. The programme has been highly beneficial for the young entrepreneurs not only from Jharkhand but also those coming from other parts of the country. Prof. Vishwa Ballabh, in August 2016, was appointed as the new Chairperson of the centre.

**Batchwise No of Students completed the PGP CEM**



Fr E. Abraham, SJ, Director, XLRI inaugurates the 7<sup>th</sup> batch of PGP-CEM on September 01, 2016

The programme commences in the month of September. The current batch has 65 students out of which 31 are from Jharkhand. We began the programme with an orientation, the senior faculty of the institute discussed the essential elements of an entrepreneur and emphasised on an active participation of the students for the success of the programme. An alumni session was introduced in the orientation programme where all the former students of the programme gave tips on maximising learning from the programme. The alumni also shared their experience with new ventures after their completion of the programme.

A redeeming feature of this year's programme is that all the courses are taught by the internal faculty. Furthermore, a five-day workshop was also introduced to help the students develop and identify suitable entrepreneurship projects. It is expected that this will help improve conceptualisation of new ventures. As part of an educational trip arrangements were made for the 2016-17 batch to visit Tata Steel plant on 7 December, 2016.

Like in the previous rounds of the entrepreneurship management programme, the students of the current batch of PGP-CEM too were encouraged to participate in various co-curricular activities including sports, games and B-Plan competitions held at local and national levels. Some of the achievements recorded by the students of PGP-CEM 2016-17 in this regard are listed below:

- Ayush Kumar Agrawal made a war field robot which was given as the

best project award by nationals held at WIPRO Bangalore

- Puneet Shandilya, Anurag Saha, Shashi Kumar Verma, Sunny Kumar Chowdhary, Ankit Jajodia were the finalist in IIT Kharagpur Global Entrepreneurship Summit 2017
- Puneet Shandilya, Naveen Giri, and Shreya Diwakar represented XLRI as HULT India finalist
- Madhuban Kishor Pandey was awarded with ILO Start and Improve your Business Curricula – Master Trainer. He was one among the five selected from India
- Swarup Kumar Dalai, Maskal Babu Boipai, Gaurav Sancheti, launched a venture called Medieval Meals the pilot model is ran twice by them and both had a huge success
- Anshuman Srivastava has started Tech Blog under the Mentorship of Prof. Rahul K Shukla

A number of events were organised by the students' e-cell during the academic year. These include sports meets with GMP students, launching of a Business Plan Competition called Genesis 2016: Be the Business organised at a national level in November 2016

In order to further strengthen the certificate programme the EDC committee has decided to review the curriculum and programme structure so that it becomes more relevant and context specific. The centre also provides scholarship facilities for the backward and needy students.

## **Dr. Vishwa Ballabh**

*Chairperson,*

Entrepreneurship Development Centre

# CENTRE FOR LOGISTICS AND SUPPLY CHAIN MANAGEMENT

The Centre for Logistics and Supply chain Management in XLRI, Jamshedpur, was set up to cater to the growing needs of the areas of Logistics/Supply Chain Management and Transportation Management. The centre as part of its activities designed a Postgraduate Certificate Programme in Logistics and Supply Chain Management (PGCLSCM) for working executives in Indi and Dubai. It was launched on 20 November, 2005 in India with five batches having graduated so far. The programme was launched in Dubai on 21 February, 2007 with four batches having graduated.

## Vision & Activities

### The Vision

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

### Activities

The centre collaborated to undertake a research study along with few US Professors to study the Indian supply chains and technology adoptions in these organisations. Two papers have been published one in the Journal of Supply Chain Management and another in 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 the report on India about its economic growth, transportation infrastructure and issues and supply chain trends and issues. The report was published by the CSCMP and is available at [www.cscmp.org](http://www.cscmp.org).

The centre has professional ties with major professional bodies like Council of Supply Chain Management Professionals, US, Indian Institute of Materials Management and CII Eastern Region.

The centre has proposed few e-MDPs through Virtual Interactive Learning mode and this year launched its first e-MDP on 13 November, 2016 collaborating with Tech-Mahindra with about 40 participants. The Centre is likely to launch its second batch soon.

The centre is also planning to launch few short duration e-MDPs on inventory Decisions and Demand Forecasting soon.

### **Dr. TAS Vijayaraghavan**

*Coordinator,*  
Centre for Logistics and Supply Chain  
Management



# FINANCIAL MARKETS CENTRE

Financial Markets Centre of XLRI continued to engage in training and research during the academic year 2016-17. Bloomberg training sessions were conducted for the XLRI faculty and students, highlighting the use of database for analytics and research, including student assignments. Dr HK Pradhan, Chair of the Centre, served as an Independent



*XLRI has been acknowledged by RBI as an institution for promoting Depositor Education and Awareness activities.*

Director of the SBI-DFHI, a primary dealer in debt market. Research was undertaken to study the performance of mutual fund in India and the pricing of weather-based insurance and the same has been communicated for publication in an international journal.

XLRI has been acknowledged by RBI as an institution for promoting Depositor Education and Awareness activities. Dr HK Pradhan was invited by RBI for the financial literacy event conducted at Mumbai in November 2016. Financial literacy initiatives were undertaken under Sanchetana, for the contract workers of XLRI, in collaboration with the State Bank of India. Dr Pradhan was invited to be a member of the jury for the India Microfinance Awards 2016, conducted by Access Development Services, New Delhi.

**Dr. HK Pradhan,**  
*Coordinator,*  
Financial Market Centre

# CENTRE FOR EXCELLENCE IN RESEARCH IN TEACHING AND LEARNING

Centre for Excellence in Research in Teaching and Learning is XLRI's resurrected reach out programme aiming at enhancing the teaching and learning experience in the schools of India. We endeavour to provide school-based, learning-focused support for empowering teachers, enabling effective management of schools and advancing student learning.



**(From Left):** Sudipta Banerjee, academician, Dr. Sanjay Kumar Agarwal, HOD of Psychiatry, Tata Main Hospital, Ronald D'costa, Chief Executive of the Boulevard Hotels and Fr Peter Francis, SJ, Professor of Communication and Coordinator, CeRTEL

(From Left) Sudipta Banerjee, academician, Dr. Sanjay Kumar Agarwal, HOD of Psychiatry, Tata Main Hospital, Ronald D'costa, Chief Executive of the Boulevard Hotels and Fr Francis Peter, SJ, Professor of Communication and Coordinator, CeRTEL

- To improve leadership administration in the emerging educational context
- Acquire and adopt the right style for change management and creativity
- Empower rural learners and the language deprived with spoken English competency
- Make up for the problems faced regarding the teaching of English, Maths and Science

After extensive tour, data mining and needs analysis of principals, teachers, parents and students across the country, we have identified our roadmap which includes:

- PG Diploma in Applied Educational Leadership and Management (to be launched by July 2017)
- **FluenXy** – a mobile English Kiosk with fun activities encouraging a face saving way to deploy English (on trial stage)
- **Disc Master** - a digital activity based support for rural school with no teachers for Science & English (alpha stage)

Sacrificing their lunch break, our Samarthyas volunteers continue to play the much appreciated barefoot counsellor role in the neighbourhood schools. As a follow up they organised DISHA, a career counselling fair and Reflections 2017 with experts, parents, teachers and students.

#### **Fr Peter Francis**

*Chairperson,*

Centre for Excellence in Research in Teaching and Learning

## JRD TATA XLRI ETHICS RESEARCH CENTER (TXLERC)

XLRI is perhaps the only B-School in India that has a dedicated celebrated Chair for Business Ethics. Appointed to the JRD Tata Chair of Business Ethics at XLRI in December 2013, I have almost completed the first term of three years, and here is a report for the scholarly activities of 2016-2017.

**Industry-Interface Business Ethics Research:** Since May 2016, TXLERC is engaged in a second industry-academy interface business ethics research, now with Tinplate Company of India Ltd (TCIL). This collaborative research design is a qualitative undertaking that seeks to unravel and appreciate the Organizational Ethics Culture (OEC) at TCIL at various executive levels. This cutting-edge” Unfolding OEC at TCIL” research is scheduled to finish by May 2017.



Industry Interface Business Ethics Research Team with Mr. Tarun Daga, MD, Tata Tinplate (TCIL), Jamshedpur

### Teaching and National/Training Programs:

- This Chair has enabled XLRI to make Business Ethics a “core course” taught for all its students in the HRM, BM, GMP, Business Evening, Global MBA and Dubai (via VRL) programs. November 22-26, 2016: FPM (PhD) Level Course in Qualitative Research Methods and Methodologies, XLRI, Jamshedpur.
- The JRD Tata Chair with TXLERC are beginning to be seen as Corporate Ethics Resource Center at XLRI as

evidenced by the some National Programs like In-Company Program for Bank of Baroda, Mumbai, Indian Oil Corporation Limited (IOCL), Gurgaon, New Delhi, and Mahanadi Coalfields Limited, Sambalpur: MDP Program on Resolving Moral Dilemma and Powering Executive Leadership and: Some keynote addresses by Fr Ozzie, SJ on Ethics and Compliance at Compliance Champions Meet 2016 for Pfizer executives, Hyderabad;



An in-company Training Program for Bank of Baroda in Hotel Trident, Mumbai



at the UGC Sponsored Project Seven-Day Workshop on Research Methodologies, Jamshedpur Women's College, Jamshedpur; on Responsible Marketing in Turbulent Market at National Conference on Responsible Marketing, XLRI; on Business Turnaround Management and Empowering Executives with Ethics and Morals for In Company program for Ashok Leyland, XLRI,

Jamshedpur; Keynote address by Sr. Doris, AC on Resolving Ethical Dilemmas in the Workplace and Organic perspective on Organizational Ethics, at Iron making Division, Tata Steel, Jamshedpur and; Her active participation in Transformational Leadership Program for Provincials and Councilors, International Centre, XLRI, Jamshedpur



MDP for Senior Executives at XLRI, Jamshedpur on 19-21 September, 2017

## National/International Conferences:

- 23-24, September 2016: "Strengthening values and Ethics for Sustainable Growth: Role of Indian Philosophical Traditions" at MDI Gurgaon (Authors: Anabel Benjamin Bara, Fr. Oswald Mascarenhas and Sr. Doris D'Souza).
- 3-8, December 2016: TXLERC presented four double-blind-refereed Business Ethics Research Papers accepted for two back-to-back Ethics Research Conferences at 6th Annual Australasian Business Ethics Network (ABEN) at Griffith University, Brisbane, and 30th Australian New Zealand Academy of Management (ANZAM), Queensland University of Technology, Brisbane, Australia. These papers are authored by Fr. Oswald Mascarenhas, Sr. Doris D'Souza, and Anabel Benjamin Bara

TXLERC has published several other research papers in various Indian and International Business Journals and presented at national and international research conferences. We could achieve so much in so short a time owing to the generous support via the prestigious JRD Tata Chair for Business Ethics. XLRI needs to build its unique brand image via innovative market-relevant ethics research.

### Oswald Mascarenhas, SJ, PhD

*Coordinator*

Tata XLRI Ethics Research Centre



Fr. Ozzie, SJ and Sr. Doris, AC, presenting papers in 6th Annual Australasian Business Ethics Network (ABEN) at Griffith University, Brisbane, Australia





# MANAGEMENT OVERVIEW

- **Administration**
- **Non-Teaching staff**
- **Maintenance Staff**
- **Faculty**
- **Visiting faculty**

# ADMINISTRATION

**Dr Ashis K Pani**  
Dean [Academics]

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

**Fr Antony Uvari, S.J.**  
Associate Dean –  
Student Affairs & Admn

**Dr Santanu Sarkar**  
Associate Dean – Programs

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

**Dr Pitabas Mohanty**  
Associate Dean – FPM, Research

**Dr Ram Kumar Kakani**  
Associate Dean – VIL Programs

**Fr Jerry Cutinha, S.J.**  
Associate Dean - Finance

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

**Dr Munish Thakur**  
Chairperson, Admissions

**Dr Pranabesh Ray**  
Chairperson, Alumni Relations

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

**Dr Pingali Venugopal**  
Chairperson, International Relations

**Dr S Chakraborty**  
Chairperson, Information Technology

**Prof. Rajiv Misra**  
Chairperson, Placement

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

**Dr. Vishwa Ballabh**  
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]

**Dr Bino Jose**  
Librarian

**Sunil Varughese**  
Chief Brand & Sustainability Officer

**Mr T Madhu Mohan Swamy**  
Head – Placement

**Mr Martin Shah**  
Head - HR

**Mr Arijit Bose**  
Consultant – Industry Interface

**Mr Om Shankar**  
Chief Security Officer

**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

**Surendra Sharma**  
Physical Trainer





# MAINTENANCE STAFF

- |    |                        |    |                      |    |                      |
|----|------------------------|----|----------------------|----|----------------------|
| 1  | A Venkat Rao           | 31 | Mahesh Prasad Rajak  | 51 | Sachin Purty         |
| 2  | Abdul Touhid           | 32 | Mangla Soy           | 52 | Sanjeeb Kumar Deep   |
| 3  | Ajay Kumar             | 33 | Manohar Ekka         | 53 | Santosh              |
| 4  | Amosh Kumar Tandi      | 34 | Manoj Dang           | 54 | Shanti Prabha Soreng |
| 5  | Anil Kumar Singh       | 35 | Maya Majhi           | 55 | Shivbathi Sahu       |
| 6  | Appa Rao               | 36 | Md Hasan             | 56 | Sitaram Sharma       |
| 7  | Askal Topno            | 37 | Natho Munda          | 57 | Sona Ram Soren       |
| 8  | Augustina Kindo        | 38 | Nirmala Kujur        | 58 | Sonaram Majhi        |
| 9  | Balmiki Prasad         | 39 | Padam Bahadur Kapri  | 59 | Srinath Mukhi        |
| 10 | Bappi Kumar Nath       | 40 | Poornima Bagh        | 60 | Subal Gope           |
| 11 | Baronika Tuti          | 41 | Prafulla Chandra Jha | 61 | Sudhir Kumar         |
| 12 | Basanti Pingua         | 42 | Rajiv Ranjan Singh   | 62 | Sumant Ram           |
| 13 | Benjamin Tigga         | 43 | Ram Bahadur Thapa    | 63 | Surender Sahu        |
| 14 | Bharath Kumar Pradhan  | 44 | Ranjit Minj          | 64 | Suresh Rai           |
| 15 | Bijoy Mahato           | 45 | Rantu Saha           | 65 | Tarun Mahato         |
| 16 | Bom Bahadur            | 46 | Rashid Ansari        | 66 | Uma Kant Pradhan     |
| 17 | Boma Bahadur           | 47 | Ravi Kr Dey          | 67 | Vinita Francis       |
| 18 | Deepak Kumar Ojha      | 48 | Rimu Bahadur Bagdas  | 68 | Vishnu               |
| 19 | Ganesh Bahdur Gurung   | 49 | Rupesh Kujur         |    |                      |
| 20 | Goutam Chhuria         | 50 | S Hamid              |    |                      |
| 21 | Harry Francis          |    |                      |    |                      |
| 22 | J Kispotta             |    |                      |    |                      |
| 23 | James Vincent Malwa    |    |                      |    |                      |
| 24 | Johan Murmu            |    |                      |    |                      |
| 25 | John Samir Barjo       |    |                      |    |                      |
| 26 | Jyoti Soreng           |    |                      |    |                      |
| 27 | Krishna Bahadur        |    |                      |    |                      |
| 28 | Krishna Bahadur Gurung |    |                      |    |                      |
| 29 | Kumar Adhikari         |    |                      |    |                      |
| 30 | Madhu Pradhan          |    |                      |    |                      |



# NON-TEACHING STAFF

- |    |                          |    |                           |     |                          |
|----|--------------------------|----|---------------------------|-----|--------------------------|
| 1  | Abhilasha Singh          | 42 | Kamlesh Thakkar           | 83  | Sanjay Rai               |
| 2  | Abhishek Dasgupta        | 43 | Kochurani Abraham         | 84  | Sanjay Saha              |
| 3  | Adline Orey              | 44 | Kumudini Aind             | 85  | Santosh Andrews          |
| 4  | Ajit Kumar Sardar        | 45 | Kunal Guha                | 86  | Sarah Thomas             |
| 5  | Alok Kumar Mahato        | 46 | Lawrence Lazarus          | 87  | Sarala Devi Dubey        |
| 6  | Ambika Moonka            | 47 | Lazerus Athaide           | 88  | Saranjeet Kaur           |
| 7  | Amit Jaywant Kujur       | 48 | Manashweta Bhardwaj       | 89  | Seema Farheen            |
| 8  | Amit Kumar Bose          | 49 | Manima Sengupta           | 90  | Seema Jaiswal            |
| 9  | Amit Pratiti Tigga       | 50 | Manisha S Beck            | 91  | Shalini Beck             |
| 10 | Andrew Fernandes         | 51 | Manjula Siby              | 92  | Shankar Prasad Gupta     |
| 11 | Anjali Kispotta          | 52 | Mark Reid                 | 93  | Shanta Shashi Toppo      |
| 12 | Anuja Vaidyanathan       | 53 | Martin Shah               | 94  | Shibapada Roy            |
| 13 | Arijit Bose              | 54 | N Krishnamurthy           | 95  | Shikha Khamb             |
| 14 | Arindam Guha             | 55 | Neha Upadhyay             | 96  | Shipra Das               |
| 15 | Ashish Kr Sharma         | 56 | Nirupama Haripal          | 97  | Shireen Akhtar           |
| 16 | Ashley Cordeiro          | 57 | Om Shankar                | 98  | Shubhankar Ganguly       |
| 17 | Bhaskar Balmuchu         | 58 | Padmini Singh             | 99  | Sumi Raka Balmuchu       |
| 18 | Bincy Vinod              | 59 | Pinky Kumari              | 100 | Sunil Maity              |
| 19 | Caroline Theresa Daniels | 60 | Pooja Roy Choudhury       | 101 | Sunil Varughese          |
| 20 | Clarance Ujjwal Toppo    | 61 | Prabha Verma              | 102 | Sunita Gabriel           |
| 21 | Constantius Ekka         | 62 | Prabir Haldar             | 103 | Surendra Sharma          |
| 22 | Debashish Kumar          | 63 | Pradeep Karak             | 104 | Susanta Mandal           |
| 23 | Deepa Verma              | 64 | Pranab Kumar Shaw         | 105 | Sushma Thakur            |
| 24 | Devanand Kumar Sahu      | 65 | Pranove Chandra Dey       | 106 | Suyas Kumar Tiwary       |
| 25 | Dhiraj Shahi             | 66 | Prasanta Biswas           | 107 | Swastika Singh           |
| 26 | Dibiya Suchita Ekka      | 67 | Prashant Kumar            | 108 | Swati Jirnal             |
| 27 | Dilip Kumar Deshmukh     | 68 | Pravin K Shandilya        | 109 | T Madhu Mohan            |
| 28 | Dilsha Vyas              | 69 | Priti Sudha Hembrom Lakra | 110 | Tanmay Ghosh Dastidar    |
| 29 | Dulcie Margaret Young    | 70 | Priya Minz                | 111 | Tanushree Biswas         |
| 30 | Fabian Peters            | 71 | Pushpa Meena Lakra        | 112 | Tapash Nandi             |
| 31 | Fredrick D`Souza         | 72 | R Preeti                  | 113 | Tarit Mondal             |
| 32 | G Geetha Madhuri         | 73 | Raju Kumar Rai            | 114 | Vijay Paul Kindo         |
| 33 | Gracy Sebastine          | 74 | Rashmi Prasad             | 115 | Vikash Chandra Chaudhary |
| 34 | Hardeep Singh Sidhu      | 75 | Rishav Anand              | 116 | Vinay Srivastava         |
| 35 | Itika Ganguly            | 76 | Rosalyn Athaide Pereira   | 117 | Violeena Chachra         |
| 36 | James P Tirkey           | 77 | Ruchika Michael           | 118 | Zarina Florence Lazarus  |
| 37 | Janice David Kerketta    | 78 | Rumpi Saha                |     |                          |
| 38 | Jharna Sarkar            | 79 | Sambit Das                |     | <b>Library Trainee</b>   |
| 39 | John Aind                | 80 | Sandeep Chatterjee        | 1   | Ashish Dhiraj Manuel     |
| 40 | Jyoti Biswal             | 81 | Sandra Rodrigues          | 2   | Madhavi Nair             |
| 41 | K Govind Rao             | 82 | Sangeeta Gupta            | 3   | Uttam Toppo              |



# FACULTY LIST

- 1 Dr A Kanagaraj
- 2 Dr Abhishek Chakraborty
- 3 Dr Amitava Mukherjee
- 4 Dr Anita Sarkar [Ms]
- 5 Dr (Fr) Antony Uvari, S J
- 6 Dr Apalak Khatua
- 7 Dr Arpita Srivastava [Ms]
- 8 Dr Arundhati Sarkar Bose [Ms]
- 9 Dr Ashis K Pani
- 10 Dr Atul Arun Pathak
- 11 Dr Basant Kumar Purohit
- 12 Dr Bijaya K Mangaraj
- 13 Dr Bino Jose
- 14 Dr D Israel
- 15 Dr D S Broca
- 16 Dr Debasis Pradhan
- 17 Dr Dipankar Bose
- 18 Dr (Sr) Doris D'Souza, A C
- 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 (Fr) Jerome Cutinha, S J
- 29 Dr Jerome Joseph
- 30 Dr K R Shyam Sundar
- 31 Dr K Rajeshwari [Ms]
- 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 Rahul Kumar Shukla

52 Dr Rajeev Sharma

53 Prof Rajiv Misra

54 Dr Rakesh Kumar Pati

55 Dr Ram Kumar Kakani

56 Dr Ravi Shekhar Kumar

57 Dr (Fr) S George, S J

58 Prof Sabyasachi Sengupta

59 Dr Sanjay Patro

60 Dr Sanjeev Varshney

61 Dr Santanu Gupta

62 Dr Santanu Sarkar

63 Dr Santoshkumar Prakash Sangem

64 Dr Saroj Kumar Pani

65 Dr Saurabh Kaushik Pandya

66 Dr Smitu Malhotra [Ms]

67 Dr Soumendra N Bagchi

68 Dr Soumyakanti Chakraborty

69 Dr Suma Damodaran [Ms]

70 Dr Sumit Sarkar

71 Prof Sunil Kumar Sarangi

72 Dr Supriya Kumar De

73 Dr T A S Vijayaraghavan

74 Dr T Gangopadhyay

75 Dr Tata L Raghu Ram

76 Prof Teidorlang Lyngdoh

77 Prof Tina K Stephen [Ms]

78 Dr Trilochan Tripathy

79 Dr Trishit Bandyopadhyay

80 Dr Uday Damodaran

81 Dr Vishwa Ballabh



### VISITING FACULTY – 2015 – 17

**Dr Anand**

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Indian Institute of Management  
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**Dr Angshuman Ghosh**

*Manager – Consumer Insight*  
Star India  
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*Director*  
Ahaana Communications  
Jamshedpur

**Mr Atanu Ghosh**

*Founder*  
Salt n Soap  
Kolkata

**Mr Avneesh Gupta**

*Principal Executive Officer*  
Tata Steel  
Jamshedpur

**Mr Bijon Pani**

*Portfolio Management Advisor*  
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**Mr Bushen L Raina**

*Ex - Managing Director*  
The Tinsplate Company of India  
Jamshedpur

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Kolkata

**Ms Debobani Sengupta**

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Jamshedpur

**Dr E M Rao**

*Consultant*  
Hyderabad

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Arunachal Pradesh

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*Chartered Accountant*  
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**Dr Pallab Bandyopadhyay**

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**Mr Prakash Nahata**

*CEO*  
Anthroplace Consulting Private  
Limited  
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*Adjunct Associate Professor*  
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Markets  
Navi Mumbai

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**Mr Randhir Prasad Singh**

*Consultant*  
Jamshedpur

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*Retired Executive Vice President*  
AT&T  
Illinois, USA

**Mr S N Venkataramanan**

*Senior Associate Director, PGPP*  
Singapore Management University  
Singapore

**Mr Sanjay Kumar Singh**

*Sr Faculty*  
Indian Institute of Coal Management  
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San Francisco

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Xavier University  
Bhubaneswar

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Jamshedpur

**Dr Sharad Sarin**

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XLRI  
Jamshedpur

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Ramakrishna Mission Institute of Culture  
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*Assistant Vice President*

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Kolkata

**Mr Sudipto Sarkar**

*Chief Quality Assurance, Flat Products*

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Jamshedpur

**Prof V G Sarangan**

*Professor & PGP Chairman*

SMOT School of Business  
Chennai

**Mr Venkatesh S P**

*Consultant*

Chennai

**Mr Vinaya Nand Pandey**

*Consultant*

Jamshedpur







# STUDENT ACTIVITIES

- Academic contribution by students
- Student Committee reports

# ACADEMIC CONTRIBUTIONS

## Student Achievements: BM and HRM

Name (Individual/Group)	Institute/ Company	Name of the competition	Position	Team-name and number of members.
Satyam Siddharth	Amazon	Amazon Ace Operations Challenge	Winners	Consigliere (3)
Neelim Goswami, Tarannum Agarwal, Soumitra Choubey	RPG	BLIZZARD	Winners	Who Did it (3)
	Indian Institute of Management, Ahmedabad	Smart City Design	Runner-up	MANCON(4)
Sumit Agrawal	XLRI	Trial By Fire as part of HR-IR conference	Runner-up	Nexus(3)
Kiran Kanthawar	3M India	Invent a New Future Competition	Runner-up	
Kiran Kanthawar	CRISIL	Young Thought Leader	Winners	
	IIT Madras	CONSIGLIERE, Shaastra 2017	Fourth	The Solvers (2)
Jay Kanakiya	XLRI GMP / Xlerate	Unwrap Case Challenge	Winners	UNLOCK(1)
"Udit Bansal Indrajit Debgupta Shubham Choudhary "	Hindustan Unilever (HUL)	HUL Unplugged	Runner-up	Drifters (3)
Arunabha Aich, Sumit Agrawal, Shivank Vishnoi	Fireax, XLRI	Trial By fire	Runner-up	Nexus(3)
"Anagh Agarwal Abhishek Agarwalla Pranav Pal Singh "	XLRI	Trial By Fire, 2016	Winners	XLers(3)
Rakesh Reddy , Satyam , Arunima Das	Amazon	ACE	Asia level	Consigliere(3)
Raviteja Chakka, Sravan J S	American Express	Amex Campus Challenge	Winners	Ferrofluid(2)
Abhishek Agrawal, Pranav Pal Singh, Anagh Agrawal	XLRI	1. Trial by fire(HR/IR Conference)	Winners	PRDP(3)
Ankit Pokharna, Oshin Singhal and Saket Pachisia	Deloitte	Maverick	Winners	Stealthy Stock Brokers (3)
"Abhishek Agrawal Abhijit Panda Rajesh Ranjan Mahapatra Pranav pal singh Shivank Vishnoi Naina Singroha Anunay Tintin Nitini jha "	XLRI	HR COLOSSEUM '17	Runner-up	XIRI(8)

Name (Individual/Group)	Institute/ Company	Name of the competition	Position	Team-name and number of members.
Meenal Solanki, Rakesh Roshan, Bhanu Gupta, Paridhi Singhal, Vaibhav Kashyap	Accenture, Tata Steel, Hult, Accenture and LinkedIn	For selection of Live project participants, SteelATHon, Hult Prize, HackFest	Among the 5 teams selected for the live project, Campus finalist in SteelATHon, Campus Finalist in Hult Prize, Campus Finalist in HackFest	Swimming Swan(2), Swimmin Swan(4), Swimming Swan (4)
Chanchal Rathi, Malvika Chauhan	Amazon	Amazon Ace	5th across South East Asia	Backnechers(2)
Nikhil Srivastava, Utkarsha Srivastava	IIM Raipur	Grey Carnage 4.0- Case study competition	Runner-up	HyperGMD(2)
Shivang Jain , Syed Rizvi	TAS	Tata Business Leadership Awards	Runner-up	Berserkers (3)
Agrima Pokhriyal Harshal Singh	ABG	Stratos	Winners	Stellar(3)
"Arushi Saksena, Anish Agarwal,"	Samsung	Edge	National finalist	Dilemma(3)
Ankit Pokharna, Oshin Singhal, Rohit Jha, Saket Pachisia	KPMG	KICC (KPMG International Case Competition)	Runner-up	Stealthy Stock Brokers (4)
Pratyush Raj, Akshay Bhargava , Radha Raman	RPG Group	RPG Blizzard	Campus Finalists	Dexter(3)
Jayna Maheshwari	CRISIL	CRISIL YOUNG THOUGHT LEADER 2016	Runner-up	No Team Name (1)
Abhishek Singh, Shivang Jain, Syed Rizvi, Akshay Ratan	DBS	DBS Ideathon	Runner-up	Berserkers(4)
Elliot DeSouza	HULT Business School, USA	The HULT Prize	National Winners	M-Power(4)
Anish Agarwal, Arushi Saksena, Harshit Kumar Agarwal	Samsung	Samsung Edge	Campus and Regional Winners, National Finalists (Total- 12 teams)	Dilemma(3)
Abhijit Gupta, Vaibhav Gupta	XLRI	Trial By Fire	2nd Runner up	ABV (3)
Priyanka Vasnani	Nestle	Nestle Ingenium HR case study	Winners	The Prima Donnas (3)
"Priyanka Vasnani, Smriti Shekhar, Parul Sharma "	ITC	Interrobang	2nd runner up	The real controls (4)
"Priyanka Vasnani, Jeneffer Freddy Sopariwala, Harshdeep Singh Banga "	XLRI	Apollo (Ensemble 2016)	Winners	Parabellum (3)
Bushra Khan, Ishita Lath, Anunay Tintin	XLRI	Battle HR Royale	2nd Runner-up	Serial Losers (3)

## Student Activities

Name (Individual/Group)	Institute/ Company	Name of the competition	Position	Team-name and number of members.
Abhijit Panda, Manan Patel , Rajesh Ranjan Mahapatra	IIM Kashipur	Pragyan HR Case Study	National Finalist	Classic Knights (3)
Elliot DeSouza, Malvika Chauhan	Symbiosis Institute of Management Studies	INNOVATOR'S EYE	Winners	
Abhishek Agrawal, Rajesh Ranjan Mahapatra	XLRI Jamshedpur	HR COLOSSEUM 2017	Runner-up	XLRI (8)
Nikhil Verma, Mohit Agarwal	Aviva life insurance	The next big idea	Runner-up	The dream builders(2)
	Accenture- Linkedin	Hackfest	National Finalist	
Anand S, Sruthi Sainath, Riya Rose Paul	ITC	ITC Munger Paper Presentation	Winners	Invictus (3)
Tathagata Ghosh				
"Anamika, Shreya Chakraborty, Snehi Pathak "	Citibank	Diversity at workplace - Case Study	Winners	The Visionaries(4)
Deepshikha Deb	XLRI	HR Colosseum	Runner-up	XLRI (7)
"Bushra Khan Ishita Lath "	XLRI	Battle HR Royale	Runner-up	SL(3)
"Akhilesh Ghanshyam Belwalkar, Kavya Jagmohan Agarwal, Shivank Vishnoi "	IIM, Ranchi	Vorstand 3.0	Runner-up	HOPE(3)
"Anurag Jajoo, Anushree Nalgudwar Anusha Garg "	XLRI	MasterChef	Runner-up	Bakers, 3 members
Sravan J S, Raviteja Chakka	American Express	Campus Challenge	Winners	Ferrofluid(2)
Karthik R, Darpan Rajesh Shah, Manu sharma	XLRI	Pandemonium - Ensemble	Winners	Team Name :Devarists(3)
Chanchal Rathi, Achyut Gupta, Malvika Chauhan	Amazon	Amazon Ace	Finalist	Backbenchers(3)
Pulkit Aggarwal	P&G	P&G Emerging Leaders Programme		
"Shivang Jain, Syed Rizvi Shubham Chakrobarty "	TAS	TBLA	Runner-up	Berserkers(3)
Harshal Singh, Agrima Pokhriyal, Harshit Jain	Aditya Birla Group	ABG Stratos	Winning team from XL campus at the national level. There was only one round.	Stellars(3)
Aratrika Ghosh				
"Bhawna Manocha, Anmol Jain, Sushank Singla, Ruchi Negi"	DBS	DBS Ideathon	National Finalists	Team Badadum (4)



Name (Individual/Group)	Institute/ Company	Name of the competition	Position	Team-name and number of members.
"Akshay Raj, Rajat Garg, Shrey Shah, Sonya Bhadola "	ITC	Interrobang-2016	2nd Runner-up	Avalokan(3)
Nakul Santapurkar, Jagruti Vojjala, Kiran Kanthawar, Rohit Chalasani	ITC	ITC - Interrobang	Winners	3_Unread(4)
Radha Raman	Titan Company Pvt. Ltd.	Titan Elevate	Runner-up	Only self
Shaurya Sharma	Reliance Industries Ltd.	Ultimate Pitch 2.0	Winners	Backyard Groove(1)
Shaunak Kajarekar, Shaunak Kajarekar, Sourav Kumar Jena, Sudipto Kundu	Philips	Philips Blueprint	Campus Winners	Real Dreamers(3)
Jeneffer Sopariwala, Harshdeep Banga, smriti Shekhar	Colgate	Colgate transcend	regional winners	the nelipots(3)
"Keshav Periwal, Arushi Jain Neeraj Singh Chauhan Paridhi Singhal "	ITC	Interrobang	Winners	Staryu(4)
Akshay Ratan	DBS India	DBS Ideathon	Runner-up	Berserkers (4)
Kanwaljeet Kathait, Shivang Saraswat, Sreejesh Kumar	Samsung India Ltd.	SAMSUNG EDGE	Runner-up	NullPointers(3)



# GLOBAL BM LIVE PROJECTS

## Turnaround Strategy, Tata Tinsplate Hospital

### • Team Members

- Dhwanit Patel
- Siddhant Agarwal
- Yashwant Reddy
- Ajit Reddy Kandela

### • Description

- “Analysed the impact of recent changes in the strategy adopted by hospital with respect to private practice of doctors and surgeons
- Proposed service and organizational level recommendations to the Director, Chief Medical Services and Head HR of Tata Tinsplate
- 9 out of the 13 points of recommendations are currently implemented and 2 are in the process of being reviewed by the board

## Client Relationship Management and Branding of Commodity, Tata Sponge Iron Ltd.

### • Team Members

- Mohammed Belal Ahmed
- Piyush Madhukar
- Yashwant Reddy
- Prithviram Govinda Narayana Reddy

### • Description

- Liaised with the CMO and conducted a TSIL sponsored customer interaction to capture the brand image and client perspective
- Conducted primary research among the major distributor and biggest customers of the Patna region
- Recommended to TSIL various ways in which a higher premium of Rs 100-200 pmt can be charged

## BPO Optimization, Essar Group

### • Team Members

- Mohammed Belal Ahmed

### • Description

- Project selected for presentation at National Conference of Operations Management and Analytics
- Developed a predictive model of relationship between resources and service levels in a call centre
- Collaborated with the Aegis Ltd. of Essar Group to

simulate live operations in Arena Software

## Market Expansion Strategy, Digital C, USA

### • Team Members

- Mohammed Belal Ahmed
- Dhwanit Patel
- Deepankar Mathur
- Piyush Madhukar

### • Description

- Performed a landscape analysis for the US Data Hub industry to map competitors and services
- Consolidated database for grants and private companies through primary and secondary research
- Identified areas of development for Cleveland region which can be improved using data analytics
- Identified Key partners and Key resources for the identified areas of Education, Workforce and land
- Performed customer segmentation for foundations and Private businesses using public data made available through secondary research
- Designed unique marketing plans for each customer segment to ensure maximum monetisation
- Developed potential revenue streams for each customer segment in order to facilitate profitability

## Social Project, JUSCO

### • Team Members

- Ani Mehrotra
- Saket Bhardawaj
- Mohit Kamboj

### • Description

- Conducted research on the current ‘Green Cover’ of Jamshedpur vis-à-vis other green cities
- Recommended innovative methods to increase Jamshedpur’s green cover to over 30%

## Chinese Market Entry Strategy for educational app

### • Team Members

- Ani Mehrotra
- Mohammed Belal Ahmed
- Ajit Reddy Kandela

- Deepankar Mathur
- Prithviram Govinda Narayana Reddy

- **Description**

- Performed market research for an entrepreneurial venture focusing on professional training
- Analysed the competitors and market potential of the online education market in China
- Devised a market entry strategy for the entrepreneurial venture to enter the Chinese markets

### Market research for University Hospitals in Cleveland, USA

- **Team Members**

- Ani Mehrotra
- Saket Bhardawaj

- **Description**

- Analysed market trends of app-based on-demand services, estimated market potential of 'Telehealth'
- Conducted market research, developed surveys measuring patient engagement and satisfaction
- Generated insights based on the market research and conveyed the same to the client"

### Market Research For Expansion Of Hyland Software Products In new geographical Regions

- **Team Members**

- Abhinav Sharma
- Mohit Kamboj

- **Description**

- Researched the macro data/demographics of Nordics and Middle East
- Provided detailed analysis of the health-care ecosystem and EHR adoption in Nordics
- Performed Market Research to generate actionable insights for client's offerings"
- Developed a standardized exhaustive framework (>70 parameters) to evaluate new markets' entry

### Market Entry Strategy for a MVNO Player in central India

- **Team Members**

- Piyush Madhukar

- **Description**

- Suggested GTM strategy to Delhi-based business group to get into MVNO and launch telecom services in UP and MP
- Recommended various ways of entering into partnership with an MNO i.e. BSNL as it has high unutilized bandwidth presence in these areas
- Identified the approach and the segment to target in tier 3/4 towns and rural areas of UP through secondary research

### Expansion of Mace Security International Inc. into Indian and Chinese Markets

- **Team Members**

- Siddhant Agarwal
- Rishav Raj
- Vikas Gupta

- **Description**

- Performed Financial Modelling, including sensitivity analysis, using DCF to estimate Return on Marketing Investments (ROMI) and IRR
- Analysed pricing of competitors and proposed B2B market entry strategy into China using export model to overcome legal constraints
- Modelled target market of India in NCR region and proposed hybrid model with potential to act as a hub for the Asian subcontinent

### Potential IoT Solutions and Clients for a major Indian IT firm

- **Team Members**

- Siddhant Agarwal
- Yashwanth Reddy
- Swarnim Srivastava-

- **Description**

- Analysed the Smart City Industry potential for Internet of Things (IoT) implementation geared towards both Indian and Global Markets

- Identified some potential clients and generated leads in the Smart City Industry by conducting Primary and Secondary Research
- Analysed the Ahmedabad, Jaipur and Nagpur Smart City projects and proposed potential IoT solutions for Smart Cities to the firm

### Marketing Strategies for Elevation Group to make Cleveland a music hub again

- **Team Members**
  - Prithviram Govinda Narayana Reddy
  - Vineet V George
  - Yashwanth Reddy
- **Description**
  - Analysed consumer behavior both through in-person interviews and secondary research
  - Performed comparative analysis of the live music market over time and across different Areas of Dominant Influence
  - Identified gaps and proposed 5 approaches to grow the occupancy, including KPIs for tracking

### Vendor delivery compliance analysis, Tata Steel Ltd.

- **Team Members**
  - Mohammed Belal Ahmed
  - Prithviram Govinda Narayana Reddy
- **Description**
  - Examined delivery compliance of 200 vendors from 23 states and 56000 deliveries
  - Identified significant categories impacting vendor compliance by hypothesis testing in Minitab
  - Evaluated correlation coefficient of each category to quantify significance of impact compliance

### Improving the market share and working capital of PSG, Cleveland

- **Team Members**
  - Sumeet Dalvi
  - Swarnim Srivastava
- **Description**
  - Designed strategies to improve the market share of PSG and re-capture market leader position
  - Tweaked the business model of PSG to enhance its revenues and increase the working capital of PSG
  - Interviewed the MD, various Executive Committee members, clients and support functions staff of PSG

### Market Research For Expansion Of Hyland ECM software to Latin American Market

- **Team Members**
  - Ajit Reddy Kandela
  - Anirudh Sangubhotla
- **Description**
  - Performed research on Latin American healthcare ecosystem to fit Hyland's ECM software
  - Analysed the growth prospects and challenges of Enterprise Content Management (ECM) usage in Mexico, Brazil, Columbia, Dominican Republic and Puerto Rico
  - Proposed a phase-wise market entry action plan to succeed in the aforementioned markets

# ACADEMIC CONTRIBUTIONS

## Student Achievements: GMP

Participants	Company	Scope of Project	Project Description
Hetal Shah, Omar Ahmad Siddiqui, Vasudev Sharma Pullabhatla, Saswata Kar, Akash Gupta, Saurabh Kumar Dwivedi	Novelty Restaurant	Expansion & Franchising of the local family owned restaurant	<ul style="list-style-type: none"> <li>Standardising Operational Processes</li> <li>Marketing Initiatives to increase awareness of the restaurant</li> <li>Employee Management</li> <li>Trademark registration &amp; standard policies and regulations to be adhered to Proposal of franchisee models</li> </ul>
Abhishek Ganguly, Anshuman Parida, Chandan Kumar, Shubham Gautam, Vishnu Maji	TOYOTA	Reduction of repeat concerns of the services for Toyota service centre	<ul style="list-style-type: none"> <li>Highlighted the root cause to the management of Bebbco toyota</li> <li>Client appreciated the proposed solution and went ahead with the implementation of short term and long term solutions we proposed</li> <li>Expected to bring down the repeat concerns from 20% to below 10% by an Year</li> </ul>
Kunal Panda, Pradeep Mohan Das, Gauri Shankar, Sandeep Bhowal, Avinash Vinnakota, Deeptha Ramesh, Tapaswi Sharan	Tata Digital Health	Increase the Sales for Direct to Door Drug Delivery	<ul style="list-style-type: none"> <li>Increased the Brand Awareness for the client</li> <li>Identify the potential area for door delivery</li> <li>Suggest various approaches to connect with the customer</li> <li>Design the promotional campaign material</li> </ul>
Anchit Agarwal, Anuj Poonia, Bimala Nandan Mishra, Nitin Narayan, Parth Sharma, Rachana Mehta, Rachit Arora	Retail Clothing	Brand Repositioning and IT processes designing and implementation for a clothing store	<ul style="list-style-type: none"> <li>Repositioned SUHAGAN, a primarily women's segment store to a complete family store by means of visual merchandising and promotional activities</li> <li>Designed and implemented dashboards and other IT processes to benefit out of the customer database</li> <li>Formulated a manual for employee training and performance appraisal</li> </ul>

## Student Activities

Participants	Company	Scope of Project	Project Description
Abhinandan Sahu, Manav M Menon, Shounak De, Suresh Bansal, Tarun Shukla, Vidyakrishna Jois Gowrimoole	Cafe Regal, Jamshedpur	Identify, evaluate & suggest solutions for business growth & doubling the sustainable footfalls for Cafe Regal, Jamshedpur	<ul style="list-style-type: none"> <li>Constructed a well built hypothesis matrix to help us understand the impact of factors affecting the situation</li> <li>Conducted a thorough data collection and analysed the same to validate various hypotheses around the problem at hand</li> <li>Provided specific methods to create a relaxing environment leveraging the old school aesthetics, lighting and ambience along with their cost implication for the client</li> <li>Undertook quantitative financial analysis of introducing effective customer centric programs such as "Regal Hours"™ and "Combo"™</li> <li>Recommended WOM and BTL programs such as "Regal Ambassador Initiative"™ targeted towards its biggest customer profile on the basis of its expected impact on the bottom line</li> <li>Designed a broad level digital marketing campaign with special focus on TripAdvisor, Google Adwords, Facebook Ads and Facebook Content Calendar</li> </ul>
Ashish Gupta, Sunil Kesarwani, Anup Sur, Bibekanand Mishra, Abhinav Shekhar, Anirban Mukherjee	Divya - From the Keshavji Chhaganlal Group	To Increase the revenues of the Divya Stores by 10%	<ul style="list-style-type: none"> <li>The project was focused on increasing the revenues and we did it by Enhancing the brand equity of Divya Establishing vendor management system Improving the operational efficiency by 15%</li> <li>Enriching the Customer Instore experience</li> </ul>
Sandeep Kummara, Prashanth Kumar Manchikatla, Deepansh Kakkar, Shyamsunder Puneekar, Yugandhar Anant Garde, Utkarsh Tiwari	Proto-D Engineering	Procurement and Work-in-Progress Management for an ancillary supplier to TATA Motors	<ul style="list-style-type: none"> <li>Consulting project as part of FPCM elective to undertake live issues of any supplier to TATA Motors</li> <li>Identified two issues related to procurement of raw materials and work-in-progress inventory management Developed scalable IT solution to the procurement management using a full-fledged SDLC</li> <li>Designed a work-flow system to resolve excess inventory issues in WIP inventory Client agreed to extend the assignment beyond the academic scope into a full-fledged consulting project that includes implementation</li> <li>Expected ROI of the project is to reduce the inventory costs by Rs. 36, 00, 000</li> </ul>

Participants	Company	Scope of Project	Project Description
Anchit Agarwal, Anuj Poonia, Bimala Nandan Mishra, Nitin S Narayanan, Rachana Mehta, Rachit Arora	Suhagan Sarees	Technological Upgradation of Clothing Store and Digital Brand Activation for Clothing Store	<ul style="list-style-type: none"> <li>Setup digital footprint for the store</li> <li>Digital and physical marketing strategy designed for the store</li> <li>Implemented Excel Dashboards for the organization to help in inventory forecast and sales and purchase reporting</li> <li>Developed HR policy manual for the employees of the organization</li> <li>Trained the staff on the IT products implemented in the organization</li> <li>Restructured and redesigned the shop floor to give the clear view about offerings of the store.</li> </ul>
Sachin Gupta, Sudhir Kamath K, Suprana Sengupta, Abhinav Anand, Amit Rajkamal Bohra, Anuj Gupta, Charuj Yadav	Aphrodite 4wheels Pvt Ltd ( Renault India Dealership - Jamshedpur)	Increase the bottom line and top line of the auto dealer	<ul style="list-style-type: none"> <li>Reduction in working capital interest expenses by implementing alternate financing options</li> <li>Process improvements to reduce fuel expenses</li> <li>Increase the top line by improving the insurance renewal rate and financial assistance during sales</li> <li>Measures to increase the customer satisfaction scores during sales and service</li> </ul>
Ankur Sehgal, Harsh Shah, Hetal Shah, Sameer Rajpal, Yugandhar Garde	IIM Ahmedabad	Scholars For Change Campaign - Round 3 (10th June to 10th July, 2016)	<ul style="list-style-type: none"> <li>Education Innovation Bank of IIM A runs this campaign where college students from across the country create Multilingual Educational Content (Digital Stories, Learning Projects) under the guidance of their Mentors.</li> <li>This Educational Content is then provided to over 16,000 government schools of Gujarat.</li> <li>Ankur Sehgal, Harsh Shah, Hetal Shah, Sameer Rajpal and Yugandhar Garde were awarded Certificate of Appreciation as Mentors for ensuring the quality of Learning Projects produced during the Campaign.</li> <li>They mentored the candidate who got AIR 2 in the final Rank List of the Campaign, who also got selected as the National Campaign Manager and was invited to lead the next Round from IIM A Office.</li> </ul>



## Student Activities

Participants	Company	Scope of Project	Project Description
Ankur Sehgal	IIM Ahmedabad	Scholars For Change Campaign - Round 3 (10th June to 10th July, 2016) and Round 4 (5th Jan to 10th Feb, 2017)	Education Innovation Bank of IIM A runs this campaign where college students from across the country create Multilingual Educational Content ( Digital Stories, Learning Projects) under the guidance of their Mentors. This Educational Content is then provided to over 16,000 government schools of Gujarat. In Round 3, Ankur Sehgal led a team of 57 undergrads and contributed over 700 learning projects (>25% of the total 2500 projects contributed in total nationally) Received Special Recommendation in recognition of his distinguished performance and was promoted to Assistant Campaign Manager. In Round 4, Ankur mentored the candidates who got AIR 2,3,4,10 as per the Highest Contributor Rank List of the Campaign and received the first ever Certificate of Appreciation from IIM A in recognition of valuable contribution as a ""Team"" for this Campaign.
Abhishek Kumar, Ankur Sehgal, Biswajit Chakrabarti, Soumya Ranjan Mishra, Umang Jalan and Yash Raj Singh	Pushkar Techno Private Limited	To approach an ancillary supplier to a large manufacturing company such as Tata Motors and deliver a consulting assignment.	Helped improve the production planning for the client. This further led to improvement in inventory management system.
Amit Ashish, Azhar Jalal Haider, Nishant Jaiswal, Sandip Gumtya, Sourav Kumar, Sumit Saxena	Central Engineering Company	Project on Attrition Reduction	
Abhinav Sultania , Gaurav Sharma , Anil Kumar , Saurabh Moharikar , Saurabh Agarwal	Wave International	Improvement in service operations of a resort	Project scope involved hypothesis driven approach to show significant correlation between service and retention of employees and food quality. It involved improvement of 6% in retention of high performers. We recommended introduction of standard procedures in kitchen to improve food quality.
Ankit Pokharna, Oshin Singhal and Saket Pachisia	Deloitte	Maverick	Winners
Abhishek Agrawal Abhijit Panda Rajesh Ranjan Mahapatra Pranav pal singh Shivank Vishnoi Naina Singroha Anunay Tintin Nitini jha	XLRI	COLOSSEUM'17	Runner-up



# STUDENT COMMITTEE REPORTS

## BM & HRM

### ACADCOM

AcadCom serves as a facilitator between the students, the professors and the administration. Accordingly, most of the activities carried out by the committee are critical jobs involving interaction with professors regarding deadlines, raising the concerns of students to the administration and coordinating with the entire student community for carrying out academic activities. Though the role played by AcadCom as its key responsibility 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 change of electives and conduction of examinations on a regular basis.

On 26th January 2017, XLRI witnessed the much-awaited XL Utsav festival with a motto of celebrating togetherness amongst the faculty, staff and students of XLRI. The day-long event witnessed sports activities like cricket, carom, chess, badminton and football being held between faculty, staff and students. The highlight of the day was a mild cultural night being organized in the Diamond Jubilee park at the heart of the campus. For the first time, the delegates from South Korea who were on a visit to XLRI saw colors of India and were mesmerized by it.

There were stalls which were set up by 10 regional committees on campus serving delicacies from different regions of the country. Cherry on the top were the stalls by the members of the faculty showcasing their talent, which the students witnessed for the first time.

The day ended with our very own band, Bodhi Tree performing for the audience on a chilly February night and the day witnessed XL Culture in its full glory.

When the curtains fell on one of the most memorable days of this year, we were all once again reminded of how lucky we were to be a part of XL Family. As time passes, we may forget a lot of things from our lives but this day is never going to be one of them.

#### Principal Secretary, Academic Affairs

**Karan Dora**

#### Senior Executive Members

Arjun Ramanathan, Aashiq Agarwal, Godly Kurian, Mohanish Soni, Rahul Verma, Vikrant Agrawal, Nitin Jha, Utsav Kumar, Samad Mirza, Krishna Kumar, Harshit Chayya, Rupam Frank

#### Junior Executive Members

Aadish Bansal, Shubhendu Tiwari, Kavita Upreti, Raj Chordia, Nimish Bajpai, Abhishek Shetty, Riya Rose Paul, Sruthi Sainath, Arunabha Ainch, Parul Jain, Kunal Kansra, Vipul Ralph Shah

### CRISP: CAMPUS RECRUITMENT INFORMATION SYSTEM PORTAL

CRISP is a committee at XLRI which focuses on helping the students prepare for their placement: the summer internship, the lateral and the final recruitment processes. Its main purpose is to ensure that the profile of the students is reflected in the best possible manner in front of the recruiters that come to the campus for hiring purposes, and the students are ready to face the recruitment process. This is done through a lot of activities, which have been mentioned below

- Preparation of the CV for all the students of the BM and HR batch
- Verification of each and every point mentioned in the CV
- Umpteen number of reviews of CV to bring out the best profile of the student
- Helping the students prepare answers for questions mentioned in company forms, and also for behavioral questions asked during interviews
- Conducting Mock Group discussions and personal interviews to emulate the actual recruitment process
- Preparation and maintenance of study material on the CRISP Portal
- Providing latest information on the companies coming for recruitment. Also, details about the industry as a whole and any new movements in the sector.

The team consists of different sections lead by the committee members. The entire team is headed by the chairperson.



# ALCOM

## Homecoming 2016

Traditions are guideposts driven deep in our minds.

XLRI, in association with the Alumni committee, organized Homecoming 2016, the annual tradition of welcoming our Alumni back to the campus where they have left a part of their heart. The event spanning 2 days saw every frame brimming with smiles and nostalgia.

The Inaugural Ceremony was graced the presence Fr McGrath with the Class of 1983 launching a coffee table book on him .Director Father E Abraham , Dr Pranabesh Ray, Chairperson, Alumni Association and Mr Ranaveer Sinha, President, Alumni Association, made a presentation about the prodigious growth of XLRI with the upcoming Campus in Jhajjar. The students also shared their experiences of the multitude of activities that keeps XLRI a lively campus all through the year .The Pole Vault, an interactive session with the students saw XLRI Alums share their experiences about making unconventional career choices, breaking stereotypes and succeeding despite all odds.

The highlight of the event, the coveted 'Distinguished Alumni Awards' were awarded to eight XLRI Alums for their achievements across 7 different categories including Practicing Manager, Academician, Young Achiever, Entrepreneur and Allied fields. The Award Ceremony brought alive the Tata Auditorium with musical performances,

poetry recitation, classical dance and a play. Thunders of applause for the awardees, and acceptance speeches filled with emotion made it an engaging ceremony. However a special revelation for our Alumni was the launch of the new Alumni Portal by Mr.T.V Narendran, Chairman, Board of Governors, with a multitude of new features taking a step further to strengthen the bond of XLRI further with its Mafia.

The Award ceremony extended into the night with a grand dinner organized at the IC and the day drew to a close with an exuberant performance by Bodhi Tree in the LC2 lawns with the chilly winter of Jamshedpur giving the impeccable backdrop. With the Alums and the students playing the perfect audience, even the family members of Alums could not contain their excitement and came forward to perform with Bodhi Tree.

A Golf Tournament was hosted on the morning of the 2nd Day. The Alums also took leisure walks around the campus exploring how it had changed over the years and reminiscing their days narrating endless stories to their family members. The lunch was hosted at TFEMR mess where the student Alumni Committee took upon them to personally serve lunch to the alums depicting the respect and warmth that makes XLRI a family.

Another successful Homecoming drew to a close ringing nostalgia bells for the Alumni and a promise to welcome them home year after year.

## Alumni Reunions

XLRI in association with Alumni Committee hosted three batch reunions- batch of 1971, 1976 and 2006, alongside Alumni Homecoming 2016.

While, the Homecoming was a formal event organized by the institute, reunions were informal events coordinated by the batches and hence all the more fun.

The thought of meeting their batchmates, some after years, brought new energy into each and every one. The campus was filled with happy faces, when the best of friendships brought campus back to life. The alums took leisure walks around the campus, exploring how it had changed over the years and reminiscing their days narrating endless stories to their family members. The current students also got to hear some of the interesting campus stories of their times!

Musical nights were a special highlight of the batch reunions this year. The evening came to life when the ex-Bodhi members jammed with the current Bodhi tree. The picture brought together generations of XLER's together, with a common thread of XL culture running between them. The families of our alums also had a great time and got to hear a few interesting stories as well!

The whole turn of events made for a truly memorable night on the campus.



# AXIOM

AXIOM- Association at XLRI for Industrial and Operations Management has come a long way since its inception in 2004 to become one of the foremost B-school Operations committees in India. It started as initiative to nurture the students' interests in the Operations Management domain, but has subsequently been instrumental in producing the next generation of leaders in the Supply Chain domain. AXIOM main academic contributions include organizing Six Sigma Green Belt certification, Data Analytics training and floating a live project for the students.

This year, AXIOM has hosted a range of student engagement activities round the year, attracting participation not just from the students at XLRI but also from other premier business schools. It would continue its legacy in the years to come. AXIOM embarked it's this session's journey with Lounge that was designed to engage all the participants in a journey in to the world of Operations & Supply Chain. O-Men, a simulation game with a team of 4 members was held during axiom lounge. The lounge also had in store a Back to Future quiz which tested the students on a wide

range of issues with a special focus on operations. As a testimony to the XL culture, seniors came forward in this session to guide the juniors for the approaching SIP season. An SIP knowledge session was conducted by Mihir and Swagato, Senior Executive Members of AXIOM.

Subsequently, the Operations committee held simulation events like Helios during Asia's biggest techno-management fest Ensemble. Helios is also the flagship operations event of XLRI. This saw a footfall from colleges across the country and was an even bigger success than its previous editions. Quizzing leagues like Chronos kept students on their toes for a week when they were supposed to take several short quizzes over a week. Other interesting events of AXIOM include Exceloquent which tested the batch on their Excel knowledge.

AXIOM has its quarterly magazine named "AXIS" which garners articles from some of the best B-schools across the country. XLRI is enriched with quarterly editions of this magazine which comprises of other interesting reads such as those from industry

leaders. In the latest edition, internship experience of seniors has also been included and this edition will be launched in February 2017. Along with that, AXIS also has articles from some of the business leaders.

One of the major successes of AXIOM was Synergy Summit 2016 which was aligned on the theme of "Success strategy in the age of rapid disruptions". This was a day-long conference that saw footfall from leaders from various domains of the industry and it also included the launch of AXIS. Towards the conclusion of the conference, the final round of an intensive case study challenge was held which saw some interesting presentations from the batch.

AXIOM would continue organizing such events in the years to come and have the onus of carrying the legacy of Operations on the committee's responsible members' shoulders. At present, AXIOM is helping the junior batch fetch some interesting live projects on Sports Analytics which would be a great value addition to the student fraternity.



**AXIOM Team Members**



*Teams in action during a simulation event Helios*



*Panel Discussion during Synergy'16*

# CII-YI

**Jamshedpur Run:** The annual Jamshedpur Run was organized by the Young Indians (Yi) Net at Valhalla, the annual sports-cum-cultural fest. Mr. Tapas Kumar Sahu, Chair, Yi (Jharkhand Chapter) and Mr. Mukul Choudhary, Administrator, Tata Football Academy were the Chief Guests on the occasion.

**Kshitij and the Young Achievers' Scholarship:** Kshitij 2016, a daylong inter-school cultural competition comprising of six events, namely quiz, painting, street play, picture story, talent show and group dance, was organised on 23rd October as 500 extremely talented schoolchildren from around Jamshedpur mesmerised the audience with their performances. The "Young Achiever Scholarship", a scholarship that covers the annual tuition fees of the awardee for an entire year, was awarded to 10 students this year.

**Silent Auction:** The Silent Auction, an annual charity drive, was conducted on Diwali night. Memorabilia and souvenirs were collected from the entire college community and auctioned off. The proceeds from the

auction were given to Tata Memorial Hospital for lung cancer victims.

**Project Masoom:** Numerous groups visited various schools to create awareness on personal safety as a part of the Project Masoom launched by CII-Yi in collaboration with Childline NGO.

**The Tycoon's Gambit:** As part of XLRI's annual management festival Ensemble, CII Yi conducted an intensely contested business competition called the Tycoon's Gambit.

**TEDxXLRI:** TEDxXLRI was organized on 12<sup>th</sup> February 2017 on the theme 'Ideate. Innovate. Ignite.' The speakers on the occasion were critically acclaimed actor of TVF Tripling fame Amol Parashar, Faking News founder Rahul Roushan, serial entrepreneur Gaurav Sharma, well-known artist, portraitist, sculptor, inventor and patent holder Wajid Khan, celebrated Hindi language author Divya Prakash Dubey, founder and CEO, DEsiCrew, Saloni Malhotra and youth icon and International Woolmark Prize winner Rahul Mishra.

# E-CELL

Entrepreneurship Cell, XLRI continued organizing events and activities to build a solid startup ecosystem in Jamshedpur. The focus of all the events remained on giving industry best exposure to aspiring entrepreneurs and bringing the best of industries to guide and mentor them.

## Dhandha: An Ice-Breaker Event

E-Cell organized 'Dhandha' a 2 round ice breaker event for the juniors which was well received by everyone and saw participation from 23 teams and 112 students in the 1st round. The event incorporated multiple activities like brainstorming a startup idea, searching for a VC or angel investor, a monopoly round in the end etc. which engaged the students till the end.

## Startup Quiz 2016

E-Cell expanded its horizon by organizing "The Startup Quiz 2016" on 17th September, in association with Tatanagar Incubation Center. The quiz was aimed at testing the entrepreneurial awareness of the participants. The event was an unprecedented success and received participation of more than 250 students. Cash prizes worth more than 30,000 were distributed to the winners and the participating audience.

One of the winning team receiving their prize in the start up quiz

## Ideakon

The flagship event IdeaKon was organized on 5th November which attracted enthusiastic crowd of more than 200 students who came to listen to the wonderful journeys of successful entrepreneurs. The speaker list included Mr. Rajat Tuli founder-director of Happily Unmarried, Angshuman Bhattacharya founder & CEO of SIBIA Analytics, Faisal Ahmad founder & CEO of BIS Research, Balaji Viswanathan founder of Zingfin and NalandaU also the most followed person on Quora, Amit Sahu co-founder of JustRide. in and Saurabh Kocchar CEO of Food Panda. After the end of speaker series, audience



Kshitij



CII-YI Team members



Silent Auction

# DRACULA

also got a chance to have an informal discussion with our speakers where they discussed on topics ranging from their own ideas to current startup culture in the country.

## IdeaKon 2016 speaker panel along with team E-Cell

### HULT Prize

E-Cell along with SAC and SIGMA-OIKOS played an instrumental role in organizing HULT prize campus round that provided a platform for people with an entrepreneurial streak to assist in solving the biggest crisis of our times. E-Cell also organized an informal talk with Mr. Jacob Kurian and Mrs. Bharati Jacob who is the founder of seedfund and one of the most experienced VCs in the country. Both of them agreed to act as industry mentors for E-Cell.

### E-Cell Support

Throughout the year, E-Cell continued to extend its full support to its very own incubated startup gravycart. Gravycart expanded its reach to multiple areas and added many new restaurants and came up with fancy discount options and schemes which attracted food lovers throughout Jamshedpur.

Gravycart android app launch this year to ensure speedy food delivery on finger tips

E-Cell looks forward towards incubating more such startup ideas in coming years. E-Cell has reached the last stages of registering itself as a society which will help to attract support and resources from various sources. E-Cell will also play a crucial role in organizing Startup Conclave in association with Entrepreneurship Café in the month of March along with various other activities in pipeline for the coming year. The conclave will provide a platform to hundreds of entrepreneurs, industry experts, CEOs, people from government to share a stage and boost the entrepreneurship ecosystem and include events like Power Talk, live crowdfunding, one on one interactions, Sharktank, Rootcamp etc.



Senior members of Team E-Cell

Falling under the extra-curricular societies of XLRI is the dramatics and cultural association of XLRI, popularly known as DRACULA. Not just one or two but with six verticals, comprising of Dance, Drama, Literary, Debate, Quizzing and Fine arts; It is responsible for conducting interactive activities all through the year. The dramatists along with the brilliant actors from the batch put up a marvellous show be it 'nukkad naatak' Valhalla, 'Nostalgia' in Alumni homecoming or 'Ek ruka hua faisla' in maxi fair. 'Nostalgia' took the alumni down the memory lane and tried to capture all the major happenings in XL Life, right from committee selections to HR-BM tussle to the XL-IIMC legacy. While the dramatists rule with expressions, it's the moves of the dancers that keep the eyes of the audience glued to the stage. With dance performances happening all through the year in Valhalla, XL Utsav; Ensemble witnessed the first ever 'dance saga' with different dance forms being shown. Starting with bharatnatyam, the dance forms went through contemporary, belly dancing, jazz, bollywood and jabba-wockeez. Dracula was also involved with MAXI in organising section league, which saw the six sections bonding over making their section win. The position of showstopper this academic year was shared by Drac- Weekender and The Masquerade ball. The drac-weekender saw events like slow drag, letters to Juliet, terribly tiny tales, pub and meme challenge. The slow drag saw slow motorcycle race. Letters to Juliet saw the cupid in people penning down their ideas. The meme challenge saw people exploring their quirky side. Quizzing, debating and Literary verticals show their activeness all through the years by organizing quizzes that explore the diverse topics from sports to politics to specialisation domains. The literary activities like spell bee, taboo, Just-a-minute sessions sought to relieve the people out of their mundane academic schedule.

Dracula with its integration of people with versatile interests and passion make sure that the batch is served with a portfolio of diverse activities to choose from, participate in and rejuvenate with. With few more new ideas in the pipeline, Dracula plans to expand and upscale its domain in the upcoming session.



Senior team of DRACULA

# CRUX – CONSULTING AND RESEARCH UNDERTAKING AT XLRI

CRUX is the exclusive committee for consulting on campus with the vision of promoting XLRI as a premier consulting destination.

The committee actively organizes several events throughout the year which engage the students and help them prepare for success in a career in management consulting. The committee provides students with resources that refine their case analysis and interviewing skills through information sessions, interview workshops, case study competitions and strategy simulation games.

CRUX is also jointly responsible for hosting the annual conference Synergy which acts as a means for students to interact and network with various prominent consulting and business leaders in the industry.

The committee works actively to provide necessary opportunities to XLRI students for learning and interaction with the consulting industry.



## Activities in 2016-17

### **Synergy, National Conference of XLRI**

– Organised by CRUX and AXIOM – This was the first year when Synergy was organized at XLRI Jamshedpur and witnessed participation of several industry stalwarts, delegates and students. Mr Sandip Sen, CEO Aegis Limited, was awarded with Synergy Excellence Award.

**Orion** – CRUX's flagship case challenge - ORION, witnessed participation from 1200 students across 50+ B schools and has scaled to new heights this year.

**Out of the Box** – OOTB was an ice breaker event for the batch of 2015-17 and witnessed participation from 200+ students.

**Visionarios** – CRUX launched 4<sup>th</sup> version of its Magazine Visionarios and was circulated across B Schools in India.

**Strategikon** – Strategikon was CRUX's flagship event as a part of Ensemble 2016 and witnessed participation from 2500+ students.

**Three Wise Men** – Three Wise Men was an analytics based event and witnessed participation from 100+ students.

**Live Projects** – CRUX facilitates learning and industry interaction for students by procuring Live Projects in around Jamshedpur. This year 3 live projects were floated by the team.

**Guess'em All** – This was an online Guesstimate series launched on CRUX's official Facebook page.

**Synergy Case Challenge** – Synergy Case Challenge was jointly organized by CRUX and AXIOM as a part of Synergy and witnessed participation from over 1000 student across top B Schools.

**Drishtikon** – Drishtikon was a paper presentation competition organized by CRUX and witnessed participation from 100+ students. The theme was Digital Disruption.

**Intern Diaries and Case Preparation sessions** were a regular activity combining interview and internship experiences of students who interned in Consulting firms.

# FINAX

## GNOSIS 2016, Mumbai

In November 2016 FINAX hosted GNOSIS '16, at The Westin Garden City in Mumbai. The event saw an attendance of over 200 corporate and student delegates as well as 14 industry leaders as speakers.

P S Jayakumar, MD & CEO, Bank of Baroda (Also an XLRI alumni) delivered the Key Note Address at this year's summit on "Changing Landscape of Banking and Financial Services". Other speakers included Ananth Venkat (MD, Standard Chartered); Mr. K P Nair (DMD, IDBI Bank); Mr. Ajay Mahajan (Group President, IDFC Bank); Rahul Shukla, Managing Director and Head for Citi Bank's Corporate Banking Function and Samit Ghosh, Founder & CEO, Ujjivan Financial Services.

Speakers discussed relevant issues ranging from bad loans, fintech companies and microfinance banking in India.

## XLRI Student Investment Fund

It has been a landmark year for the investing club of XLRI. A formal Trust structure has been created to make investments on behalf of the students in the Indian markets. The emphasis has been on following a consistent and thorough process before making an investment. The team has developed a research framework for analysis of individual stocks and used this methodology to make investments in Indian equity markets. In the coming years, the team plans to increase the coverage of asset classes and incorporate multiple strategies to generate risk adjusted returns for its investors.

## GNOSIS Excellence Awards, Mumbai

FINAX also hosted the Gnosis Excellence Awards this year as part of the conference in collaboration with The Mumbai Alumni Chapter which saw XLRI Alumni and industry veterans Surojit Shome, CEO DBS India; Sandeep Bakhshi, ICICI Prudential Life Insurance; Ananth Venkat, Standard Chartered; Madhavi Lall, Deutsche Bank; Deodutta Kurane, Yes Bank; Animesh Kumar, IDFC Bank Ltd; and Ernest Louis of India Value Fund Advisors receive the award for their distinguished contributions and professional achievements in the sector.

## Open House Discussions

This year FINAX also initiated the idea of an open house discussion in collaboration with faculty to create a platform for students, academicians and staff to discuss key events like Demonetization and BREXIT with their peer group. The committee hosted 2 such events which saw over 150 participants to share their views on such topics.



FINAX team

## Other significant activities

Hosted multiple national level competitions including quizzes, article writing competitions and case study competitions which saw participation from students in b-schools across India.

Organized the NCFM/NISM certification exams in campus to benefit students interested in developing skill sets in respective areas.

The FINAX team of 2016-17 has taken great strides by increasing the size and scale of the events to new heights.



Gnosis 2016



Gnosis 2016

# ENSEMBLE 2016

Ensemble '16 – XLRI's annual management festival began on 11 November 2016 with the inauguration ceremony graced by the Guest of Honour Syed Kirmani. The theme of Ensemble this year was Be The Business which essentially means to be the best, and the same was illustrated by Kirmani through the example of their World Cup winning feat.

The speakers at the Idea Summit inspired the students to choose their own path. The summit invited Syed Kirmani, start-up mentor Prashant Singh, India's first woman commando trainer Dr Seema Rao and the anti-money-laundering expert and famed Supreme Court lawyer Ramakant Gaur.

The second day of Ensemble saw students compete across various management and leadership events including War of Wits (HR), Strike or Yield (IR) and Helios (Operations) Genesis (entrepreneurship event), Apollo (HR) and Poseidon (BM).

The final act of the evening was Comedy Night with Sorabh Pant, the stand-up comedy star of East India Comedy fame, who had the audience in splits with his brand of contemporary comedy readily accepted up by the young and energetic crowd.

On Day 3, the flagship event of Ensemble, The Next Gen Leader, was hosted, which saw participants from top B-schools. Circus Maximus, the flagship marketing event and Apollo, the domain HR event, conducted their

final rounds. Model United Nations was held in XLRI for the second straight year. The event gives future leaders a platform to practice their realpolitik skills and strategic decision-making in situations involving real world problems. Various informal events such as Face Painting, Dumb Charades etc. conducted by DRACULA, the dramatics and cultural association at XLRI, kept the crowds engaged. The popular cooking event, MasterChef, was conducted yet again, to the delight of XL students and professors alike.

The grand finale of the event was the much-awaited Lucky Ali concert. The inspired musician mesmerized the milling crowds with his well-known songs and brought the 3-day Event to a fitting close.



Syed Kirmani



Students during one of the events



Students during one of the events



Ensemble senior team





# XLANC

The XLRI Nature and Adventure Club (XLANC) is one of the youngest formal committees on campus, and in the recent past has grown into one of the most popular and beloved committees. With a penchant for organizing and introducing new events each year, which bring out either the inner naturalist or the inner child of every student on campus, XLANC occupies a unique position in the cabinet of committees at XLRI.

The members of the XLRI Nature and Adventure Club have always striven to live up to their active history and have introduced a myriad of events which bring in a whiff of adventure and excitement into the daily lives of XL-ers. The work carried out since September 2016 has been no exception. With the continued support of Tata Steel Adventure Foundation (TSAF), the committee's endeavours covered a wide spectrum of activities – from intensely physical to purely intellectual.

This year, XLANC's activities kicked off with the roar of Go-kart engines, running in front of Fr McGrath residence during Valhalla 2016. It was the first time XL-ers got to race Go-karts inside XLRI, on a square track going past the New Hostel, International Centre and Learning Centre II. Just a couple of weeks later, XLANC was back with Zorbing Football, an extremely exciting fusion of Zorbing and Football.

January 2017 saw the first ever, one of its kind one-day

event – Maelstrom, the ultimate mashup of thrill, adventure and fun. The first half of the day was dedicated to Paintball, Archery and All Terrain Vehicle racing. ATV was organized for the first time in the recent history of adventure events at XLRI and received colossal response. Come night the students got the opportunity to experience Laser Tag. The students participated on a mammoth scale with immense zeal and gusto.

In the same month, XLANC conducted the second edition of the nation-wide Nature and Adventure quiz – Gaia's Challenge 2.0 in association with Tata Steel Adventure Foundation. The quiz was hosted on Tata Steel Adventure Foundation's website and saw the participation of many students from some of the top B-schools of India.

Apart from these major events, the committee was involved in a number of activities throughout the year. Over 40 students of XLRI got the chance to learn horse-riding at the TSAF Horse Riding School through XLANC. A Super-Moon Gazing night was organized on the roof of Fr Enright Residence, with the help of the equipment provide by TSAF. The committee kept prodding XL-ers to tap into their creative minds with creative events such as Oculus photography competition, Season 2 – which had the theme of 'Nature and Light', and TSAF Creatives competition.

At the end of this academic year, XLANC is organizing a trek to the Everest Base Camp along with TSAF in February-March. The trek has generated huge interest and has attracted a participation of over 200 students, from various colleges across India.



# EXLINK

The External Linkages Cell is the student committee responsible for branding XLRI across all media forums. Over the last year, ExLink has worked towards branding and promoting this great institution across all media forums, be it aspirant relations groups (PagalGuy, InsideIIM etc.), social media networks (regular updates on Facebook, live-tweeting major events on Twitter, news on XLMeriJaan, YouTube), XAT Topper Videos, print media (pre- and post-event press releases for all major campus events) or among the wider B-School audience.

ExLink began the year with the all-important task of Aspirant Relations – helping out the huge number of aspiring students who hope to be a part of the XLRI family. Right from the moment they were selected to the moment they stepped on campus, ExLink was with the new students every step of the way.

In July 2016, ExLink conducted Rebrand, the ice-breaker event that put the participants' branding strategy skills to test. The event saw students putting forward some brilliant ideas for creating and sustaining a brand as big as XLRI, and help promoting the official student blog XLMeriJaan, and some of

them were incorporated into our repertoire during the year.

ExLink conducted *Advocatus Diaboli*, during Ensemble, an engaging debate which saw participation from B-Schools across India. Event saw participation with 51 entrants from across colleges and schools.

Throughout the year, ExLink has been active in almost every campus event. We covered, recorded and livestreamed all the major XLRI events like the Dr. Verghese Kurien Memorial Oration, 25th JRD TATA Oration on Business Ethics, Alumni Homecoming 2016, IdeaKon, Idea Summit and TEDx XLRI. All of these events were livestreamed on the XLRI Jamshedpur YouTube Channel managed by ExLink. This year XLRI's twitter handle was also recognised officially by the website, not to mention the Facebook page crossed 25,000 likes.

ExLink also launched several initiatives for the student-sourced branding in the last year, the chief among them being the Quill-A-Thon, a monthly themed submission contest for featuring our students' best work on XLMeriJaan ([www.xlmerijaan.com](http://www.xlmerijaan.com)), the student blog of XLRI. This year also saw the launch of Official Fan Page of XLMeriJaan, in order to transform it into a hub for all news of campus activities.



# FIRE@X

The past year was a busy one for The Forum for Industrial Relations at XLRI, FIRE@X as it was at the forefront of organizing various activities with a view to promote Industrial Relations at XLRI and other B- schools in the country.

FIRE@X along with SAPPHIRE organized the first National HR-IR Conference at XLRI Jamshedpur on 3-4 December 2016. In line with its theme, 'Dynamics of HR-IR: Realigning Skills, Systems and Practices in the face of Globalization', the conference witnessed participation from Industry stalwarts, Trade Union Leaders, Academicians, Government officials, and Researchers. Also, students from over 35 B-Schools of the country were a part of this grand occasion. The conference was inaugurated by the Chief Guest of the day- Dr. Suresh Dutt Tripathi, Vice President-HR, Tata Steel Ltd. Also in attendance were luminaries like Mr. Subesh Kumar Das, Director General, Administrative Training Institute, West Bengal; Mr. Vivek Patwardhan, an eminent Executive Coach and HR Consultant; Dr. Shio Kumar Singh, Chief Capability Development Officer, Tata Steel Ltd. Mr. Neeraj Sanan, CMO Spire Technologies elaborated on how the systems put into in our organizations are all unintelligent, and how the need for intelligent systems is pressing, to recognize the gap between the demand-supply of workforce and efficiently tackle it. Dr. Shio discussed the "Reverse-Mentoring" programme that Tata Steel Ltd. has introduced wherein the youth of the organization train the older staff in the technological advancements that are happening today. All the speakers brought to the table insights from their own experiences, to discuss in detail the changes that are occurring in the present day realm of HR and

IR. New terms such as de-globalization, and the evolution of HR and IR into Employment Relations were also discussed.

FIRE@X also conducted the 3rd season of its much-loved National IR-Quizzing league: Trial by Fire, with a total of 3 rounds over 3 months starting September. The grand finale was held during the 1st National HR- IR Conference with the top 6 teams battling it out in a case study competition for the top spot. The event witnessed participation from top 30 B schools in India and was widely appreciated.

Apollo and Strike or Yield were the other events conducted by FIRE@X during XLRI's Management Fest- Ensemble. Apollo received tremendous response as the students had to engage in a collective bargaining session with their peers and was a lot of fun. Strike or Yield, the flagship event, witnessed a lot of popularity due to the interesting format of the event which involved bidding.

An immensely popular activity conducted by FIRE@X is the ITC Munger trip, which now has become an annual affair. The Budding HR Managers immersed themselves in the real world of IR, learnt about the best practices of the ITC group, along with interesting take on the Union-Management relationship by the Trade Union President. Besides all the gyaan there was yummy food, sports, music and dance with the employees of ITC. Their warm reception of XLRI students overwhelmed all and made the entire trip a grand success.

Besides the plethora of these events, the regulars from the stable of FIRE@X such as the ice-breaking event Ceasefire, and the yearly magazine Dhyuti was also released.



# INFRACOM

INFRACOM, the committee that handles multiple roles from maintaining the splendid infrastructure of the XLRI campus to supervising the food and the mess management. This one student body is committed to ensuring convenience for all the students while their stay at the campus.

INFRACOM's motto of 'Standing together to serve you better' is a true reflection of its efforts to serving one and all for the greater good. INFRACOM is one committee that every student interacts with, right from the moment they step into the hallowed halls of this institute to the moment they step out into the world with that coveted degree in their hands.

INFRACOM acts as an interface between the students and the administration and makes sure that everyone's needs are catered to the best of institute's capabilities.

The ice breaker event of INFRACOM – Shilanyas encountered enthusiastic participation from the batch with students taking up the challenge of gulping down bitter gourd and bottle gourd followed by a fun filled treasure hunt event.

Nothing wins hearts of millions like good food and INFRACOM proves it every year with the grand Welcome Dinner it organizes to mark the official entry of the XLRI junior batch to the XL Mafia. The event makes the juniors get the first feel of XL being their home away from home.

The committee also organizes the XL Family Dinner, which invites every member of the XL Family, be it PGDM students, GMP students, professors or the Deans. This welcomes the new students into the XL Mafia Clan and is a great way to bond for students and faculty.

The Independence Day dinner organized by the committee is a legacy that marks the Independence Cup, flagship sports event held between XLRI and NIT Jamshedpur. The grand dinner organized is based on the tricolor theme.

INFRACOM's Flagship event that has made a huge brand for itself, MasterChef, is held during the Ensemble and the event records enthusiastic participation each year with over 140 students participating in 2016. The event is one of the biggest attractions during the festival and witnesses a huge footfall. Masterchef encourages students to display their culinary skills and gives them an opportunity to don their chef hats. INFRACOM also assists Placement Committee during all placement sessions and also supports Ensemble and Valhalla teams during their events. INFRACOM is the first point of contact for students regarding any issues that they might have.



# ISEP (INTERNATIONAL STUDENT EXCHANGE PROGRAM)

ISEP represents the student body of the International Student Exchange Program at XLRI. It is a functional committee that manages the tie-ups of foreign universities with XLRI. It is continuously on the lookout for new partner universities. Currently ISEP has alliances with universities across Europe (France, Germany, Spain, Greece, and UK), USA, and Southeast Asia. In a student exchange program, students spend one term or a period of three months in a foreign university. This is a once in lifetime experience where they not only get a sense of global education but also get a chance to experience a different culture entirely.

ISEP oversees the application process of the students to foreign universities. It has collaborations with banks, travel agencies to procure flight tickets, travel cards, Eurail passes, insurance etc. to make the process easier for these students.

Apart from facilitating the application process for students in XLRI, ISEP also acts as a point of contact for students who come to XLRI to spend one term here. It is responsible for the cultural immersion of these students. It organizes various activities to break the ice between the foreign exchange students and XLRI students and also organizes many cultural activities to familiarize them with Indian culture. The committee makes sure that the stay of foreign exchange students in India is as comfortable and enjoyable as possible. Some of these programs are Sports events, Dandiya nights, Regional movie nights and Regional dinners. ISEP also assigns buddies to every exchange student to help them with their day to day issues and to facilitate their integration into the XLRI culture.



ISEP senior team



## Some of the activities that ISEP did in this academic year are mentioned below:

- Acted as the student body representative of the International Student Exchange Program at XLRI.
- Contacted newer B-schools and initiated negotiations with them to establish a partnership.
- Made sure that the B-schools that are considered for partnership are globally renowned and are accredited by various international associations.
- Facilitated the stay of foreign exchange students in XLRI, including pickup, accommodation, buddy program, and campus tour.
- Provided and maintained a database for the students of XLRI going on the exchange program to various foreign universities.
- Maintained contact with the foreign universities as well as the foreign students due to come over for the exchange program.
- Obtained feedback from the foreign students and analyzed it striving to make the program a better experience in the future.
- Assisted students going on exchange through initiatives to help them plan their stay abroad.
- Maintained the XLRI ISEP website and other promotional material.

## Apart from these activities, ISEP also strives to do several other activities such as:

- Trying out new avenues for scholarships and financial aid.
- Working with XLRI students going on exchange program with to make presentations about the institute.
- Organizing short term study tours for foreign students.
- Organizing short term study tours for XLRI students.
- Faculty exchange programs.
- Joint research initiatives and consulting assignments.

# MARKETING ASSOCIATION OF XLRI (MAXI)

**MAXI BAZAAR**- The official ice-breaker for the junior batch. Seniors and juniors work in teams, right from conceptualizing a product that would sell like hot cakes to devising a social media marketing strategy for the same and competing against each other to make it the sensation that would put Pokémon-Go to shame. All this while having loads of fun and bonding over cut-throat ad-war rivalry!

**SECTION LEAGUE**- The sections locked horns in this year's section league - XL CLASSICO. Moving on from selling a product, the students work along their sections and indulge in campaigning for chosen celebrities from their section through print and media ad-campaigns, street marketing, and 1:1 marketing.

**AdTwist**- One of MAXI's most fun and popular events, AdTwist, compelled everyone to bring out their creativity and innovation by connecting movies and TV Shows with brands and using taglines. The Ad was to be posted on Facebook and the one with maximum likes won the competition.

**MARKETING POCKETBOOK**- MAXI also published a quick reference mobile friendly Marketing Pocketbook containing marketing strategies, small cases and interview tips for quick reference. The previous format was completely overhauled to give way to a new way of fun while reading and was praised all around for its comprehensiveness.

**CIRCUS MAXIMUS** - MAXI organizes a national level competition CIRCUS MAXIMUS during Ensemble, XLRI's annual inter B-school fest. With four separate rounds, this event is designed to pose a formidable challenge to even the best of brains. The on campus rounds are designed to test how teams can apply Marketing concepts first in a simulation, and then in the actual marketplace of Jamshedpur.

**LEGALIZE** – MAXI's flagship international event in which the participants from the best B-schools from around the world were exhorted to walk the tight rope of surrogate marketing and that too with panache. The teams conceptualized a “taboo” product and came up with an ad-campaign around it.

**IGNITO (Brand-Relay)** – As the build-up to Ensemble 2016, MAXI organized Brand-Relay event that tested the brand awareness of teams while keeping their minds distracted with fun games.

**MAXI FAIR** – MAXI conducted the 38th MAXI Fair in partnership with Nielsen and Research through Gaming Ltd. With 8 research problems this year, it saw record breaking participation from the students who got hands-on experience on disguised marketing research. The students competed with each other by designing games and events as surrogates to research questions to elicit information from the people of Jamshedpur regarding their preferences and perceptions and thus determining consumer behavior.

**WORKSHOP ON RESEARCH THROUGH GAMING**- To help the students in the gamification of their Research Problems, MAXI organized a workshop on how to design effective games for research by Betty Adamou, the CEO and Chief Creative Designer of Research Through Gaming Ltd and named 1 of 7 women responsible for shaping the future of Market Research.

## SEMINARS -

In order to provide the students with industry insights, MAXI organized a series of Food for Thought sessions. The first in line was an evening of discussion about Life, The Universe and Acing the Case Competition by Prithwish Datta (Nationals Winner, TAS TBLA 2015; XLRI Batch of 2013-15).

Next was a session by Ms Shalini Rao, a strategy and marketing consultant with over 2 decades of industry experience spanning varied roles and industries. She shared her diverse experiences over an interactive session with the senior batch.

MAXI also partnered with Idea Cellular Ltd for a session for the students of Sales and Distribution Management course. As a part of the Leadership Talk, Mr. Boilal Gangte, currently the Marketing Head of Bihar & Jharkhand region for Idea Cellular, educated the batch on the Telecom Industry.

This year MAXI conducted seminars in schools and colleges around XLRI for standard 11th and first-second year students at various schools and colleges in and around Jamshedpur to orient them towards a career in marketing and giving them tips to clear exams like XAT, CAT, IIPM etc.



MAXI senior team

# PIXL

PiXL is the photography club at XLRI, established in 2014 by like-minded individuals who wanted to celebrate two things - photography and XL culture.

We intend to spread the passion of photography and encourage more and more 'number-crunching and jargon-spewing MBAs' to pick up DSLRs. Precisely for this reason, the sole criteria to be a part of PiXL is to be passionate about photography.

Also, one of our main objectives is to capture every memorable moment on campus, whether they be the landmark exhibition of hard-work, creativity and leadership, like Conferences, Maxi Fair & Orations or the little moments that depict the nuances of the 'XL way of life'. We cooperate with multiple committees across the academic year and have a presence in almost every event on campus.

The past year was no exception, as we covered all the celebrated events as well as the less-known initiatives alike, besides being able to come up with competitions like Shutter-up in association with Ensemble.

We have even grander plans for the future. Being a new club, we are ever expanding and trying to explore new avenues to celebrate photography - which means some new initiatives like PiXL newsletters and many more innovative photography related competitions are on the cards.



# SAMARTHYA

**Disha:** Samarthya organized the first ever 'Career Fair' in Jamshedpur with students from 21 different career fields where they interacted with school students (from 9<sup>th</sup>-12<sup>th</sup> standard) along with their parents to share material facts about the careers they come from and the prevailing options for the students in their future. The event saw as many as 100 students from most major schools of Jamshedpur.

**Meet the Mentors:** To expand their focus to both parents and teachers, this year Samarthya conducted the Train the Trainer: Meet the Mentor program where they collaborated with teachers to enable them to become better mentors for their students. This also helped them increase the ambit of their collaborators.

**Reflections:** It is an annual conference conducted by Samarthya to bring together teachers, parents and students at a common platform for free and open dialogue. The theme for this year's conference was 'Connect or disconnect'. The theme was indicative of the emotional distance faced by the generation today due to the over-connectedness through social media. It covered various aspects like social media, e-learning opportunities and the innate disconnect with books and board games as a result of over usage of social media. The event included speeches by many renowned speakers and XLRI Faculty, focus group discussions and team building activities.

**Back to the Roots quiz:** Back to the roots was the second largest quiz competition conducted in the state of Jharkhand by Samarthya in coordination with Ensemble 2016 for the school students of Jamshedpur. The event saw active participation from all the major schools of Jamshedpur.

**School sessions:** The model of Samarthya is to deliver sessions focused on self, interpersonal relations and coping with the pressures in society. The aim is to build a rapport with the students and gain their trust. This year we delivered over 70 hours of school sessions across 3 major schools.





# STUDENT AFFAIRS COUNCIL

The Students Affairs Council (Apex Administrative Body on Campus) is the apex body and the representative council of the students of XLRI. SAC consists of a General Secretary at the helm and four elected representatives from the senior batch.

SAC supervises various student activities on campus and is the interface between the students and the administration. It has the responsibility of all student-related issues on campus and envisioning future activities. It plays an active role in issues such as restructuring academic content, enhancement of infrastructure and facilities, and coordinating extra-curricular, co-curricular and placement activities on campus. SAC supervises and manage all activities that happen on campus and strives for continuous betterment of the student life on campus. It also acts as the premier body coordinating the activities and funds of the various committees on campus.

SAC plays a critical role of presenting the students' point of view in issues pertaining to academics and campus life. The larger objective is always to foster a healthy academic atmosphere where the quality of education is always on the rise. The committee has always been an all-pervasive player in student affairs, at the hub of activities at all times.

## Various new initiatives were taken up by SAC this year with some of the key accomplishments as follows:

- Launch of a Cashless payment system within XLRI Campus partnering with a leading payment gateway provider – FreeCharge
- Revamping the system of Student Committee Budget and Bills Settlement to make it more fair, accountable and transparent
- SAC oversaw the organization of two National level grand festivals – Valhalla & Ensemble and the first ever HR-IR Conference

- SAC along with Ensemble Team organized the first-ever Future Leaders Program involving large number of schools and college across Jamshedpur and Kolkata. Further, the flagship Idea Summit – a forum where top leaders across industries shared their perspectives on global issues, was restarted during Ensemble 2016.
- SAC ensured that old campus was renovated for seniors, upgraded the WiFi facilities and installed a new lift. Food facilities were improved in New Campus with the introduction of payment-based Canteen in the Mess premises
- Upgraded the medical facilities on campus with introduction of a doctor in new campus, changed the timings to suit student needs better and installation of medical emergency kits at appropriate places on campus
- SAC promoted the initiatives taken by SIGMA-oikos by buying more cycles to ease the travel between the two campuses

*SAC plays a critical role of presenting the students' point of view in issues pertaining to academics and campus life. The larger objective is always to foster a healthy academic atmosphere where the quality of education is always on the rise.*



# SIGMA

Social Initiative Group for Managerial Assistance, popularly known as SIGMA, was founded in year 2004 to work towards the social causes in and around Jamshedpur. The committee has taken up various socially responsible causes over the time, resulting in the reputation that is now associated with it. The SIGMA team works in coherence with the NGOs, and all the other concerned parties to make a better living for those around us. From the smallest acts of help to the larger efforts in conducting city-level donation drives, the team works towards the social causes covering varying segments of society.

The SIGMA committee members are dedicated individuals who believe that every single socially responsible act makes the world a better place one act at a time. The team sees it as their duty to help others, rather than seeing it just as a committee task. From a single seed SIGMA has grown into a big tree, the branches of which is growing in different directions encompassing and reaching out to as many sections of society as possible. The different directions in which this tree is growing are ranging from literacy initiatives to live projects helping in making a sustainable livelihood. Some of these initiatives are-

*The SIGMA committee members are dedicated individuals who believe that every single socially responsible act makes the world a better place one act at a time*



SIGMA senior team



Basic computer learning programme



Health camp



9th NCSE Conference



Joy Fest

- Social Consulting Projects:** Over time, SIGMA has undertaken live projects to help the local population to increase sustainable livelihood opportunities. Some of the ongoing live projects under SIGMA are - Sabar tribe handicrafts with government of Jharkhand which aims are providing marketing solutions to the product made by local tribes has been honored by Indian Chamber of commerce, Oyster mushroom cultivation which had set up operational strategy for local mushroom cultivators and building a system for Aarohini in streamlining its operations from taking orders to forecasting demand, efficient processing and distribution. Under these live projects, team SIGMA provides the basis for marketing, operations and training and development to the parties involved ranging from distant tribes to local farmers.
- NGO Acceleration Programs :** SIGMA is involved in managerial support to local NGO's and ventures and accelerating their impact using the managerial acumen of XLRI.IT had helped put them stalls and market their products in the local environment. It partnered with helping hearts foundation to implement surplus food distribution system from XLRI mess to Slums, It had worked with Jeevika to promote sports in differently abled kids by hosting events and had successfully launching a documentary with them. Over the years, SIGMA has successfully collaborated with many local NGOs like SEEDS, Kalamandir, Neev, Goonj, People for Change among others, working towards the betterment of the local population in the areas these NGOs are working in.

# SOCRATES

- **Proud to ride (Ride Cycle Initiative):** An initiative aimed towards making XLRI campus carbon neutral. In December 2015, SIGMA launched the 'proud to ride' initiative and added 36 cycles for the usage of the students to commute inside the campus. In June 2016, due to increased demand and the appreciation by the students, the number of cycles was increased to 76.
- **Green City Campaign:** This initiative was started in November 2015 with the idea of making the streets of Jamshedpur cleaner while beautifying them with socially responsible messages. So far, three spots have been cleaned and painted across Jamshedpur, and more such spot-fixing ideas are in pipeline. Not only this surplus cloth paper and e wastage collection drives are regularly carried out by SIGMA in XLRI campus
- **Basic Computer Learning Program:** This initiative, popularly known as BCLP aims at increasing the computer literacy among the school-going children through a comprehensive coursework.
- **Legal Literacy Program:** This recent initiative aims at providing the necessary basic legal information that the local rural people should have in order to understand their legal rights.
- **Daan Utsav:** SIGMA was involved in the coordination of Daanutsav annual philanthropic fest. As a part of this, many initiatives were launched which targeted at improving the lives of marginalized community by encouraging the citizens to come forward and help. The donation included anything from cloth, food, medicine, service to even time spent with the community. Under this national initiative 'Joy of giving week', we conduct a range of activities from donation sprees across the city to Keh Kaha day in XLRI (spending a day with underprivileged children on campus).
- **Oikos Jamshedpur Chapter:** SIGMA is an active chapter from Jamshedpur and is one amongst the only 4 chapters that Oikos (Switzerland) has in India, working towards sustainability initiatives.
- **Blood Donation Camps, health camps, Computer education camps, Innovative fundraising (Gullack to Dosa) and coordinating other students' voluntary socially responsible activities** are among the other things that SIGMA has been conducting continuously over the years.

Every great team has a constant presence of a mentor to guide them over time. SIGMA has its guide and architect in faculty advisor **Professor Madhukar Shukla**, one of the oldest and most revered faculty in campus.

Socrates is the Systems Society of XLRI. It ensures that XLRI remains at the technological frontier. It also ensures that the students' Information Technology requirements are met, and exceeded. Apart from these duties, Socrates conducts a number of gaming tournaments, with participants from all batches on campus.

This year, Socrates coordinated with the Campus IT administration to revamp the network infrastructure of the old campus, with the introduction of significant new hardware, which greatly improved student life in the old campus.

Socrates, in association with Valhalla and Ensemble, organised open gaming zones, for free play. These gaming zones were very well received, with students from NIT Jamshedpur, Loyola, and other schools. The committee conducted multiple gaming tournaments this year, again in association with Valhalla and Ensemble, held over multiple weeks, which helped greatly improve the inter batch camaraderie on campus.

Ensemble also saw the re-launch of Pandora, the flagship event of Socrates, a treasure hunt centred on network security. Looking toward the coming year, Socrates will endeavour to make Pandora great again.



# SPICMACAY

## Introduction

The Society for Promotion of Indian Classical Music and Culture among Youth (SPICMACAY) is a prominent non-profit voluntary organization spread across educational institutions around the globe. The XLRI Chapter of SPICMACAY aims to facilitate the exchange of traditional Indian values and to generate awareness amongst the XLRI family about rich Indian cultural traditions.

It has been our constant endeavour to introduce traditional Indian culture and Classical art forms to the youth of our institute with the hope that the wealth of knowledge and beauty that it encompasses would add further meaning to our lives. SPICMACAY also facilitates celebrations of Indian festivals in authentic Indian style within the campus. Our mission is to have everyone experience the inspiration and mysticism embodied in Indian and world heritage.

## SPIC MACAY Team 2016-17

In the past year, we have conducted a lot of events under the banner of SPIC MACAY for promotion of Indian culture and classical music. We have briefly illustrated the events organised below.

### International Yoga day:

We celebrated “International yoga day” in XLRI on June 21, 2016 as Yoga is one of the most important aspect of our rich culture, tradition and heritage. It is one of the many art forms discovered by our ancestors which are practised worldwide even today. So in order to create awareness about the same in our college we arranged for a session of yoga with National Yoga Champion - MASTER ATUL SEHGAL, who provided various insights about the art form.

### Raagalaya and Laasya:

As part of our college cultural fest Valhalla, we organised two art based competitions Raagalaya and Laasya on 30<sup>th</sup> of July 2016. Raagalaya was classical music and instrumental competition whereas Laa sya was classical dance competition.

### Talent Night:

We conducted Talent night on 24<sup>th</sup> of August 2016 where we provided a platform for everyone to showcase their unique talent and the best performer of the night was awarded the prestigious title of “XLRI Kala Praveena”. We did not state any restriction on the art form to be performed on the day. Hence we showcased wide range of performances ranging from the traditional forms of art like singing, dancing to really different ones like stand-up comedy and mono-acting.



## Film Festival:

We conducted our annual edition of film festival during the third week of October. We showcased classics which dealt with the subject of dystopia. We screened five hand-picked, genre-defining movies which reflected grit, humour, irony, pathos, action, drama and love. We enthralled students of XLRI by showcasing them the creativity of best directors of the world about the future world.



## Virasat 16:

We showcased the unique and vibrant art-form of Gotipua, a folk dance tradition from the state of Odisha on 19th of November. As we are always committed to bring artists to the limelight, this was an initiative from us to promote this dying art-form of Gotipua. It is a unique art where a group of young boys who depict the life of Radha and Krishna. These boys come from poor families and are rigorously trained in this art.

## Samvaad :

As a part of Ensemble 2016, we screened movie and Cultural Show at XLRI during ensemble 2016 on 11th of November. The show was organised in two parts. The first part was movie screening of the below three movies

- Pahada (A 9 min short film by Mr. Niranjan Kujur, a SRFTI alumni)
- It's the Music (A 4 min Short film by Daxin Bajrange, BHASHA, Ahmedabad, about BUDHAN theatre)
- Widows home (A 6 min film on Nomadic tribes of Gujarat)

The second part was a 30 min show of Sarsa and HO dance with banam music.

## Alumni Homecoming

As our XL mafia came back home on 11th of December, we mesmerised them with the dance and music performance by the incumbent SPIC MACAY members to make their homecoming memorable.

## Sangam @ Maxi Fair

We organised a pure classical performance from the Sangam band, B. Manohar one of our XL students is an integral part of the classical band. The band had 5 members, two vocalists, a sitar player, a table player and a mridangam player. The artists totally mesmerized the audience with their sheer brilliance and captivating performance.



# SPORTSCOM

The year in retrospect, with regards to sports at XLRI was replete with victories for the home teams in various tournaments and with intra-college tournaments each of a unique nature, all of which together created quite a competitive as well as a healthy environment and gave ample opportunities for sportspersons and sports enthusiasts to play around the year and make their mark. While the spirits of the entire contingent were definitely subdued due to the unfortunate cancellation of the most awaited sports tournament of the year, XL – IIMC, the preparation and results of the tournaments played through the year speak for themselves and the teams are more than ready to continue the legacy and draw Joka blood next year and retain that coveted trophy home when the time comes.

The start of the sporting season was marked with the traditional 'Ratanjee' tournament, giving the junior batch a taste of the XL sporting culture. Some of the promising faces that could take the XL sports legacy forward were identified during this tournament. The next event was the annual sports and cultural festival 'Valhalla', wherein the home teams were raring to prove their

mettle against sports contingents of many prestigious B schools. This year XLRI hosted teams from SIBM Pune, NMIMS, IIM Shillong, IIM Ranchi, XIMB and VGSOM. In all there were 15 events including sports such as Basketball (Women, Men), Volleyball (Women, Men), Badminton (Women, Men), Table Tennis (Women, Men), Throwball (Women), Pool, and Tennis that took place over the three-day festival. The overall tournament winners were our very own home team, XLRI followed by XIMB in the second place. The same stellar performance of the home sports contingent was continued in the 'Independence Cup'. The final verdict was the resounding victory of XLRI, the score at the end of the day being 6-4 in favor of XLRI, with NIT Jamshedpur winning both the men and women volleyball matches.

Along with playing other colleges in different tournaments, the intra-college events throughout the year were very competitive, fun and unique and made sure that people who do not regularly come to the grounds to play, became a part of it in that way. Along with the marquee events like CricBlitz, XL Sporting Week, and XL Futsal League, other events such as Golf introduction sessions, EPL match screenings, and power yoga

sessions were also organized in the past year. 'CricBlitz' was the first intra-college event of the year that brought together the senior and junior batches to fight it out on the field, playing a very interesting and innovative format of cricket. Keeping the tempo of the batch intact, 'XL Futsal League' saw a very competitive round of bidding which was followed by even more grueling matches. In order to scout for new talent, 'XL Sporting Week' was organized, wherein Shuttle Masters and TT Pratiyogita among other events received huge participation. Along with this, 'XL Arena', a bidding and quizzing contest was organized which generated a lot of interest among the participants. Apart from these events which are organized almost every year, 'Clash of Clans', an event to settle the age old rivalry of the BM and HR branches was organized, which brought a lot of people to play and watch to the grounds.

The highlight of the year has to be the performance of the teams at the sports festival of XIMB Bhubaneswar, where we came out victorious in many sports among a number of B schools participating. Hoping that the same spirit and performance is carried forward to the next year.



# TOASTMASTERS

As hard as it may be to speak through our fears, trying to quietly fit in is simply not the way out. All we need to do is to stand tall and stand proud, never afraid to stand out. At the Toastmaster Club of XLRI, our mission is to empower our members to become effective communicators and leaders by being the catalyst for their personal growth and greater self-confidence.

A student-led body, we are part of Toastmasters International, a world leader in communication and leadership development. We unequivocally believe in the powerful modus operandi of the club. Every Toastmaster's journey begins with a single speech. During this journey, we as members learn to craft and narrate stories. We listen and respond. We plan and lead. We provide and accept feedback. Through this close-knit community, we find our path to leadership.

Just a year back, in 2016, a bunch of first year students dreamt of creating something of their own, and what could have been better, than to bring Toastmasters International within arm's reach of the budding leaders at XLRI. They

worked hard and fought against all odds to make that dream a reality.

But tailoring Toastmasters to make it relevant for XL was a challenge in itself. One year down the lane, with over 40 meetings conducted successfully and 5 international awards, we are today the biggest club in district 41, the Eastern region of the country. And that when it hasn't even been a year since its inception. We believe the purpose of Toastmasters at XL is far beyond that at any other institution - we hope to play a significant role in the larger scheme of things at XL by providing the managers of tomorrow with the much needed armour of effective communication as they set out to conquer their aspirations.

Here's hoping that our humble efforts continue to create value for the students at XLRI as we stride on along the path of glory.

Raising a toast to the spirit of finding your voice, holding your ground and inching towards becoming the finest of communicators and the best of leaders! A toast to a brighter future!

*During this journey, we as members learn to craft and narrate stories. We listen and respond. We plan and lead. We provide and accept feedback. Through this close-knit community, we find our path to leadership.*



# VALHALLA 2016

XLRI - Xavier School of Management, hosted its Annual Sports & Cultural Festival "VALHALLA 2016" from 29th to 31st July, 2016 at XLRI Campus. The theme for this year was: 'The Streets Are Calling'.

In its 5th Edition, the three-day extravaganza included a mélange of events ranging from dance, drama and debate to various sporting spectacles of gladiatorial proportions and were participated by students from other leading B-Schools in the country including the IIMs, NMIMS Mumbai, BIT Mesra, XIM Bhubaneswar along with the home school.

However, the celebrations had kick-started much before with the theme launch of the event earlier in the month on 6th July. The pre-launch event witnessed students participating in various games such as Tug of War, Sumo Wrestling, Hunt for Hidden Treasure and many more. Staying true to its theme - 'The Streets Are Calling', around 60 XLRI students performed flash mob on the roads of Jamshedpur on 24th July. The students also organized a Cleanliness Drive undertaken by SIGMA-oikos. The students cleaned the streets and surrounding walls and painted the walls near Tax Office and MGM Hospital in Jamshedpur as part of their initiative of spreading the message of: giving back to the streets, keeping it clean and spreading social messages by means of wall paintings. There was also a street play by the students of XLRI to promote road safety awareness as part of their efforts to make the streets a safer place for all.

Day 1 of 'Valhalla 2016' on July 29th witnessed a gamut of cultural and sports events ranging from theme based quizzes to press conference, street art to king's speech, table tennis to basketball. Events like laser tag, group dance, cricket, volleyball and many more saw an overwhelming and enthusiastic participation. Performance by Stand-up comedian Zakir Khan, the latest addition to AIB, entertained the audience with his wit and humour. The day ended on a powerful note with the prelims of the Battle of Bands which saw high voltage, electrifying performances by bands from across the country.

The second day of the event saw participants speeding down the racing tracks in campus as they zip-zap-zoomed down the fast-lane in the Go-Karting event. Participants of 'Laasya' the solo classical dance competition and 'Raagalay' the solo classical singing

*The formal inauguration of VALHALLA 2016 was held on 29th July.*

cum instrumental music competition enthralled the audience with their mesmerizing performances. There was also a Movie Debate, a General Quiz and fiercely fought sporting events like Volleyball and Basketball. The Street Play deserves special mention for the brilliant scripts, amazing acting and powerful portrayal of the vices in society. The food stalls did brisk business as students queued up to sample the delectable fare on offer. Visitors and students alike could be seen enjoying mouth-watering crispy cheesy dosas, chocolate gelatos, sinful pastries and much more. "SIGMA" dosa, an initiative by SIGMA oikos to raise funds for charity, was particularly popular. There were some stalls selling tribal handicraft items as well. The highlight of the day was performance by renowned playback singer - 'Coke Studio presents Nikhil D'Souza' who enthralled audience with his mellifluous voice and soulful music.





The third and the Final day of Valhalla began at dawn with the Jamshedpur Run, hosted by CII Yi, the largest marathon in Jamshedpur. Around 1500 participants hit the streets, running for a cause. Other events witnessed orators indulging in a war of words at the Conventional Debate, students giving superlative performances in the stage play, and players sweating it out on the courts at the various sporting events like basketball, volleyball and football. The fest concluded with an EDM (Electronic Dance Music) night. The pulsating beats and groovy numbers ensured that the students set the dance floor on fire. The fest came to a close

with all the students dancing into the night as they let their hair down after three hectic days of competitions, campaigns and other activities.

In tandem with XLRI's spirit of "**For the Greater Good**", VALHALLA has always had an undertone of social welfare to it. This year too, VALHALLA 2016 came forward to support Gyanada Foundation and handed over an amount of Rs. One Lakh collected during the event.

XLRI won the maximum number of sporting events while the cultural events saw mixed results.

**List of Competitions & Winners:**

Sports	Winner	Cultural	Winner
Football	XL	Stage Play	NMIMS
BB(M)	XIMB	Street Play	NMIMS
BB(W)	XL	Group Dance	XIMB
Cricket	XL	Fashion Show	XIMB
VolleyBall(M)	XIMB	General Quiz	XLRI
VolleyBall(W)	XL	Sports & Entertainment Quiz	XLRI
Throwball	XL		
TT (Men)	XL		
TT (Women)	XL		
Pool	NMIMS		

**About Valhalla:**

Valhalla, the annual Sports and Cultural fest organized by the students of XLRI Jamshedpur saw its conception in 2012. Valhalla means the Hall of Heroes in the Norse mythology and aims to provide a wide array of events for students to take part in; ranging from several individual and team sports, cultural events ranging from Dance and singing; XL BedRock, a full-fledged battle of the bands and a unique opportunity to take in an adventure sports experience, in addition to numerous celebrity and local performances.



#vaibhavkash

# STUDENT COMMITTEE REPORTS

## Global Business Management

### ACADEMIC COMMITTEE

#### Members:

- Abhinav Sharma
- Anirudh Sangubhotla
- Prithviram Govinda Narayana Reddy

is primarily concerned with interfacing between the college administration, faculty and students. The committee ensures that the students' academic requirements are put forth to the college and vice versa. Some of the key activities conducted by the committee include

- Acting as a liaison between students and faculty for operational and consolidation activities.
- Helping float the required electives by closely working with Department Heads and Program Head.
- Putting forward students' requests regarding syllabus, scheduling and any other additional support.



### ALUMNI COMMITTEE

Members: Mohammed Belal Ahmed, Anirudh Sangubhotla

The Alumni committee of Global Business Management works with the Alumni office in maintaining a strong bond between the Alumni and their Alma matter. The committee perseveres to enrich the experience of the students of the GBM batch through continued interactions with alumni during their travel to China, USA and across India.

During the Chinese term the alumni committee facilitated a meet with Mr Nipun Talwar in Shanghai. Nipun is an alumni of the 2000 batch and has worked in China for the past decade. The interaction opened a new perspective to the culture of China and allowed students to appreciate it in a better way.

The summer meets are an important part of the XLRI alumni events. It is one of the strongest bridges between the alumni and the institution. Every year members of the alumni committee involve themselves in the planning and sponsorship of the event along with the organizing chapter. In the summer of 2016, the GBM alumni committee had actively organized the Chennai meet. The presence of Fr Abraham, Sharad Sarin Sir and Fr George made the event even more special.

The GBM alumni committee along with the alumni office was involved in a lot of exciting initiatives which changed the way the interactions happened between the institution, the students and the alumni. Usually we hear about alumni giving back to the institution, but in a unique gesture the institute gave back to its older students. This included specialized credit card offerings, an alumni-student mentorship program and a revamped alumni website.

The year 2016-2017 was a very exciting one where there were introduction of major offerings for alumni and the GBM alumni committee is proud to be a part of it.

# CAREER DEVELOPMENT COMMITTEE

Global Business Management Members:

- **Ajit Reddy Kandela**
- **Mohit Kamboj**
- **Piyush Madhukar**
- **Prithviram Govinda Narayana Reddy**



Career Development Committee (CDC) is primarily concerned with professional development and improving the employability of Global Business Management Students. Some of the key activities conducted by the committee include

- CV verification of Global BM students and individual counselling on CV content and structure in general and specifically for specializations like Marketing CV and Finance CV.
- Maintaining repository of verified CVs with ability to immediately and autonomously provide chosen CVs for specific companies.
- Mock interviews both in-house and with experts along with one-on-one discussion sessions with students.
- Industry experience sharing sessions including presenters having experience working in China, USA, Argentina and India.
- Delivering company specific recruitment process preparation package including expected core competencies, interview questions, company background, current affairs and questions to pose.
- Consolidating and sharing recruitment experiences of Global BM seniors and current students.
- Assisting placement committee in ad-hoc requests.

## INFRACOM

• **Senior Executive Members: Siddhant Agarwal, Ani Mehrotra**

The Infrastructure Committee strives to provide a healthy environment for the holistic development of students. By acting as a facilitator between the Administration and the students we resolve issues related to the hostel and the mess, and organise special events to enrich student life, thus making the International Centre feel like a home away from home. The 2-member team ensures that the Indian students have a comfortable stay while studying in XLRI and our partner schools in Shanghai and Cleveland. Additionally, the committee looks after the well-being of the students from our partner schools while they reside at the International Centre of XLRI. The committee works closely with the International Centre management to address grievances related to accommodation, recreational facilities, internet services and food.

The committee was instrumental in securing convenient housing facilities in Cleveland for the students' semester at Case Western Reserve University in 2015. Apart from being in close proximity to the management school, each apartment was comfortably furnished and had a well-equipped kitchen. In keeping with the tradition of the program, the Infracom mobilized help from the Indian batch and celebrated Diwali

with grand festivities in Shanghai in 2015 along with the American and Chinese cohorts. The committee is also involved in planning events for celebrating the Chinese New Year in XLRI in which the students from all schools participate enthusiastically.

The Infracom is constantly attuned to the needs of the American and Chinese cohorts and ensures the best possible representation of their cuisines in the mess. The committee also maintains a fund for students' birthday celebrations and involves all students to bring cheer to the birthday boy/girl by arranging for a cake cutting party exactly at the stroke of midnight.

Additionally, the infracom committee also plays the part as the services management team during the placement season. They play a vital role in placements by handling the logistics, video conference or telephonic conference facilities, providing refreshments, ensuring a comfortable stay for the recruiters and other such various logistical services where the placement committee need a direct coordination and facilitation for the recruitment process. By handling these various services, Infracom aids the Placement Committee in ensuring a smooth and stress free recruitment process for candidates and recruiters alike.

# PLACEMENT COMMITTEE

- *XLRI's flagship two-year PGDM Global Business Management program attracted various global firms offering diverse premium roles in new job opportunities to the students, in spite of an industry-wide slowdown, ensuring 100% placements yet again for its graduating Class of 2017.*
- *More than half the participants in this year's placement process were new recruiters.*
- *The highest salary offered saw an 18% rise against the previous year. XLRI continued to remain the preferred institute for various international recruiters as well.*
- *Close to 75% of the batch received offers greater than 15 LPA this year.*
- *Increased participation by new reputed organizations bears testimony to the reputation of XLRI as a trusted management school and the importance of Global Business Management education by the industry.*
- *The batch saw roles being offered across domains such as Consulting, Sales & Marketing, BFSI, Analytics, Operations and General Management.*



## Final placement statistics for the batch of 2015-17

Number of companies that participated in the Final recruitment process	37
Highest CTC offered	57 LPA
Average CTC offered	17.95 LPA
Median CTC offered	15.75 LPA
Number of international offers	01

### Consulting and Analytics

Nearly one-third of companies participating in this year's campus recruitments were from the consulting domain. The participation from industry majors such as KPMG, PwC, Gallup Consulting, Cognizant Business Consulting, Rate Gain and Searce among others. Searce Inc was one of the first time recruiters offering roles niche Marketing Consultant roles while IBM led the hiring in this domain for the second consecutive year.

### Sales & Marketing

XLRI continued to show its dominance as the preferred campus for Sales and Marketing yet again with Singapore based Toalram's (JV with Kellogg's) hiring from XLRI exclusively for its Africa based Leadership Development Program. Other major firms that participating in this sector include ITC, ADP, L&T, Directi, Searce Inc, Intellect Design (Polaris group Company) amongst others. Roles on offer included leadership roles in Sales, B2B Marketing, Market Research, and Business Development.

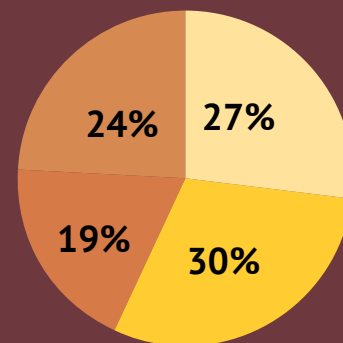
### General Management and Operations

General Management was one of the preferred sectors on campus with major industry players such as Novo Nordisk, Uber, and Belden group offering leadership profiles to students. Other recruiters included Sutherland, Rivigo, Syntel, Mphasis, Hexaware and Emerson. Ab InBev also participated to hire for its prestigious Global Management Trainee program.

### Finance

While the industry-wide slowdown in jobs continued to affect the number of finance roles, companies continued to offer job roles in fields such as Investment Banking, Trading, Corporate planning, and Account and treasury management. Major firms that participated included Virtusa Polaris, Dexter Capital, L&T, Evestnet, and Eclerx.

### Break - up of Roles



# PUBLIC RELATIONS COMMITTEE

## Senior Executive Members: Mohit Kamboj, Swarnim Srivastava

The Global BM Public Relations committee was founded in 2013. As the torch bearer of Global BM program, the Global BM Public Relations committee handles all aspects of Global BM program's internal and external promotion and communication; producing collateral to support programs, events and initiatives. Communication is a fast-moving target, and the committee is always looking for ways to 'get the word out' while maintaining its focus on the students and on the consistency of its message. The mission of the Global BM Public Relations is to promote a positive association of XLRI with prospective candidates and the industry. It is responsible for the development, design, preparation, and coordination of college publications. The committee conceptualizes, produces and edits written communication, including newsletters, press releases, statements, talking points and opinion pieces. The PR committee also handles coordination of trade shows, coordination of events on campus and the design and maintenance of the XLRI website.

The PR committee advises students on responding to media interview requests; helps organize and promote activities that support recruitment, fundraising and marketing; identifies internal and external issues that have the potential to generate public interest or affect the college's reputation.

## The Public Relations Committee for the Global BM program undertook the following activities during the years 2015-17:

- Maintained Global BM pages on various online portals and forums such as Pagalguy, InsideIM, blogs, and on social media websites such as Facebook, Twitter, YouTube, LinkedIn etc. Regular updates pertaining to achievements and happenings of the 2015-17 batch were published across these channels
- The PR committee undertook several updates for the Global BM page of XLRI's website to make it more intuitive for the visitors to easily access information about the program
- Contributed content to [www.xlmerijaan.com](http://www.xlmerijaan.com) by bringing in stories from China, USA and India
- Spearhead the rollout of the campus placement brochure for 2015-17 batch of Global BM leading to an average of more than 1 offer per candidate
- Shot an introductory video for the Global BM batch showcasing the diverse backgrounds and experiences of the students enrolled
- Designed XLRI T-shirts and hoodies for branding of Global BM program in American and Chinese universities
- Organized celebrations of the Chinese New Year for showcasing the Chinese culture and cuisine to the students and faculty at XLRI
- Assisted in compilation of the in-house magazine "the Magis" by encouraging the students to contribute articles of all the happenings on campus
- Organized photoshoots for all the events pertaining to the Global BM program in China, USA and India for publication in media outlets



# GLOBAL BM SPORTSCOM

Senior Executive Members: Siddhant Agarwal, Mohit Kamboj

*Being Global citizens, the Global BM Sportscom is active internationally by working alongside the sporting committees in Tongji University, Shanghai and Case Western Reserve University, Cleveland, OH in encouraging students to train and leave their mark at an International level.*

The Global BM Sportscom ensures that amidst the hectic schedule of assignments, classes, and academics, students get a chance to participate in sporting events across the 3 universities in China, USA and India. Sportscom enables access to the best sporting infrastructure and equipment for the Global BM students. It is the responsibility of the Sportscom to keep students updated on the schedules of all the sporting events that happen on the 3 campuses.

The Global BM Sportscom works in tandem with the other Sporting Committees from the BM/HRM programs as well as the 1-year General Management Program to ensure that students are able to participate in the sports they love during the course of the program, keeping in mind the fact that these might be the last few years that the students play these sports at a College/University level.

The Global BM Sportscom has been an integral part of the various sporting events that have been a part of XLRI over the years and has made its presence felt in a big way. Right from 'Ratanjee' that looks at identifying the best new sporting talent to enter XLRI to winning 'Valhalla' and the prestigious XLRI-IIMC Meet, Global BM students have been at the forefront all

along. It is no strange coincidence then that the college registered 3 consecutive XLRI-IIMC wins for the first time in a history spanning almost 50 years with the introduction of the Global BM.

Being Global citizens, the Global BM Sportscom is active internationally by working alongside the sporting committees in Tongji University, Shanghai and Case Western Reserve University, Cleveland, OH in encouraging students to train and leave their mark at an International level. The Sunshine Cup at Jiaotong University, Shanghai saw Global BM Students sweat it out along with 16 other teams at the Province level tournament consisting of various sports which includes Badminton, Table Tennis, Tug of War, Football etc. where students formed lasting relationships with students from some of the most prestigious universities from Shanghai. These relationships were extended beyond the tournament wherein students from the Global BM were invited by CEIBS (China Europe International Business School) University for friendly football match. Players from Global BM students played a pivotal role in helping the Tongji Basketball team reach the finals of the Shanghai inter-university tournament for the first time in 26 years of tournament's history.

The foreign cohorts showed great enthusiasm in sports organized in XLRI, and the Global BM sportscom organized numerous events including a Table tennis tournament, a Badminton Tournament, a Basketball tournament and a Cricket match. These events created great bonding and lasting memories among the Global BM students. Sportscom also organized a Futsal match against the GMP students for the Global BM students. Sporting events extended to virtual gaming as well with the Global BM students having a fun, frolic and intense gaming experience with an evening of Counter-strike Tournament, an Age of Empires tournament and a FIFA tournament on the Playstation.



# STUDENT COMMITTEE REPORTS

## PGDM (General Management)

### Branding Committee

The Branding Committee of PGDM (GM) develops interesting and innovative ways to further the vision of the program to the outside world. It is the public relations department of the batch. It engages on a variety of platforms including social media and live events to impress upon others the true differentiating value addition the PGDM (GM) program brings to the leaders of tomorrow.

#### Activities of the Branding Committee

- Publishing placement brochure
- Creating brand awareness for PGDM (GM) program and branding XLeRate, India's biggest fest for one year MBA students
- Maintaining a healthy footprint across various social media channels including Facebook, Twitter, LinkedIn, Pagalguy etc
- Managing print media coverage and press releases for event that the batch organises

### Career Development Cell

Career Development Cell focuses on skill gap assessment and development needs of PGDM (GM) participants. It coordinates with different clubs and interest-based groups to inculcate the peer-learning culture in fellow batch mates.

#### Activities of the Career Development Cell

- **Self Assessment**
  - Profile Reviews
  - Resume Review and feedback
  - Self-introspection and Career vision
- **Building the foundations**
  - Functional Group discussion
  - Elevator Pitch
  - Creation/Collation of reference study materials and past interview experiences
  - Letter of Intent and Cover letter reviews
  - Case preparation
  - Preparing company docketts and conducting sectoral information sessions
- **Interview Preparation**
  - Interview – Tips and Techniques
  - Nuances of Telephonic, Video Conferencing and face to face interviews
  - Conducting mock interviews
  - Facilitating external interviews
  - Salary Negotiation strategy



### Placement Committee

The Placement Committee of PGDM (GM) is the bridge between companies and the batch. It connects and engages with prospective employers, schedules, plans and coordinates the entire placement process thereby ensuring a healthy mix of placement opportunities. By working closely with recruiters and developing lasting relationships, the committee strives to make XLRI the preferred Business School for corporate placements.

### Alumni Committee

The Alumni Committee keeps the PGDM (GM) community relevant by connecting, engaging and celebrating with its alumni through various meetings and events throughout the year. The Alumni committee strengthens the bond with the alumni through Annual Homecoming and Silver Jubilee meets. It also publishes a monthly Alumni Newsletter and a quarterly Alumni Magazine besides maintaining the Alumni portal.

### Creative Content Committee

The Creative Content Committee is the editorial committee of the batch. Their primary role is to maintain web content, publish periodicals and cover various events. Additionally, it covers various Leadership Talks and documents the legacy that is left behind by the batch.

### Cultural Committee

The Cultural Committee provides opportunities for students to appreciate and celebrate their cultural diversity by organizing various events and festivals. It brings together faculty and students by creating a home-away-from-home experience for students during their stay at XLRI, in the process, creating joyful moments that are cherished by all.

### Leadership Committee

The Leadership Committee's purpose is to establish, strengthen and leverage industry connections to promote experiential learning. It organizes "XLRI Leadership Series – XLS" creating a platform for students to gain insights and knowledge from the experiences of leaders. This year XLS was graced by the presence of leaders like M/s. Rekha Menon, MD Accenture in India, Mr. Guenter Butschek, CEO & MD Tata Motors, Akshay Kothari LinkedIn India Head, Vinod K. Dasari MD Ashok Leyland, Ashish Vidyarthi and many prominent leaders coming from various walks of life.

### Sports Committee

The Sports Committee brings out the true team spirit of the batch. It ensures that a healthy body accompanies the mind and keeps the class energised by organising several sporting events around the year in addition to keeping people on their toes by scheduling regular games and matches among the students. The Sports Committee leads from the front in organising XLERate- the annual inter collegiate event that fosters healthy competition with students around the country.

### Toastmasters Club

The Toastmasters Club at XLRI is a platform that empowers students by presenting them with an opportunity to transform into competent communicators and public speakers. The club holds weekly meets wherein students hone their oratory ability in an encouraging and stimulating atmosphere. The club has participation from all the programmes including HR, BM, Global MBA and FPM.

### Fineto: Finance Club

Fineto has huge diversity in its composition with seasoned bankers, economists, corporate financiers and project managers involved in its functioning. Fineto provides a common platform for sharing of knowledge through regular activities like conducting quizzes, bringing out research reports and solving intricate case studies. The club was also actively involved in organising an online competition called Fintelligence during XLERate' 2017

### Operations Club

The Operations Club of PGDM (GM) focuses on operations related activities and organises various workshops where PGDM (GM) students from diversified background share their experience (working methodology, trend in their industry etc.) for the benefit of the whole batch. The club organised an online event called Manexcellia during XLERate' 2017 which saw participation from various top B-Schools.

**MarketWing:** The Marketing club

MarketWing is the Marketing Club of PGDM (GM). It enables participants to enhance their marketing skills by facilitating a strong sense of market-connect. The philosophy of the club is 'Learn marketing in the market'. MarketWing converts this philosophy into action by hosting a variety of industry connect programs, knowledge management sessions, case competitions and annual conference.

**Consclub:** Management Consulting Club

Consclub is a Management Consulting Club which provides the student community opportunities to solve real life business problems using case-study method, thus empowering them with the necessary skills for a successful career in consulting and strategic management.



# THE BOARD OF GOVERNORS OF XLRI

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Jamshedpur

**Jaspal Bindra**  
Chairman  
Centrum Group  
Mumbai

**C L George, S.J.**  
Rector  
Loyola School  
Jamshedpur

**Rajive Kaul**  
Chairman  
NICCO Corpn. Limited  
Former President - CII  
Kolkata

**Jose Parayanken**  
Chairman & Managing Director  
Mozambique Holdings, Maputo  
Mozambique

**D Shivakumar**  
Chairman & CEO  
PepsiCo India  
Gurgaon

**Antony Uvari, S.J.**  
Associate Dean for Student  
Affairs & Admn  
XLRI  
Jamshedpur

**George Fernandes, S.J.**  
President  
Jamshedpur Jesuit Society  
Jamshedpur

**S George, S.J.**  
Dean [Administration]  
XLRI  
Jamshedpur

**Sumit Mazumder**  
Chairman & MD  
TIL Ltd., &  
Former President, CII  
Kolkata

**Sebastian Jeerakassery, S.J**  
President  
Delhi Jesuit Society  
Delhi

**Madhukar Shukla**  
Professor of OB & Chairperson of FACES  
[Fr Arrupe Centre for Ecology &  
Sustainability]  
XLRI  
Jamshedpur







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EXCELLENCE & INTEGRITY

**XLRI**

Xavier School of Management

For the greater good

# 61<sup>st</sup> ANNUAL CONVOCAATION



# VISION

To be an institution of excellence  
nurturing responsible global  
leaders for the greater common  
good and a sustainable future

# MISSION

- To disseminate knowledge in management through a portfolio of educational programs and publications
- To extend frontiers of knowledge through relevant and contextual research
- To nurture responsive ethical leaders sensitive to environment and society
- To encourage critical thinking and continuous improvement
- To inculcate a culture of innovation and entrepreneurship

# VALUES

Inspired by the Jesuit spirit of 'Magis', XLRI will be guided by the following values :

- Ethical Conduct
- Integrity and Trust
- Passion for Excellence
- Sensitive Social Conscience
- Inclusiveness and Tolerance
- Creativity and Innovation
- Global Mindset



61<sup>st</sup>

ANNUAL  
CONVOCATION  
25th March | 2017

# 61<sup>st</sup> ANNUAL CONVOCATION 25th March | 2017

Published in 2017

## Published by



Magis Editorial Team

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# CHAIRMAN'S MESSAGE



*XLRI diligently strives to create a value-based, ethics-driven teaching and learning environment*

Dear Friends,

It gives me immense pleasure to be a part of the 61<sup>st</sup> Convocation, as Chairman of the XLRI Board of Governors.

Helping educate and shape the next generation of scholars and business leaders is a significant task. For over six decades XLRI has steadfastly held on to its mission of proffering world-class education across various management-centric programs. There has never been a more exciting time to pursue management education. Exposing management students to innovative practices and new rising sectors of growth also calls for skilling today's students with ideas and skill-sets to help shape the world around them.

XLRI diligently strives to create a value-based and ethics-driven teaching and learning environment whilst underscoring the need for all-round development. This emphasis on inculcating certain core-values is what sets XLRI apart from other B-schools in the country.

I would like to place on record my sincere appreciation of the outstanding contribution of the faculty and staff in facilitating and helping students and working executives in their learning journey.

To the graduating students: The alumni of XLRI have reached enviable levels of excellence in both the corporate world as well as the academia. Today, you too are joining that privileged group of XL alumni. You will be facing a lot of challenges and will be making a lot of decisions which will impact the lives of many of your colleagues and fellow citizens. It is important to exercise your discernment and do the right thing at all times.

I wish each one of you the very best as you embark on your new journey in both work and personal life.

A handwritten signature in black ink, which appears to read 'T V Narendran'. The signature is stylized and written in a cursive-like font.

**T V Narendran**

# DIRECTOR'S MESSAGE



*XLRI joins a select group of global business schools to have received AACSB accreditation*

Dear Friends,

I am delighted to present to you the 61<sup>st</sup> Convocation Brochure for the year 2016-17. This academic year has once again brought laurels to XLRI in different spheres, thereby doing us proud.

XLRI has earned accreditation for its flagship management and doctoral programs by AACSB International-The Association to Advance Collegiate Schools of Business. This is the second coveted International Accreditation for XLRI after Association of MBAs (AMBA), which XLRI had received in 2015. More importantly, XLRI joins a select group of global business schools to have received AACSB accreditation for its doctoral program. Because of its rigorous standards, less than 5 percent of the world's 13,000 business programs have earned the AACSB accreditation. This very prestigious AACSB accreditation will take us a step ahead to strengthen our foothold and reputation in the global arena and evolve as a preferred management institute for discerning, future business leaders from India.

We cannot rest on our past glory alone. XLRI is forging a new strategic

path. The foundation stone for the upcoming XLRI Campus in Delhi was laid on 16<sup>th</sup> of January 2017. XLRI has been consistently ranked as the No 1 private B-school across categories. Its infrastructural facilities, leadership and governance, campus life and alumni connect have also been rated as No 1 in India by respected publications including Outlook Business Magazine in 2016

To the graduating batch of 2017: Congratulations! It must truly be a very gratifying moment for you. Chasing a dream necessitates a passion and determination to achieve your dream.

As you move on to the next phase of your work-life journey, endeavor to live up to the values that XLRI has striven to inculcate in all of you - to be leaders who contribute their mite to your respective organizations and also to have a sensitive social conscience.

With Prayers and Blessings,

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





# CONVOCATION 2017

- Programme
- Convocation speaker and recipient of Jehangir Ghandy Medal: Adi Godrej
- Convocation Speakers From 1959-2016
- Sir Jehangir Ghandy Medal Recipients From 1965-2016

# PROGRAMME





## Academic Procession

- Prayer Song** : XLRI Choir
- Director's Report** : Fr E Abraham, S.J.
- Presidential Address** : Mr T V Narendran  
Chairman, Board of Governors,  
XLRI and Managing Director, Tata Steel
- Presentation of the Medals for Academic Excellence** : Dr Ashis K Pani
- Presentation of the Medals for Long Service** : Fr S George, S J
- 25 Years**  
Mr James Tirkey  
Mr Vijay Paul Kindo  
Mr Shankar Prasad Gupta  
Mr Tapash Nandi
- 15 Years**  
Dr Supriya Kumar De  
Mr John Samir Barjo
- Presentation of the Sir Jehangir Ghandy Medal** : Mr T V Narendran
- Convocation Address** : Mr Adi Godrej
- Presentation of the Diplomas** : Dr Ashis K Pani
- National Anthem** : XLRI Choir
- Recession



# CONVOCATION SPEAKER AND RECIPIENT OF JEHANGIR GHANDY MEDAL



**Mr. Adi Godrej**  
Chairman  
The Godrej Group

Adi Godrej is Chairman of The Godrej Group. The Godrej Group is over a century-old family conglomerate, with operations in India and several other countries.

Mr. Godrej has been president of several Indian trade and industrial bodies and associations.

He is Chairman of the Board of the Indian School of Business and former president of the Confederation of Indian Industry. He has been a member of the Dean's Advisory Council of the MIT Sloan School of Management, Chairman of the Board of Governors of the Narsee Monjee Institute of Management Studies and a member of the Wharton Asian Executive Board. Mr. Godrej is also a patron of the Himalayan Club.

He has been honoured with several awards and recognitions including the Rajiv Gandhi Award 2002, American India Foundation

(AIF) Leadership in Philanthropy Award, 2010, Entrepreneur of the Year for the Asia Pacific Entrepreneurship Awards 2010, Best Businessman of the Year for the GQ Men of the Year Awards 2010, Chemexcil's Life Time Achievement Award 2010, AIMA-JRD Tata Corporate Leadership Award 2010, Bombay Management Association – Management Man of the Year Award 2010-2011, Qimpro Platinum Standard award for business in 2011, Ernst & Young Entrepreneur of the year 2012, Padma Bhushan in 2012, Asian Awards, Entrepreneur of the Year 2013, the All India Management Association-Business Leader of the Year 2015 and the Clinton Global Citizen Award 2016 for his Leadership in the Private Sector.

Mr. Godrej holds a bachelor's and a master's degree from the Sloan School of Management at MIT.





# CONVOCAATION SPEAKERS

Year	Speaker	Year	Speaker	Year	Speaker
1959	Sir Jehangir Ghandy	1995	P Chidambaram	2005	Kandeh Yumkella
1986	R H Mody	1969	B P Gajendragadkar	1980	N A Palhivala
1960	Sudhir Ghosh	1996	C Rangarajan	2006	A M Naik
1987	Ashok S Ganguly	1970	S K Nanavati	1981	L K Jha
1961	Michael John	1997	Susim M Data	2007	R Gopalakrishnan
1988	D N Ghosh	1971	R D Chokshi	1982	A Mudaliar
1962	V V Giri	1998	C R Irani	2006	A M Naik
1989	Abid Hussain	1972	P L Tandon	1983	A N Haksar
1963	S N Sinha	1999	Alyque Padamsee	2008	Subodh Bhargava
1990	R H Mody	1973	Mohan Kumaramangalam	1984	V Krishnamurthy
1964	R G DeCosta	2000	Subir Choudhury	2009	O P Bhatt
1991	M N Goiporia	1974	D P Dhar	1985	K L Puri
1965	M C Chagla	2001	Deepak Parekh	2010	Kumar Mangalam Birla
1992	K L Chugh	1975	N A Palkhivala	2011	Vineet Nayar
1966	P M Menon	2002	A P J Abdul Kalam	2012	Jaspal Bindra
1993	J J Irani	1977	Hiten Bhaya	2013	Pratip Chaudhuri
1967	K S Basu	2003	Raghunath Anant Mashelkar	2014	Arundhati Bhattacharya
1994	Montek Singh Ahluwalia	1978	Kanti Mehta	2015	Mallika Srinivasan
1968	Naval H Tata	2004	J J Irani	2016	Dr. Sunil Kant Munjal
		1979	George Fernandes		

# 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.

<b>Year</b>	<b>Sir Jehangir Ghandy Medal</b>	<b>Year</b>	<b>Sir Jehangir Ghandy Medal</b>
1965	S R Vasavada	1992	V Kurien
1966	P N Krishna Pillai	1993	A N Buch
1967	K S Basu	1994	Kesub Mahindra
1968	Naval H Tata	1995	N Vaghul
1969	B P Gajendragadkar	1996	P A Sangma
1970	-	1997	Jyoti Basu
1971	Khandubai Desai	1998	N A Palkhivala
1972	P L Tandon	1999	J N Godrej
1973	R P Billimoria	2000	Brijmohan Lal Munjal
1974	G Ramanujam	2001	Michael Windey, S.J.
1975	J R D Tata	2002	M S Banga
1977	Hiten Bhaya	2003	Marian Zelazek, S.V.D.
1978	Kanti Mehta	2004	Missionaries of Charity
1979	Arvind Mafatlal	2005	Azim Premji
1980	H Holck Larsen	2006	Subir Raha
1981	Rajmohan Gandhi	2007	K V Kamath
1982	V R Krishna Iyer	2008	R Seshasayee
1983	R H Mody	2009	Ratan N Tata
1984	S Moolgaonkar	2010	E Sreedharan
1985	Gopeswar	2011	Nitish Kumar
1986	G L Tandon	2012	N R Narayana Murthy
1987	P N Bhagwati	2013	Shiv Nadar
1988	V Krishnamurthy	2014	Arundhati Bhattacharya
1989	V G Gopal	2015	Mallika Srinivasan
1990	V R Deenadayalu	2016	Dr. Sunil Kant Munjal
1991	Suresh Krishna		





# MEDALS FOR ACADEMIC EXCELLENCE

- **Fellow Programme in Management**
- **Postgraduate Diploma in Human Resource Management (2015-17)**
- **Postgraduate Diploma in Business Management (2015-17)**
- **Postgraduate Diploma in General Management (2015-16)**
- **Postgraduate Diploma in Global Business Management (2015-17)**
- **Postgraduate Diploma in Business Management – Dubai (2013 – 16)**
- **Postgraduate Diploma in Business Management – Dubai (2014 - 17)**
- **Postgraduate Diploma in Business Management – Evening (2014 – 17)**

# Medals for Academic Excellence: 2016 – 17



## **Shaurya Sharma**

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

## **D Akhil**

## **Prafull Agarwal**

## **Ruma Chaudhary**

## **Samina Abbas Ali**

## **Swadha Sinha**

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

## **Ruma Chaudhary**

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

## **Jayna Maheshwari**

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

## **Arbab Kausar**

**XLRI Medal : Second Highest CQPI – HRM**

## **Anshul Jain**

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

## **Anunay Arora**

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

## **Shashank Jain**

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

## **Vineet Vergis George**

**XLRI Medal : Highest CQPI – Global MBA**

## **Mandar Manohar Akhare**

**XLRI Medal : Highest CQPI – BM [Dubai]  
(2013 - 16)**

## **Md Imran**

**XLRI Medal : Highest CQPI – BM [Dubai]  
(2014 - 17)**

## **Subhashis Ghosh**

**XLRI Medal : Highest CQPI – BM [Evening]  
(2014 - 17)**  
(Sponsored by Jagans)

## FELLOW PROGRAMME IN MANAGEMENT (Total: 11)

Sl.	Name	Batch	Sl.	Name	Batch
1	Akshay Bhat	: 2011 - 2017	7	Payal Kumar [Ms]	: 2009 - 2017
2	Nelson Ashok D'Silva	: 2011 - 2017	8	Meenakshi Priyabala [Ms]	: 2010 - 2017
3	Balram Bhushan	: 2012 - 2017	9	Prithvish Bose	: 2010 - 2017
4	Pankaj Kumar Agarwal	: 2006 - 2017	10	Abhinav Chaturvedi	: 2011 - 2017
5	Ritu Malhotra [Ms]	: 2007 - 2017	11	Rajeev Goenka	: 2013 - 2017
6	Keshav Kumar Sharma	: 2009 - 2017			

## TWO-YEAR POSTGRADUATE DIPLOMA IN HUMAN RESOURCE MANAGEMENT 2015 - 17 BATCH (Total: 179)

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



## Medals for the Academic Excellence

The rest of the names are in alphabetical order

### HRM [Section - 'A']

Abhinav Jain	Bineesh Bruno M	Mehul Mittal [Ms]	Sagnik Basu
Abhishek Sinha	Davis Jose	Nakul Sharma	Samad Mirza
Akash Sharma	Deepak Prateek Singh	Nikhil Iyer	Shalini Singh [Ms]
Akriti Verma [Ms]	Dhruv Jha	Nishanth M	Shiv Shakti
Akshay Bageshwar	G Krishna Aditya	Nishtha Khanna [Ms]	Shreya Pal [Ms]
Amanpreet Bains	Gaurav Jain	Parul Sharma [Ms]	Sidhartha Paliwal
Anchit Lalwani	Gowtham Mahesh Balina	Prateek Misra	Snigdha Thalapally [Ms]
Anup Chandra	Himanshu Juyal	Pratik Jain	Swadha Sinha [Ms]
Arka Prasad Das	J Ravi Kiran	Priyanka Vasnani [Ms]	Utsav Kumar
Aruni Singh [Ms]	Karthik J	Probaha Roy	Vidhileshkumar Sheshmani
Arya Roychowdhury	Lakshmi Srinivasan [Ms]	Ram Bhaskar	Mishra
Ashwin Rajaram	Mandeep Singh Jouhal	Ravleen Kaur [Ms]	Vipul Puri
Balwinder Singh	Manuj Gulati	Rishabh Tandon	Yash Jain
Bhanu Gupta [Ms]	Meenal Solanki [Ms]	Ruma Chaudhary [Ms]	Yashwant Dandu

*Congratulations*

The rest of the names are in alphabetical order

### HRM [Section - 'B']

Abhishek Kamal	G Shiva Ram	Priyanka Vijay Vyas [Ms]
Abhishek Tiwari	Gaurav Sharma	Raghav Mehra
Akhil Krishna	Geoffrey Dominic	Richa Agarwal [Ms]
Akshit Bhuwalka	Harshdeep Singh Banga	Ritesh Raghavan
Amit Kumar Kabi	Ishaan Gautam	Sahil Garg
Ankit Abrol	Jeneffer Freddy Sopariwala [Ms]	Samina Abbas Ali [Ms]
Ankita Agrawal [Ms]	Jha Nitin Tarunkumar	Samujjal Dutta
Anupam Sinha	Keshav Periwal	Satvik Chugh
Archit Sehgal	Krishna Kumar B	Shameen Saba [Ms]
Arnab Poddar	Laxita Mithal [Ms]	Shivani Sharadkumar Thakar [Ms]
Arushi Jain [Ms]	Manish Goyal	Shrey Sharma
Ashish Agarwala	Mayank Sharma	Smriti Shekhar [Ms]
Asim Fareed	Mitul Vyas	Soumitra Choubey
Avishek Chatterjee	Nandini Maheshwari [Ms]	Srishti Sunil Bhatia [Ms]
B Ravi Teja	Neelim Goswami	Sushruth Sanath Yelchur
Bauwaji	Niranjan Kumar Sahu	Tarannum Agarwal [Ms]
Bhavya Sharma [Ms]	Paridhi Aggarwal [Ms]	Vaibhav Kashyap
Chaitanya Madhav Kulkarni	Prateek Sharma	Vikash Goyal
Devansh Rohatgi	Pratyaksh Sindhvani	Vivek Mukherjee

*Congratulations*



The rest of the names are in alphabetical order

## HRM [Section - 'C']

Abhinav Srivastav	Bikramjit Singh	Neeraj Singh Chauhan	Sajal Mittal
Abhishek Pandey	C Anish	Neha Swarup [Ms]	Sandeep Kumar
Aditya Kumar	Debjit Bose	Nirmit Arora	Saumya Verma [Ms]
Akshay Bhargava	Devashish Singh	Paridhi Singhal [Ms]	Shaurya Sharma
Aman Tripathi	Gaurav Thakur	Pranav Rajan	Shilpa [Ms]
Amlan Shankar De	George Banerjee	Prathamesh Pramod Dashpute	Snigdha Talapatra [Ms]
Ankit Singhal	Harshit Sandeep Chhaya	Pratyush Raj	Sudarshan Mandyam Dharti
Anurag Sharma	Hena Cyriac Mathew [Ms]	Pritha Dube [Ms]	Suhasini Bakliwal [Ms]
Aratrika Ghosh [Ms]	Ishan Gupta	R A Shreyas	Tarun Navin Gupta
Aritra Santra	K Joseph Praveen	R Ganesh Krishnan	Vanishree Sattiraju [Ms]
Arpit Agarwal	Keshav Thakur	Radha Raman [Ms]	Varun Pahuja
Ashima Singh [Ms]	Krithika L S [Ms]	Rakesh Roshan	Vipin Kak
Ashish Kumar Mishra	Manas Tiwari	Rishabh Jain	Vivek Singh
Atul Kumar Singh	Manish Kumar Tiwary	Rishika Tandon [Ms]	Yugal Chandra Bisht
Ayush Singh	Md Sheeraz Ahmad	Rupam Daniel Frank	
	N Krishnan		

*Congratulations*

# TWO-YEAR POSTGRADUATE DIPLOMA IN BUSINESS MANAGEMENT

## 2015 - 17 Batch: (Total: 179)

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



## Medals for the Academic Excellence

The rest of the names are in alphabetical order

### BM [Section - A]

Aashiq Agrawal	Arjun R	Nakul Mohan Santpurkar	Sashank Sekhar Choudhary
Aastha Chaudhary [Ms]	Avinash	Nikhil Choudhary	Savyasaachi Jha
Abhilash Harkut	B Manohar	Nirransh Jain	Sheikh Farhan Jibrail
Abhishek Singh	B Vikas	Nisha Jain [Ms]	Shiraz Hasan
Aditya Ganesh	D Akhil	Nitin Grover	Shivang Jain
Akshay Raj	Deepshikha Deb [Ms]	Prateek Mohan	Shrey Vrajesh Shah
Aman Gulati	Devang Moyal	Pulkrit Agarwal	Siddhartha Jain
Amit Somani	Dhruv Gupta	Rachit Rajendrakumar Jain	Somya Bhadola [Ms]
Ankesh Mishra	G B C S Tejaswi Vinnakota	Raghuveer Palakurthi	Soutik Roy
Ankit Mittal	Harsh Sarawagi	Rajat Garg	Sujit Gorantla
Ankur Chachra	Jithin Vinod	Raunak Kumar Agarwal	Surdeep Singh
Anuj Singh Rana	Kartik Yadav	Rohan Sharma	Syed Jafar Shahid Rizvi
Anwesh Majumder	Kratika Kataria [Ms]	Ruchir Prasoon	Tathagata Ghosh
Arifa Parveen [Ms]	Kunal Aggarwal	Rutu Velani [Ms]	Vaibhav Kumar
	Mihir Pradip Sangodkar	Santhosh Karanth N	Vidisha Dubey [Ms]

*Congratulations*

The rest of the names are in alphabetical order

### BM [Section - B]

Aayush Ajit Jain	Devanjan Ranjan Roy	Oshin Singhal [Ms]	Shiv Sanket Singh Rana
Abhimanyu Singh	Digant Ray	Piyush Garg	Shivang Saraswat
Abhishek Tahlan	Godly Habel Kurian	Pranshu Gupta	Shreya Parag Shikarkhane [Ms]
Aishwary Kumar Gupta	Ishan Trivedi	Prateek Taori	Shubham Chakraborty
Akshay Ratan	Jagruti Vojjala [Ms]	Punit Manohar Narwani	Sidhant Mahipal
Aman Preet	Kanwaljeet Kathait	Raghav Gaur	Souvik Raha
Amol Bisht	Kiran Kanthavar	Rahul Aditya	Sudarshan
Ankit Anand	Manoranjan Dash	Rakesh Reddy Kondam	Sumeet Kumar
Ankit Pokharna	Mohanishkumar	Rohit Chalasani	Tanay Chourasia
Ankur Sood	Hasmukhbhai Soni	Sailendra Sesha Uppalapati	Utkarsh Agarwal
Anupama Inturi [Ms]	Namit Rastogi	Saket Pachisia	Vaibhav Tyagi
Apurv Srivastava	Nekkanti Yamini [Ms]	Saraansh Rai	Vikas Pandey
Aru Aditya Vasu	Nikhil Gupta	Satyam Sidharth	Yogesh Sharma
Arunima Das [Ms]	Nisarga Bhaskar Vichare	Sharat Chandra	
Avinash Bhandaru	Nitesh Kumar Sharma	Shekhar Suman	

*Congratulations*

The rest of the names are in alphabetical order  
**BM [Section - C]**

Abhijeet Singh	Ayush Sharma	Prateek Agrawal	Siddharth Pramod Mishra
Abhinay Sali	Chirag Bhatia	Prerak Panwar	Sneha Manohar Wadhwa [Ms]
Adarsh Appaiah	Devraj Jee	Pushpak Shukla	Sourav Kumar Jena
Akash Arunrao Kulkarni	Digvijay Singh	Raghu Gorrela	Sreejesh Kumar
Akshay Pant	Harish Ramaswamy	Rahul Verma	Sudipto Kundu
Akshay Sharma	Jayanthi Sreenivasan [Ms]	Ranjith Kumar Reddy B V	Swagato Sarkar
Amey Narendra Lonkar	Karan Dora	Riya Kumbhani [Ms]	Tanushree Sharma [Ms]
Anant Jain	Kumar Karan Singh	Robin Singla	Tarun Kumar
Ankit Goel	Maulik Agarwal	Rohit Jha	Vaibhav Gurunath Swati Khanolkar
Ankit Sanjay Khetan	Navneet Rajiv	Saransh Mahajan	Varun V
Anurag Das	Niharika Misra [Ms]	Saurabh Pandey	Vikrant Agrawal
Apurva Khirwal [Ms]	Niraj Hitesh Mehta	Shaunak Shivram Kajarekar	Vipul Pandey
Archit Arora	Nishant Maloo	Shiladitya Bagchi	Sandeep Chaitanya Prudhvi [Global MBA]
Ashima Aggarwal [Ms]	Nitin Garg	Shivam Gupta	
Ashish Sethi	Prafull Agarwal	Shreeram	

# POSTGRADUATE DIPLOMA IN GENERAL MANAGEMENT (Fifteen-Months Programme)

## Batch: 2015 – 16 (Total: 117)

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



## Medals for the Academic Excellence

The rest of the names are in alphabetical order

### GMP [Section - `A']

Aashiq Agraw Abhijeet Sharan	Chandreyee Chowdhury [Ms]	Mrinal Raj	Sagar Gadoo
Abhishek Khandelwal	Dayanand S	Navneet Kumar Shukla	Shagun Varma
Abhishek Sharma	Gaurav Pandey	Niladri Shekhar Dandapat	Shivesh Kumar
Aeishvarya Pandhare	Godfrey Royan	Niraj Kumar	Siddhant Sunil
Akanksha Bhatnagar [Ms]	Hari Madhavan R	Pallab Paul	Sivaranjani V V [Ms]
Akash Ashokrao Virulkar	Harkamal Kingra [Ms]	Paul Daniel Lakra	Sumeet Kumar Tanwar
Akhilesh Jaiswal S	Himanshu Chaturvedi	Pawan Vats	Sumit Nimoria
Amit Gupta	Himanshu Shekhar	Prakash Piyooch	Swapnil Nitin Rughani
Anit Ranjan	Ishank Arora	Prasanth U	Umesh Chaudhary
Ankita [Ms]	Joy Saha	Praveen Kumar Gupta	Vibhor Chaudhary
Anshul Agrawal	Jyotsana Kumari [Ms]	Rahul Kumar	Vishal Krishnan
Arun John Kurian	Kumar Karan	Rajeev Ranjan	Ramaswamy
Ashray Agarwal	Kundan Kumar	Ravikant Kumar	Vivek Kumar
Avineet Singh	Manish Tahiliani	Rejith M Rajan	
Boben Philip	Manoranjan Jha	Rishi Bagchi	
		Ritesh Pandey	

*Congratulations*

The rest of the names are in alphabetical order

### GMP [Section - `B']

Aakash Shekhar Varshney	Bappaditya Debsingha	Mrinal Kuchhal	Raju Kumar
Abhimanyu Gupta	Chandan Kumar Banerjee	Naved Ahmad	Ravishu Arora
Abhishek Kumar	Debirupa Chakraborty [Ms]	Nikhil Shankar M	Rishabh Singla
Abhishek Singh Parihar	Gaurav Sahai	Nikhita Gera [Ms]	Rishi Rakesh Kanotra
Ahmed Mujtaba Minhaj Shaikh	Govind Parameswar Neelakantan	Nilanjan Ghatak	Sabyasachi Panigrahi
Alok Dubey	Harjinder Singh Gill	Nitish Bhardwaj	Saurabh Sharma
Anirban Bhaumik	Himanshu Goel	Padmaja V [Ms]	Shreyas S
Anju Babu [Ms]	Hindol Sen	Pankaj Kumar Goenka	Soumitra Chakraborty
Ankit Dhaka	Jeetinder Kishore Khubchandani	Pavan Kumar B	Surya Teja Behara
Ankit Kumar Gupta	Jyoti Gupta [Ms]	Piyush Pallav Das	Udit Asati
Anupam Kalita	Ketan Rautela	Pranav Mehrotra	Ved Prakash
Ashish Kumar	Kumar Utsav	Prashant Singh	Vivek Jain
Aswathy Jayadev [Ms]	Manish Manohar	Rahul Bighane	Vivek Rai
Avdhesh Shukla		Rajdeep Basu	

*Congratulations*

# TWO-YEAR POSTGRADUATE IN GLOBAL BUSINESS MANAGEMENT

## Batch: 2015-17 (Total: 18)

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



### The rest of the names are in alphabetical order

Abhinav Sharma	Mohammed Belal Ahmed
Ajit Reddy Kandela	Piyush Madhukar
Ani Mehrotra	Saket Bhardawaj
Anirudh Sangubhotla	Sumeet Sagar Dalvi
Deepankar Mathur	Swarnim Srivastava
Dhwanit Ratilal Patel	Vikas Kumar Gupta



# THREE-YEAR POSTGRADUATE DIPLOMA IN BUSINESS MANAGEMENT - Dubai 2013 - 16 BATCH (Total: 30)

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



## The rest of the names are in alphabetical order

Adil	Kaushtubh Dave	Sathish Kumar B	Surat Dayal
Ahamed Nadim	Kenneth Rupert Pais	Shaik Rahim	Vinay Doddihal
Amal Abraham	Kuldeep Choudhary	Sharaf Shaban Bamne	Vivek Chaturvedi
Crispin Antony A	Kumar Anup	Shiju Lakshmanan Vengattu	Yanduri Madhusudana Rao
Hari Achariya Devan	Madhumitha Senthilnathan [Ms]	Shika Susan Samuel [Ms]	
Jaya Hardikkumar Desai [Ms]	Mohammad Shams Tabrez	Shivam Kumar Chaudhary	
Jaydeep Radhakrishnan	Pradeep Kumar Raju	Siddharth Dave	

*Congratulations*

# THREE-YEAR POSTGRADUATE DIPLOMA IN BUSINESS MANAGEMENT - Dubai

## 2014 - 17 BATCH (Total: 17)

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



**The rest of the names are in alphabetical order**

Charu Sharma [Ms]	Malini Mariya Mathew [Ms]	Nevin Davis	Rohan Avnish Rao
Jijan Varghese Skariah	Mithlesh Shukla	Nitish Vashisht	Sridhar Awari
Kirti Sharma [Ms]	Mukesh Ananda Chavan	Pratap Joseph	Vineet Vinodkumar

*Congratulations*

# THREE-YEAR POSTGRADUATE DIPLOMA IN BUSINESS MANAGEMENT - Evening 2014 - 17 BATCH (Total: 56)

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



## The rest of the names are in alphabetical order

A Archana [Ms]	Anil Kumar	Krishnendu Mukhopadhyay	Rishi Shankar
Abhishek Kumar Sinha	Anindya Halder	Munish Sudan	Saha Sushant Subrata
Abhishek Pandey	Anirban Mondal	Nishant Kumar	Samiksha Saxena [Ms]
Abhishek Sharma	Anoop Srivastava	Nitin Bhardwaj	Santosh Kumar
Alok Kumar	Anupam Krishna Tripathi	Prabhakar Kumar	Sushil Kumar
Amarnath Chakravarty	Ashlesha Ashwini [Ms]	Prabhas Kumar	Ujjwal Kumar Hazari
Amit Kumar	Awdhesh Kumar Kaushal	Prabhat Kumar Tiwari	Umesh Kumar Mittal
Amit Kumar	Ayan Lahiri	Prasenjit Dey	Vikas Singh
Amit Kumar	Ayodhya Prasad	Pratyush Verma	Vinayak Siddhi
Amit Kumar Mahato	Bhanu Pratap	Rajatbaran Chakravarty	
Amit Rana Tirkey	Chethan Kumar M A	Rajesh Kumar	
Amit Verma	Harraj Singh Sokhi	Rajiv Banka	
Amitosh Anand	Jai Kishan Indiar	Rakesh Kumar	
Aniket Bodewar	Joydeep Chatterjee	Randhir Kumar	

*Congratulations*







the Greater Good

XLRI

OF INTERNATIONAL  
NG SUSTAINABLE  
MENT FOR INDIA  
ETHICAL REFLECTIONS

by  
FRANK BRENNAN, SJ  
PROFESSOR OF LAW  
AN CATHOLIC UNIVERSITY

ANNIS K. PANI



# HIGHLIGHTS OF THE YEAR

- Ensemble
- Ethics Oration
- HR-IR
- MAXI Fair
- Valhalla

# 25th XLRI- JRD Tata Ethics Oration

XLRI has always endorsed ethical business practices and it yet again reiterated its values at the 25th edition of annual JRD Tata Oration.

Fr (Dr) Frank Brennan, SJ, Professor of Law, Australian Catholic University delivered the oration at XLRI on 26 November, 2016. Fr Brennan's oration dealt with the topic – The Placement of International Law in seeking Sustainable Development for India: Some Ethical Reflections.

The oration is organised by the XLRI - JRD Tata Foundation in Business Ethics. The Foundation seeks to address itself by publicly affirming the urgent need for ethics in business and the need to bring about a conducive culture in which it can thrive.

XLRI is the first B-school in the country to introduce a core course on "Managerial Ethics" for both its HRM and BM programmes. Each year, XLRI confers a medal on the best student in Managerial Ethics at the institute's annual convocation.

He addressed the crowd highlighting the issues and problems confronting the modern day India and the possible measures that can be adopted.

He said, "My thesis this evening is that no matter what the economic, political and legal problems are confronted by modern day India, these problems can be better addressed and answered by a consideration of the profound truths and insights of all the religious traditions represented in this country. An application of the key principles and norms developed in the international law of trade and human rights, helping to enunciate the realm of law, regulation and political accountability, enhancing public scrutiny, providing the right environment for doing business, and that no matter how well developed the regulatory machinery, no matter how elaborate the constitutional separation of powers and the legislative provisions for accountability, there will always be a place for and a value-add from the national culture, corporate ethos and personal character."

"Thus there is a need to ensure that the national and ethnic cultures are sufficiently open to international influences and sufficiently grounded in the goodness and the daily concerns of the ordinary citizen."

The session was also attended by TV Narendran (Chairman, Board of Governors, XLRI and MD, Tata Steel Ltd), Fr. E Abraham, S J (Director, XLRI), Dr. Ashis K Pani (Dean [Academics], XLRI) and Fr. Oswald Mascarenhas, SJ (JRD Tata Chair Professor of Business Ethics at XLRI).

In his welcome address, Fr Abraham said, "XLRI has always emphasised on the importance of adopting an ethical code of conduct within the corporate world. We believe that no management education curriculum is really complete, unless and until the students are instilled with a set of values that are necessary decision-making ingredients for the corporate manager today. It is for this reason that a core course on Managerial Ethics is offered to all our students at XLRI."



# MAXI FAIR 2017



## Voice of Ethics

**Fr (Dr) Frank Brennan, SJ**

*Fr. (Dr.) Frank Brennan, S.J. is a Jesuit priest, professor of law at Australian Catholic University and Adjunct Professor at the Australian Centre for Christianity and Culture, Australian National University College of Law and the National Centre for Indigenous Studies. He is the National Director of Human Rights and Social Justice for Jesuit Social Services, and superior of the Jesuit community at Xavier House in Canberra.*

*In May 2015 he returned to Australia, having spent a year as the Gasson Professor at the Boston College Law School. His most recent books include: No Small Change: The Road to Recognition for Indigenous Australia; Amplifying That Still, Small Voice; The Quest for Leadership in Church and State; and The 2015 Gasson Lectures: Maintaining a Convinced and Pondered Trust. An Officer of the Order of Australia (AO) for services to Aboriginal Australians, particularly as an advocate in the areas of law, social justice and reconciliation, he was the recipient of the Migration Institute of Australia's 2013 Distinguished Service to Immigration Award and of the 2015 Eureka Democracy Award in recognition of his endeavours which have contributed to strengthening democratic traditions in Australia.*

The 38th edition of Maxi Fair was inaugurated in the presence of Fr. Ozzie Mascarenhas, Chairperson, XLRI Ethics Research Centre, Dr. Ashish Pani, Dean (Academics) Dr. Debasish Pradhan, HOD Marketing, and Dr. Sharad Sarin, retired XLRI faculty. The occasion was taken to felicitate Dr. Sarin, who has been associated with XLRI for the last 40 years and who laid the foundation of MAXI fair.

The fair saw unparalleled turnout in competitions like Dance Mania, Masterchef, Miss and Mrs. Jamshedpur and others. The marketing fair this year received 10 research problems from leading market players of the FMCG and manufacturing sector.

The event kicked off with Dance Mania, a group dance competition which saw vibrant participation from kids. Another major attraction was the beauty pageant, Miss Jamshedpur. Several teenage girls participated and exhibited their singing and dancing talents. MasterChef too was a huge success with some relishing and brilliant

Throughout the day, the fairground was thronged with excited participants, cheerful students and families who saw Maxi Fair as a lively and entertaining breather. The highlight of the show was the electrifying performance by Raftaar, a rap artist.



# Valhalla 2016

Valhalla, the fest that brings together top B-school students for a three day sports and cultural extravaganza, entered its fifth year with the theme The Streets are Calling. The formal inauguration of VALHALLA 2016 was held on 29th July.

In its 5th Edition, the three-day fest included a mélange of events ranging from dance, drama, debate and sports and were participated by students from other leading B-Schools including the IIMs, NMIMS Mumbai, BIT Mesra, XIM Bhubaneswar along with the home school.

Staying true to its theme - The Streets Are Calling, around 60 XLRI students performed flash mob on the roads of Jamshedpur on 24th July. The students also organized a Cleanliness Drive undertaken by SIGMA-Oikos. The students cleaned the streets and painted the walls near Tax Office and MGM Hospital to spread the messages of giving back to the streets and keeping it clean. XLRI students also performed a street play to promote road safety.

*Staying true to its theme - The Streets Are Calling, around 60 XLRI students performed flash mob on the roads of Jamshedpur before the fest kicked off.*

## Day 1

The first day of Valhalla had a gamut of cultural and sports events ranging from

- Theme-based quiz
- Press conference
- Street art
- King's speech,
- Table tennis
- Basketball
- Laser tag
- Group dance
- Cricket
- Volleyball
- Performance by Stand-up comedian Zakir Khan, the latest addition to AIB
- Battle of Bands



Battle of Bands



Zakir Khan



Street Art



Group dance



Table Tennis

Day 2

- Laasya-the solo classical dance competition
- Raagalay- the solo classical singing cum instrumental music competition
- Movie Debate
- General Quiz
- Volleyball
- Basketball
- Street Play
- Coke Studio presents Nikhil D'Souza



Nikhil D'Souza



Street Play



Go karting



Volleyball



Movie Debate

Day 3

- Jamshedpur Run, hosted by CII Yi, the largest marathon in Jamshedpur. Around 1500 participants, hit the streets running for a cause.
- Conventional Debate
- Stage Play
- basketball, volleyball and football
- The fest concluded with an EDM (Electronic Dance Music) night



Jamshedpur Run



Stage play

**For the Greater Good**

In tandem with XLRI's spirit of For the Greater Good, Valhalla has always had an undertone of social welfare to it. This year too, Valhalla 2016 came forward to support Gyanada Foundation and handed over an amount of Rs 1 Lakh collected during the event.

# HR –IR Conference

The XLRI student societies SAPHIRE and FIRE@X jointly hosted the annual National HR-IR Conference on 3 and 4 of December, 2016. The theme of this year's conference was Dynamics of HR-IR: Realigning Skills, Systems and Practices in the Face of Globalization.

Adopting a multi-stakeholder perspective, the conference brought together representatives from all spheres such as industry, trade unions, government, practitioners and consultants and academics to discuss and share ideas on the leading and contemporary issues faced in industrial relations and human resource management. Students from several B-Schools of the country also took part in the event.

In the inaugural session, Suresh Dutt Tripathi, VP-HR, Tata Steel Ltd. gave the special address, Dr. Subesh Kumar Das, Director General, Administrative Training Institute, West Bengal, delivered the inaugural address and Vivek Patwardhan, Executive Coach and Eminent HR Consultant, gave the keynote speech. Dr. Ashish K Pani, Dean - Academics, XLRI, welcomed the dignitaries and all the delegates.

## HIGHLIGHTS of the Sessions

### PANEL DISCUSSION

#### Session I: Changes in Technology and its Effects on HR

**Session chaired by:** Prof. Gloryson RB Chalil, Co-ordinator, OB Area, XLRI

**Panelists** – Dr. Shio Kumar Singh, Chief of Capability Development, Tata Steel Ltd, Neeraj Sanan, CMO, Spire Technologies, George Thomas, VP- Corporate HR and Administration, MSP Steel and Power Ltd.

They discussed about the fallout of technological revolution and the concerns surrounding it. They also discussed about the technological evolution of HR from Workflow automation to Internet of Things, to Human-Machine Partnership.

#### Session II: Skill India: The Road Ahead

Chaired by – Dr. Pranabesh Ray, Professor, HRM, XLRI, Jamshedpur

Panelists – Indranil Aich, Director, Aich Group of Companies, Dr. Shio Kumar Singh, Chief of Capability Development, Tata Steel Ltd, Sanjay Singhvi, General Secretary, Trade Union Centre of India, Vinod Behari, CEO, Power Sector Skill Council, and Saurabh Prasad, Head- Human Resources in Commercial Vehicles India, Metalsa,

The speakers deliberated on sector wise requirement of skills and stressed that infrastructure sector requires the most skillsets. Sanjay Singh questioned the paradigm of development which is based on profit model and reinforced by the current trends in labour law reforms on completely misplaced assumptions.

#### Session III: Socio-political and Economic Implications of Globalization of Labour Force

Chaired by: Dr. Jerome Joseph, Chair Professor, Industrial Relations, XLRI

Panelists: Sumit Neogi, Head Business HR- Corporate Functions, Cipla Ltd., Dr. Siddhartha Pandey, VP- Group HR, EMC Ltd., Prof. EM Rao, Visiting Faculty, Industrial Relations Area, XLRI, Chandra Prakash Singh, State President, INTUC, Bihar, Vasanth Kumar N Hittanagi, Rtd Joint Commissioner, Ministry of Labour, Karnataka

They discussed the need to identify the problems, raise questions and most importantly seek answers to those critical questions pertaining to the various implications of globalization in the field of industrial relations.

### PAPER PRESENTATION

The Panel discussion session was followed by paper presentations on Parallel Tracks of HR and IR- Emerging Metrics to track workforce effectiveness (HR) and Rewriting the roles: Advancing Employment relations in work environment (IR).



(From Left) Vivek Patwardhan, Dr Subesh K Das, Dr. Ashish K Pani and Suresh D Tripathi during the conference



# Ensemble 2016

The annual management summit Ensemble 2016 was celebrated around the theme Be the Business – be best at what one does. The event was a platform for students to hone their skills across all business domains from finance and marketing to operations, IR and HR. Over 40 events were organised during the three-day festival.

The event was inaugurated in the presence of Dean (Academics) XLRI Dr. Ashis K Pani, Dean (Administration), XLRI Fr. S George, Associate Dean (Student Affairs & Administration) Fr. Antony Uvari and other dignitaries. The legendary cricketer Syed Kirmani, who was a part of 1983 World Cup winning team, was the Guest of Honour for the event.

Addressing the students at the inaugural ceremony, Kirmani elaborated how leadership plays an important role in all aspects of life. He emphasised on the need for sincere effort and hard work in achieving success. Taking the example of their World Cup winning feat, Kirmani said, "As leaders of tomorrow, the students must strive to be the best and lay the foundation for future generations to achieve even higher". He explained how important it is to enjoy life and to adapt to the situation and not fret over small things. "One must always be happy and learn to take care of oneself, both physically and mentally," he said.

With a legacy of 16 years, Ensemble is among the most awaited events in the business school circuit. Ensemble 2016 received participation from over 4000 teams from top 30 B-Schools including IIM-A, IIM-B, IIM-L, FMS, IIM-S, NMIMS and MDI and industry partners like Central Bank of India, Pulse, SBI, FreeCharge, Yes Bank, Coke Studio, Sleepwell my mattress, Raj Outdoor Advertising, Aapno Rajasthan, BruBeck, Subway, LaGravitea, Medieval Meals,

Anupam Mughlai and Rollick. Along with intense competitions, the three-day summit also witnessed an array of entertaining cultural and sporting events. Over 40 events were held in three days cutting across all business domains, from finance and marketing to operations, IR and HR.

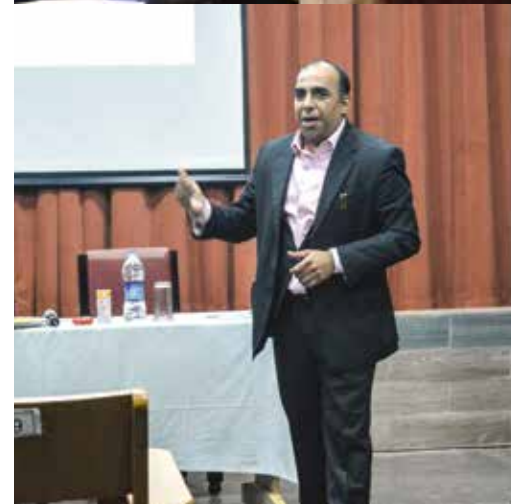
Another major event of Ensemble has been the Idea Summit. This year, the Idea Summit saw presence of Dr. Seema Rao, India's First Woman Commando Trainer, Mr. Ramakant Gaur, famed Supreme Court Lawyer, Nikhil Chandwani, well-known author, filmmaker, hollywood documentary director and a script writer as the eminent speakers.

To add to the fun quotient, Ensemble 2016 had hosted various programmes like - screening of short movies and MasterChef – a culinary competition, debate events like Advocatus Diaboli and CASH Debate, Dumb Charades, face painting were also lined-up.

Ensemble 2016 also organized a series of cultural events including tribal dance performance to showcase the rich cultural heritage of Jharkhand, Comedy Nights with Sorabh Pant, stand-up comedy star from East India Comedy.

The biggest highlight of the event was the Lucky Ali Concert. Lucky Ali sang his well-known songs and amazed the crowd that was already filled with enthusiasm.

Events like War of Wits (the flagship HR event), Helios (the flagship Operations event), Strike or Yield (the flagship event in IR), Genesis (the flagship entrepreneurship event) Poseidon and Apollo (domain events of BM and HR) along with the flagship events of Ensemble - The Next Gen Leader, Circus Maximus, and Mock United Nations witnessed intense competitions among teams from the participating institutes.







# GROUP PICTURES OF GRADUATING BATCHES

- PGDM (BM)
- PGDM (HRM)
- PGDM (GM)
- PGDM (Global MBA)
- PGDM (BM, Evening)

# PGDM (BM) PROGRAMME



**BUSINESS MANAGEMENT  
2015 - 17**



# PGDM (HRM) PROGRAMME



**HUMAN RESOURCE MANAGEMENT  
2015 - 17**



# PGDM (GENERAL MANAGEMENT)



# PGDM (GLOBAL MBA) PROGRAMME 2015-17



# PGDM (BM), EVENING PROGRAMME









LECTURE HALL 00117

LECTURE HALL 00117



# REPORTS ON XLRI OFFICES

- **Dean's Office**
- **Admissions Office**
- **Placement Office**
- **International Relations Office**
- **BM (Evening) Programme**
- **Sir Jehangir Ghandy Library**
- **Virtual Interactive Learning Programme**
- **Information Technology**
- **MDPs & In-company Programmes Office**
- **Alumni Office**
- **FPM Office**
- **Committee Against Sexual Harassment**

# DEAN 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	3
6.	Marketing	12
7.	Organisational Behaviour	11
8.	Production, Operations & Decision Sciences	11
9.	Strategic Management	9
10.	Others	1
<b>Total</b>		<b>81</b>

## 2. Faculty Recruitment during 2016 - 17

Sl.	Name	Date of Joining	Area / Designation
1	Dr Jerome Joseph	01.09.2016	HRM
2	Dr Teidorlang Lyngdoh	01.02.2017	Marketing

## 3. Faculty who separated during 2016 - 17

Sl.	Name	Date	Area
1	Fr James Santhanam, S J	10.06.2016	Finance
2	Fr Alwyn Rodrigues, S J	10.06.2016	General Management
3	Dr Sharad Sarin	30.09.2016	Marketing
4.	Dr J Singh	31.01.2017	OB

## 4. New Electives Approved during 2016 - 17

### Economics Area:

- Experimental Economics for Managers [3 Credit] for BM, HRM and FPM

### Finance Area:

- Advanced Financial Modeling using R [3 Credit] for BM, BME, GMP and FPM

### General Management Area:

- Communicating Critical Decision [3 Credit] for BM and HRM
- Ethics of Business Turnaround Management-EBTM [3 Credit] for BM and HRM
- Strategic Communication [3 Credit] for BM and HRM

### Marketing Area:

- Retail Management [2 Credit] for GMP
- Sports and Tourism Marketing [3 Credit] for BM

### Strategic Management Area:

- Managing Innovation [1.5 Credit] for GMP

## 5. Electives Re-designed and Re-named : *NIL*

## 6. MoUs signed for Student Exchange Programmes: *NIL*

## 7. International Exchange Programme

### a) Faculty Exchange:

The following faculty member has gone on Faculty Exchange Programme to the Institute mentioned against his name:

- **Dr Santanu Sarkar**  
*National ChengChi University Institute for Labour Research, Taiwan, Republic of China*
- **Dr Trishit Bandyopadhyay**  
*IESEG School of Management France*

**b) 35 second year students of Business Management and 17 Human Resource Management (Batch: 2015 - 17) went on International Student Exchange to the following Institutes during September - December 2016:**

Sl. No.	College	Location	Sid	Student
1.	Alba Graduate Business School	Greece	B15072	Ankit Pokharna
			B15117	Sudarshan
			B15154	Nishant Maloo
2.	Asian Institute of Management	Manila	H15106	Ritesh Raghavan
3.	Asian Institute of Technology	Bangkok	H15065	Akshit Bhuwalka
			H15119	Vaibhav Kashyap
4.	Aston Business School, Birmingham	UK	B15036	Prateek Mohan
			H15098	Pragya Anand [Ms]
			H15154	N Krishnan
			H15171	Shaurya Sharma
5.	Audencia Nantes School of Management	France	H15019	Davis Jose
			H15030	Lakshmi Srinivasan [Ms]
			H15040	Prateek Mishra
			H15124	Aditya Kumar
			H15126	Aman Tripathi
			H15168	Sajal Mittal
6.	EM Lyon Business School	France	B15012	Ankit Mittal
			B15022	Dhruv Gupta
			B15034	Nitin Grover
			B15096	Pranshu Gupta
			B15155	Nitin Garg
			B15164	Robin Singla
7.	IESEG School of Management	France	B15035	Prakhar Agarwal
			B15067	Akshar Anil Shah
			B15094	Oshin Singhal [Ms]
			B15097	Prateek Taori
			H15052	Shreya Pal [Ms]
			H15085	Ishaan Gautam
			H15090	Laxita Mithal [Ms]
H15158	Paridhi Singhal [Ms]			

## REPORTS ON XLRI OFFICES

8.	KEDGE Business School, Bordeaux	France	B15026	Kartik Yadav
			B15063	Aayush Ajit Jain
			B15066	Aishwary Kumar Gupta
			B15077	Aru Aditya Vasu
			B15083	Ishan Trivedi
			B15104	Sailendra Sesha Uppalapati
			B15106	Saraansh Rai
			B15128	Akshay Pant
9.	KEDGE Business School, Marsielle	France	B15032	Nirransh Jain
			B15044	Rutu Velani [Ms]
			B15048	Sheikh Farhan Jibrail
			B15119	Tanay Chourasia
			B15129	Akshay Sharma
			B15131	Anant Jain
			B15149	Maulik Agarwal
			B15163	Riya Kumbhani [Ms]
10.	Malardalen University	Sweden	B15140	Ayush Sharma
			B15179	Tanushree Sharma [Ms]
11.	Münster School of Business and Economics (MSBE)	Germany	B15060	Vaibhav Kumar
12.	Weatherhead School of Management (Case Western Reserve University)	USA	B15042	Rohan Sharma
			B15124	Abhijeet Singh

c) 9 students came from the following Institutes to XLRI on International Student Exchange Programme to attend courses during June, 2015 - March 2016:

SL No	School	Place	Student Name
1.	Aston Business School, Birmingham	UK	Joseph Pothen
2.	Audencia Nantes School of Mangement	France	Nicolas Brousse
3.	EM Lyon Business School	France	Lucie Tondon [Ms]
			Matthieu Piel
			Sarah Baylere [Ms]
4.	IESEG School of Management	France	Alexis Le Pays Du Tailleul
			Hugo Dallery
			Rashmi Naidu Guntreddy [Ms]
5.	Münster School of Business and Economics (MSBE)	Germany	Jana Alice Schmitting [Ms]

## 8. Recipients of the Scholarships for the year 2016 – 17

Sl. No.	Name of the Scholarship	Programme	Name of the Student	Roll No.	Amount (₹)
1.	Aditya Birla Scholarship	BM [2015 – 17]	Kiran Kanthavar	B15086	1,75,000 / Year
		BM [2016 – 18]	Arushi Saksena	B16073	1,75,000 / Year
			Ankit Jetwani	B16129	1,75,000 / Year
2.	OP Jindal Engineering & Management	BM [2015 – 17]	Anshul Jain	B15134	1,50,000
3.	T Thomas	BM [2015 – 17]	Kiran Kanthavar	B15086	1,00,000
4.	PMI Scholarship	BM [2015 – 17]	Anwesh Majumder	B15015	50,000 + Sponsoring Camp Certification Fee
			Devanjan Ranjan Roy	B15080	25,000 + Sponsoring Camp Certification Fee
			Satyam Sidharth	B15107	Sponsoring Camp Certification Fee
5.	Pirojsha Godrej	HRM [2016 – 18]	Sumit Agrawal	H16114	25,000
6.	Joseph M Sciortino [for ST Students]	BM / HRM [2015 – 17]	No Awardees		25,000
7.	Geeta Saxena Memorial	HRM [2015 – 17]	Ravleen Kaur	H15045	20,000

## REPORTS ON XLRI OFFICES

8.	Kalyan Ganguly XEF Scholarship	BM [2015 – 17]	Digvijay Singh	B15143	1,00,000
9.	Naveen Jain & Distinguished Alumni Award	BM [2015 – 17]	Anunay Arora	B15074	20,000
10.	Vasantha Sankaran Scholarship	BM [2015 – 17]	Akshar Anil Shah	B15067	1,00,000
11.	XLRI Diamond Jubilee [Seniors]	BM / HRM [2015 – 17]	Saransh Mahajan	B15167	Tuition Fee Upto 2.85 Lakhs
			G Shiva Ram	H15081	Tuition Fee Upto 2.85 Lakhs
12.	XLRI Diamond Jubilee [Juniors]	BM / HRM [2016 – 18]	Neeraj Agarwal	B16089	Tuition Fee Upto 2.55 Lakhs
			Anagh Agarwal	H16065	Tuition Fee Upto 2.55 Lakhs
13.	Alumni Scholarship	BM / HRM [2015 – 17]	Akshay Ratan	B15068	1,50,000
			Maulik Agarwal	B15149	1,50,000
			Prafull Agarwal	B15156	1,50,000
			Rachit Rajendrakumar Jain	B15038	1,50,000
		GMP [2016 – 17]	Abhinav Shivshankar Temani	H15061	1,50,000
			Anup Chandra	H15009	1,50,000
			Medhavi Gupta	H15153	1,50,000
			Shaurya Sharma	H15171	1,50,000
Sumit Saxena	G16054	1,50,000			
Sunil Kumar Kesarwani	G16114	1,50,000			

## 9. 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 the Institute during 2016 - 17:

SL.No.	Name of CEO	Date of Visit	Topic
1	Mr Akshay Kothari	October 24th, 2016	How Ramen Noodles changed the way I build products
2	Mr Ashis Vidyarthi	February 11th, 2017	Creativity in Leadership
3	Mr B K Namdeo	July 17th, 2016	Creating Opportunities by Stepping out of Comfort Zone
4	Commodore Chandra Shekhar Azad	August 28th, 2016	Leadership -Handling Challenges in People Management and Experience Sharing
5	Mr David J	February 12 <sup>th</sup> , 2017	Building an A-Team
6	Mr Donn Doongaji	November 16th, 2016	TATA History and Culture



7	Mr Geunter Butschek	September 19th, 2016	Transformation, Strategic Alignment, Performance Management or Mobility Creates Weal of the Nation.
8	Ms Indu Rani	February 12 <sup>th</sup> , 2017	Building an A-Team
9	Mr K Pradeep Kumar	July 26th, 2016	Primary Competencies to be Industry Ready
10	Mr Param Saxena	February 10th, 2017	Demand Driven Planning
11	Mr Ranjit Barthakur	July 05th, 2016	Reflections on Managing Water - Earth's Greatest Natural Resource
12	Ms Rekha M Menon	August 05th, 2016	Industry / Functional Overview
13	Mr Shantanu Das	October 17th, 2016	Business Restructuring in Amway
14	Mr Sudeep Ralhan	July 03rd, 2016	Interactive Session
15	Mr Sunil Chainani	January 30th, 2017	Inclusive Capitalism - Lessons from the Fabindia Story
16	Dr Sunita Didi Chandak	September 28th, 2016	Being A Proactive And A Responsible Leader
17	Mr V P Srivastava	February 12 <sup>th</sup> , 2017	Building an A-Team
18	Mr Vinod Dasari	January 21st, 2017	Turnaround of Ashok Leyland Limited
19	Mr Yogi Sriram	October 28th, 2016	Business Strategy & Digitization

## 10. Guest Lectures

During June 2016 to March 2017 around **35** guest lectures were organized.

Sl. No.	Full Name	Company
1	Mr Abhik Gupta	Nielsen Holdings Plc
2	Mr Aditya Nanavati	Aon Hewitt
3	Mr Ajay Murali	The Boston Consulting Group [BCG]
4	Mr Amitava Bakshi	Tata Steel, Jamshedpur
5	Mr Arun Chandran	Synergiz Global Services Private Limited
6	Mr Atanu Ghosh	Salt n Pepper, Kolkata
7	Ms Bhumika Joshi	Amazon, Gurgaon
8	Mr Braj Kishor Dinda	Tata Steel, Jamshedpur
9	Mr Branjesh Bajpai	Vodafone, London
10	Mr Chetan Dixit	Yellow Giraffe, Mumbai
11	Dr Shyam Sundar Pathak	Office of Labour Commissioner, Government of Jharkhand
12	Mr Eshan Ahluwalia	Nomura Services India Private Limited, Mumbai
13	Dr Fincy Pallisery	Christ University, Bangalore
14	Dr Girish Balasubramanian	Xavier School of HRM (XaHR), Xavier University, BBSR

## REPORTS ON XLRI OFFICES

15	Mr Jay Udayan Mehta	Deutsche Bank AG
16	Mr Joseph Anthony Kujur	Tata Steel, Jamshedpur
17	Mr Joseph Hadrian Bosco	Karamel Knowledge Ventures Pvt Ltd, Mumbai
18	Mr Kallappa	Modelez India
19	Ms Khushboo Tiwary Upadhya	Corporate Conformita, New Delhi
20	Dr Kovaichelvan Venugopalan	TVS Motor Company Limited (TVS M), Hosur
21	Mr Lalit Jain	Spencers Retail, Kolkata
22	Ms Sumita Bandyopadhyay	Sappho for Equality, West Bengal
23	Mr Pankaj Kumar	Tata Steel, Jamshedpur
24	Dr Prabir Kumar Patnaik	SOA National Institute of Law, Bhubaneswar
25	Ms Prajna Ojha	ICICI Bank Limited
26	Mr Prakhar Tripathi	Aon Hewitt
27	Dr Ranjita Biswas	Sappho for Equality, West Bengal
28	Mr Sarajit Jha	Tata Business Support Services [TBSS]
29	Ms Shalini Rao	Independent Consultant
30	Ms Shampa Roychowdhury	National Platform for Rights of Disabled [NPRD]
31	Ms Shreosi Roy	Sappho for Equality, West Bengal
32	Mr Sumit Singh Sadana	FMCG Distributor in Jamshedpur
33	Ms Surabhi Nigam	Avendus Capital, Mumbai
34	Mr Surendra V Azad	EPFO, Jamshedpur
35	Dr Vinay Kanetkar	University of Guelph, Canada
36	Mr Vivek Chachra	Harvard Business Publishing [HBP]

## 11. Number of Graduating Students:

<b>FPM</b>	11
<b>Human Resource Management</b>	179
<b>Business Management</b>	179
<b>General Management</b>	117
<b>BM – Evening [2014 – 17]</b>	56
<b>Global MBA</b>	18
<b>Exec-PGP, Dubai 2013-16</b>	30
<b>Exec-PGP, Dubai 2014-17</b>	17
<b>TOTAL</b>	<b>607</b>

# ADMISSIONS OFFICE

XAT was conducted on 8 January, 2017. This year more than 75,000 candidates applied for Xavier's Admission Test (XAT-2017). Out of the total candidates 29 percent were from non-engineering background and 45 percent had industry experience. Around 30 percent of the candidates were female students. The candidates come from all parts of India with 60 percent of candidates reporting their permanent address in the top 10 cities. It is our endeavor to reach out to as many deserving candidates as possible. To achieve this objective, we have tried to reach a wider base by increasing the proportion of digital advertising in the promotion mix. This year, there was a 5 percent increase in the number of applications. XAT-17 was received very well in the market and was labeled by many as the best management entrance test in the country, especially on transparency and design. XAT results were declared on 25 January.

At present, XLRI has an intake of 180 seats for the BM and the HRM program, and 120 seats for the GMP program. A total of 50,000 candidates applied for the BM program, 20,000 for the HRM program and 1500 for the GMP program. Out of these candidates, 1200 were shortlisted and interviewed for the BM program, 1800 for the HRM program and 450 for the GMP program. Final shortlist is expected to be released by mid-April.

This year, some efforts were made to automate the testing and interviewing. As soon as there is no need for "normalization of XAT score", we want to shift XAT to an online test, away from its current format of paper and pencil type test. Talks with different vendors were conducted to explore feasibility of conducting online examination. Psychometric profiling of the candidates has also been initiated for the first time for better understanding of candidates' career aspirations and personality.

Different stakeholders have termed XLRI admission process as "most robust" in the country.

XLRI has taken concerted effort in increasing the diversity of candidate profile. For this purpose, the sectional cut-offs have been reduced to allow higher proportion of women and non-engineering students in the batch. Last year, we had almost 50 percent of female students in the HR program and 30 percent in the BM program. We also attempted to make XAT more suitable to candidates from non-engineering backgrounds by changing the nature and type of questions framed. This helps us in increasing the diversity without compromising on the quality. These experiments are unique in the field of management entrance tests. However, we feel that these efforts need to be strengthened to further increase the diversity.

**Dr. Munish Thakur**  
*Chairperson*



# PLACEMENT OFFICE

## Final Placement Batch 2015-17

The final placements for the batch of 2015-17 were a success with XLRI witnessing a significant increase in the average salary being offered. There was an increase of 18 percent in the number of offers made with a CTC of over 25 lakhs. The institute saw 42 new roles being offered from companies like Amazon BOLD, BCCI Brand Capital and Nestle HR. The students of XLRI were once again able to prove their mettle whereby 119 students were offered PPOs (Pre-Placement Offers) from their summer internships and competitions.

Placement Committee for Final Placements (Batch of 2016-18): Anirudh Kudva, Awantika Goel, Gurpreet Singh Saini, Jeevan CR, Kunal Shah, Mainak Mukhoty, Neha Arya, Shahzeb Alam, Shivam Garg, Shreya Agrawal, Sai Sravani

## Summer Internship Report Batch 2016-18

The Summer Internship Placement process at XLRI achieved 100 percent

placement for the 2016-18 batch. The stipends offered to the batch of 361 students saw a steep rise across all sectors this year.

The recruitment process saw participation of 92 companies offering 156 roles across domains including consulting, finance, sales and marketing, operations, business development, Human Resource and Industrial Relations.

Companies that have been consistently recruiting from XLRI returned again to hire in large numbers. The top recruiters on campus in terms of numbers were: Accenture, Aditya Birla Group, Akzonobel, BCG, General Electric, ITC, Hindustan Unilever, Mahindra, Mondelez, Procter & Gamble, Star India and TAS.

In addition to the above, 21 first time recruiters participated in the recruitment process and offered 28 new roles across domains.

The flagship Business Management program continued to receive a resounding response from the industry, while XLRI maintained its dominance as the foremost

recruitment destination for budding HR managers.

E-commerce, which was a major recruiter last year accounting for 8 percent of the offers, halved down its offers to 4 percent.

Placement Committee for SIP (Batch of 2015-17): G Shiva Ram, Himanshu Juyal, Sandeep Kumar, Saurabh Pandey, Shreeram, Shreya Shikarkhane, Siddhartha Jain, Snigdha Thalapally, Sourav Kumar Jena, Vikas B, Utkarsh Aggarwal, Yashwant Dandu, Ambar Mittal

## Parivartan

The parallel placement process at XLRI supports students willing to work with social sector organisations. Several students applied for summer internship opportunities with Non-Government Organizations and Not-for-Profit Organizations. The Parivartan internship program is conducted a week prior to the summer internship recruitment week to ensure students can make a conscious decision of contributing to the society rather than opting for the corporate stint.

## Placement Report XLRI PGDM(GBM) Class Of 2015-17

- XLRI's flagship two-year PGDM Global Business Management program attracted various global firms offering diverse premium roles in new job opportunities to the students, in spite of an industry-wide slowdown, ensuring 100% placements yet again for its graduating Class of 2017.
- More than half the participants in this year's placement process were new recruiters.
- The highest salary offered saw an 18% rise against the previous year. XLRI continued to remain the preferred institute for various international recruiters as well.
- Close to 75% of the batch received offers greater than 15 LPA this year.
- Increased participation by new reputed organizations bears testimony to the reputation of XLRI as a trusted management school and the importance of Global Business Management education by the industry.
- The batch saw roles being offered across domains such as Consulting, Sales & Marketing, BFSI, Analytics, Operations and General Management.

## Consulting and Analytics

Nearly one-third of companies participating in this year's campus recruitments were from the consulting domain. The participation from industry majors such as KPMG, PwC, Gallup Consulting, Cognizant Business Consulting, Rate Gain and Searce among others. Searce Inc was one of the first time recruiters offering roles niche Marketing Consultant roles while IBM led the hiring in this domain for the second consecutive year.

## Sales & Marketing

XLRI continued to show its dominance as the preferred campus for Sales and

Marketing yet again with Singapore based Toalram's (JV with Kellogg's) hiring from XLRI exclusively for its Africa based Leadership Development Program. Other major firms that participating in this sector include ITC, ADP, L&T, Directi, Searce Inc, Intellect Design (Polaris group Company) amongst others. Roles on offer included leadership roles in Sales, B2B Marketing, Market Research, and Business Development.

## General Management and Operations

General Management was one of the preferred sectors on campus with major industry players such as Novo Nordisk, Uber, and Belden group offering leadership profiles to students. Other recruiters included Sutherland, Rivigo, Syntel, Mphasis, Hexaware and Emerson. Ab InBev also participated to hire for its prestigious Global Management Trainee program.

## Finance

While the industry-wide slowdown in jobs continued to affect the number of finance roles, companies continued to offer job roles in fields such as Investment Banking, Trading, Corporate planning, and Account and treasury management. Major firms that participated included Virtusa Polaris, Dexter Capital, L&T, Evestnet, and Eclerx.

**Prof. Rajiv Mishra**  
Chairperson

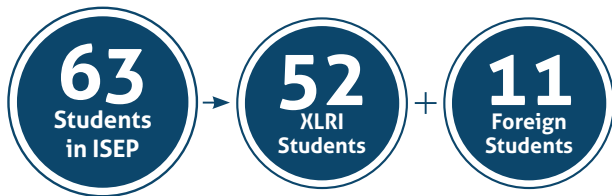
# INTERNATIONAL RELATIONS OFFICE

At XLRI, apart from learning to critically analyse, evaluate and implement complex business processes, students experience an international environment while studying, travelling, and socialising with students from all over the world – on campus and during international exchange programme.

## Students from our partner universities visited XLRI

Aston Business School, U K	2
Audencia Nantes School of Management, France -	1
E M Lyon Business School, France	4
IESEG School of Management, France	4

Total 11 students from various countries participated in International Students Exchange Programme (ISEP) at XLRI.



## A total of 52 XLRI students (17 HR & 35 BM) participated in ISEP to the below mentioned universities: -

ALBA Graduate Business School, Greece	3
Aston Business School, U K	4
Asian Institute of Management, Manila	1
Asian Institute of technology, Bangkok	2
Audencia Nantes School of Management, France	7
Case Western Reserve University	2
E M Lyon Business School, France	6
IESEG School of Management, France	8
KEDGE Business School, France	16
Malardalen University, Sweden	2
University of Munster, Germany	1

## Student Exchange Program:

- We hosted 11 foreign students from four business schools for one term of study
- In exchange, we sent 52 XLRI students to 11 business schools in eight countries

Students from our partner universities visited XLRI

## Visiting Scholars:

- Students and faculty from Nyenrode New Business School, Amsterdam, visited XLRI for interactive sessions. As part of their first year curriculum, during the India week, NNBS Students wanted to learn about entrepreneurship in India. Dr Tata L Raghu Ram discussed about sustainability issues and actions in India.
- Dr Anurag Gupta, Associate Dean, Case Western Reserve University, USA, visited XLRI for an interactive session with faculty and fellow programme students. He also discussed the possibilities of collaboration for a joint programme.

**Dr. P Venugopal**  
Chairperson



# THREE-YEAR, PART-TIME BUSINESS MANAGEMENT PROGRAMME

The re-launched, three-Year Part-Time Programme in Business Management will be entering into its fourth year from the next academic year. This program is designed for working executives and business owners, and culminates in a Postgraduate Diploma in Management. It imparts the rigour of a full-time programme through 900 hours of classroom interaction spread over three academic years. XLRI had been running the program for a long-time, but the same was discontinued about a decade back. The re-incarnated programme incorporates a number of changes made on the basis of feedback from the industry.

The third batch of the re-launched program (2014-17 batch) is graduating

this year. The fourth batch (2015-18 batch) is presently undergoing their seventh term, which is the last term of compulsory courses. Soon, they will graduate to the third year when they would be able to choose their electives and concentrate on two different areas. The fifth batch (2016-19 batch) is presently undergoing their fourth term, is progressing satisfactorily.

The sixth batch (2017-20 batch) is scheduled to start its classes from third week of May 2017. The process of application for the same have already started from January 2017. They will be the first batch to get enrolled in the re-designed, three-year programme, classes for which will be held on weekends.

**Santanu Sarkar**  
*Associate Dean (Programs)*



# SIR JEHANGIR GHANDY LIBRARY

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 is the heart of the institute and acts as a centre for the collection of literature predominantly related to all functional areas of management and its allied subjects. It continuously strives to develop a comprehensive collection with well formulated collection development strategy of print as well as digital resources useful for teaching, research and reference purposes. As of now the Library houses a veritable collection of 68,098 books; 16,964 bound back volumes of print journals (some of

them dating back to the days of its inception); 167 national and international print periodical publications; 26 online database; 14,100 PG and Doctoral dissertations; 1,452 CD-ROMs & 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 wi-fi enabled, equipped with the 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 the user 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/Informs), 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, Inderscience and JSTOR Archives, covering almost 21334 full text e-journals; The e-book portal e-brary covers 5500+ e-books; other industries and law related database like Bloomberg, ISI-Emerging Markets, CMIE's 6 online products IDBI, CRIS, INFAC, Indiastat.com and Supreme Court on CD-ROM, Legal Pundit etc. are also available in the 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 service like Document Delivery System; Research Assistance Service; Curriculum Support; Online Information Service; Reference and Referral Service; Documentation service; Current Press clipping , current Contents Alerts, Bibliographic Service, Reprographic services and user Orientation and education besides its usual service.

**Dr. Bino Jose**  
*Librarian*



# INFORMATION TECHNOLOGY

There is an on-going need to have an IT infrastructure which offers high reliability, round-the-clock availability, remote manageability and optimum scalability. XLRI did a massive renovation and new deployment in order to leverage information and communication technology for global competitiveness. XLRI has taken the lead in improving communication and collaboration capabilities.

## Significant Developments:

- Centralised controller based Wi-Fi deployment for student residence and Learning Center – 1 in order to ensure improved network coverage in the hostels
- Acquiring and upgrading numerous high-end software to enhance our academic courses and research activities
- Deployment of jammers at all examination venues throughout the campus to secure exams from technical cheating
- Initiated a document management service along with digital content management software for Dean Academic's Office for digitising all the historical records and student's transcripts which can be further scaled up to various other department in due course
- Replacement /Upgradation of old desktop/laptop, accessories and network components in order to optimise best possible speed and performance



# VIRTUAL INTERACTIVE LEARNING

Virtual Interactive Learning today is increasingly being accepted as a serious learning platform and XLRI strives for excellence and integrity in the virtual mode as well.

The programmes of XLRI on VIL mode can be divided into two types – primarily, depending on the duration of its offerings: **(a)** Post-Graduate Certificate Programme (PGC); and **(b)** electronic Management Development Programmes (eMDPs).

Its PGC courses in Business Management and Human Resource Management are offered in collaboration with technical partners Hughes Global & Unified Collaboration Services.

## The accomplishments of VIL during this academic year include:

- The 14th Graduation Ceremony, wherein over 550 students graduated, was hosted in April 2016. Dr. NS Rajan, former group chief human resources officer of Tata Sons, graced the occasion as the Chief Guest of the ceremony.
- Two more academic sessions (summer and winter) have started with the two new batches of Business Management (PGCBM-30 & PGCBM-31) & two batches of Human Resource management (PGCHRM-22 & PGCHRM-23).
- Campus component is an integral part of the VIL PGC-offerings where the students get a chance to meet their faculty and batchmates.
- With the objective of lifelong learning at own pace and time the VIL program has paved the way for eMDPs and accordingly many specialised programs were organised during the year.

More than 1,650 participants enrolled for the following eMDP programmes, covering almost all the functional areas:

- Advanced Financial Management
- Corporate Finance for Business Managers
- Data Science Using R & excel
- Digital Marketing
- Executive Development Program in Advance Financial Management



- Executive Development Program in HRM jointly with SHRM
- Human Resource Development
- Leadership and Change Management
- Logistics and Supply Chain Management
- Sales & Marketing Management
- Strategic Management
- Strategic Performance Management
- Talent Management

**Some more eMDPs to be launched soon include:**

- Analytical tools for Business Strategy
- Building Leadership Competencies
- Business Analytics
- Business to Business Marketing
- Certification in Strategic Financial Management
- Data Analysis and Financial Modeling using Excel
- Demand Analysis & Forecasting
- Everything You Ever Wanted to Know in Valuation
- Finance Essentials- Every Manager's Toolkit
- Finance for Non-Finance Managers
- Leading and Transforming Family Businesses
- Leading by Negotiating
- Managing Learning programs: Design, Delivery and Impact Assessment
- Managing Retail Analytics
- Managing Sales and go to Market strategies
- Marketing Performance Management
- Mergers and Acquisitions
- Metrics for Marketing Performance Assessment
- People Analytics
- Professional Sales Management
- Relationship Marketing
- Search Engine Optimization & Social Media Marketing
- Strategic Leadership for Global Markets

XLRI also opened the door for new technical partners including ADTC Global Education, ICICI Group's ICFL, Tech Mahindra & Times Group's TCLL. MoU's were also signed with two manufacturing companies, John Dere India & Titan, for sponsoring their employees.

VIL's web portal, Virtual Placement Notice Board, has been further modified to suit the students' need and to facilitate better networking and healthy interaction between the corporates and our VIL students. About 60 companies are registered through this portal and over 100 job postings have been floated in this portal.

**Ram Kumar Kakani**  
Associate Dean (VIL)



# MDP & IN-COMPANY PROGRAMMES

## Corporate Programmes

### HR Programme

Executive Diploma in Human Resource Management (EDHRM) 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 Human Resource Management. 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 duration 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. Nine batches of this programme have already graduated. The tenth batch will be completing their programme by March 15th and the eligible students will graduate on April 08, 2017. The eleventh batch has started on January 30, 2017 at XLRI Campus, Jamshedpur.

### Accenture Programme

In August 2016, in collaboration with Accenture HR Academy, Bengaluru, XLRI started a 15 month Certificate Program in Human Resource Management for the Accenture personnel. First and the last courses are conducted in XLRI and all the other courses are conducted in Accenture premise in Bangalore over weekends. The first batch commenced with 33 students and they will be completing the program by end of October 2017.

### Agri-Business Management Programme

XLRI along with Nagarjuna Fertilisers and Chemicals Ltd (NFCL), Hyderabad designed an unique "six month Certificate Programme in Agri-Business Management" for developing skills for the agricultural 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 as well as gain fundamentals of business management. The seventh batch would be completing their programme by March end and the eligible students would graduate on April 08, 2017.

In addition to the course work the current batch of students worked on projects covering different stages of agriculture. Projects on crop production included plantation crops management, input and weed management. Output marketing projects studied marketing channels for vegetables. Projects on contemporary topics included market potential of poly-house grown cut flowers versus conventional open field grown loose flowers, "precision farming methodologies" and market analysis of organic Fertilizer vis a vis chemical fertilizer. Studies on value addition included "flowers: the base of perfumery industry". The projects providing new insights for increasing productivity and profitability in agricultural sector have been well appreciated.

The students also organized three discussion forums. These include; "Stagnant Indian Agriculture. Is it due to neglect of mega irrigation?" moderator by Jnyanaranjan Patri; "Impact of current 'demonetization' directive on rural economy", moderated by: Tasneem Naaz and "MSP Programme and its impact on food inflation in Indian economy" moderated by Gagan Bihari Jena

All the 3 discussion forums had active participation from different people in the sector.

**Prof. M. G. Jomon**

*Associate Dean - Corporate Programs*



## MANAGEMENT DEVELOPMENT PROGRAMMES

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

We offer programmes in all functional areas of management: Human Resources, Organizational Behaviour, Marketing, Finance, Operations Management, Information Systems and Strategic Management. All these programmes are rich in contents and methodology which helps the participants to set a stage for interaction and exchange of experience. Experiential learning is a vital component of the training in addition to lectures and other methods of learning. The summary of the programs facilitated during the past year include:



Senior management programmes	6
Middle management programmes	50
New programmes	7
Total Number of MDPs	58
Number of participants attended	592
Number of companies participated	304
Number of participants from abroad	36

Foreign countries participated in MDPs: Nepal, Bangladesh, Vietnam, Thailand, Japan.

### IN-COMPANY TRAINING PROGRAMMES :

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



Number of Companies participated	102
Total Number of Participants	3617

# ALUMNI OFFICE

*Now we have over  
15,000  
Alumni  
working and serving  
all over the world.  
The Distinguished  
Alumnus Award was  
honoured upon eight  
alumni for their  
achievements across  
seven different  
categories including  
practicing manager,  
academician,  
young achiever,  
entrepreneur and  
allied fields.*

Significant events organised by Alumni Office during the academic year 2016-17:

## Summer Meets

During the months of April to June the alumni summer meets were organised in different cities. The first year students who were doing their summer internship organised the event with the help of alumni office and the alumni in the respective cities i.e. Delhi, Kolkata, Pune, Bangalore, Mumbai, Chennai, Hyderabad, Singapore. The summer meets started in Delhi on 30 April, 2016 and concluded in Kolkata on 27 May, 2016.

## Homecoming

The annual Alumni Homecoming was organised on 10 and 11 December, 2016. More than 200 alumni participated in the two-day event. The batch of 1983 launched the coffee table book on Fr. EH McGrath in his presence during the inaugural ceremony. The Distinguished Alumnus Award was honoured upon eight alumni for their achievements across seven different categories including practicing manager, academician, young achiever, entrepreneur and allied fields. The award ceremony brought alive the Tata Auditorium with musical performances, poetry recitation, classical dance and a play. During the award ceremony the new alumni portal was formally

launched by TV Narendran, Chairman, Board of Governors, with a multitude of new features taking a step further to strengthen the bond between XLRI and the alumni.

## Silver Jubilee Reunion

The batch of 1991 celebrated Silver Jubilee Reunion on the completion of 25 years of their graduation. Around 50 alumni attended the reunion and as a part of their gratitude and remembrance the batch decided to contribute Rs 91 Lakh towards the institute's endowment fund.

## Reunions on Campus

The batch of 1971 celebrated its 45<sup>th</sup> reunion on 10 and 11 December, 2016. The presence of the teachers of the 1971 batch made the event all the more special. The batch of 1976 was in campus on 8 and 9 December to celebrate its 40<sup>th</sup> reunion.

## XLRI Endowment Fund

The total contribution to the XLRI Endowment Fund till February is over Rs.6.3 crore. XLRI Endowment Fund is a platform for the alumni to acknowledge the role played by XLRI in their career and life. We wish to acknowledge the contribution made by our alums towards XEF.



Alumni Homecoming 2016

# FELLOW PROGRAMME IN MANAGEMENT

The Fellow Programme in Management and the Executive Fellow Programme in Management at XLRI are Doctoral level 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

Seven full-time Doctoral students and 23 Executive FPM students are working under their Thesis Advisory Committee and are on the final stage of the research.

During 2016-17 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 11 students have successfully completed all the requirements upto Pre-Thesis Defense Seminar.

Sl No	Name	Faculty Guide	Topic
1.	Fr. Nelson Ashok D'silva, Sj	Prof. Es Srinivas Prof. Munish Thakur Prof. Rajen K Gupta	Meaning In Work: Understanding Meaning Making By Workers
2.	Ritu Malhotra	Prof. Debasis Pradhan Prof. B K Mangaraj Prof. D. Israel	The Influence Of Personality Congruence Pairs On Brand Purchase Intention: Examining The Role Of Engagement On Sponsorship Outcome
3.	Akshay Bhat	Prof. Munish Thakur Prof. Manoj Thomas Prof. Indrajit Mukherjee	Joint Ventures, Beyond Access And Acquire?
4.	Balram Bhushan	Prof. Gloryson R B Chalil Prof. Madhukar Shukla Fr. Oswald Mascarenhas, Sj	Exploring The Experiential Journey Of People In The Process Of Social Entrepreneurship
5.	Pankaj Kumar Agarwal	Prof. H. K Pradhan Prof. Uday Damodaran Prof. Prantik Ray	Conditional Performance Of Mutual Funds: Market Timing, Selectivity & Persistence
6.	Prithvish Bose	Prof. Pingali Venugopal Prof. Sanjeev Varshney Prof. Munish Thakur	Consumer Satisfaction - Impact Of Ethnicity, Acculturation And Generational Cohorts
7.	Keshav Kumar Sharma	Prof. T Bandyopadhyay Prof. Rakesh K Pati Prof. Rachna Shah	An Empirical Examination Of The Cumulative Development Of Capabilities And Its Impact On Performance: Evidence From Indian Hotel Industry
8.	Abhinav Chaturvedi	Prof. Sharad Sarin Prof. Smitu Malhotra Prof. Munish Thakur	Jugaad And Jugaad Based Innovation

9.	Payal Kumar	Prof. Manish Singhal Prof. Indrajit Mukherjee Prof. D. Israel Stacy Blakebeard	Examining The Outcomes Of Protege-Mentor Personality Incongruence And The Mediating Role Of Affect
10.	Meenakshi Priyabala	Prof. Sanjeev Varshney Prof. Pingali Venugopal Prof. Rajeev Sharma	A Marketing Communication Typology For Small Businesses: A Case Research Approach
11.	Rajeev Goenka	Prof. Tas Vijayaraghavan Prof. Dipankar Bose Prof. Sanjay Sharma	Development Of Framework For Decision Making - Understanding Resilience In Supply Chain

## 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 done with the objective of strengthening the research culture and environment in the institute. Around 48 seminars were presented by doctoral students and faculty in the academic year 2016 – 17.

- Seven full-time fellow students have presented their thesis proposal and are working towards the final thesis
- 23 executive fellow students have presented their thesis proposal and are working towards the final thesis
- Dr. TV Rao, Chairman, TVRLS, was at XLRI. He conducted a session on his latest book on *Effective People* for the doctoral students and faculty
- Dr. Shrabani Saha, Senior Lecturer-Economics, Lincoln International Business School, was at XLRI. She addressed a research seminar on Is Corruption Growth-Enhancing in Autocracies?
- Kiran Pedada, PhD student of Rawls College of Business, Texas Tech University, presented a research seminar on Conducting Research on Emerging Markets to the research community of XLRI
- Dr. Anurag Gupta, H. Clark Ford Professor, Department Chairman, Banking and Finance, Associate Dean, Global Initiatives, Case Western, Weather head School of Management, USA, had interactive sessions with the faculty and doctoral students on ongoing research
- Dr. Vinay Kanetkar, Professor of Marketing, University of Guelph, Ontario, Canada, had visited XLRI. He presented two research seminars on the topics, Sequels as Means of Brand Expansion: Market size and Product life-cycle and Linking Price to Price Sensitivity: Empirical Observations to the research community of XLRI
- John W. Schouten, Professor of Social Enterprise at Memorial University, had visited XLRI and delivered a session to the faculty and doctoral students

## FPM & Executive FPM 2017 Admissions

- 84 candidates appeared for the XLRI Research Aptitude Test - 2017 conducted on 7 January, 2017.
- 104 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.
- 152 candidates have applied for admission into our Executive Fellow Programme in Management (Exec-FPM).
- Interviews for FPM & Executive FPM will be held in the first week of April, 2017.

## CORNELL Research Methodology Workshop (6-10 June, 2016)

This year we organised a workshop on Research Quality, Research Productivity and Inductive Qualitative Methodology jointly with CORNELL University, USA for Management Researchers in India. The five days' residential workshop started on 6 June, 2016. A total of 32 research scholars and faculty members from top institutes around the country attended the workshop.

The workshop was designed and conducted in seminar

style and was based on discussion rather than lectures. Participants were assigned as lead discussants during each session and were required to provide an overview/summary of the readings for that particular day.

The workshop was facilitated by Prof. Sarosh Kuruvilla, Professor of Industrial Relations, Asian Studies and Public Affairs, Cornell University, and Professor of Employment Relations, London School of Economics and by Prof. Shubha Patvardhan, Assistant Professor of Management, Alfred Lerner College of Business and Economics, University of Delaware, USA. Both the facilitators were XLRI alumni.

During the workshop they both shared the experiences of their own journey as researchers including the key events that shaped their academic careers. With his vast experience of publishing in top tier journals, Prof. Kuruvilla highlighted why high quality publication had become an absolute necessity for doctoral education all around the world. He expressed his concern that, as compared to countries like US, China, UK etc., India had lagged behind in the race for genuine research and publication. He also discussed how research education in India was different from that in institutions in the US. Prof. Patvardhan shared vital tips that would help overcome hurdles that faced by Indian scholars.



## Publications by Faculty and Doctoral Scholars

The following Table shows the specific publications in terms of 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	2015-16	2016-17
Articles in Journals (International)	41	62
Articles in Journals (National)	19	6
Books	6	4
Book Chapters	7	5
Cases / Notes	21	20
Working Papers	72	58
Papers Presented at Conferences (International)	38	45
Papers Presented at Conferences (National)	15	22
<b>Total</b>	<b>219</b>	<b>222</b>

### Papers Published during 2016-17

Category	Faculty	FPM	Faculty With FPM	Total
A*				
A				
B	2			2
C	24			24
D	4			4
E	8			8
Case Tier A				
Case Tier B	7		3	10
Case Tier C	6			6
Book Chapters	1			1
Books	3			3

\*Data recorded till date

**Pitabas Mohanty**

Associate Dean, FPM & Research





# COMMITTEE AGAINST SEXUAL HARASSMENT

Committee Against Sexual Harassment (CASH) at workplace has been constituted for protecting the right and dignity of women and promote gender equality in XLRI. The committee regularly met once in a term to pro-actively discuss methods of prevention and redress issues as per rules.

In the year 2016-17 many activities were undertaken. Some of the significant activities:

- Sessions on gender sensitivity were successfully held in all orientation programmes – namely BM, HRM, GMP and EDC. The aim was to familiarise the students with the committee, its members and its objective.
- The student wing of the committee, which is responsible for generating awareness through various activities on campus, conducted a Treasure Hunt style game for the students during the management festival Ensemble – with 4 uniquely purposeful events that provided students an opportunity to express their opinions on issues related to gender empowerment.
- The committee facilitated an awareness session for the faculty about the law on sexual harassment prevention. The speaker was Sunita Thawani, an accomplished professional with senior management and Board Room experience and also the Founder CEO of Full Circle.
- CASH would also be Celebrating the spirit of women – a short program and celebration on Women's Day – specially including the women workers on contract.

**Dr. Smitu Malhotra**  
*Chairperson, CASH*



*Awareness session for faculty*







# 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**
- **TXLERC (Ethics Centre)**
- **Centre for Financial Markets**
- **Centre for Excellence in Research in Teaching & Learning**

# FR ARRUPE CENTRE FOR ECOLOGY AND SUSTAINABILITY (FACES)

## Parivartan – Students' Rural Immersion Programme:

This year again FACES organised and coordinated the Students' Rural Immersion Programme, which is a mandatory part of induction programme for the students. To facilitate the visit and make it a meaningful learning experience, FACES partnered with eight NGOs (SEEDS, Krishi Gram Vikas Kendra, Samiket Jan Vikas Kendra, Tagore Society for Rural Development-Patamda, Kalamandir and TRTC-Chaibasa) to organise the weekend visits during the first term. The groups shared their reports with the partnering NGOs, who found them a useful input for their ongoing activities.

## Social Leadership Series:

FACES organised a panel discussion on the topic On Becoming a Social Entrepreneur. The panel was addressed by Abhishek Chakraborty (CEO & Founder of Whiz Mantra), Malavika Sharma (Founder of Avika) and Manish Kumar (Founder of Back to Village) on 16 July, 2016. The speakers shared their experiences and the challenges faced as a social entrepreneur. The panel discussion was attended by XLRI faculty, students and representatives from social ventures and NGOs.

## 3rd Dr Verghese Kurien Memorial Oration on Sustainable Development:

The third oration to commemorate the memory and legacy of Dr. Verghese Kurien was held on 25 September. The oration was delivered by Magsaysay Awardee and Padma Bhushan Ela Bhatt, the founder of SEWA (Self Employed Women's Association). She emphasised on the importance of 'Anubandh' and how one can build a sustainable society by being aware of the interconnectedness of self, society and environment.

## 9th National Conference on Social Entrepreneurship:

FACES, with the help of students' committee SIGMA-oikos, organised the 9th National Conference on Social Entrepreneurship from 27 to 29 January, 2017. This year the theme of the conference was Entrepreneurship for a Sustainable Planet. The conference was inaugurated by MV Ashok, Chief General Manager (Economic Analysis & Research), NABARD. The conference featured 24 social entrepreneurs as speakers. It was attended by about 130 development sector professionals including social entrepreneurs, representatives from government agencies and NGOs, multilateral agencies, academics and students.

**Dr. Madhukar Shukla,**  
*Coordinator,*  
Fr Arrupe Centre for Ecology and Sustainability



# CENTRE FOR GLOBAL MANAGEMENT AND RESPONSIBLE LEADERSHIP

## International Conference on Responsible Marketing

CGMRL in collaboration with La Trobe University, Australia, organised an International Conference on Responsible Marketing on 23 and 24 January, 2017. The theme of the conference revolved around the need for socially responsible marketing as a response to questionable marketing practices that have adverse effects on the society.

Around 56 papers, from different business schools in India, Australia, USA, Canada and the neighbouring countries, were presented at the two-day conference. The conference was inaugurated by Anand Sen, President (TQM and Steel Business), Tata Steel. In his inaugural address, Sen emphasised on the need to promote responsible consumption and reduce wastage. Two more keynote addresses were delivered by Fr. Oswald Mascarenhas, SJ, Chairperson, JRD Tata Ethics Research Centre, on Responsible Marketing in a Turbulent market and

B Hariharan, Vice President, ITC Hotels, on how ITC is Designing & Marketing Responsible Luxury.

The researchers observed that consumers were aware of sustainability and environmental impacts, however, prices still govern behaviour. There is therefore a need to work on better technologies and education to promote sustainable

consumption. Companies on their part are working towards building a culture of sustainability within their organisations though there could be a conflict with short-term profitability. Strategies to build sustainable practices in organisations were discussed.

## XLRI Policy for E-waste

As an off shoot of the National Conference on E-waste Management conducted by the centre on 13 and 14 January, 2016, CGMRL along with XLEAD, the student body associated with the centre, developed an e-waste policy for XLRI. The objective of the policy is to provide guidance for identification, collection, segregation and disposal of E-waste within XLRI.

The e-waste policy was formally launched by Anand Sen, President (TQM and Steel Business), Tata Steel and Fr E Abraham, SJ, Director, XLRI, during the inaugural function of the International Conference on Responsible Marketing on 23 January, 2017.

Currently the centre along with Sigma and XLead is conducting awareness campaigns and collection drives for e-waste. As part of the awareness drive poster campaign a Facebook quiz and write-up competition was conducted. Two collection drives were also carried out. Special collection bins for e-waste are being procured from JUSCO.



## Faculty Development Programme on Responsible Marketing

A two-day Faculty Development Programme on Responsible Marketing was conducted on 21 and 22 January, 2017 to help faculty and doctoral students develop curriculum and cases for teaching responsible marketing. The faculty development programme attended by 19 participants was conducted by faculty both from XLRI and LaTrobe University, Australia.

## Research Activities

A research paper Incorporating Sustainability in the Realm of Marketing: A Theoretical Framework, was presented at the 30th ANZ Academy of Management Conference 2017 at Brisbane, Australia.

Prof. Venugopal, Chairperson of the centre has been invited to chair and speak on the World Education Day in Dalian, China, in September 2017. He will be elaborating on his work on Responsible leadership: learning from Indian case studies during the Educational Leadership session.

**Dr. P. Venugopal,**  
*Coordinator,*  
Centre for Global Management and Responsible Leadership

# MANAGEMENT EDUCATION RESEARCH CENTRE



*MERC intends to become a centre for studies into all aspects of management education; macro aspects like policies, regulation and structure of the sector and micro aspects like input processes, throughput processes and impact-outcomes of players in the sector.*

The Management Education Research Centre (MERC) was launched in 2016. Currently the centre is composed of seven faculty members. MERC intends to become a centre of excellence for studies into all aspects of management education; macro aspects like policies, regulation and structure of the sector and micro aspects like input processes, throughput processes and impact-outcomes of players in the sector. The centre intends to build up a repository of literature and databases, conduct research, organise conferences, run surveys, provide training and consultancy, develop case studies, and disseminate knowledge that is thus created.

During the academic year 2016-17 MERC launched three ambitious studies. The first study is a longitudinal study of values. The incoming batches of BM 2016-18 and HRM 2016-18 were administered a survey on values. A follow-up survey of the same respondents will be administered at the time of graduation of these batches in 2018. The second study is a life-time career tracking study

of graduates of the various programmes of XLRI. Around 60 students from the PGDM (BM), PGDM (HRM), PGDM (GM) and PGDM (Global BM) have volunteered to be tracked throughout their career lifetimes. The study will focus on career performance, career anchors and correlates. The third study is a snapshot of career changes made by XLRI alumni and aims to understand the career trajectories of the alumni in terms of how they have grown in their careers, average tenure in an organisation, the roles they have been assigned and the reasons for job switches.

The survey on values and the career tracking study will continue even in the following year. Besides, during the academic year 2017-18, the centre plans to organise a conference on the *raison d'être* of management education, initiate pulse-surveys to gauge the beliefs and perceptions of business school graduates and maintain a database of the resources available for management education in India.

**Dr. Uday Damodaran,**

*Coordinator*

Management Education Research Centre

# CENTRE FOR RURAL MANAGEMENT

## The Centre for Rural Management focuses on:

- Building new rural management knowledge
- Providing creative instruments of intervention particularly in the areas of education, health, rural enterprises and infrastructure
- Strengthening microfinance, natural resources management, institutions supporting rural livelihoods
- Identifying critical constraints and impediments of rural development
- Create responsible leaders/managers who can make Indian rural society vibrant

## The activities which were conducted by the centre during the academic year 2016-17 were as follows:

- A case study on Challenges in Reproductive Health in Uttar Pradesh: A flickering Ray of Hope has been undertaken. Uttar Pradesh's reproductive health indicators are one of the most deplorable in India. It reported the highest percentage (21.16%) of maternal deaths in India (Census 2011-13). This study was carried out to understand the challenges faced by the state in improving the reproductive health indicators, its scenario in comparison to other Indian states and intra-regional disparities.
- A case study on Catalysing Leadership in Public Health System: Experiences and Lessons has been carried out. Indian Public Health System suffers from poor infrastructure, medical, paramedical staff etc. Thus, the paper is written to understand the paramount importance of the leader's role, its effect on public health department's environment and motivational level of the service providers.
- Visit to Lucknow and Patna - A meeting was organised with the participants of the leadership training programme conducted during a seven year span from 2009. This interaction was organised to evaluate their learning from the workshop, better understanding of their working environment and provide a clearer insight into the issues faced by them in improving the maternal and child health indicators in their day to day life.
- Govt. of Chhattisgarh has constituted a committee named Standing Working Group (SWG-5) and Prof. Vishwa Ballabh was requested to chair the committee, Surface and Ground Water Governance and Policy for Agriculture and Allied Sectors. The above committee met twice. During the discussion, it came to light that the state of Chhattisgarh has abundant ground and surface water, yet during the summer season many villages suffered from the scarcity of water even for drinking purpose. The irrigated area in the state is also dismal and in a miserable condition. Most of the water goes waste without any use to sea. The committee, therefore, recommends a comprehensive review of the existing policy of the utilization of the water resource, taking into consideration the agriculture, domestic, industry and environment. The state government expected the committee to give some suggestive action plan on the different arena. The committee is currently working on the workable water policy of the state.
- A Reinforcement Training on Strengthening Leadership Development for Public Health was conducted from 2 to 4 February, 2017. Participants from Bihar and Jharkhand who had been trained in the previous batches during the period 2009 to 2016 were invited to the Reinforcement Training



Dr. Ashish K Pani, Dean(Academic), XLRI inaugurates Reinforcement Training on Strengthening Leadership Development for Public Health on 2 February, 2017

on Strengthening Leadership Development for Public Health. They were from across different designations in the Health Department, like Hospital Manager, Civil Surgeon, Medical Officer In-Charge, District Program Manager, State Program Manager, etc. Some of the suggestions made by the trainees were as follows:

- Health professionals from account and statistics department should be included in such training programmes
- The length of the training period should be increased

Prof. Vishwa Ballabh, Coordinator, CRM, presented a paper on Structural Changes in Indian Agriculture and Sustainability of Small Farm Households: Role of Agribusiness Institutions in the MBALI conference, South Africa, in July, 2016. During the conference, he also chaired a session.

He has written a chapter, Farmers in Distress and Resources Under-Stress: A Completely Neglected Subject in Indian Agricultural Policy, in the book Vicissitudes of Agriculture in the Fast Growing Indian Economy Challenges, Strategies and the Way Forward.

### **Dr. Vishwa Ballabh**

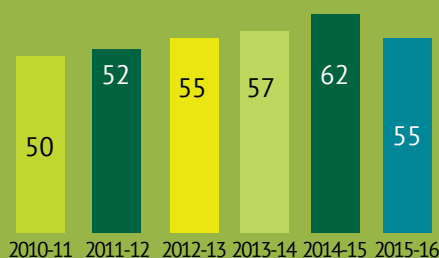
*Co-ordinator*

Centre for Rural Management

# ENTREPRENEURSHIP DEVELOPMENT CENTRE

The Entrepreneurship Development Centre was established in 2007 for the explicit purpose of developing entrepreneurial skill amongst young men and women. A full-time, six-month Post Graduate Programme for Certificate in Entrepreneurship Management (PGP-CEM) was launched in March 2010. So far six batches have successfully completed the programme and a total number of 331 students have graduated. It is noteworthy that most of these graduates are pursuing innovative small and medium enterprises in their respective areas of self-interest. The programme has been highly beneficial for the young entrepreneurs not only from Jharkhand but also those coming from other parts of the country. Prof. Vishwa Ballabh, in August 2016, was appointed as the new Chairperson of the centre.

**Batchwise No of Students completed the PGP CEM**



Fr E. Abraham, SI, Director, XLR I inaugurates the 7<sup>th</sup> batch of PGP-CEM on September 01, 2016

The programme commences in the month of September. The current batch has 65 students out of which 31 are from Jharkhand. We began the programme with an orientation, the senior faculty of the institute discussed the essential elements of an entrepreneur and emphasised on an active participation of the students for the success of the programme. An alumni session was introduced in the orientation programme where all the former students of the programme gave tips on maximising learning from the programme. The alumni also shared their experience with new ventures after their completion of the programme.

A redeeming feature of this year's programme is that all the courses are taught by the internal faculty. Furthermore, a five-day workshop was also introduced to help the students develop and identify suitable entrepreneurship projects. It is expected that this will help improve conceptualisation of new ventures. As part of an educational trip arrangements were made for the 2016-17 batch to visit Tata Steel plant on 7 December, 2016.

Like in the previous rounds of the entrepreneurship management programme, the students of the current batch of PGP-CEM too were encouraged to participate in various co-curricular activities including sports, games and B-Plan competitions held at local and national levels. Some of the achievements recorded by the students of PGP-CEM 2016-17 in this regard are listed below:

- Ayush Kumar Agrawal made a war field robot which was given as the

best project award by nationals held at WIPRO Bangalore

- Puneet Shandilya, Anurag Saha, Shashi Kumar Verma, Sunny Kumar Chowdhary, Ankit Jajodia were the finalist in IIT Kharagpur Global Entrepreneurship Summit 2017
- Puneet Shandilya, Naveen Giri, and Shreya Diwakar represented XLR I as HULT India finalist
- Madhuban Kishor Pandey was awarded with ILO Start and Improve your Business Curricula – Master Trainer. He was one among the five selected from India
- Swarup Kumar Dalai, Maskal Babu Boipai, Gaurav Sancheti, launched a venture called Medieval Meals the pilot model is ran twice by them and both had a huge success
- Anshuman Srivastava has started Tech Blog under the Mentorship of Prof. Rahul K Shukla

A number of events were organised by the students' e-cell during the academic year. These include sports meets with GMP students, launching of a Business Plan Competition called Genesis 2016: Be the Business organised at a national level in November 2016

In order to further strengthen the certificate programme the EDC committee has decided to review the curriculum and programme structure so that it becomes more relevant and context specific. The centre also provides scholarship facilities for the backward and needy students.

## **Dr. Vishwa Ballabh**

*Chairperson,*

Entrepreneurship Development Centre



# CENTRE FOR LOGISTICS AND SUPPLY CHAIN MANAGEMENT

The Centre for Logistics and Supply chain Management in XLRI, Jamshedpur, was set up to cater to the growing needs of the areas of Logistics/Supply Chain Management and Transportation Management. The centre as part of its activities designed a Postgraduate Certificate Programme in Logistics and Supply Chain Management (PGCLSCM) for working executives in Indi and Dubai. It was launched on 20 November, 2005 in India with five batches having graduated so far. The programme was launched in Dubai on 21 February, 2007 with four batches having graduated.

## Vision & Activities

### The Vision

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

### Activities

The centre collaborated to undertake a research study along with few US Professors to study the Indian supply chains and technology adoptions in these organisations. Two papers have been published one in the Journal of Supply Chain Management and another in 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 the report on India about its economic growth, transportation infrastructure and issues and supply chain trends and issues. The report was published by the CSCMP and is available at [www.cscmp.org](http://www.cscmp.org).

The centre has professional ties with major professional bodies like Council of Supply Chain Management Professionals, US, Indian Institute of Materials Management and CII Eastern Region.

The centre has proposed few e-MDPs through Virtual Interactive Learning mode and this year launched its first e-MDP on 13 November, 2016 collaborating with Tech-Mahindra with about 40 participants. The Centre is likely to launch its second batch soon.

The centre is also planning to launch few short duration e-MDPs on inventory Decisions and Demand Forecasting soon.

### **Dr. TAS Vijayaraghavan**

*Coordinator,*  
Centre for Logistics and Supply Chain  
Management



# FINANCIAL MARKETS CENTRE

Financial Markets Centre of XLRI continued to engage in training and research during the academic year 2016-17. Bloomberg training sessions were conducted for the XLRI faculty and students, highlighting the use of database for analytics and research, including student assignments. Dr HK Pradhan, Chair of the Centre, served as an Independent



*XLRI has been acknowledged by RBI as an institution for promoting Depositor Education and Awareness activities.*

Director of the SBI-DFHI, a primary dealer in debt market. Research was undertaken to study the performance of mutual fund in India and the pricing of weather-based insurance and the same has been communicated for publication in an international journal.

XLRI has been acknowledged by RBI as an institution for promoting Depositor Education and Awareness activities. Dr HK Pradhan was invited by RBI for the financial literacy event conducted at Mumbai in November 2016. Financial literacy initiatives were undertaken under Sanchetana, for the contract workers of XLRI, in collaboration with the State Bank of India. Dr Pradhan was invited to be a member of the jury for the India Microfinance Awards 2016, conducted by Access Development Services, New Delhi.

**Dr. HK Pradhan,**  
*Coordinator,*  
Financial Market Centre

# CENTRE FOR EXCELLENCE IN RESEARCH IN TEACHING AND LEARNING

Centre for Excellence in Research in Teaching and Learning is XLRI's resurrected reach out programme aiming at enhancing the teaching and learning experience in the schools of India. We endeavour to provide school-based, learning-focused support for empowering teachers, enabling effective management of schools and advancing student learning.



**(From Left):** Sudipta Banerjee, academician, Dr. Sanjay Kumar Agarwal, HOD of Psychiatry, Tata Main Hospital, Ronald D'costa, Chief Executive of the Boulevard Hotels and Fr Peter Francis, SJ, Professor of Communication and Coordinator, CeRTEL

(From Left) Sudipta Banerjee, academician, Dr. Sanjay Kumar Agarwal, HOD of Psychiatry, Tata Main Hospital, Ronald D'costa, Chief Executive of the Boulevard Hotels and Fr Francis Peter, SJ, Professor of Communication and Coordinator, CeRTEL

- To improve leadership administration in the emerging educational context
- Acquire and adopt the right style for change management and creativity
- Empower rural learners and the language deprived with spoken English competency
- Make up for the problems faced regarding the teaching of English, Maths and Science

After extensive tour, data mining and needs analysis of principals, teachers, parents and students across the country, we have identified our roadmap which includes:

- PG Diploma in Applied Educational Leadership and Management (to be launched by July 2017)
- **FluenXy** – a mobile English Kiosk with fun activities encouraging a face saving way to deploy English (on trial stage)
- **Disc Master** - a digital activity based support for rural school with no teachers for Science & English (alpha stage)

Sacrificing their lunch break, our Samarthyas volunteers continue to play the much appreciated barefoot counsellor role in the neighbourhood schools. As a follow up they organised DISHA, a career counselling fair and Reflections 2017 with experts, parents, teachers and students.

#### **Fr Peter Francis**

*Chairperson,*

Centre for Excellence in Research in Teaching and Learning

## JRD TATA XLRI ETHICS RESEARCH CENTER (TXLERC)

XLRI is perhaps the only B-School in India that has a dedicated celebrated Chair for Business Ethics. Appointed to the JRD Tata Chair of Business Ethics at XLRI in December 2013, I have almost completed the first term of three years, and here is a report for the scholarly activities of 2016-2017.

**Industry-Interface Business Ethics Research:** Since May 2016, TXLERC is engaged in a second industry-academy interface business ethics research, now with Tinplate Company of India Ltd (TCIL). This collaborative research design is a qualitative undertaking that seeks to unravel and appreciate the Organizational Ethics Culture (OEC) at TCIL at various executive levels. This cutting-edge” Unfolding OEC at TCIL” research is scheduled to finish by May 2017.



Industry Interface Business Ethics Research Team with Mr. Tarun Daga, MD, Tata Tinplate (TCIL), Jamshedpur

### Teaching and National/Training Programs:

- This Chair has enabled XLRI to make Business Ethics a “core course” taught for all its students in the HRM, BM, GMP, Business Evening, Global MBA and Dubai (via VRL) programs. November 22-26, 2016: FPM (PhD) Level Course in Qualitative Research Methods and Methodologies, XLRI, Jamshedpur.
- The JRD Tata Chair with TXLERC are beginning to be seen as Corporate Ethics Resource Center at XLRI as

evidenced by the some National Programs like In-Company Program for Bank of Baroda, Mumbai, Indian Oil Corporation Limited (IOCL), Gurgaon, New Delhi, and Mahanadi Coalfields Limited, Sambalpur: MDP Program on Resolving Moral Dilemma and Powering Executive Leadership and: Some keynote addresses by Fr Ozzie, SJ on Ethics and Compliance at Compliance Champions Meet 2016 for Pfizer executives, Hyderabad;



An in-company Training Program for Bank of Baroda in Hotel Trident, Mumbai

at the UGC Sponsored Project Seven-Day Workshop on Research Methodologies, Jamshedpur Women's College, Jamshedpur; on Responsible Marketing in Turbulent Market at National Conference on Responsible Marketing, XLRI; on Business Turnaround Management and Empowering Executives with Ethics and Morals for In Company program for Ashok Leyland, XLRI,

Jamshedpur; Keynote address by Sr. Doris, AC on Resolving Ethical Dilemmas in the Workplace and Organic perspective on Organizational Ethics, at Iron making Division, Tata Steel, Jamshedpur and; Her active participation in Transformational Leadership Program for Provincials and Councilors, International Centre, XLRI, Jamshedpur



MDP for Senior Executives at XLRI, Jamshedpur on 19-21 September, 2017

## National/International Conferences:

- 23-24, September 2016: "Strengthening values and Ethics for Sustainable Growth: Role of Indian Philosophical Traditions" at MDI Gurgaon (Authors: Anabel Benjamin Bara, Fr. Oswald Mascarenhas and Sr. Doris D'Souza).
- 3-8, December 2016: TXLERC presented four double-blind-refereed Business Ethics Research Papers accepted for two back-to-back Ethics Research Conferences at 6th Annual Australasian Business Ethics Network (ABEN) at Griffith University, Brisbane, and 30th Australian New Zealand Academy of Management (ANZAM), Queensland University of Technology, Brisbane, Australia. These papers are authored by Fr. Oswald Mascarenhas, Sr. Doris D'Souza, and Anabel Benjamin Bara

TXLERC has published several other research papers in various Indian and International Business Journals and presented at national and international research conferences. We could achieve so much in so short a time owing to the generous support via the prestigious JRD Tata Chair for Business Ethics. XLRI needs to build its unique brand image via innovative market-relevant ethics research.

### Oswald Mascarenhas, SJ, PhD

*Coordinator*

Tata XLRI Ethics Research Centre



Fr. Ozzie, SJ and Sr. Doris, AC, presenting papers in 6th Annual Australasian Business Ethics Network (ABEN) at Griffith University, Brisbane, Australia





# MANAGEMENT OVERVIEW

- **Administration**
- **Non-Teaching staff**
- **Maintenance Staff**
- **Faculty**
- **Visiting faculty**

# ADMINISTRATION

**Dr Ashis K Pani**  
Dean [Academics]

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

**Fr Antony Uvari, S.J.**  
Associate Dean –  
Student Affairs & Admn

**Dr Santanu Sarkar**  
Associate Dean – Programs

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

**Dr Pitabas Mohanty**  
Associate Dean – FPM, Research

**Dr Ram Kumar Kakani**  
Associate Dean – VIL Programs

**Fr Jerry Cutinha, S.J.**  
Associate Dean - Finance

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

**Dr Munish Thakur**  
Chairperson, Admissions

**Dr Pranabesh Ray**  
Chairperson, Alumni Relations

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

**Dr Pingali Venugopal**  
Chairperson, International Relations

**Dr S Chakraborty**  
Chairperson, Information Technology

**Prof. Rajiv Misra**  
Chairperson, Placement

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

**Dr. Vishwa Ballabh**  
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]

**Dr Bino Jose**  
Librarian

**Sunil Varughese**  
Chief Brand & Sustainability Officer

**Mr T Madhu Mohan Swamy**  
Head – Placement

**Mr Martin Shah**  
Head - HR

**Mr Arijit Bose**  
Consultant – Industry Interface

**Mr Om Shankar**  
Chief Security Officer

**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

**Surendra Sharma**  
Physical Trainer







# MAINTENANCE STAFF

- |    |                        |    |                      |    |                      |
|----|------------------------|----|----------------------|----|----------------------|
| 1  | A Venkat Rao           | 31 | Mahesh Prasad Rajak  | 51 | Sachin Purty         |
| 2  | Abdul Touhid           | 32 | Mangla Soy           | 52 | Sanjeeb Kumar Deep   |
| 3  | Ajay Kumar             | 33 | Manohar Ekka         | 53 | Santosh              |
| 4  | Amosh Kumar Tandi      | 34 | Manoj Dang           | 54 | Shanti Prabha Soreng |
| 5  | Anil Kumar Singh       | 35 | Maya Majhi           | 55 | Shivbathi Sahu       |
| 6  | Appa Rao               | 36 | Md Hasan             | 56 | Sitaram Sharma       |
| 7  | Askal Topno            | 37 | Natho Munda          | 57 | Sona Ram Soren       |
| 8  | Augustina Kindo        | 38 | Nirmala Kujur        | 58 | Sonaram Majhi        |
| 9  | Balmiki Prasad         | 39 | Padam Bahadur Kapri  | 59 | Srinath Mukhi        |
| 10 | Bappi Kumar Nath       | 40 | Poornima Bagh        | 60 | Subal Gope           |
| 11 | Baronika Tuti          | 41 | Prafulla Chandra Jha | 61 | Sudhir Kumar         |
| 12 | Basanti Pingua         | 42 | Rajiv Ranjan Singh   | 62 | Sumant Ram           |
| 13 | Benjamin Tigga         | 43 | Ram Bahadur Thapa    | 63 | Surender Sahu        |
| 14 | Bharath Kumar Pradhan  | 44 | Ranjit Minj          | 64 | Suresh Rai           |
| 15 | Bijoy Mahato           | 45 | Rantu Saha           | 65 | Tarun Mahato         |
| 16 | Bom Bahadur            | 46 | Rashid Ansari        | 66 | Uma Kant Pradhan     |
| 17 | Boma Bahadur           | 47 | Ravi Kr Dey          | 67 | Vinita Francis       |
| 18 | Deepak Kumar Ojha      | 48 | Rimu Bahadur Bagdas  | 68 | Vishnu               |
| 19 | Ganesh Bahdur Gurung   | 49 | Rupesh Kujur         |    |                      |
| 20 | Goutam Chhuria         | 50 | S Hamid              |    |                      |
| 21 | Harry Francis          |    |                      |    |                      |
| 22 | J Kispotta             |    |                      |    |                      |
| 23 | James Vincent Malwa    |    |                      |    |                      |
| 24 | Johan Murmu            |    |                      |    |                      |
| 25 | John Samir Barjo       |    |                      |    |                      |
| 26 | Jyoti Soreng           |    |                      |    |                      |
| 27 | Krishna Bahadur        |    |                      |    |                      |
| 28 | Krishna Bahadur Gurung |    |                      |    |                      |
| 29 | Kumar Adhikari         |    |                      |    |                      |
| 30 | Madhu Pradhan          |    |                      |    |                      |





# FACULTY LIST

- 1 Dr A Kanagaraj
- 2 Dr Abhishek Chakraborty
- 3 Dr Amitava Mukherjee
- 4 Dr Anita Sarkar [Ms]
- 5 Dr (Fr) Antony Uvari, S J
- 6 Dr Apalak Khatua
- 7 Dr Arpita Srivastava [Ms]
- 8 Dr Arundhati Sarkar Bose [Ms]
- 9 Dr Ashis K Pani
- 10 Dr Atul Arun Pathak
- 11 Dr Basant Kumar Purohit
- 12 Dr Bijaya K Mangaraj
- 13 Dr Bino Jose
- 14 Dr D Israel
- 15 Dr D S Broca
- 16 Dr Debasis Pradhan
- 17 Dr Dipankar Bose
- 18 Dr (Sr) Doris D'Souza, A C
- 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 (Fr) Jerome Cutinha, S J
- 29 Dr Jerome Joseph
- 30 Dr K R Shyam Sundar
- 31 Dr K Rajeshwari [Ms]
- 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 Rahul Kumar Shukla

52 Dr Rajeev Sharma

53 Prof Rajiv Misra

54 Dr Rakesh Kumar Pati

55 Dr Ram Kumar Kakani

56 Dr Ravi Shekhar Kumar

57 Dr (Fr) S George, S J

58 Prof Sabyasachi Sengupta

59 Dr Sanjay Patro

60 Dr Sanjeev Varshney

61 Dr Santanu Gupta

62 Dr Santanu Sarkar

63 Dr Santoshkumar Prakash Sangem

64 Dr Saroj Kumar Pani

65 Dr Saurabh Kaushik Pandya

66 Dr Smitu Malhotra [Ms]

67 Dr Soumendra N Bagchi

68 Dr Soumyakanti Chakraborty

69 Dr Suma Damodaran [Ms]

70 Dr Sumit Sarkar

71 Prof Sunil Kumar Sarangi

72 Dr Supriya Kumar De

73 Dr T A S Vijayaraghavan

74 Dr T Gangopadhyay

75 Dr Tata L Raghu Ram

76 Prof Teidorlang Lyngdoh

77 Prof Tina K Stephen [Ms]

78 Dr Trilochan Tripathy

79 Dr Trishit Bandyopadhyay

80 Dr Uday Damodaran

81 Dr Vishwa Ballabh



### VISITING FACULTY – 2015 – 17

**Dr Anand**

*Assistant Professor*  
Indian Institute of Management  
Ranchi

**Dr Angshuman Ghosh**

*Manager – Consumer Insight*  
Star India  
Mumbai

**Dr Anita Gupta**

*Director*  
Ahaana Communications  
Jamshedpur

**Mr Atanu Ghosh**

*Founder*  
Salt n Soap  
Kolkata

**Mr Avneesh Gupta**

*Principal Executive Officer*  
Tata Steel  
Jamshedpur

**Mr Bijon Pani**

*Portfolio Management Advisor*  
Yati Capital  
London, UK

**Mr Bushen L Raina**

*Ex - Managing Director*  
The Tinsplate Company of India  
Jamshedpur

**Mr D P Ghosh**

*Consultant*  
Kolkata

**Ms Debobani Sengupta**

*Consultant*  
Jamshedpur

**Dr E M Rao**

*Consultant*  
Hyderabad

**Prof Gautam Huidrom**

*Assistant Professor*  
Rajiv Gandhi University  
Arunachal Pradesh

**Mr Goutam Mukherjee**

*Proprietor*  
Creative Information Systems  
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**Dr Goutam Sengupta**

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Techno India University  
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**Mr James Davis**

*Consultant*  
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**Prof M N Tripathi**

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**Prof M V S Kameshwar Rao**

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XIMR  
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*Chartered Accountant*  
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**Dr Pallab Bandyopadhyay**

*Consultant*  
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**Mr Prakash Nahata**

*CEO*  
Anthroplace Consulting Private  
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*Adjunct Associate Professor*  
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**Mr Randhir Prasad Singh**

*Consultant*  
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**Dr Richard Dehner Sibbernsen**

*Retired Executive Vice President*  
AT&T  
Illinois, USA

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*Senior Associate Director, PGPP*  
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Singapore

**Mr Sanjay Kumar Singh**

*Sr Faculty*  
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*Professor*

Xavier University  
Bhubaneswar

**Mr Satya Chaitanya**

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Jamshedpur

**Dr Sharad Sarin**

*Ex-Faculty*

XLRI  
Jamshedpur

**Dr Soumya Guha Deb**

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Xavier Institute of Management  
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**Mr Sudipto Sarkar**

*Chief Quality Assurance, Flat Products*

Tata Steel  
Jamshedpur

**Prof V G Sarangan**

*Professor & PGP Chairman*

SMOT School of Business  
Chennai

**Mr Venkatesh S P**

*Consultant*

Chennai

**Mr Vinaya Nand Pandey**

*Consultant*

Jamshedpur









# STUDENT ACTIVITIES

- Academic contribution by students
- Student Committee reports

# ACADEMIC CONTRIBUTIONS

## Student Achievements: BM and HRM

Name (Individual/Group)	Institute/ Company	Name of the competition	Position	Team-name and number of members.
Satyam Siddharth	Amazon	Amazon Ace Operations Challenge	Winners	Consigliere (3)
Neelim Goswami, Tarannum Agarwal, Soumitra Choubey	RPG	BLIZZARD	Winners	Who Did it (3)
	Indian Institute of Management, Ahmedabad	Smart City Design	Runner-up	MANCON(4)
Sumit Agrawal	XLRI	Trial By Fire as part of HR-IR conference	Runner-up	Nexus(3)
Kiran Kanthawar	3M India	Invent a New Future Competition	Runner-up	
Kiran Kanthawar	CRISIL	Young Thought Leader	Winners	
	IIT Madras	CONSIGLIERE, Shaastra 2017	Fourth	The Solvers (2)
Jay Kanakiya	XLRI GMP / Xlerate	Unwrap Case Challenge	Winners	UNLOCK(1)
"Udit Bansal Indrajit Debgupta Shubham Choudhary "	Hindustan Unilever (HUL)	HUL Unplugged	Runner-up	Drifters (3)
Arunabha Aich, Sumit Agrawal, Shivank Vishnoi	Fireax, XLRI	Trial By fire	Runner-up	Nexus(3)
"Anagh Agarwal Abhishek Agarwalla Pranav Pal Singh "	XLRI	Trial By Fire, 2016	Winners	XLers(3)
Rakesh Reddy , Satyam , Arunima Das	Amazon	ACE	Asia level	Consigliere(3)
Raviteja Chakka, Sravan J S	American Express	Amex Campus Challenge	Winners	Ferrofluid(2)
Abhishek Agrawal, Pranav Pal Singh, Anagh Agrawal	XLRI	1. Trial by fire(HR/IR Conference)	Winners	PRDP(3)
Ankit Pokharna, Oshin Singhal and Saket Pachisia	Deloitte	Maverick	Winners	Stealthy Stock Brokers (3)
"Abhishek Agrawal Abhijit Panda Rajesh Ranjan Mahapatra Pranav pal singh Shivank Vishnoi Naina Singroha Anunay Tintin Nitini jha "	XLRI	HR COLOSSEUM '17	Runner-up	XIRI(8)

Name (Individual/Group)	Institute/ Company	Name of the competition	Position	Team-name and number of members.
Meenal Solanki, Rakesh Roshan, Bhanu Gupta, Paridhi Singhal, Vaibhav Kashyap	Accenture, Tata Steel, Hult, Accenture and LinkedIn	For selection of Live project participants, SteelATHon, Hult Prize, HackFest	Among the 5 teams selected for the live project, Campus finalist in SteelATHon, Campus Finalist in Hult Prize, Campus Finalist in HackFest	Swimming Swan(2), Swimmin Swan(4), Swimming Swan (4)
Chanchal Rathi, Malvika Chauhan	Amazon	Amazon Ace	5th across South East Asia	Backnechers(2)
Nikhil Srivastava, Utkarsha Srivastava	IIM Raipur	Grey Carnage 4.0- Case study competition	Runner-up	HyperGMD(2)
Shivang Jain , Syed Rizvi	TAS	Tata Business Leadership Awards	Runner-up	Berserkers (3)
Agrima Pokhriyal Harshal Singh	ABG	Stratos	Winners	Stellar(3)
"Arushi Saksena, Anish Agarwal,"	Samsung	Edge	National finalist	Dilemma(3)
Ankit Pokharna, Oshin Singhal, Rohit Jha, Saket Pachisia	KPMG	KICC (KPMG International Case Competition)	Runner-up	Stealthy Stock Brokers (4)
Pratyush Raj, Akshay Bhargava , Radha Raman	RPG Group	RPG Blizzard	Campus Finalists	Dexter(3)
Jayna Maheshwari	CRISIL	CRISIL YOUNG THOUGHT LEADER 2016	Runner-up	No Team Name (1)
Abhishek Singh, Shivang Jain, Syed Rizvi, Akshay Ratan	DBS	DBS Ideathon	Runner-up	Berserkers(4)
Elliot DeSouza	HULT Business School, USA	The HULT Prize	National Winners	M-Power(4)
Anish Agarwal, Arushi Saksena, Harshit Kumar Agarwal	Samsung	Samsung Edge	Campus and Regional Winners, National Finalists (Total- 12 teams)	Dilemma(3)
Abhijit Gupta, Vaibhav Gupta	XLRI	Trial By Fire	2nd Runner up	ABV (3)
Priyanka Vasnani	Nestle	Nestle Ingenium HR case study	Winners	The Prima Donnas (3)
"Priyanka Vasnani, Smriti Shekhar, Parul Sharma "	ITC	Interrobang	2nd runner up	The real controls (4)
"Priyanka Vasnani, Jeneffer Freddy Sopariwala, Harshdeep Singh Banga "	XLRI	Apollo (Ensemble 2016)	Winners	Parabellum (3)
Bushra Khan, Ishita Lath, Anunay Tintin	XLRI	Battle HR Royale	2nd Runner-up	Serial Losers (3)

## Student Activities

Name (Individual/Group)	Institute/ Company	Name of the competition	Position	Team-name and number of members.
Abhijit Panda, Manan Patel , Rajesh Ranjan Mahapatra	IIM Kashipur	Pragyan HR Case Study	National Finalist	Classic Knights (3)
Elliot DeSouza, Malvika Chauhan	Symbiosis Institute of Management Studies	INNOVATOR'S EYE	Winners	
Abhishek Agrawal, Rajesh Ranjan Mahapatra	XLRI Jamshedpur	HR COLOSSEUM 2017	Runner-up	XLRI (8)
Nikhil Verma, Mohit Agarwal	Aviva life insurance	The next big idea	Runner-up	The dream builders(2)
	Accenture- Linkedin	Hackfest	National Finalist	
Anand S, Sruthi Sainath, Riya Rose Paul	ITC	ITC Munger Paper Presentation	Winners	Invictus (3)
Tathagata Ghosh				
"Anamika, Shreya Chakraborty, Snehi Pathak "	Citibank	Diversity at workplace - Case Study	Winners	The Visionaries(4)
Deepshikha Deb	XLRI	HR Colosseum	Runner-up	XLRI (7)
"Bushra Khan Ishita Lath "	XLRI	Battle HR Royale	Runner-up	SL(3)
"Akhilesh Ghanshyam Belwalkar, Kavya Jagmohan Agarwal, Shivank Vishnoi "	IIM, Ranchi	Vorstand 3.0	Runner-up	HOPE(3)
"Anurag Jajoo, Anushree Nalgudwar Anusha Garg "	XLRI	MasterChef	Runner-up	Bakers, 3 members
Pravan J S, Raviteja Chakka	American Express	Campus Challenge	Winners	Ferrofluid(2)
Karthik R, Darpan Rajesh Shah, Manu sharma	XLRI	Pandemonium - Ensemble	Winners	Team Name :Devarists(3)
Chanchal Rathi, Achyut Gupta, Malvika Chauhan	Amazon	Amazon Ace	Finalist	Backbenchers(3)
Pulkit Aggarwal	P&G	P&G Emerging Leaders Programme		
"Shivang Jain, Syed Rizvi Shubham Chakraborty "	TAS	TBLA	Runner-up	Berserkers(3)
Harshal Singh, Agrima Pokhriyal, Harshit Jain	Aditya Birla Group	ABG Stratos	Winning team from XL campus at the national level. There was only one round.	Stellars(3)
Aratrika Ghosh				
"Bhawna Manocha, Anmol Jain, Sushank Singla, Ruchi Negi"	DBS	DBS Ideathon	National Finalists	Team Badadum (4)

Name (Individual/Group)	Institute/ Company	Name of the competition	Position	Team-name and number of members.
"Akshay Raj, Rajat Garg, Shrey Shah, Sonya Bhadola "	ITC	Interrobang-2016	2nd Runner-up	Avalokan(3)
Nakul Santapurkar, Jagruti Vojjala, Kiran Kanthawar, Rohit Chalasani	ITC	ITC - Interrobang	Winners	3_Unread(4)
Radha Raman	Titan Company Pvt. Ltd.	Titan Elevate	Runner-up	Only self
Shaurya Sharma	Reliance Industries Ltd.	Ultimate Pitch 2.0	Winners	Backyard Groove(1)
Shaunak Kajarekar, Shaunak Kajarekar, Sourav Kumar Jena, Sudipto Kundu	Philips	Philips Blueprint	Campus Winners	Real Dreamers(3)
Jeneffer Sopariwala, Harshdeep Banga, smriti Shekhar	Colgate	Colgate transcend	regional winners	the nelipots(3)
"Keshav Periwal, Arushi Jain Neeraj Singh Chauhan Paridhi Singhal "	ITC	Interrobang	Winners	Staryu(4)
Akshay Ratan	DBS India	DBS Ideathon	Runner-up	Berserkers (4)
Kanwaljeet Kathait, Shivang Saraswat, Sreejesh Kumar	Samsung India Ltd.	SAMSUNG EDGE	Runner-up	NullPointers(3)



# GLOBAL BM LIVE PROJECTS

## Turnaround Strategy, Tata Tinsplate Hospital

### • Team Members

- Dhwanit Patel
- Siddhant Agarwal
- Yashwant Reddy
- Ajit Reddy Kandela

### • Description

- “Analysed the impact of recent changes in the strategy adopted by hospital with respect to private practice of doctors and surgeons
- Proposed service and organizational level recommendations to the Director, Chief Medical Services and Head HR of Tata Tinsplate
- 9 out of the 13 points of recommendations are currently implemented and 2 are in the process of being reviewed by the board

## Client Relationship Management and Branding of Commodity, Tata Sponge Iron Ltd.

### • Team Members

- Mohammed Belal Ahmed
- Piyush Madhukar
- Yashwant Reddy
- Prithviram Govinda Narayana Reddy

### • Description

- Liaised with the CMO and conducted a TSIL sponsored customer interaction to capture the brand image and client perspective
- Conducted primary research among the major distributor and biggest customers of the Patna region
- Recommended to TSIL various ways in which a higher premium of Rs 100-200 pmt can be charged

## BPO Optimization, Essar Group

### • Team Members

- Mohammed Belal Ahmed

### • Description

- Project selected for presentation at National Conference of Operations Management and Analytics
- Developed a predictive model of relationship between resources and service levels in a call centre
- Collaborated with the Aegis Ltd. of Essar Group to

simulate live operations in Arena Software

## Market Expansion Strategy, Digital C, USA

### • Team Members

- Mohammed Belal Ahmed
- Dhwanit Patel
- Deepankar Mathur
- Piyush Madhukar

### • Description

- Performed a landscape analysis for the US Data Hub industry to map competitors and services
- Consolidated database for grants and private companies through primary and secondary research
- Identified areas of development for Cleveland region which can be improved using data analytics
- Identified Key partners and Key resources for the identified areas of Education, Workforce and land
- Performed customer segmentation for foundations and Private businesses using public data made available through secondary research
- Designed unique marketing plans for each customer segment to ensure maximum monetisation
- Developed potential revenue streams for each customer segment in order to facilitate profitability

## Social Project, JUSCO

### • Team Members

- Ani Mehrotra
- Saket Bhardawaj
- Mohit Kamboj

### • Description

- Conducted research on the current ‘Green Cover’ of Jamshedpur vis-à-vis other green cities
- Recommended innovative methods to increase Jamshedpur’s green cover to over 30%

## Chinese Market Entry Strategy for educational app

### • Team Members

- Ani Mehrotra
- Mohammed Belal Ahmed
- Ajit Reddy Kandela

- Deepankar Mathur
- Prithviram Govinda Narayana Reddy

#### • Description

- Performed market research for an entrepreneurial venture focusing on professional training
- Analysed the competitors and market potential of the online education market in China
- Devised a market entry strategy for the entrepreneurial venture to enter the Chinese markets

### Market research for University Hospitals in Cleveland, USA

#### • Team Members

- Ani Mehrotra
- Saket Bhardawaj

#### • Description

- Analysed market trends of app-based on-demand services, estimated market potential of 'Telehealth'
- Conducted market research, developed surveys measuring patient engagement and satisfaction
- Generated insights based on the market research and conveyed the same to the client"

### Market Research For Expansion Of Hyland Software Products In new geographical Regions

#### • Team Members

- Abhinav Sharma
- Mohit Kamboj

#### • Description

- Researched the macro data/demographics of Nordics and Middle East
- Provided detailed analysis of the health-care ecosystem and EHR adoption in Nordics
- Performed Market Research to generate actionable insights for client's offerings"
- Developed a standardized exhaustive framework (>70 parameters) to evaluate new markets' entry

### Market Entry Strategy for a MVNO Player in central India

#### • Team Members

- Piyush Madhukar

#### • Description

- Suggested GTM strategy to Delhi-based business group to get into MVNO and launch telecom services in UP and MP
- Recommended various ways of entering into partnership with an MNO i.e. BSNL as it has high unutilized bandwidth presence in these areas
- Identified the approach and the segment to target in tier 3/4 towns and rural areas of UP through secondary research

### Expansion of Mace Security International Inc. into Indian and Chinese Markets

#### • Team Members

- Siddhant Agarwal
- Rishav Raj
- Vikas Gupta

#### • Description

- Performed Financial Modelling, including sensitivity analysis, using DCF to estimate Return on Marketing Investments (ROMI) and IRR
- Analysed pricing of competitors and proposed B2B market entry strategy into China using export model to overcome legal constraints
- Modelled target market of India in NCR region and proposed hybrid model with potential to act as a hub for the Asian subcontinent

### Potential IoT Solutions and Clients for a major Indian IT firm

#### • Team Members

- Siddhant Agarwal
- Yashwanth Reddy
- Swarnim Srivastava-

#### • Description

- Analysed the Smart City Industry potential for Internet of Things (IoT) implementation geared towards both Indian and Global Markets

- Identified some potential clients and generated leads in the Smart City Industry by conducting Primary and Secondary Research
- Analysed the Ahmedabad, Jaipur and Nagpur Smart City projects and proposed potential IoT solutions for Smart Cities to the firm

### Marketing Strategies for Elevation Group to make Cleveland a music hub again

- **Team Members**
  - Prithviram Govinda Narayana Reddy
  - Vineet V George
  - Yashwanth Reddy
- **Description**
  - Analysed consumer behavior both through in-person interviews and secondary research
  - Performed comparative analysis of the live music market over time and across different Areas of Dominant Influence
  - Identified gaps and proposed 5 approaches to grow the occupancy, including KPIs for tracking

### Vendor delivery compliance analysis, Tata Steel Ltd.

- **Team Members**
  - Mohammed Belal Ahmed
  - Prithviram Govinda Narayana Reddy
- **Description**
  - Examined delivery compliance of 200 vendors from 23 states and 56000 deliveries
  - Identified significant categories impacting vendor compliance by hypothesis testing in Minitab
  - Evaluated correlation coefficient of each category to quantify significance of impact compliance

### Improving the market share and working capital of PSG, Cleveland

- **Team Members**
  - Sumeet Dalvi
  - Swarnim Srivastava
- **Description**
  - Designed strategies to improve the market share of PSG and re-capture market leader position
  - Tweaked the business model of PSG to enhance its revenues and increase the working capital of PSG
  - Interviewed the MD, various Executive Committee members, clients and support functions staff of PSG

### Market Research For Expansion Of Hyland ECM software to Latin American Market

- **Team Members**
  - Ajit Reddy Kandela
  - Anirudh Sangubhotla
- **Description**
  - Performed research on Latin American healthcare ecosystem to fit Hyland's ECM software
  - Analysed the growth prospects and challenges of Enterprise Content Management (ECM) usage in Mexico, Brazil, Columbia, Dominican Republic and Puerto Rico
  - Proposed a phase-wise market entry action plan to succeed in the aforementioned markets



# ACADEMIC CONTRIBUTIONS

## Student Achievements: GMP

Participants	Company	Scope of Project	Project Description
Hetal Shah, Omar Ahmad Siddiqui, Vasudev Sharma Pullabhatla, Saswata Kar, Akash Gupta, Saurabh Kumar Dwivedi	Novelty Restaurant	Expansion & Franchising of the local family owned restaurant	<ul style="list-style-type: none"> <li>Standardising Operational Processes</li> <li>Marketing Initiatives to increase awareness of the restaurant</li> <li>Employee Management</li> <li>Trademark registration &amp; standard policies and regulations to be adhered to Proposal of franchisee models</li> </ul>
Abhishek Ganguly, Anshuman Parida, Chandan Kumar, Shubham Gautam, Vishnu Maji	TOYOTA	Reduction of repeat concerns of the services for Toyota service centre	<ul style="list-style-type: none"> <li>Highlighted the root cause to the management of Bebbco toyota</li> <li>Client appreciated the proposed solution and went ahead with the implementation of short term and long term solutions we proposed</li> <li>Expected to bring down the repeat concerns from 20% to below 10% by an Year</li> </ul>
Kunal Panda, Pradeep Mohan Das, Gauri Shankar, Sandeep Bhowal, Avinash Vinnakota, Deeptha Ramesh, Tapaswi Sharan	Tata Digital Health	Increase the Sales for Direct to Door Drug Delivery	<ul style="list-style-type: none"> <li>Increased the Brand Awareness for the client</li> <li>Identify the potential area for door delivery</li> <li>Suggest various approaches to connect with the customer</li> <li>Design the promotional campaign material</li> </ul>
Anchit Agarwal, Anuj Poonia, Bimala Nandan Mishra, Nitin Narayan, Parth Sharma, Rachana Mehta, Rachit Arora	Retail Clothing	Brand Repositioning and IT processes designing and implementation for a clothing store	<ul style="list-style-type: none"> <li>Repositioned SUHAGAN, a primarily women's segment store to a complete family store by means of visual merchandising and promotional activities</li> <li>Designed and implemented dashboards and other IT processes to benefit out of the customer database</li> <li>Formulated a manual for employee training and performance appraisal</li> </ul>

## Student Activities

Participants	Company	Scope of Project	Project Description
Abhinandan Sahu, Manav M Menon, Shounak De, Suresh Bansal, Tarun Shukla, Vidyakrishna Jois Gowrimoole	Cafe Regal, Jamshedpur	Identify, evaluate & suggest solutions for business growth & doubling the sustainable footfalls for Cafe Regal, Jamshedpur	<ul style="list-style-type: none"> <li>Constructed a well built hypothesis matrix to help us understand the impact of factors affecting the situation</li> <li>Conducted a thorough data collection and analysed the same to validate various hypotheses around the problem at hand</li> <li>Provided specific methods to create a relaxing environment leveraging the old school aesthetics, lighting and ambience along with their cost implication for the client</li> <li>Undertook quantitative financial analysis of introducing effective customer centric programs such as "Regal Hours"™ and "Combo"™</li> <li>Recommended WOM and BTL programs such as "Regal Ambassador Initiative"™ targeted towards its biggest customer profile on the basis of its expected impact on the bottom line</li> <li>Designed a broad level digital marketing campaign with special focus on TripAdvisor, Google Adwords, Facebook Ads and Facebook Content Calendar</li> </ul>
Ashish Gupta, Sunil Kesarwani, Anup Sur, Bibekanand Mishra, Abhinav Shekhar, Anirban Mukherjee	Divya - From the Keshavji Chhaganlal Group	To Increase the revenues of the Divya Stores by 10%	<ul style="list-style-type: none"> <li>The project was focused on increasing the revenues and we did it by Enhancing the brand equity of Divya Establishing vendor management system Improving the operational efficiency by 15%</li> <li>Enriching the Customer Instore experience</li> </ul>
Sandeep Kummara, Prashanth Kumar Manchikatla, Deepansh Kakkar, Shyamsunder Puneekar, Yugandhar Anant Garde, Utkarsh Tiwari	Proto-D Engineering	Procurement and Work-in-Progress Management for an ancillary supplier to TATA Motors	<ul style="list-style-type: none"> <li>Consulting project as part of FPCM elective to undertake live issues of any supplier to TATA Motors</li> <li>Identified two issues related to procurement of raw materials and work-in-progress inventory management Developed scalable IT solution to the procurement management using a full-fledged SDLC</li> <li>Designed a work-flow system to resolve excess inventory issues in WIP inventory Client agreed to extend the assignment beyond the academic scope into a full-fledged consulting project that includes implementation</li> <li>Expected ROI of the project is to reduce the inventory costs by Rs. 36, 00, 000</li> </ul>

Participants	Company	Scope of Project	Project Description
Anchit Agarwal, Anuj Poonia, Bimala Nandan Mishra, Nitin S Narayanan, Rachana Mehta, Rachit Arora	Suhagan Sarees	Technological Upgradation of Clothing Store and Digital Brand Activation for Clothing Store	<ul style="list-style-type: none"> <li>Setup digital footprint for the store</li> <li>Digital and physical marketing strategy designed for the store</li> <li>Implemented Excel Dashboards for the organization to help in inventory forecast and sales and purchase reporting</li> <li>Developed HR policy manual for the employees of the organization</li> <li>Trained the staff on the IT products implemented in the organization</li> <li>Restructured and redesigned the shop floor to give the clear view about offerings of the store.</li> </ul>
Sachin Gupta, Sudhir Kamath K, Suprana Sengupta, Abhinav Anand, Amit Rajkamal Bohra, Anuj Gupta, Charuj Yadav	Aphrodite 4wheels Pvt Ltd ( Renault India Dealership - Jamshedpur)	Increase the bottom line and top line of the auto dealer	<ul style="list-style-type: none"> <li>Reduction in working capital interest expenses by implementing alternate financing options</li> <li>Process improvements to reduce fuel expenses</li> <li>Increase the top line by improving the insurance renewal rate and financial assistance during sales</li> <li>Measures to increase the customer satisfaction scores during sales and service</li> </ul>
Ankur Sehgal, Harsh Shah, Hetal Shah, Sameer Rajpal, Yugandhar Garde	IIM Ahmedabad	Scholars For Change Campaign - Round 3 (10th June to 10th July, 2016)	<ul style="list-style-type: none"> <li>Education Innovation Bank of IIM A runs this campaign where college students from across the country create Multilingual Educational Content (Digital Stories, Learning Projects) under the guidance of their Mentors.</li> <li>This Educational Content is then provided to over 16,000 government schools of Gujarat.</li> <li>Ankur Sehgal, Harsh Shah, Hetal Shah, Sameer Rajpal and Yugandhar Garde were awarded Certificate of Appreciation as Mentors for ensuring the quality of Learning Projects produced during the Campaign.</li> <li>They mentored the candidate who got AIR 2 in the final Rank List of the Campaign, who also got selected as the National Campaign Manager and was invited to lead the next Round from IIM A Office.</li> </ul>



## Student Activities

Participants	Company	Scope of Project	Project Description
Ankur Sehgal	IIM Ahmedabad	Scholars For Change Campaign - Round 3 (10th June to 10th July, 2016) and Round 4 (5th Jan to 10th Feb, 2017)	Education Innovation Bank of IIM A runs this campaign where college students from across the country create Multilingual Educational Content ( Digital Stories, Learning Projects) under the guidance of their Mentors. This Educational Content is then provided to over 16,000 government schools of Gujarat. In Round 3, Ankur Sehgal led a team of 57 undergrads and contributed over 700 learning projects (>25% of the total 2500 projects contributed in total nationally) Received Special Recommendation in recognition of his distinguished performance and was promoted to Assistant Campaign Manager. In Round 4, Ankur mentored the candidates who got AIR 2,3,4,10 as per the Highest Contributor Rank List of the Campaign and received the first ever Certificate of Appreciation from IIM A in recognition of valuable contribution as a ""Team"" for this Campaign.
Abhishek Kumar, Ankur Sehgal, Biswajit Chakrabarti, Soumya Ranjan Mishra, Umang Jalan and Yash Raj Singh	Pushkar Techno Private Limited	To approach an ancillary supplier to a large manufacturing company such as Tata Motors and deliver a consulting assignment.	Helped improve the production planning for the client. This further led to improvement in inventory management system.
Amit Ashish, Azhar Jalal Haider, Nishant Jaiswal, Sandip Gumtya, Sourav Kumar, Sumit Saxena	Central Engineering Company	Project on Attrition Reduction	
Abhinav Sultania , Gaurav Sharma , Anil Kumar , Saurabh Moharikar , Saurabh Agarwal	Wave International	Improvement in service operations of a resort	Project scope involved hypothesis driven approach to show significant correlation between service and retention of employees and food quality. It involved improvement of 6% in retention of high performers. We recommended introduction of standard procedures in kitchen to improve food quality.
Ankit Pokharna, Oshin Singhal and Saket Pachisia	Deloitte	Maverick	Winners
Abhishek Agrawal Abhijit Panda Rajesh Ranjan Mahapatra Pranav pal singh Shivank Vishnoi Naina Singroha Anunay Tintin Nitini jha	XLRI	COLOSSEUM'17	Runner-up

# STUDENT COMMITTEE REPORTS

## BM & HRM

### ACADCOM

AcadCom serves as a facilitator between the students, the professors and the administration. Accordingly, most of the activities carried out by the committee are critical jobs involving interaction with professors regarding deadlines, raising the concerns of students to the administration and coordinating with the entire student community for carrying out academic activities. Though the role played by AcadCom as its key responsibility 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 change of electives and conduction of examinations on a regular basis.

On 26th January 2017, XLRI witnessed the much-awaited XL Utsav festival with a motto of celebrating togetherness amongst the faculty, staff and students of XLRI. The day-long event witnessed sports activities like cricket, carom, chess, badminton and football being held between faculty, staff and students. The highlight of the day was a mild cultural night being organized in the Diamond Jubilee park at the heart of the campus. For the first time, the delegates from South Korea who were on a visit to XLRI saw colors of India and were mesmerized by it.

There were stalls which were set up by 10 regional committees on campus serving delicacies from different regions of the country. Cherry on the top were the stalls by the members of the faculty showcasing their talent, which the students witnessed for the first time.

The day ended with our very own band, Bodhi Tree performing for the audience on a chilly February night and the day witnessed XL Culture in its full glory.

When the curtains fell on one of the most memorable days of this year, we were all once again reminded of how lucky we were to be a part of XL Family. As time passes, we may forget a lot of things from our lives but this day is never going to be one of them.

#### Principal Secretary, Academic Affairs

**Karan Dora**

#### Senior Executive Members

Arjun Ramanathan, Aashiq Agarwal, Godly Kurian, Mohanish Soni, Rahul Verma, Vikrant Agrawal, Nitin Jha, Utsav Kumar, Samad Mirza, Krishna Kumar, Harshit Chayya, Rupam Frank

#### Junior Executive Members

Aadish Bansal, Shubhendu Tiwari, Kavita Upreti, Raj Chordia, Nimish Bajpai, Abhishek Shetty, Riya Rose Paul, Sruthi Sainath, Arunabha Ainch, Parul Jain, Kunal Kansra, Vipul Ralph Shah

### CRISP: CAMPUS RECRUITMENT INFORMATION SYSTEM PORTAL

CRISP is a committee at XLRI which focuses on helping the students prepare for their placement: the summer internship, the lateral and the final recruitment processes. Its main purpose is to ensure that the profile of the students is reflected in the best possible manner in front of the recruiters that come to the campus for hiring purposes, and the students are ready to face the recruitment process. This is done through a lot of activities, which have been mentioned below

- Preparation of the CV for all the students of the BM and HR batch
- Verification of each and every point mentioned in the CV
- Umpteen number of reviews of CV to bring out the best profile of the student
- Helping the students prepare answers for questions mentioned in company forms, and also for behavioral questions asked during interviews
- Conducting Mock Group discussions and personal interviews to emulate the actual recruitment process
- Preparation and maintenance of study material on the CRISP Portal
- Providing latest information on the companies coming for recruitment. Also, details about the industry as a whole and any new movements in the sector.

The team consists of different sections lead by the committee members. The entire team is headed by the chairperson.



# ALCOM

## Homecoming 2016

Traditions are guideposts driven deep in our minds.

XLRI, in association with the Alumni committee, organized Homecoming 2016, the annual tradition of welcoming our Alumni back to the campus where they have left a part of their heart. The event spanning 2 days saw every frame brimming with smiles and nostalgia.

The Inaugural Ceremony was graced the presence Fr McGrath with the Class of 1983 launching a coffee table book on him .Director Father E Abraham , Dr Pranabesh Ray, Chairperson, Alumni Association and Mr Ranaveer Sinha, President, Alumni Association, made a presentation about the prodigious growth of XLRI with the upcoming Campus in Jhajjar. The students also shared their experiences of the multitude of activities that keeps XLRI a lively campus all through the year .The Pole Vault, an interactive session with the students saw XLRI Alums share their experiences about making unconventional career choices, breaking stereotypes and succeeding despite all odds.

The highlight of the event, the coveted 'Distinguished Alumni Awards' were awarded to eight XLRI Alums for their achievements across 7 different categories including Practicing Manager, Academician, Young Achiever, Entrepreneur and Allied fields. The Award Ceremony brought alive the Tata Auditorium with musical performances,

poetry recitation, classical dance and a play. Thunders of applause for the awardees, and acceptance speeches filled with emotion made it an engaging ceremony. However a special revelation for our Alumni was the launch of the new Alumni Portal by Mr.T.V Narendran, Chairman, Board of Governors, with a multitude of new features taking a step further to strengthen the bond of XLRI further with its Mafia.

The Award ceremony extended into the night with a grand dinner organized at the IC and the day drew to a close with an exuberant performance by Bodhi Tree in the LC2 lawns with the chilly winter of Jamshedpur giving the impeccable backdrop. With the Alums and the students playing the perfect audience, even the family members of Alums could not contain their excitement and came forward to perform with Bodhi Tree.

A Golf Tournament was hosted on the morning of the 2nd Day. The Alums also took leisure walks around the campus exploring how it had changed over the years and reminiscing their days narrating endless stories to their family members. The lunch was hosted at TFEMR mess where the student Alumni Committee took upon them to personally serve lunch to the alums depicting the respect and warmth that makes XLRI a family.

Another successful Homecoming drew to a close ringing nostalgia bells for the Alumni and a promise to welcome them home year after year.

## Alumni Reunions

XLRI in association with Alumni Committee hosted three batch reunions- batch of 1971, 1976 and 2006, alongside Alumni Homecoming 2016.

While, the Homecoming was a formal event organized by the institute, reunions were informal events coordinated by the batches and hence all the more fun.

The thought of meeting their batchmates, some after years, brought new energy into each and every one. The campus was filled with happy faces, when the best of friendships brought campus back to life. The alums took leisure walks around the campus, exploring how it had changed over the years and reminiscing their days narrating endless stories to their family members. The current students also got to hear some of the interesting campus stories of their times!

Musical nights were a special highlight of the batch reunions this year. The evening came to life when the ex-Bodhi members jammed with the current Bodhi tree. The picture brought together generations of XLER's together, with a common thread of XL culture running between them. The families of our alums also had a great time and got to hear a few interesting stories as well!

The whole turn of events made for a truly memorable night on the campus.



# AXIOM

AXIOM- Association at XLRI for Industrial and Operations Management has come a long way since its inception in 2004 to become one of the foremost B-school Operations committees in India. It started as initiative to nurture the students' interests in the Operations Management domain, but has subsequently been instrumental in producing the next generation of leaders in the Supply Chain domain. AXIOM main academic contributions include organizing Six Sigma Green Belt certification, Data Analytics training and floating a live project for the students.

This year, AXIOM has hosted a range of student engagement activities round the year, attracting participation not just from the students at XLRI but also from other premier business schools. It would continue its legacy in the years to come. AXIOM embarked it's this session's journey with Lounge that was designed to engage all the participants in a journey in to the world of Operations & Supply Chain. O-Men, a simulation game with a team of 4 members was held during axiom lounge. The lounge also had in store a Back to Future quiz which tested the students on a wide

range of issues with a special focus on operations. As a testimony to the XL culture, seniors came forward in this session to guide the juniors for the approaching SIP season. An SIP knowledge session was conducted by Mihir and Swagato, Senior Executive Members of AXIOM.

Subsequently, the Operations committee held simulation events like Helios during Asia's biggest techno-management fest Ensemble. Helios is also the flagship operations event of XLRI. This saw a footfall from colleges across the country and was an even bigger success than its previous editions. Quizzing leagues like Chronos kept students on their toes for a week when they were supposed to take several short quizzes over a week. Other interesting events of AXIOM include Exceloquent which tested the batch on their Excel knowledge.

AXIOM has its quarterly magazine named "AXIS" which garners articles from some of the best B-schools across the country. XLRI is enriched with quarterly editions of this magazine which comprises of other interesting reads such as those from industry

leaders. In the latest edition, internship experience of seniors has also been included and this edition will be launched in February 2017. Along with that, AXIS also has articles from some of the business leaders.

One of the major successes of AXIOM was Synergy Summit 2016 which was aligned on the theme of "Success strategy in the age of rapid disruptions". This was a day-long conference that saw footfall from leaders from various domains of the industry and it also included the launch of AXIS. Towards the conclusion of the conference, the final round of an intensive case study challenge was held which saw some interesting presentations from the batch.

AXIOM would continue organizing such events in the years to come and have the onus of carrying the legacy of Operations on the committee's responsible members' shoulders. At present, AXIOM is helping the junior batch fetch some interesting live projects on Sports Analytics which would be a great value addition to the student fraternity.



**AXIOM Team Members**



*Teams in action during a simulation event Helios*



*Panel Discussion during Synergy'16*

# CII-YI

**Jamshedpur Run:** The annual Jamshedpur Run was organized by the Young Indians (Yi) Net at Valhalla, the annual sports-cum-cultural fest. Mr. Tapas Kumar Sahu, Chair, Yi (Jharkhand Chapter) and Mr. Mukul Choudhary, Administrator, Tata Football Academy were the Chief Guests on the occasion.

**Kshitij and the Young Achievers' Scholarship:** Kshitij 2016, a daylong inter-school cultural competition comprising of six events, namely quiz, painting, street play, picture story, talent show and group dance, was organised on 23rd October as 500 extremely talented schoolchildren from around Jamshedpur mesmerised the audience with their performances. The "Young Achiever Scholarship", a scholarship that covers the annual tuition fees of the awardee for an entire year, was awarded to 10 students this year.

**Silent Auction:** The Silent Auction, an annual charity drive, was conducted on Diwali night. Memorabilia and souvenirs were collected from the entire college community and auctioned off. The proceeds from the

auction were given to Tata Memorial Hospital for lung cancer victims.

**Project Masoom:** Numerous groups visited various schools to create awareness on personal safety as a part of the Project Masoom launched by CII-Yi in collaboration with Childline NGO.

**The Tycoon's Gambit:** As part of XLRI's annual management festival Ensemble, CII Yi conducted an intensely contested business competition called the Tycoon's Gambit.

**TEDxXLRI:** TEDxXLRI was organized on 12<sup>th</sup> February 2017 on the theme 'Ideate. Innovate. Ignite.' The speakers on the occasion were critically acclaimed actor of TVF Tripling fame Amol Parashar, Faking News founder Rahul Roushan, serial entrepreneur Gaurav Sharma, well-known artist, portraitist, sculptor, inventor and patent holder Wajid Khan, celebrated Hindi language author Divya Prakash Dubey, founder and CEO, DEsiCrew, Saloni Malhotra and youth icon and International Woolmark Prize winner Rahul Mishra.

# E-CELL

Entrepreneurship Cell, XLRI continued organizing events and activities to build a solid startup ecosystem in Jamshedpur. The focus of all the events remained on giving industry best exposure to aspiring entrepreneurs and bringing the best of industries to guide and mentor them.

## Dhandha: An Ice-Breaker Event

E-Cell organized 'Dhandha' a 2 round ice breaker event for the juniors which was well received by everyone and saw participation from 23 teams and 112 students in the 1st round. The event incorporated multiple activities like brainstorming a startup idea, searching for a VC or angel investor, a monopoly round in the end etc. which engaged the students till the end.

## Startup Quiz 2016

E-Cell expanded its horizon by organizing "The Startup Quiz 2016" on 17th September, in association with Tatanagar Incubation Center. The quiz was aimed at testing the entrepreneurial awareness of the participants. The event was an unprecedented success and received participation of more than 250 students. Cash prizes worth more than 30,000 were distributed to the winners and the participating audience.

One of the winning team receiving their prize in the start up quiz

## Ideakon

The flagship event IdeaKon was organized on 5th November which attracted enthusiastic crowd of more than 200 students who came to listen to the wonderful journeys of successful entrepreneurs. The speaker list included Mr. Rajat Tuli founder-director of Happily Unmarried, Angshuman Bhattacharya founder & CEO of SIBIA Analytics, Faisal Ahmad founder & CEO of BIS Research, Balaji Viswanathan founder of Zingfin and NalandaU also the most followed person on Quora, Amit Sahu co-founder of JustRide. in and Saurabh Kocchar CEO of Food Panda. After the end of speaker series, audience



Kshitij



CII-YI Team members



Silent Auction



# DRACULA

also got a chance to have an informal discussion with our speakers where they discussed on topics ranging from their own ideas to current startup culture in the country.

## IdeaKon 2016 speaker panel along with team E-Cell

### HULT Prize

E-Cell along with SAC and SIGMA-OIKOS played an instrumental role in organizing HULT prize campus round that provided a platform for people with an entrepreneurial streak to assist in solving the biggest crisis of our times. E-Cell also organized an informal talk with Mr. Jacob Kurian and Mrs. Bharati Jacob who is the founder of seedfund and one of the most experienced VCs in the country. Both of them agreed to act as industry mentors for E-Cell.

### E-Cell Support

Throughout the year, E-Cell continued to extend its full support to its very own incubated startup gravycart. Gravycart expanded its reach to multiple areas and added many new restaurants and came up with fancy discount options and schemes which attracted food lovers throughout Jamshedpur.

Gravycart android app launch this year to ensure speedy food delivery on finger tips

E-Cell looks forward towards incubating more such startup ideas in coming years. E-Cell has reached the last stages of registering itself as a society which will help to attract support and resources from various sources. E-Cell will also play a crucial role in organizing Startup Conclave in association with Entrepreneurship Café in the month of March along with various other activities in pipeline for the coming year. The conclave will provide a platform to hundreds of entrepreneurs, industry experts, CEOs, people from government to share a stage and boost the entrepreneurship ecosystem and include events like Power Talk, live crowdfunding, one on one interactions, Sharktank, Rootcamp etc.



Senior members of Team E-Cell

Falling under the extra-curricular societies of XLRI is the dramatics and cultural association of XLRI, popularly known as DRACULA. Not just one or two but with six verticals, comprising of Dance, Drama, Literary, Debate, Quizzing and Fine arts; It is responsible for conducting interactive activities all through the year. The dramatists along with the brilliant actors from the batch put up a marvellous show be it 'nukkad naatak' Valhalla, 'Nostalgia' in Alumni homecoming or 'Ek ruka hua faisla' in maxi fair. 'Nostalgia' took the alumni down the memory lane and tried to capture all the major happenings in XL Life, right from committee selections to HR-BM tussle to the XL-IIMC legacy. While the dramatists rule with expressions, it's the moves of the dancers that keep the eyes of the audience glued to the stage. With dance performances happening all through the year in Valhalla, XL Utsav; Ensemble witnessed the first ever 'dance saga' with different dance forms being shown. Starting with bharatnatyam, the dance forms went through contemporary, belly dancing, jazz, bollywood and jabba-wockeez. Dracula was also involved with MAXI in organising section league, which saw the six sections bonding over making their section win. The position of showstopper this academic year was shared by Drac- Weekender and The Masquerade ball. The drac-weekender saw events like slow drag, letters to Juliet, terribly tiny tales, pub and meme challenge. The slow drag saw slow motorcycle race. Letters to Juliet saw the cupid in people penning down their ideas. The meme challenge saw people exploring their quirky side. Quizzing, debating and Literary verticals show their activeness all through the years by organizing quizzes that explore the diverse topics from sports to politics to specialisation domains. The literary activities like spell bee, taboo, Just-a-minute sessions sought to relieve the people out of their mundane academic schedule.

Dracula with its integration of people with versatile interests and passion make sure that the batch is served with a portfolio of diverse activities to choose from, participate in and rejuvenate with. With few more new ideas in the pipeline, Dracula plans to expand and upscale its domain in the upcoming session.



Senior team of DRACULA

# CRUX – CONSULTING AND RESEARCH UNDERTAKING AT XLRI

CRUX is the exclusive committee for consulting on campus with the vision of promoting XLRI as a premier consulting destination.

The committee actively organizes several events throughout the year which engage the students and help them prepare for success in a career in management consulting. The committee provides students with resources that refine their case analysis and interviewing skills through information sessions, interview workshops, case study competitions and strategy simulation games.

CRUX is also jointly responsible for hosting the annual conference Synergy which acts as a means for students to interact and network with various prominent consulting and business leaders in the industry.

The committee works actively to provide necessary opportunities to XLRI students for learning and interaction with the consulting industry.



## Activities in 2016-17

### **Synergy, National Conference of XLRI**

– Organised by CRUX and AXIOM – This was the first year when Synergy was organized at XLRI Jamshedpur and witnessed participation of several industry stalwarts, delegates and students. Mr Sandip Sen, CEO Aegis Limited, was awarded with Synergy Excellence Award.

**Orion** – CRUX's flagship case challenge - ORION, witnessed participation from 1200 students across 50+ B schools and has scaled to new heights this year.

**Out of the Box** – OOTB was an ice breaker event for the batch of 2015-17 and witnessed participation from 200+ students.

**Visionarios** – CRUX launched 4<sup>th</sup> version of its Magazine Visionarios and was circulated across B Schools in India.

**Strategikon** – Strategikon was CRUX's flagship event as a part of Ensemble 2016 and witnessed participation from 2500+ students.

**Three Wise Men** – Three Wise Men was an analytics based event and witnessed participation from 100+ students.

**Live Projects** – CRUX facilitates learning and industry interaction for students by procuring Live Projects in around Jamshedpur. This year 3 live projects were floated by the team.

**Guess'em All** – This was an online Guesstimate series launched on CRUX's official Facebook page.

**Synergy Case Challenge** – Synergy Case Challenge was jointly organized by CRUX and AXIOM as a part of Synergy and witnessed participation from over 1000 student across top B Schools.

**Drishtikon** – Drishtikon was a paper presentation competition organized by CRUX and witnessed participation from 100+ students. The theme was Digital Disruption.

**Intern Diaries and Case Preparation sessions** were a regular activity combining interview and internship experiences of students who interned in Consulting firms.

# FINAX

## GNOSIS 2016, Mumbai

In November 2016 FINAX hosted GNOSIS '16, at The Westin Garden City in Mumbai. The event saw an attendance of over 200 corporate and student delegates as well as 14 industry leaders as speakers.

P S Jayakumar, MD & CEO, Bank of Baroda (Also an XLRI alumni) delivered the Key Note Address at this year's summit on "Changing Landscape of Banking and Financial Services". Other speakers included Ananth Venkat (MD, Standard Chartered); Mr. K P Nair (DMD, IDBI Bank); Mr. Ajay Mahajan (Group President, IDFC Bank); Rahul Shukla, Managing Director and Head for Citi Bank's Corporate Banking Function and Samit Ghosh, Founder & CEO, Ujjivan Financial Services.

Speakers discussed relevant issues ranging from bad loans, fintech companies and microfinance banking in India.

## XLRI Student Investment Fund

It has been a landmark year for the investing club of XLRI. A formal Trust structure has been created to make investments on behalf of the students in the Indian markets. The emphasis has been on following a consistent and thorough process before making an investment. The team has developed a research framework for analysis of individual stocks and used this methodology to make investments in Indian equity markets. In the coming years, the team plans to increase the coverage of asset classes and incorporate multiple strategies to generate risk adjusted returns for its investors.

## GNOSIS Excellence Awards, Mumbai

FINAX also hosted the Gnosis Excellence Awards this year as part of the conference in collaboration with The Mumbai Alumni Chapter which saw XLRI Alumni and industry veterans Surojit Shome, CEO DBS India; Sandeep Bakhshi, ICICI Prudential Life Insurance; Ananth Venkat, Standard Chartered; Madhavi Lall, Deutsche Bank; Deodutta Kurane, Yes Bank; Animesh Kumar, IDFC Bank Ltd; and Ernest Louis of India Value Fund Advisors receive the award for their distinguished contributions and professional achievements in the sector.

## Open House Discussions

This year FINAX also initiated the idea of an open house discussion in collaboration with faculty to create a platform for students, academicians and staff to discuss key events like Demonetization and BREXIT with their peer group. The committee hosted 2 such events which saw over 150 participants to share their views on such topics.



FINAX team

## Other significant activities

Hosted multiple national level competitions including quizzes, article writing competitions and case study competitions which saw participation from students in b-schools across India.

Organized the NCFM/NISM certification exams in campus to benefit students interested in developing skill sets in respective areas.

The FINAX team of 2016-17 has taken great strides by increasing the size and scale of the events to new heights.



Gnosis 2016



Gnosis 2016

# ENSEMBLE 2016

Ensemble '16 – XLRI's annual management festival began on 11 November 2016 with the inauguration ceremony graced by the Guest of Honour Syed Kirmani. The theme of Ensemble this year was Be The Business which essentially means to be the best, and the same was illustrated by Kirmani through the example of their World Cup winning feat.

The speakers at the Idea Summit inspired the students to choose their own path. The summit invited Syed Kirmani, start-up mentor Prashant Singh, India's first woman commando trainer Dr Seema Rao and the anti-money-laundering expert and famed Supreme Court lawyer Ramakant Gaur.

The second day of Ensemble saw students compete across various management and leadership events including War of Wits (HR), Strike or Yield (IR) and Helios (Operations) Genesis (entrepreneurship event), Apollo (HR) and Poseidon (BM).

The final act of the evening was Comedy Night with Sorabh Pant, the stand-up comedy star of East India Comedy fame, who had the audience in splits with his brand of contemporary comedy readily accepted up by the young and energetic crowd.

On Day 3, the flagship event of Ensemble, The Next Gen Leader, was hosted, which saw participants from top B-schools. Circus Maximus, the flagship marketing event and Apollo, the domain HR event, conducted their

final rounds. Model United Nations was held in XLRI for the second straight year. The event gives future leaders a platform to practice their realpolitik skills and strategic decision-making in situations involving real world problems. Various informal events such as Face Painting, Dumb Charades etc. conducted by DRACULA, the dramatics and cultural association at XLRI, kept the crowds engaged. The popular cooking event, MasterChef, was conducted yet again, to the delight of XL students and professors alike.

The grand finale of the event was the much-awaited Lucky Ali concert. The inspired musician mesmerized the milling crowds with his well-known songs and brought the 3-day Event to a fitting close.



Syed Kirmani



Students during one of the events



Students during one of the events



Ensemble senior team



# XLANC

The XLRI Nature and Adventure Club (XLANC) is one of the youngest formal committees on campus, and in the recent past has grown into one of the most popular and beloved committees. With a penchant for organizing and introducing new events each year, which bring out either the inner naturalist or the inner child of every student on campus, XLANC occupies a unique position in the cabinet of committees at XLRI.

The members of the XLRI Nature and Adventure Club have always striven to live up to their active history and have introduced a myriad of events which bring in a whiff of adventure and excitement into the daily lives of XL-ers. The work carried out since September 2016 has been no exception. With the continued support of Tata Steel Adventure Foundation (TSAF), the committee's endeavours covered a wide spectrum of activities – from intensely physical to purely intellectual.

This year, XLANC's activities kicked off with the roar of Go-kart engines, running in front of Fr McGrath residence during Valhalla 2016. It was the first time XL-ers got to race Go-karts inside XLRI, on a square track going past the New Hostel, International Centre and Learning Centre II. Just a couple of weeks later, XLANC was back with Zorbing Football, an extremely exciting fusion of Zorbing and Football.

January 2017 saw the first ever, one of its kind one-day

event – Maelstrom, the ultimate mashup of thrill, adventure and fun. The first half of the day was dedicated to Paintball, Archery and All Terrain Vehicle racing. ATV was organized for the first time in the recent history of adventure events at XLRI and received colossal response. Come night the students got the opportunity to experience Laser Tag. The students participated on a mammoth scale with immense zeal and gusto.

In the same month, XLANC conducted the second edition of the nation-wide Nature and Adventure quiz – Gaia's Challenge 2.0 in association with Tata Steel Adventure Foundation. The quiz was hosted on Tata Steel Adventure Foundation's website and saw the participation of many students from some of the top B-schools of India.

Apart from these major events, the committee was involved in a number of activities throughout the year. Over 40 students of XLRI got the chance to learn horse-riding at the TSAF Horse Riding School through XLANC. A Super-Moon Gazing night was organized on the roof of Fr Enright Residence, with the help of the equipment provide by TSAF. The committee kept prodding XL-ers to tap into their creative minds with creative events such as Oculus photography competition, Season 2 – which had the theme of 'Nature and Light', and TSAF Creatives competition.

At the end of this academic year, XLANC is organizing a trek to the Everest Base Camp along with TSAF in February-March. The trek has generated huge interest and has attracted a participation of over 200 students, from various colleges across India.



# EXLINK

The External Linkages Cell is the student committee responsible for branding XLRI across all media forums. Over the last year, ExLink has worked towards branding and promoting this great institution across all media forums, be it aspirant relations groups (PagalGuy, InsideIIM etc.), social media networks (regular updates on Facebook, live-tweeting major events on Twitter, news on XLMeriJaan, YouTube), XAT Topper Videos, print media (pre- and post-event press releases for all major campus events) or among the wider B-School audience.

ExLink began the year with the all-important task of Aspirant Relations – helping out the huge number of aspiring students who hope to be a part of the XLRI family. Right from the moment they were selected to the moment they stepped on campus, ExLink was with the new students every step of the way.

In July 2016, ExLink conducted Rebrand, the ice-breaker event that put the participants' branding strategy skills to test. The event saw students putting forward some brilliant ideas for creating and sustaining a brand as big as XLRI, and help promoting the official student blog XLMeriJaan, and some of

them were incorporated into our repertoire during the year.

ExLink conducted *Advocatus Diaboli*, during Ensemble, an engaging debate which saw participation from B-Schools across India. Event saw participation with 51 entrants from across colleges and schools.

Throughout the year, ExLink has been active in almost every campus event. We covered, recorded and livestreamed all the major XLRI events like the Dr. Verghese Kurien Memorial Oration, 25th JRD TATA Oration on Business Ethics, Alumni Homecoming 2016, IdeaKon, Idea Summit and TEDx XLRI. All of these events were livestreamed on the XLRI Jamshedpur YouTube Channel managed by ExLink. This year XLRI's twitter handle was also recognised officially by the website, not to mention the Facebook page crossed 25,000 likes.

ExLink also launched several initiatives for the student-sourced branding in the last year, the chief among them being the Quill-A-Thon, a monthly themed submission contest for featuring our students' best work on XLMeriJaan ([www.xlmerijaan.com](http://www.xlmerijaan.com)), the student blog of XLRI. This year also saw the launch of Official Fan Page of XLMeriJaan, in order to transform it into a hub for all news of campus activities.



# FIRE@X

The past year was a busy one for The Forum for Industrial Relations at XLRI, FIRE@X as it was at the forefront of organizing various activities with a view to promote Industrial Relations at XLRI and other B- schools in the country.

FIRE@X along with SAPPHIRE organized the first National HR-IR Conference at XLRI Jamshedpur on 3-4 December 2016. In line with its theme, 'Dynamics of HR-IR: Realigning Skills, Systems and Practices in the face of Globalization', the conference witnessed participation from Industry stalwarts, Trade Union Leaders, Academicians, Government officials, and Researchers. Also, students from over 35 B-Schools of the country were a part of this grand occasion. The conference was inaugurated by the Chief Guest of the day- Dr. Suresh Dutt Tripathi, Vice President-HR, Tata Steel Ltd. Also in attendance were luminaries like Mr. Subesh Kumar Das, Director General, Administrative Training Institute, West Bengal; Mr. Vivek Patwardhan, an eminent Executive Coach and HR Consultant; Dr. Shio Kumar Singh, Chief Capability Development Officer, Tata Steel Ltd. Mr. Neeraj Sanan, CMO Spire Technologies elaborated on how the systems put into in our organizations are all unintelligent, and how the need for intelligent systems is pressing, to recognize the gap between the demand-supply of workforce and efficiently tackle it. Dr. Shio discussed the "Reverse-Mentoring" programme that Tata Steel Ltd. has introduced wherein the youth of the organization train the older staff in the technological advancements that are happening today. All the speakers brought to the table insights from their own experiences, to discuss in detail the changes that are occurring in the present day realm of HR and

IR. New terms such as de-globalization, and the evolution of HR and IR into Employment Relations were also discussed.

FIRE@X also conducted the 3rd season of its much-loved National IR-Quizzing league: Trial by Fire, with a total of 3 rounds over 3 months starting September. The grand finale was held during the 1st National HR- IR Conference with the top 6 teams battling it out in a case study competition for the top spot. The event witnessed participation from top 30 B schools in India and was widely appreciated.

Apollo and Strike or Yield were the other events conducted by FIRE@X during XLRI's Management Fest- Ensemble. Apollo received tremendous response as the students had to engage in a collective bargaining session with their peers and was a lot of fun. Strike or Yield, the flagship event, witnessed a lot of popularity due to the interesting format of the event which involved bidding.

An immensely popular activity conducted by FIRE@X is the ITC Munger trip, which now has become an annual affair. The Budding HR Managers immersed themselves in the real world of IR, learnt about the best practices of the ITC group, along with interesting take on the Union-Management relationship by the Trade Union President. Besides all the gyaan there was yummy food, sports, music and dance with the employees of ITC. Their warm reception of XLRI students overwhelmed all and made the entire trip a grand success.

Besides the plethora of these events, the regulars from the stable of FIRE@X such as the ice-breaking event Ceasefire, and the yearly magazine Dhyuti was also released.





# INFRACOM

INFRACOM, the committee that handles multiple roles from maintaining the splendid infrastructure of the XLRI campus to supervising the food and the mess management. This one student body is committed to ensuring convenience for all the students while their stay at the campus.

INFRACOM's motto of 'Standing together to serve you better' is a true reflection of its efforts to serving one and all for the greater good. INFRACOM is one committee that every student interacts with, right from the moment they step into the hallowed halls of this institute to the moment they step out into the world with that coveted degree in their hands.

INFRACOM acts as an interface between the students and the administration and makes sure that everyone's needs are catered to the best of institute's capabilities.

The ice breaker event of INFRACOM – Shilanyas encountered enthusiastic participation from the batch with students taking up the challenge of gulping down bitter gourd and bottle gourd followed by a fun filled treasure hunt event.

Nothing wins hearts of millions like good food and INFRACOM proves it every year with the grand Welcome Dinner it organizes to mark the official entry of the XLRI junior batch to the XL Mafia. The event makes the juniors get the first feel of XL being their home away from home.

The committee also organizes the XL Family Dinner, which invites every member of the XL Family, be it PGDM students, GMP students, professors or the Deans. This welcomes the new students into the XL Mafia Clan and is a great way to bond for students and faculty.

The Independence Day dinner organized by the committee is a legacy that marks the Independence Cup, flagship sports event held between XLRI and NIT Jamshedpur. The grand dinner organized is based on the tricolor theme.

INFRACOM's Flagship event that has made a huge brand for itself, MasterChef, is held during the Ensemble and the event records enthusiastic participation each year with over 140 students participating in 2016. The event is one of the biggest attractions during the festival and witnesses a huge footfall. Masterchef encourages students to display their culinary skills and gives them an opportunity to don their chef hats. INFRACOM also assists Placement Committee during all placement sessions and also supports Ensemble and Valhalla teams during their events. INFRACOM is the first point of contact for students regarding any issues that they might have.



# ISEP (INTERNATIONAL STUDENT EXCHANGE PROGRAM)

ISEP represents the student body of the International Student Exchange Program at XLRI. It is a functional committee that manages the tie-ups of foreign universities with XLRI. It is continuously on the lookout for new partner universities. Currently ISEP has alliances with universities across Europe (France, Germany, Spain, Greece, and UK), USA, and Southeast Asia. In a student exchange program, students spend one term or a period of three months in a foreign university. This is a once in lifetime experience where they not only get a sense of global education but also get a chance to experience a different culture entirely.

ISEP oversees the application process of the students to foreign universities. It has collaborations with banks, travel agencies to procure flight tickets, travel cards, Eurail passes, insurance etc. to make the process easier for these students.

Apart from facilitating the application process for students in XLRI, ISEP also acts as a point of contact for students who come to XLRI to spend one term here. It is responsible for the cultural immersion of these students. It organizes various activities to break the ice between the foreign exchange students and XLRI students and also organizes many cultural activities to familiarize them with Indian culture. The committee makes sure that the stay of foreign exchange students in India is as comfortable and enjoyable as possible. Some of these programs are Sports events, Dandiya nights, Regional movie nights and Regional dinners. ISEP also assigns buddies to every exchange student to help them with their day to day issues and to facilitate their integration into the XLRI culture.



ISEP senior team



## Some of the activities that ISEP did in this academic year are mentioned below:

- Acted as the student body representative of the International Student Exchange Program at XLRI.
- Contacted newer B-schools and initiated negotiations with them to establish a partnership.
- Made sure that the B-schools that are considered for partnership are globally renowned and are accredited by various international associations.
- Facilitated the stay of foreign exchange students in XLRI, including pickup, accommodation, buddy program, and campus tour.
- Provided and maintained a database for the students of XLRI going on the exchange program to various foreign universities.
- Maintained contact with the foreign universities as well as the foreign students due to come over for the exchange program.
- Obtained feedback from the foreign students and analyzed it striving to make the program a better experience in the future.
- Assisted students going on exchange through initiatives to help them plan their stay abroad.
- Maintained the XLRI ISEP website and other promotional material.

## Apart from these activities, ISEP also strives to do several other activities such as:

- Trying out new avenues for scholarships and financial aid.
- Working with XLRI students going on exchange program with to make presentations about the institute.
- Organizing short term study tours for foreign students.
- Organizing short term study tours for XLRI students.
- Faculty exchange programs.
- Joint research initiatives and consulting assignments.

# MARKETING ASSOCIATION OF XLRI (MAXI)

**MAXI BAZAAR**- The official ice-breaker for the junior batch. Seniors and juniors work in teams, right from conceptualizing a product that would sell like hot cakes to devising a social media marketing strategy for the same and competing against each other to make it the sensation that would put Pokémon-Go to shame. All this while having loads of fun and bonding over cut-throat ad-war rivalry!

**SECTION LEAGUE**- The sections locked horns in this year's section league - XL CLASSICO. Moving on from selling a product, the students work along their sections and indulge in campaigning for chosen celebrities from their section through print and media ad-campaigns, street marketing, and 1:1 marketing.

**AdTwist**- One of MAXI's most fun and popular events, AdTwist, compelled everyone to bring out their creativity and innovation by connecting movies and TV Shows with brands and using taglines. The Ad was to be posted on Facebook and the one with maximum likes won the competition.

**MARKETING POCKETBOOK**- MAXI also published a quick reference mobile friendly Marketing Pocketbook containing marketing strategies, small cases and interview tips for quick reference. The previous format was completely overhauled to give way to a new way of fun while reading and was praised all around for its comprehensiveness.

**CIRCUS MAXIMUS** - MAXI organizes a national level competition CIRCUS MAXIMUS during Ensemble, XLRI's annual inter B-school fest. With four separate rounds, this event is designed to pose a formidable challenge to even the best of brains. The on campus rounds are designed to test how teams can apply Marketing concepts first in a simulation, and then in the actual marketplace of Jamshedpur.

**LEGALIZE** – MAXI's flagship international event in which the participants from the best B-schools from around the world were exhorted to walk the tight rope of surrogate marketing and that too with panache. The teams conceptualized a “taboo” product and came up with an ad-campaign around it.

**IGNITO (Brand-Relay)** – As the build-up to Ensemble 2016, MAXI organized Brand-Relay event that tested the brand awareness of teams while keeping their minds distracted with fun games.

**MAXI FAIR** – MAXI conducted the 38th MAXI Fair in partnership with Nielsen and Research through Gaming Ltd. With 8 research problems this year, it saw record breaking participation from the students who got hands-on experience on disguised marketing research. The students competed with each other by designing games and events as surrogates to research questions to elicit information from the people of Jamshedpur regarding their preferences and perceptions and thus determining consumer behavior.

**WORKSHOP ON RESEARCH THROUGH GAMING**- To help the students in the gamification of their Research Problems, MAXI organized a workshop on how to design effective games for research by Betty Adamou, the CEO and Chief Creative Designer of Research Through Gaming Ltd and named 1 of 7 women responsible for shaping the future of Market Research.

## SEMINARS -

In order to provide the students with industry insights, MAXI organized a series of Food for Thought sessions. The first in line was an evening of discussion about Life, The Universe and Acing the Case Competition by Prithwish Datta (Nationals Winner, TAS TBLA 2015; XLRI Batch of 2013-15).

Next was a session by Ms Shalini Rao, a strategy and marketing consultant with over 2 decades of industry experience spanning varied roles and industries. She shared her diverse experiences over an interactive session with the senior batch.

MAXI also partnered with Idea Cellular Ltd for a session for the students of Sales and Distribution Management course. As a part of the Leadership Talk, Mr. Boilal Gangte, currently the Marketing Head of Bihar & Jharkhand region for Idea Cellular, educated the batch on the Telecom Industry.

This year MAXI conducted seminars in schools and colleges around XLRI for standard 11th and first-second year students at various schools and colleges in and around Jamshedpur to orient them towards a career in marketing and giving them tips to clear exams like XAT, CAT, IIPM etc.



MAXI senior team

# PIXL

PiXL is the photography club at XLRI, established in 2014 by like-minded individuals who wanted to celebrate two things - photography and XL culture.

We intend to spread the passion of photography and encourage more and more 'number-crunching and jargon-spewing MBAs' to pick up DSLRs. Precisely for this reason, the sole criteria to be a part of PiXL is to be passionate about photography.

Also, one of our main objectives is to capture every memorable moment on campus, whether they be the landmark exhibition of hard-work, creativity and leadership, like Conferences, Maxi Fair & Orations or the little moments that depict the nuances of the 'XL way of life'. We cooperate with multiple committees across the academic year and have a presence in almost every event on campus.

The past year was no exception, as we covered all the celebrated events as well as the less-known initiatives alike, besides being able to come up with competitions like Shutter-up in association with Ensemble.

We have even grander plans for the future. Being a new club, we are ever expanding and trying to explore new avenues to celebrate photography - which means some new initiatives like PiXL newsletters and many more innovative photography related competitions are on the cards.



# SAMARTHYA

**Disha:** Samarthya organized the first ever 'Career Fair' in Jamshedpur with students from 21 different career fields where they interacted with school students (from 9<sup>th</sup>-12<sup>th</sup> standard) along with their parents to share material facts about the careers they come from and the prevailing options for the students in their future. The event saw as many as 100 students from most major schools of Jamshedpur.

**Meet the Mentors:** To expand their focus to both parents and teachers, this year Samarthya conducted the Train the Trainer: Meet the Mentor program where they collaborated with teachers to enable them to become better mentors for their students. This also helped them increase the ambit of their collaborators.

**Reflections:** It is an annual conference conducted by Samarthya to bring together teachers, parents and students at a common platform for free and open dialogue. The theme for this year's conference was 'Connect or disconnect'. The theme was indicative of the emotional distance faced by the generation today due to the over-connectedness through social media. It covered various aspects like social media, e-learning opportunities and the innate disconnect with books and board games as a result of over usage of social media. The event included speeches by many renowned speakers and XLRI Faculty, focus group discussions and team building activities.

**Back to the Roots quiz:** Back to the roots was the second largest quiz competition conducted in the state of Jharkhand by Samarthya in coordination with Ensemble 2016 for the school students of Jamshedpur. The event saw active participation from all the major schools of Jamshedpur.

**School sessions:** The model of Samarthya is to deliver sessions focused on self, interpersonal relations and coping with the pressures in society. The aim is to build a rapport with the students and gain their trust. This year we delivered over 70 hours of school sessions across 3 major schools.



# STUDENT AFFAIRS COUNCIL

The Students Affairs Council (Apex Administrative Body on Campus) is the apex body and the representative council of the students of XLRI. SAC consists of a General Secretary at the helm and four elected representatives from the senior batch.

SAC supervises various student activities on campus and is the interface between the students and the administration. It has the responsibility of all student-related issues on campus and envisioning future activities. It plays an active role in issues such as restructuring academic content, enhancement of infrastructure and facilities, and coordinating extra-curricular, co-curricular and placement activities on campus. SAC supervises and manage all activities that happen on campus and strives for continuous betterment of the student life on campus. It also acts as the premier body coordinating the activities and funds of the various committees on campus.

SAC plays a critical role of presenting the students' point of view in issues pertaining to academics and campus life. The larger objective is always to foster a healthy academic atmosphere where the quality of education is always on the rise. The committee has always been an all-pervasive player in student affairs, at the hub of activities at all times.

## Various new initiatives were taken up by SAC this year with some of the key accomplishments as follows:

- Launch of a Cashless payment system within XLRI Campus partnering with a leading payment gateway provider – FreeCharge
- Revamping the system of Student Committee Budget and Bills Settlement to make it more fair, accountable and transparent
- SAC oversaw the organization of two National level grand festivals – Valhalla & Ensemble and the first ever HR-IR Conference

- SAC along with Ensemble Team organized the first-ever Future Leaders Program involving large number of schools and college across Jamshedpur and Kolkata. Further, the flagship Idea Summit – a forum where top leaders across industries shared their perspectives on global issues, was restarted during Ensemble 2016.
- SAC ensured that old campus was renovated for seniors, upgraded the WiFi facilities and installed a new lift. Food facilities were improved in New Campus with the introduction of payment-based Canteen in the Mess premises
- Upgraded the medical facilities on campus with introduction of a doctor in new campus, changed the timings to suit student needs better and installation of medical emergency kits at appropriate places on campus
- SAC promoted the initiatives taken by SIGMA-oikos by buying more cycles to ease the travel between the two campuses

*SAC plays a critical role of presenting the students' point of view in issues pertaining to academics and campus life. The larger objective is always to foster a healthy academic atmosphere where the quality of education is always on the rise.*



# SIGMA

Social Initiative Group for Managerial Assistance, popularly known as SIGMA, was founded in year 2004 to work towards the social causes in and around Jamshedpur. The committee has taken up various socially responsible causes over the time, resulting in the reputation that is now associated with it. The SIGMA team works in coherence with the NGOs, and all the other concerned parties to make a better living for those around us. From the smallest acts of help to the larger efforts in conducting city-level donation drives, the team works towards the social causes covering varying segments of society.

The SIGMA committee members are dedicated individuals who believe that every single socially responsible act makes the world a better place one act at a time. The team sees it as their duty to help others, rather than seeing it just as a committee task. From a single seed SIGMA has grown into a big tree, the branches of which is growing in different directions encompassing and reaching out to as many sections of society as possible. The different directions in which this tree is growing are ranging from literacy initiatives to live projects helping in making a sustainable livelihood. Some of these initiatives are-

*The SIGMA committee members are dedicated individuals who believe that every single socially responsible act makes the world a better place one act at a time*



SIGMA senior team



Basic computer learning programme



Health camp



9th NCSE Conference



Joy Fest

- Social Consulting Projects:** Over time, SIGMA has undertaken live projects to help the local population to increase sustainable livelihood opportunities. Some of the ongoing live projects under SIGMA are - Sabar tribe handicrafts with government of Jharkhand which aims are providing marketing solutions to the product made by local tribes has been honored by Indian Chamber of commerce, Oyster mushroom cultivation which had set up operational strategy for local mushroom cultivators and building a system for Aarohini in streamlining its operations from taking orders to forecasting demand, efficient processing and distribution. Under these live projects, team SIGMA provides the basis for marketing, operations and training and development to the parties involved ranging from distant tribes to local farmers.
- NGO Acceleration Programs :** SIGMA is involved in managerial support to local NGO's and ventures and accelerating their impact using the managerial acumen of XLRI.IT had helped put them stalls and market their products in the local environment. It partnered with helping hearts foundation to implement surplus food distribution system from XLRI mess to Slums, It had worked with *Jeevika* to promote sports in differently abled kids by hosting events and had successfully launching a documentary with them. Over the years, SIGMA has successfully collaborated with many local NGOs like SEEDS, *Kalamandir*, *Neev*, *Goonj*, *People for Change* among others, working towards the betterment of the local population in the areas these NGOs are working in.

# SOCRATES

- **Proud to ride (Ride Cycle Initiative):** An initiative aimed towards making XLRI campus carbon neutral. In December 2015, SIGMA launched the 'proud to ride' initiative and added 36 cycles for the usage of the students to commute inside the campus. In June 2016, due to increased demand and the appreciation by the students, the number of cycles was increased to 76.
- **Green City Campaign:** This initiative was started in November 2015 with the idea of making the streets of Jamshedpur cleaner while beautifying them with socially responsible messages. So far, three spots have been cleaned and painted across Jamshedpur, and more such spot-fixing ideas are in pipeline. Not only this surplus cloth paper and e wastage collection drives are regularly carried out by SIGMA in XLRI campus
- **Basic Computer Learning Program:** This initiative, popularly known as BCLP aims at increasing the computer literacy among the school-going children through a comprehensive coursework.
- **Legal Literacy Program:** This recent initiative aims at providing the necessary basic legal information that the local rural people should have in order to understand their legal rights.
- **Daan Utsav:** SIGMA was involved in the coordination of Daanutsav annual philanthropic fest. As a part of this, many initiatives were launched which targeted at improving the lives of marginalized community by encouraging the citizens to come forward and help. The donation included anything from cloth, food, medicine, service to even time spent with the community. Under this national initiative 'Joy of giving week', we conduct a range of activities from donation sprees across the city to Keh Kaha day in XLRI (spending a day with underprivileged children on campus).
- **Oikos Jamshedpur Chapter:** SIGMA is an active chapter from Jamshedpur and is one amongst the only 4 chapters that Oikos (Switzerland) has in India, working towards sustainability initiatives.
- **Blood Donation Camps, health camps, Computer education camps, Innovative fundraising (Gullack to Dosa) and coordinating other students' voluntary socially responsible activities** are among the other things that SIGMA has been conducting continuously over the years.

Every great team has a constant presence of a mentor to guide them over time. SIGMA has its guide and architect in faculty advisor **Professor Madhukar Shukla**, one of the oldest and most revered faculty in campus.

Socrates is the Systems Society of XLRI. It ensures that XLRI remains at the technological frontier. It also ensures that the students' Information Technology requirements are met, and exceeded. Apart from these duties, Socrates conducts a number of gaming tournaments, with participants from all batches on campus.

This year, Socrates coordinated with the Campus IT administration to revamp the network infrastructure of the old campus, with the introduction of significant new hardware, which greatly improved student life in the old campus.

Socrates, in association with Valhalla and Ensemble, organised open gaming zones, for free play. These gaming zones were very well received, with students from NIT Jamshedpur, Loyola, and other schools. The committee conducted multiple gaming tournaments this year, again in association with Valhalla and Ensemble, held over multiple weeks, which helped greatly improve the inter batch camaraderie on campus.

Ensemble also saw the re-launch of Pandora, the flagship event of Socrates, a treasure hunt centred on network security. Looking toward the coming year, Socrates will endeavour to make Pandora great again.



# SPICMACAY

## Introduction

The Society for Promotion of Indian Classical Music and Culture among Youth (SPICMACAY) is a prominent non-profit voluntary organization spread across educational institutions around the globe. The XLRI Chapter of SPICMACAY aims to facilitate the exchange of traditional Indian values and to generate awareness amongst the XLRI family about rich Indian cultural traditions.

It has been our constant endeavour to introduce traditional Indian culture and Classical art forms to the youth of our institute with the hope that the wealth of knowledge and beauty that it encompasses would add further meaning to our lives. SPICMACAY also facilitates celebrations of Indian festivals in authentic Indian style within the campus. Our mission is to have everyone experience the inspiration and mysticism embodied in Indian and world heritage.

## SPIC MACAY Team 2016-17

In the past year, we have conducted a lot of events under the banner of SPIC MACAY for promotion of Indian culture and classical music. We have briefly illustrated the events organised below.

### International Yoga day:

We celebrated “International yoga day” in XLRI on June 21, 2016 as Yoga is one of the most important aspect of our rich culture, tradition and heritage. It is one of the many art forms discovered by our ancestors which are practised worldwide even today. So in order to create awareness about the same in our college we arranged for a session of yoga with National Yoga Champion - MASTER ATUL SEHGAL, who provided various insights about the art form.

### Raagalaya and Laasya:

As part of our college cultural fest Valhalla, we organised two art based competitions Raagalaya and Laasya on 30<sup>th</sup> of July 2016. Raagalaya was classical music and instrumental competition whereas Laa sya was classical dance competition.

### Talent Night:

We conducted Talent night on 24<sup>th</sup> of August 2016 where we provided a platform for everyone to showcase their unique talent and the best performer of the night was awarded the prestigious title of “XLRI Kala Praveena”. We did not state any restriction on the art form to be performed on the day. Hence we showcased wide range of performances ranging from the traditional forms of art like singing, dancing to really different ones like stand-up comedy and mono-acting.





## Film Festival:

We conducted our annual edition of film festival during the third week of October. We showcased classics which dealt with the subject of dystopia. We screened five hand-picked, genre-defining movies which reflected grit, humour, irony, pathos, action, drama and love. We enthralled students of XLRI by showcasing them the creativity of best directors of the world about the future world.



## Virasat 16:

We showcased the unique and vibrant art-form of Gotipua, a folk dance tradition from the state of Odisha on 19th of November. As we are always committed to bring artists to the limelight, this was an initiative from us to promote this dying art-form of Gotipua. It is a unique art where a group of young boys who depict the life of Radha and Krishna. These boys come from poor families and are rigorously trained in this art.

## Samvaad :

As a part of Ensemble 2016, we screened movie and Cultural Show at XLRI during ensemble 2016 on 11th of November. The show was organised in two parts. The first part was movie screening of the below three movies

- Pahada (A 9 min short film by Mr. Niranjan Kujur, a SRFTI alumni)
- It's the Music (A 4 min Short film by Daxin Bajrange, BHASHA, Ahmedabad, about BUDHAN theatre)
- Widows home (A 6 min film on Nomadic tribes of Gujarat)

The second part was a 30 min show of Sarsa and HO dance with banam music.

## Alumni Homecoming

As our XL mafia came back home on 11th of December, we mesmerised them with the dance and music performance by the incumbent SPIC MACAY members to make their homecoming memorable.

## Sangam @ Maxi Fair

We organised a pure classical performance from the Sangam band, B. Manohar one of our XL students is an integral part of the classical band. The band had 5 members, two vocalists, a sitar player, a table player and a mridangam player. The artists totally mesmerized the audience with their sheer brilliance and captivating performance.



# SPORTSCOM

The year in retrospect, with regards to sports at XLRI was replete with victories for the home teams in various tournaments and with intra-college tournaments each of a unique nature, all of which together created quite a competitive as well as a healthy environment and gave ample opportunities for sportspersons and sports enthusiasts to play around the year and make their mark. While the spirits of the entire contingent were definitely subdued due to the unfortunate cancellation of the most awaited sports tournament of the year, XL – IIMC, the preparation and results of the tournaments played through the year speak for themselves and the teams are more than ready to continue the legacy and draw Joka blood next year and retain that coveted trophy home when the time comes.

The start of the sporting season was marked with the traditional 'Ratanjee' tournament, giving the junior batch a taste of the XL sporting culture. Some of the promising faces that could take the XL sports legacy forward were identified during this tournament. The next event was the annual sports and cultural festival 'Valhalla', wherein the home teams were raring to prove their

mettle against sports contingents of many prestigious B schools. This year XLRI hosted teams from SIBM Pune, NMIMS, IIM Shillong, IIM Ranchi, XIMB and VGSOM. In all there were 15 events including sports such as Basketball (Women, Men), Volleyball (Women, Men), Badminton (Women, Men), Table Tennis (Women, Men), Throwball (Women), Pool, and Tennis that took place over the three-day festival. The overall tournament winners were our very own home team, XLRI followed by XIMB in the second place. The same stellar performance of the home sports contingent was continued in the 'Independence Cup'. The final verdict was the resounding victory of XLRI, the score at the end of the day being 6-4 in favor of XLRI, with NIT Jamshedpur winning both the men and women volleyball matches.

Along with playing other colleges in different tournaments, the intra-college events throughout the year were very competitive, fun and unique and made sure that people who do not regularly come to the grounds to play, became a part of it in that way. Along with the marquee events like CricBlitz, XL Sporting Week, and XL Futsal League, other events such as Golf introduction sessions, EPL match screenings, and power yoga

sessions were also organized in the past year. 'CricBlitz' was the first intra-college event of the year that brought together the senior and junior batches to fight it out on the field, playing a very interesting and innovative format of cricket. Keeping the tempo of the batch intact, 'XL Futsal League' saw a very competitive round of bidding which was followed by even more grueling matches. In order to scout for new talent, 'XL Sporting Week' was organized, wherein Shuttle Masters and TT Pratiyogita among other events received huge participation. Along with this, 'XL Arena', a bidding and quizzing contest was organized which generated a lot of interest among the participants. Apart from these events which are organized almost every year, 'Clash of Clans', an event to settle the age old rivalry of the BM and HR branches was organized, which brought a lot of people to play and watch to the grounds.

The highlight of the year has to be the performance of the teams at the sports festival of XIMB Bhubaneswar, where we came out victorious in many sports among a number of B schools participating. Hoping that the same spirit and performance is carried forward to the next year.



# TOASTMASTERS

As hard as it may be to speak through our fears, trying to quietly fit in is simply not the way out. All we need to do is to stand tall and stand proud, never afraid to stand out. At the Toastmaster Club of XLRI, our mission is to empower our members to become effective communicators and leaders by being the catalyst for their personal growth and greater self-confidence.

A student-led body, we are part of Toastmasters International, a world leader in communication and leadership development. We unequivocally believe in the powerful modus operandi of the club. Every Toastmaster's journey begins with a single speech. During this journey, we as members learn to craft and narrate stories. We listen and respond. We plan and lead. We provide and accept feedback. Through this close-knit community, we find our path to leadership.

Just a year back, in 2016, a bunch of first year students dreamt of creating something of their own, and what could have been better, than to bring Toastmasters International within arm's reach of the budding leaders at XLRI. They

worked hard and fought against all odds to make that dream a reality.

But tailoring Toastmasters to make it relevant for XL was a challenge in itself. One year down the lane, with over 40 meetings conducted successfully and 5 international awards, we are today the biggest club in district 41, the Eastern region of the country. And that when it hasn't even been a year since its inception. We believe the purpose of Toastmasters at XL is far beyond that at any other institution - we hope to play a significant role in the larger scheme of things at XL by providing the managers of tomorrow with the much needed armour of effective communication as they set out to conquer their aspirations.

Here's hoping that our humble efforts continue to create value for the students at XLRI as we stride on along the path of glory.

Raising a toast to the spirit of finding your voice, holding your ground and inching towards becoming the finest of communicators and the best of leaders! A toast to a brighter future!

*During this journey, we as members learn to craft and narrate stories. We listen and respond. We plan and lead. We provide and accept feedback. Through this close-knit community, we find our path to leadership.*



# VALHALLA 2016

XLRI - Xavier School of Management, hosted its Annual Sports & Cultural Festival "VALHALLA 2016" from 29th to 31st July, 2016 at XLRI Campus. The theme for this year was: 'The Streets Are Calling'.

In its 5th Edition, the three-day extravaganza included a mélange of events ranging from dance, drama and debate to various sporting spectacles of gladiatorial proportions and were participated by students from other leading B-Schools in the country including the IIMs, NMIMS Mumbai, BIT Mesra, XIM Bhubaneswar along with the home school.

However, the celebrations had kick-started much before with the theme launch of the event earlier in the month on 6th July. The pre-launch event witnessed students participating in various games such as Tug of War, Sumo Wrestling, Hunt for Hidden Treasure and many more. Staying true to its theme - 'The Streets Are Calling', around 60 XLRI students performed flash mob on the roads of Jamshedpur on 24th July. The students also organized a Cleanliness Drive undertaken by SIGMA-oikos. The students cleaned the streets and surrounding walls and painted the walls near Tax Office and MGM Hospital in Jamshedpur as part of their initiative of spreading the message of: giving back to the streets, keeping it clean and spreading social messages by means of wall paintings. There was also a street play by the students of XLRI to promote road safety awareness as part of their efforts to make the streets a safer place for all.

Day 1 of 'Valhalla 2016' on July 29th witnessed a gamut of cultural and sports events ranging from theme based quizzes to press conference, street art to king's speech, table tennis to basketball. Events like laser tag, group dance, cricket, volleyball and many more saw an overwhelming and enthusiastic participation. Performance by Stand-up comedian Zakir Khan, the latest addition to AIB, entertained the audience with his wit and humour. The day ended on a powerful note with the prelims of the Battle of Bands which saw high voltage, electrifying performances by bands from across the country.

The second day of the event saw participants speeding down the racing tracks in campus as they zip-zap-zoomed down the fast-lane in the Go-Karting event. Participants of 'Laasya' the solo classical dance competition and 'Raagalay' the solo classical singing

*The formal inauguration of VALHALLA 2016 was held on 29th July.*

cum instrumental music competition enthralled the audience with their mesmerizing performances. There was also a Movie Debate, a General Quiz and fiercely fought sporting events like Volleyball and Basketball. The Street Play deserves special mention for the brilliant scripts, amazing acting and powerful portrayal of the vices in society. The food stalls did brisk business as students queued up to sample the delectable fare on offer. Visitors and students alike could be seen enjoying mouth-watering crispy cheesy dosas, chocolate gelatos, sinful pastries and much more. "SIGMA" dosa, an initiative by SIGMA oikos to raise funds for charity, was particularly popular. There were some stalls selling tribal handicraft items as well. The highlight of the day was performance by renowned playback singer - 'Coke Studio presents Nikhil D'Souza' who enthralled audience with his mellifluous voice and soulful music.



The third and the Final day of Valhalla began at dawn with the Jamshedpur Run, hosted by CII Yi, the largest marathon in Jamshedpur. Around 1500 participants hit the streets, running for a cause. Other events witnessed orators indulging in a war of words at the Conventional Debate, students giving superlative performances in the stage play, and players sweating it out on the courts at the various sporting events like basketball, volleyball and football. The fest concluded with an EDM (Electronic Dance Music) night. The pulsating beats and groovy numbers ensured that the students set the dance floor on fire. The fest came to a close

with all the students dancing into the night as they let their hair down after three hectic days of competitions, campaigns and other activities.

In tandem with XLRI's spirit of "**For the Greater Good**", VALHALLA has always had an undertone of social welfare to it. This year too, VALHALLA 2016 came forward to support Gyanada Foundation and handed over an amount of Rs. One Lakh collected during the event.

XLRI won the maximum number of sporting events while the cultural events saw mixed results.

**List of Competitions & Winners:**

Sports	Winner	Cultural	Winner
Football	XL	Stage Play	NMIMS
BB(M)	XIMB	Street Play	NMIMS
BB(W)	XL	Group Dance	XIMB
Cricket	XL	Fashion Show	XIMB
VolleyBall(M)	XIMB	General Quiz	XLRI
VolleyBall(W)	XL	Sports & Entertainment Quiz	XLRI
Throwball	XL		
TT (Men)	XL		
TT (Women)	XL		
Pool	NMIMS		

**About Valhalla:**

Valhalla, the annual Sports and Cultural fest organized by the students of XLRI Jamshedpur saw its conception in 2012. Valhalla means the Hall of Heroes in the Norse mythology and aims to provide a wide array of events for students to take part in; ranging from several individual and team sports, cultural events ranging from Dance and singing; XL BedRock, a full-fledged battle of the bands and a unique opportunity to take in an adventure sports experience, in addition to numerous celebrity and local performances.



#vaibhavkash

# STUDENT COMMITTEE REPORTS

## Global Business Management

### ACADEMIC COMMITTEE

#### Members:

- Abhinav Sharma
- Anirudh Sangubhotla
- Prithviram Govinda Narayana Reddy

is primarily concerned with interfacing between the college administration, faculty and students. The committee ensures that the students' academic requirements are put forth to the college and vice versa. Some of the key activities conducted by the committee include

- Acting as a liaison between students and faculty for operational and consolidation activities.
- Helping float the required electives by closely working with Department Heads and Program Head.
- Putting forward students' requests regarding syllabus, scheduling and any other additional support.



### ALUMNI COMMITTEE

Members: Mohammed Belal Ahmed, Anirudh Sangubhotla

The Alumni committee of Global Business Management works with the Alumni office in maintaining a strong bond between the Alumni and their Alma matter. The committee perseveres to enrich the experience of the students of the GBM batch through continued interactions with alumni during their travel to China, USA and across India.

During the Chinese term the alumni committee facilitated a meet with Mr Nipun Talwar in Shanghai. Nipun is an alumni of the 2000 batch and has worked in China for the past decade. The interaction opened a new perspective to the culture of China and allowed students to appreciate it in a better way.

The summer meets are an important part of the XLRI alumni events. It is one of the strongest bridges between the alumni and the institution. Every year members of the alumni committee involve themselves in the planning and sponsorship of the event along with the organizing chapter. In the summer of 2016, the GBM alumni committee had actively organized the Chennai meet. The presence of Fr Abraham, Sharad Sarin Sir and Fr George made the event even more special.

The GBM alumni committee along with the alumni office was involved in a lot of exciting initiatives which changed the way the interactions happened between the institution, the students and the alumni. Usually we hear about alumni giving back to the institution, but in a unique gesture the institute gave back to its older students. This included specialized credit card offerings, an alumni-student mentorship program and a revamped alumni website.

The year 2016-2017 was a very exciting one where there were introduction of major offerings for alumni and the GBM alumni committee is proud to be a part of it.

# CAREER DEVELOPMENT COMMITTEE

Global Business Management Members:

- **Ajit Reddy Kandela**
- **Mohit Kamboj**
- **Piyush Madhukar**
- **Prithviram Govinda Narayana Reddy**



Career Development Committee (CDC) is primarily concerned with professional development and improving the employability of Global Business Management Students. Some of the key activities conducted by the committee include

- CV verification of Global BM students and individual counselling on CV content and structure in general and specifically for specializations like Marketing CV and Finance CV.
- Maintaining repository of verified CVs with ability to immediately and autonomously provide chosen CVs for specific companies.
- Mock interviews both in-house and with experts along with one-on-one discussion sessions with students.
- Industry experience sharing sessions including presenters having experience working in China, USA, Argentina and India.
- Delivering company specific recruitment process preparation package including expected core competencies, interview questions, company background, current affairs and questions to pose.
- Consolidating and sharing recruitment experiences of Global BM seniors and current students.
- Assisting placement committee in ad-hoc requests.

## INFRACOM

• **Senior Executive Members: Siddhant Agarwal, Ani Mehrotra**

The Infrastructure Committee strives to provide a healthy environment for the holistic development of students. By acting as a facilitator between the Administration and the students we resolve issues related to the hostel and the mess, and organise special events to enrich student life, thus making the International Centre feel like a home away from home. The 2-member team ensures that the Indian students have a comfortable stay while studying in XLRI and our partner schools in Shanghai and Cleveland. Additionally, the committee looks after the well-being of the students from our partner schools while they reside at the International Centre of XLRI. The committee works closely with the International Centre management to address grievances related to accommodation, recreational facilities, internet services and food.

The committee was instrumental in securing convenient housing facilities in Cleveland for the students' semester at Case Western Reserve University in 2015. Apart from being in close proximity to the management school, each apartment was comfortably furnished and had a well-equipped kitchen. In keeping with the tradition of the program, the Infracom mobilized help from the Indian batch and celebrated Diwali

with grand festivities in Shanghai in 2015 along with the American and Chinese cohorts. The committee is also involved in planning events for celebrating the Chinese New Year in XLRI in which the students from all schools participate enthusiastically.

The Infracom is constantly attuned to the needs of the American and Chinese cohorts and ensures the best possible representation of their cuisines in the mess. The committee also maintains a fund for students' birthday celebrations and involves all students to bring cheer to the birthday boy/girl by arranging for a cake cutting party exactly at the stroke of midnight.

Additionally, the infracom committee also plays the part as the services management team during the placement season. They play a vital role in placements by handling the logistics, video conference or telephonic conference facilities, providing refreshments, ensuring a comfortable stay for the recruiters and other such various logistical services where the placement committee need a direct coordination and facilitation for the recruitment process. By handling these various services, Infracom aids the Placement Committee in ensuring a smooth and stress free recruitment process for candidates and recruiters alike.

# PLACEMENT COMMITTEE

- *XLRI's flagship two-year PGDM Global Business Management program attracted various global firms offering diverse premium roles in new job opportunities to the students, in spite of an industry-wide slowdown, ensuring 100% placements yet again for its graduating Class of 2017.*
- *More than half the participants in this year's placement process were new recruiters.*
- *The highest salary offered saw an 18% rise against the previous year. XLRI continued to remain the preferred institute for various international recruiters as well.*
- *Close to 75% of the batch received offers greater than 15 LPA this year.*
- *Increased participation by new reputed organizations bears testimony to the reputation of XLRI as a trusted management school and the importance of Global Business Management education by the industry.*
- *The batch saw roles being offered across domains such as Consulting, Sales & Marketing, BFSI, Analytics, Operations and General Management.*



## Final placement statistics for the batch of 2015-17

Number of companies that participated in the Final recruitment process	37
Highest CTC offered	57 LPA
Average CTC offered	17.95 LPA
Median CTC offered	15.75 LPA
Number of international offers	01

### Consulting and Analytics

Nearly one-third of companies participating in this year's campus recruitments were from the consulting domain. The participation from industry majors such as KPMG, PwC, Gallup Consulting, Cognizant Business Consulting, Rate Gain and Searce among others. Searce Inc was one of the first time recruiters offering roles niche Marketing Consultant roles while IBM led the hiring in this domain for the second consecutive year.

### Sales & Marketing

XLRI continued to show its dominance as the preferred campus for Sales and Marketing yet again with Singapore based Toalram's (JV with Kellogg's) hiring from XLRI exclusively for its Africa based Leadership Development Program. Other major firms that participating in this sector include ITC, ADP, L&T, Directi, Searce Inc, Intellect Design (Polaris group Company) amongst others. Roles on offer included leadership roles in Sales, B2B Marketing, Market Research, and Business Development.

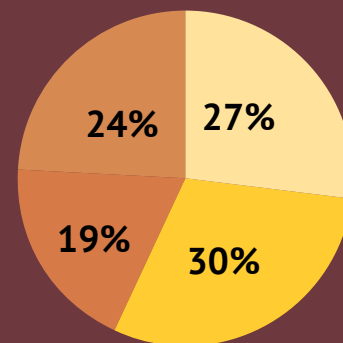
### General Management and Operations

General Management was one of the preferred sectors on campus with major industry players such as Novo Nordisk, Uber, and Belden group offering leadership profiles to students. Other recruiters included Sutherland, Rivigo, Syntel, Mphasis, Hexaware and Emerson. Ab InBev also participated to hire for its prestigious Global Management Trainee program.

### Finance

While the industry-wide slowdown in jobs continued to affect the number of finance roles, companies continued to offer job roles in fields such as Investment Banking, Trading, Corporate planning, and Account and treasury management. Major firms that participated included Virtusa Polaris, Dexter Capital, L&T, Evestnet, and Eclerx.

### Break - up of Roles





# PUBLIC RELATIONS COMMITTEE

## Senior Executive Members: Mohit Kamboj, Swarnim Srivastava

The Global BM Public Relations committee was founded in 2013. As the torch bearer of Global BM program, the Global BM Public Relations committee handles all aspects of Global BM program's internal and external promotion and communication; producing collateral to support programs, events and initiatives. Communication is a fast-moving target, and the committee is always looking for ways to 'get the word out' while maintaining its focus on the students and on the consistency of its message. The mission of the Global BM Public Relations is to promote a positive association of XLRI with prospective candidates and the industry. It is responsible for the development, design, preparation, and coordination of college publications. The committee conceptualizes, produces and edits written communication, including newsletters, press releases, statements, talking points and opinion pieces. The PR committee also handles coordination of trade shows, coordination of events on campus and the design and maintenance of the XLRI website.

The PR committee advises students on responding to media interview requests; helps organize and promote activities that support recruitment, fundraising and marketing; identifies internal and external issues that have the potential to generate public interest or affect the college's reputation.

## The Public Relations Committee for the Global BM program undertook the following activities during the years 2015-17:

- Maintained Global BM pages on various online portals and forums such as Pagalguy, InsideIM, blogs, and on social media websites such as Facebook, Twitter, YouTube, LinkedIn etc. Regular updates pertaining to achievements and happenings of the 2015-17 batch were published across these channels
- The PR committee undertook several updates for the Global BM page of XLRI's website to make it more intuitive for the visitors to easily access information about the program
- Contributed content to [www.xlmerijaan.com](http://www.xlmerijaan.com) by bringing in stories from China, USA and India
- Spearhead the rollout of the campus placement brochure for 2015-17 batch of Global BM leading to an average of more than 1 offer per candidate
- Shot an introductory video for the Global BM batch showcasing the diverse backgrounds and experiences of the students enrolled
- Designed XLRI T-shirts and hoodies for branding of Global BM program in American and Chinese universities
- Organized celebrations of the Chinese New Year for showcasing the Chinese culture and cuisine to the students and faculty at XLRI
- Assisted in compilation of the in-house magazine "the Magis" by encouraging the students to contribute articles of all the happenings on campus
- Organized photoshoots for all the events pertaining to the Global BM program in China, USA and India for publication in media outlets



# GLOBAL BM SPORTSCOM

Senior Executive Members: Siddhant Agarwal, Mohit Kamboj

*Being Global citizens, the Global BM Sportscom is active internationally by working alongside the sporting committees in Tongji University, Shanghai and Case Western Reserve University, Cleveland, OH in encouraging students to train and leave their mark at an International level.*

The Global BM Sportscom ensures that amidst the hectic schedule of assignments, classes, and academics, students get a chance to participate in sporting events across the 3 universities in China, USA and India. Sportscom enables access to the best sporting infrastructure and equipment for the Global BM students. It is the responsibility of the Sportscom to keep students updated on the schedules of all the sporting events that happen on the 3 campuses.

The Global BM Sportscom works in tandem with the other Sporting Committees from the BM/HRM programs as well as the 1-year General Management Program to ensure that students are able to participate in the sports they love during the course of the program, keeping in mind the fact that these might be the last few years that the students play these sports at a College/ University level.

The Global BM Sportscom has been an integral part of the various sporting events that have been a part of XLRI over the years and has made its presence felt in a big way. Right from 'Ratanjee' that looks at identifying the best new sporting talent to enter XLRI to winning 'Valhalla' and the prestigious XLRI-IIMC Meet, Global BM students have been at the forefront all

along. It is no strange coincidence then that the college registered 3 consecutive XLRI-IIMC wins for the first time in a history spanning almost 50 years with the introduction of the Global BM.

Being Global citizens, the Global BM Sportscom is active internationally by working alongside the sporting committees in Tongji University, Shanghai and Case Western Reserve University, Cleveland, OH in encouraging students to train and leave their mark at an International level. The Sunshine Cup at Jiaotong University, Shanghai saw Global BM Students sweat it out along with 16 other teams at the Province level tournament consisting of various sports which includes Badminton, Table Tennis, Tug of War, Football etc. where students formed lasting relationships with students from some of the most prestigious universities from Shanghai. These relationships were extended beyond the tournament wherein students from the Global BM were invited by CEIBS (China Europe International Business School) University for friendly football match. Players from Global BM students played a pivotal role in helping the Tongji Basketball team reach the finals of the Shanghai inter-university tournament for the first time in 26 years of tournament's history.

The foreign cohorts showed great enthusiasm in sports organized in XLRI, and the Global BM sportscom organized numerous events including a Table tennis tournament, a Badminton Tournament, a Basketball tournament and a Cricket match. These events created great bonding and lasting memories among the Global BM students. Sportscom also organized a Futsal match against the GMP students for the Global BM students. Sporting events extended to virtual gaming as well with the Global BM students having a fun, frolic and intense gaming experience with an evening of Counter-strike Tournament, an Age of Empires tournament and a FIFA tournament on the Playstation.



# STUDENT COMMITTEE REPORTS

## PGDM (General Management)

### Branding Committee

The Branding Committee of PGDM (GM) develops interesting and innovative ways to further the vision of the program to the outside world. It is the public relations department of the batch. It engages on a variety of platforms including social media and live events to impress upon others the true differentiating value addition the PGDM (GM) program brings to the leaders of tomorrow.

#### Activities of the Branding Committee

- Publishing placement brochure
- Creating brand awareness for PGDM (GM) program and branding XRate, India's biggest fest for one year MBA students
- Maintaining a healthy footprint across various social media channels including Facebook, Twitter, LinkedIn, Pagalguy etc
- Managing print media coverage and press releases for event that the batch organises

### Career Development Cell

Career Development Cell focuses on skill gap assessment and development needs of PGDM (GM) participants. It coordinates with different clubs and interest-based groups to inculcate the peer-learning culture in fellow batch mates.

#### Activities of the Career Development Cell

- **Self Assessment**
  - Profile Reviews
  - Resume Review and feedback
  - Self-introspection and Career vision
- **Building the foundations**
  - Functional Group discussion
  - Elevator Pitch
  - Creation/Collation of reference study materials and past interview experiences
  - Letter of Intent and Cover letter reviews
  - Case preparation
  - Preparing company docketts and conducting sectoral information sessions
- **Interview Preparation**
  - Interview – Tips and Techniques
  - Nuances of Telephonic, Video Conferencing and face to face interviews
  - Conducting mock interviews
  - Facilitating external interviews
  - Salary Negotiation strategy



### Placement Committee

The Placement Committee of PGDM (GM) is the bridge between companies and the batch. It connects and engages with prospective employers, schedules, plans and coordinates the entire placement process thereby ensuring a healthy mix of placement opportunities. By working closely with recruiters and developing lasting relationships, the committee strives to make XLRI the preferred Business School for corporate placements.

### Alumni Committee

The Alumni Committee keeps the PGDM (GM) community relevant by connecting, engaging and celebrating with its alumni through various meetings and events throughout the year. The Alumni committee strengthens the bond with the alumni through Annual Homecoming and Silver Jubilee meets. It also publishes a monthly Alumni Newsletter and a quarterly Alumni Magazine besides maintaining the Alumni portal.

### Creative Content Committee

The Creative Content Committee is the editorial committee of the batch. Their primary role is to maintain web content, publish periodicals and cover various events. Additionally, it covers various Leadership Talks and documents the legacy that is left behind by the batch.

### Cultural Committee

The Cultural Committee provides opportunities for students to appreciate and celebrate their cultural diversity by organizing various events and festivals. It brings together faculty and students by creating a home-away-from-home experience for students during their stay at XLRI, in the process, creating joyful moments that are cherished by all.

### Leadership Committee

The Leadership Committee's purpose is to establish, strengthen and leverage industry connections to promote experiential learning. It organizes "XLRI Leadership Series – XLS" creating a platform for students to gain insights and knowledge from the experiences of leaders. This year XLS was graced by the presence of leaders like M/s. Rekha Menon, MD Accenture in India, Mr. Guenter Butschek, CEO & MD Tata Motors, Akshay Kothari LinkedIn India Head, Vinod K. Dasari MD Ashok Leyland, Ashish Vidyarthi and many prominent leaders coming from various walks of life.

### Sports Committee

The Sports Committee brings out the true team spirit of the batch. It ensures that a healthy body accompanies the mind and keeps the class energised by organising several sporting events around the year in addition to keeping people on their toes by scheduling regular games and matches among the students. The Sports Committee leads from the front in organising XLERate- the annual inter collegiate event that fosters healthy competition with students around the country.

### Toastmasters Club

The Toastmasters Club at XLRI is a platform that empowers students by presenting them with an opportunity to transform into competent communicators and public speakers. The club holds weekly meets wherein students hone their oratory ability in an encouraging and stimulating atmosphere. The club has participation from all the programmes including HR, BM, Global MBA and FPM.

### Fineto: Finance Club

Fineto has huge diversity in its composition with seasoned bankers, economists, corporate financiers and project managers involved in its functioning. Fineto provides a common platform for sharing of knowledge through regular activities like conducting quizzes, bringing out research reports and solving intricate case studies. The club was also actively involved in organising an online competition called Fintelligence during XLERate' 2017

### Operations Club

The Operations Club of PGDM (GM) focuses on operations related activities and organises various workshops where PGDM (GM) students from diversified background share their experience (working methodology, trend in their industry etc.) for the benefit of the whole batch. The club organised an online event called Manexcellia during XLERate' 2017 which saw participation from various top B-Schools.

**MarketWing:** The Marketing club

MarketWing is the Marketing Club of PGDM (GM). It enables participants to enhance their marketing skills by facilitating a strong sense of market-connect. The philosophy of the club is 'Learn marketing in the market'. MarketWing converts this philosophy into action by hosting a variety of industry connect programs, knowledge management sessions, case competitions and annual conference.

**Consclub:** Management Consulting Club

Consclub is a Management Consulting Club which provides the student community opportunities to solve real life business problems using case-study method, thus empowering them with the necessary skills for a successful career in consulting and strategic management.

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Professor of OB & Chairperson of FACES  
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