

XLRI IN NEWS

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« ALERTS

XLRI ANNOUNCES ADMISSION TO E-MDP COURSE IN DATA SCIENCE

XLRI- Xavier School of Management, one of India's premier B-Schools in technical collaboration with Talentedge, one of India's leading online interactive education companies is launching an online certificate Executive Programme in Data Science Using Excel and R for professionals who are employed into Project Management and Business and Data Analytics domain.

The registration to the course is open till 30th March, 2016. Applicants can register online through the link: http://sat.xlri.ac.in/emdp/emdp_reg.php

This Specialized e-MDP (Management Development Programme) Course has been carefully designed for working professionals with a minimum of 4 years of work experience with the objective to introduce the participants to the world of data science and provide them with an in-depth understanding of the techniques. The purpose of this course is to strip away all the distractions around data science – codes, tools, etc., and teach the techniques using practical cases that can be understood and appreciated by someone with an elementary knowledge of mathematics. XLRI-Xavier School of Management, Jamshedpur is a premier, private management institute in India founded in 1949 by Fr Quinn Enright, S.J. in the 'steel city' of Jamshedpur (www.xlri.ac.in). Over the last six decades, the institute has grown into a top-ranking business management school of international repute with a wide portfolio of management programs and research publications. Its alumni are spread around the globe and have demonstrated responsible business leadership in their organizations. XLRI continually strives to contribute its mite to the professional growth and management of numerous organisations and institutions across industry sectors.

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भारत खबर

एक्सएलआरआई परिसर में फुटबॉल मैच से हुआ स्पोर्ट्स फेस्ट एक्सलरेट-16 का शुभारंभ

मैच में खिलाड़ियों ने सीखा सम्मान का पाठ

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हफ्ते जीत-हार वाले फुटबॉल मैच तो बहुत देखे होंगे, मगर एक्सएलआरआई जमशेदपुर में खेला जाने वाला फुटबॉल मैच भिन्न था। मैच में जीत-हार की जगह सम्मान का पाठ सीखा गया।

एक्सएलआरआई के जेनरल मैनेजमेंट प्रोग्राम (जीएमपी) के छात्रों की ओर से संस्थान

में पहली बार आयोजित इस नामक फुटबॉल मैच के खिलाड़ी जमशेदपुर और अहमदाबाद के पांच सरकारी स्कूलों के बच्चे थे। मैच में लड़कों के साथ लड़कियों भी शामिल थीं।

संस्थान के ब्रांडिंग मैनेजर नीतीश भारद्वाज ने कहा कि इस मैच के जरिए विविधता में समानता का सामाजिक संदेश देने की कोशिश की गई, ताकि लड़कियों के साथ होने वाला भेदभाव समाप्त हो। हम चाहते हैं कि ये बच्चे सम्मान का पाठ सीख सकें और समाज को बदलने में अपनी सक्रिय भूमिका निभा सकें।



फुटबॉल मैच की छवि व उपविजेता टीम के खिलाड़ी पुरस्कार के खंड।

एडीएल सोसायटी हाई स्कूल की टीम रही विजेता

फुटबॉल मैच में एडीएल सोसायटी हाई स्कूल की टीम विजेता रही। उपविजेता नव्य विद्यालय लड़कियों की टीम उपविजेता रही। छवि के एक्सएलआरआई के फाउंडेशन संकाय ने पुरस्कार दिए। इसके अलावा एडीएल सोसायटी हाई स्कूल, उपविजेता नव्य विद्यालय जमशेदपुर और उपविजेता नव्य विद्यालय कुंजीडीह की टीम ने भी मैच खेले।

खेल-खेल में सीखा सम्मान करना

कोलकाता (अमेरिका) के एक संकाय द्वारा डिजाइन किए गए इस मैच में खेल-खेल में बच्चों को एक-दूसरे के प्रति सम्मान करना सिखाया गया। यही वही, मैच में खिलाड़ियों ने अपनी समस्याओं का समाधान खुद कर लिया।

एक्सलरेट-16 का हिस्सा

वैतनिक के अखबार, 12 से 14 फरवरी तक जारी वाले कलचरल, लैटरलिंग और स्पोर्ट्स फेस्ट का शुभारंभ इस मैच से हुआ। एक्सलरेट में केवल के खिलाड़ी स्कूल के छात्रों के अलावा हैं।

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रॉक बैंड लगेरी से गुलजार होगा एक्सलरेट-2016

एक्सएलआरआई में कलचरल और लीडरशिप इवेंट्स का शुभारंभ कल

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एक्सएलआरआई के जेनरल मैनेजमेंट प्रोग्राम (जीएमपी) की ओर से 12 फरवरी से शुरू होने वाले एक्सलरेट-16 में देश के मशहूर फोक रॉक बैंड लगेरी का परफॉर्मंस होगा।

इस बीच के प्रवक्ता नीतीश भारद्वाज ने बुधवार को बताया कि एक्सलरेट को इस साल बड़े स्तर पर आयोजित किया जा रहा है। इसमें देश के मशहूर बिजनेस स्कूल के जीएमपी प्रोग्राम के लगभग 200 छात्रों को शामिल किया जाएगा। इस फेस्ट का मकसद विद्यार्थियों की प्रीति को मंच देने के साथ उनमें नेतृत्व क्षमता का विकास करना है। तीन दिन के इस इवेंट्स में स्पोर्ट्स के अलावा कलचरल और लीडरशिप इवेंट्स होंगे। 10 स्पोर्ट्स, 6 कलचरल, एक लीडरशिप और एक केस स्टडीज इवेंट्स होंगे। खेल स्पर्धाओं में बालीबॉल, वास्केटबॉल, क्रिकेट, टेनिस और एथलेटिक्स के इवेंट्स में होंगे।

इन संस्थानों के छात्र करेंगे शिरकत

- आईआईएम कोलकाता
- आईआईएम लखनऊ
- आईआईएम शिवगंज
- एमडीआई गुडगांव
- एसबी जेन गुडगांव
- एक्सएलआरआई गुडगांव
- ग्रेट लेक्स, चेन्नई

कलचरल इवेंट्स में गीत, संगीत और नृत्य के साथ फैशन, डिजा और फोटोग्राफी के इवेंट्स होंगे। इसके अलावा एक इवेंट लीडरशिप का होगा, जिसमें विद्यार्थियों की लीडरशिप के गुरु पदों का होगा। केस स्टडीज प्रतिस्पर्धा में देशभर के बिजनेस स्कूल के छात्र अपना प्रेजेंटेशन देंगे।

उल्लेखनीय है कि एक्सलरेट-16 का आयोजन एक्सएलआरआई के जरिए हुआ है, जिसका मकसद विद्यार्थियों को सामाजिक रूप से संवेदनशील बनाना है।

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एक्सएलआरआई की टीम बनी ओवरऑल चैंपियन

तीन दिवसीय कलचरल एवं स्पोर्ट्स फेस्ट एक्सलरेट-16 का समापन



एक्सएलआरआई टीम के सदस्य।

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जेवियर लेवर रिलेशनस इंस्टीट्यूट (एक्सएलआरआई) जमशेदपुर में चल रहे कलचरल एवं स्पोर्ट्स फेस्ट एक्सलरेट-16 का ओवरऑल चैंपियन मेजबान एक्सएलआरआई बना। एक्सएलआरआई ने कड़े मुकाबले में ग्रेट लेक्स चेन्नई को शिकस्त दी। ग्रेट लेक्स को रनर अप का खिताब मिला।

संस्थान के प्रोफेसर फादर जेम्स ने विजेता और उपविजेता

टीमों को पुरस्कृत किया। उन्होंने कहा कि हार-जीत से ज्यादा भागीदारी महत्वपूर्ण होती है। उन्होंने उम्मीद जतायी कि एक्सलरेट भावी प्रबंधकों की प्रतिभा को मंच देने में कारगर साबित हुआ होगा। इस फेस्ट के सफल आयोजन के लिए संस्थान के जेनरल मैनेजमेंट प्रोग्राम (जीएमपी) की टीम को बधाई दी। उल्लेखनीय है कि इस तीन दिवसीय फेस्ट का उद्घाटन शुक्रवार 12 फरवरी को हुआ था।

क्रिकेट, शतरंज व कैरम के मुकाबले में मेजबान संस्थान रहा सबसे आगे

अंतिम दिन स्पोर्ट्स इवेंट्स के फाइनल मैच हुए। मेजबान एक्सएलआरआई और ग्रेट लेक्स के बीच खेला गया क्रिकेट का फाइनल काफी रोमांचक रहा। एक्सएलआरआई ने 11 रनों से ग्रेट लेक्स को हराकर जीत दर्ज की। फुटबॉल का विजेता ग्रेट लेक्स रहा। इसके अलावा शतरंज और कैरम में भी एक्सएलआरआई ने जीत दर्ज की।

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भास्कर ख़ास

एक्सएलआरआई के बिहौवियरल लैंब के रिसर्च का रिजल्ट, खाने में चाइनीज़ और साउथ इंडियन, मनोरंजन में मूवी पहली पसंद

एक-तिहाई शहरवासी करते हैं ऑनलाइन शॉपिंग

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शहर की एक-तिहाई आबादी ऑनलाइन शॉपिंग करती है। जेडपीएल लेकर रिपोर्टिंग इन्स्टीट्यूट एक्सएलआरआई के बिहौवियरल रिसर्च लैंब का रिजल्ट साफ़ है। 40 फीसदी लोग ने चाइनीज़ को अपनी पहली पसंद बताया। इसके बाद पर साउथ इंडियन और तीसरे क्रम पर मीट और ड्रिंक।

संस्थान के प्रेसिडेंट प्रोफेसर संजीव कर्णेल ने बताया कि फेब्रुअरी में बताया कि ऑनलाइन शॉपिंग का राष्ट्रीय औसत केवल 0.8 फीसदी है, पर जमशेदपुर में यह 33 फीसदी है। ऑनलाइन शॉपिंग के जरिए शहरवासी इलेक्ट्रॉनिक्स और फर्निचर की खरीदारी संभावित करते हैं। हालांकि, जूते, जेकरा और ड्रेसरी जैसे सामान की खरीदारी परंपरागत तरीके से खरीदारी होती है।

बजट के बावजूद, देश में कंप्यूटर इलेक्ट्रॉनिक्स इंडिया का कोई अंश नहीं है। ऐसे में हमारी कोशिश होगी कि अगर हमने इन से कंप्यूटर मैटेरियल इंडिया को भी बनाने की कोशिश करें, तब तो यह कंपनियों के लक्ष्य मंदिर बन जाएगा। हमें यह भी सोचना होगा कि जमशेदपुर के उपभोक्ताओं का यह मिशन राष्ट्रीय स्तर पर लागू नहीं होगा। इस रिसर्च की संपत्ति

40 फीसदी लोगों की पहली पसंद चाइनीज़ फूड

एक्सएलआरआई की ओर से जारी रिपोर्ट में शहरवासियों के फूड प्रिफरेंस का लेवल उजाहरा है। 40 फीसदी लोगों ने चाइनीज़ को अपनी पहली पसंद बताया। इसके बाद पर साउथ इंडियन और तीसरे क्रम पर मीट और ड्रिंक।

पुरुष संघर्ष में महिलाओं से कम नहीं

रिसर्च में यह पाया गया कि महिलाएं पुरुषों से कम ऑनलाइन शॉपिंग करती हैं। पुरुषों के बीच ऑनलाइन शॉपिंग का उपयोग अधिक है।

50 के ऊपर के लोग वलव को देते हैं प्राथमिकता

रिसर्च में यह पाया गया कि 50 के ऊपर के लोग वलव को देते हैं प्राथमिकता।

वेहद कंप्यूजिंग है वेबसाइट की डिजाइनिंग

ई-कॉमर्स को लेकर कई नई तकनीकें विकसित की जा रही हैं। वेबसाइट की डिजाइनिंग बहुत महत्वपूर्ण है।

ई-कॉमर्स को लेकर कई नई तकनीकें विकसित की जा रही हैं। वेबसाइट की डिजाइनिंग बहुत महत्वपूर्ण है।

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भास्कर ख़ास

सीआरपी-16 में पहली बार 360 विधायी हॉजे शामिल, सी से अधिक स्टूडेंट्स लॉक, कन्सल्टेंसी और फाइनेंस के ऑफर ज्यादा

ऑफर लेकर एक्सएलआरआई पहुंचीं सौ कंपनियां

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हा पहली बार है, जब सभ्य से पहले ही जमशेदपुर की कंपनियों ने ऑफर लेकर एक्सएलआरआई के दरवाजे पर दस्तक दी है। अगस्त करवी के दूसरे सप्ताह में शुरू होने वाला सभ्य का सफलता के लिए स्ट्रैटेजी प्रोग्राम (सीआरपी-16) में 360 कंपनियों ने शामिल हुए हैं।

सीआरपी-16 में पहली बार 360 स्टूडेंट्स शामिल होने का मौक़ा है। यह पहली बार है कि एक्सएलआरआई के दरवाजे पर 360 कंपनियों ने ऑफर लेकर एक्सएलआरआई के दरवाजे पर दस्तक दी है।

सी से ज्यादा ऑफर और लैटरल ऑफर

सी से ज्यादा ऑफर और लैटरल ऑफर के लिए पहली बार 360 कंपनियों ने शामिल हुए हैं।

सी से ज्यादा ऑफर और लैटरल ऑफर के लिए पहली बार 360 कंपनियों ने शामिल हुए हैं।

पहला लॉक सुबह 7 बजे शुरू हुआ

सीआरपी-16 का पहला लॉक सुबह 7 बजे शुरू हुआ। पहले लॉक की कंपनियों ने सीआरपी-16 और लॉक लैटर में शामिल होने का इंतज़ार करते हुए बिना रुका रुका रही।

सीआरपी-16 का पहला लॉक सुबह 7 बजे शुरू हुआ। पहले लॉक की कंपनियों ने सीआरपी-16 और लॉक लैटर में शामिल होने का इंतज़ार करते हुए बिना रुका रुका रही।

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लागोरी बैंड ने किया धमाल



एक्सलेरेट-2016 में पदवी वाला ब्रॉमिथो की मौजूदगी में विजेता को पुरस्कृत करते अतिथि।

जमशेदपुर : एक्सएलआरआई जमशेदपुर में शनिवार को शाम को मेगा मैनेजमेंट स्पोर्ट्स इवेंट एक्सलेरेट-2016 के दूसरे दिन लागोरी बैंड ने धमाल किया। सुबह किसान रो से आरंभ हुए इस कार्यक्रम में छात्रों ने रंग पर कैटवॉक किया। शाम को लागोरी बैंड ने अपनी धुन पर उपस्थित दर्शकों को खुश करने पर विचार कर दिया। कार्यक्रम में एक्सएलआरआई जमशेदपुर के अलावा एक्सएलआईएम भुवनेश्वर, आईआईएम लखनऊ एवं कोलकाता के मैनेजमेंट छात्र भाग ले रहे हैं। रविवार को खेल के फाइनल राउंड होंगे।

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PAGE: 4

नौकरी देने के कौशल से ही भविष्य में विकास

• एक्सएलआरआई में सामाजिक उद्यमिता पर सम्मेलन का समापन

जगण संवाददाता, जमशेदपुर : सरकार अखिर कितने लोगों को नौकरी देने, इसकी भी एक सीमा है। तो, अखिर बेरोजगारी से कैसे निपटा जाए? जवाब है स्वावलंबन, यानी नौकरी करने वालों को थोड़ा बढ़ाने बजाय नौकरी देने वाले को पीछे धकेल कर लेना। इसकी लिए जरूरी है नौकरी देने की संकेतित विधायित करने की। अब तक हमने से अधिकतर लोग अपने बच्चे को इस उम्मीद में पढ़ाते-लिखाते हैं कि भविष्य में उन्हें अच्छी नौकरी मिले। कम हो लोग ऐसी सोच रखते हैं कि हमारे बच्चे भविष्य में किसी को नौकरी करने के बजाय खुद दूसरे को नौकरी दें।

कुछ ऐसे ही निष्कर्ष के साथ रविवार को एक्सएलआरआई जमशेदपुर में सामाजिक उद्यमिता पर आयोजित तीन दिवसीय राष्ट्रीय सम्मेलन का समापन हो गया।



तीन दिनों तक चले सम्मेलन में समाज को अर्थिक विकास की बात जोड़ रहे लोगों तक अर्थिक स्वावलंबन की किरण पहुंचाने पर विमर्श किया गया। रविवार को इसके तहत इलेक्ट्रॉनिक के सीओओ निधिन आर्याल ने एक्सएलआरआई में सामाजिक उद्यमिता पर व्यवधान दिया। उन्होंने बताया कि आज 'घास कट' लेपल, आने जमीन से जुड़ी व्यवसाय के अभिनव पक्ष को खड़े होने के लिए अर्थिक सहयोग की आवश्यकता है। इलेक्ट्रॉनिक इलेक्ट्रॉनिक में लगे हैं। युक्ति भारत

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DATE: 11 February 2016
EDITION: Jamshedpur
PAGE: 4

'एक्सलेरेट-16' में धूम मचाएगी लागोरी टीम

जमशेदपुर : एक्सएलआरआई जमशेदपुर में 'एक्सलेरेट' के दौरान लागोरी रॉक बैंड की धूम रहेगी। 12 से 14 फरवरी तक आयोजित किये जाने वाले इस मेगा स्पोर्ट्स इवेंट में देश के कई टॉप बिजनेस स्कूल के छात्र भाग लेंगे। एक्सएलआरआई के एक वर्ष के फुल टाइम प्रोग्राम पीजीडीएम-बीएम के छात्रों द्वारा एक्सलेरेट-2016 का आयोजन किया जा रहा है। तीन दिवसीय आयोजन में स्पोर्ट्स के अलावा लीडरशिप के टिप्स देने वाले इवेंट व सांस्कृतिक कार्यक्रम आयोजित किया जाएगा। इसमें आईआईएम कोलकाता, आईआईएम लखनऊ, आईआईआईएम-एस, एमडीआई गुड़गांव, एसपी जैन मुंबई, एक्सआईएम भुवनेश्वर, ग्रेट लेक्स-चेन्नई आदि के छात्र भाग लेंगे। पीजीडीएम-जीएम के 2016 बैच के छात्र नितीश भारद्वाज ने बताया कि इस इवेंट में मैनेजमेंट छात्रों के लिए क्रिकेट, बास्केटबॉल, टेनिस समेत कई आयोजन किये जाने हैं।

PUBLICATION: Dainik Jagran, Jagran City
DATE: 3 February 2016
EDITION: Jamshedpur
PAGE: 4

एक्सएलआरआई : दो दिन में रिकॉर्ड प्लेसमेंट

जगण संवाददाता, जमशेदपुर : एक्सएलआरआई जमशेदपुर में दो दिनों में रिकॉर्ड प्लेसमेंट किया गया है। पिछली बार 3.5 दिनों में प्लेसमेंट की पूरी प्रक्रिया पूरी कर ली गई थी, इस बार प्लेसमेंट की प्रक्रिया इससे भी कम समय में पूरी होती दिख रही है। मंगलवार तक दो दिन में लगभग 230 ऑफर छात्रों को दिये जा चुके थे। एक्सएलआरआई प्लेसमेंट सेल की उम्मीद है कि इस बार 2.5 दिन में ही प्लेसमेंट की प्रक्रिया पूरी कर ली

♦ संस्थान के 230 छात्रों को दिए जा चुके ऑफर



रहा है। इसके तहत छात्रों को किसी कंपनी की नौकरी के साथ लॉक होने के बजाय अपना स्टार्टअप, यानी इंटरप्रेन्योर बनने के लिए बढ़ावा दिया जाता है। समर इंटर्नशिप प्लेसमेंट के दौरान इस परिवर्तन अभियान को इंट्रोड्यूस किया गया था। उस समय इसमें आठ फीसद छात्रों ने दिलचस्पी दिखाई थी। इस बार भी न नौकरी के पैकेज छोड़ कई छात्र इस परिवर्तन को अपनाने के मूड में दिखे।

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DATE: 13 February 2016
EDITION: Jamshedpur
PAGE: 10

**एक्सएलआरआइ में एक्सलेरेट
2016 का आगाज**

अयोध्यादुर : एसएलएलआरआर, जमशेदपुर में झुकाव को मेगा मैनेजमेंट एगोराई इंडेट एसोसिएट-2016 का आयोजन कर दिया गया। पहले दिन स्टेवर्ट्स इंडेट अख्यौलित किये गये। सोनिया को मागरी बैड के मजुक्त से एसएलएलआरआर परिसर में भूम मयेगै। चौथे दिन क्रिकेट, पुटबॉल, बैडमिंटन, टेनिस, बार्सेटबॉल, पेस व डेबल



एक्सएलआरआई में आयोजित एक्सलरेट-2016 के दौरान इमते राव।

अभिराम

PUBLICATION: Dainik Jagran, City
DATE: 24 February 2016
EDITION: Jamshedpur
PAGE: 1

हम फिल्मों के शौकीन, नौकरी से भी संतुष्ट

एक्सएलआरआई ने जमशेदपुर के लाइफस्टाइल पर जारी की रिपोर्ट, मैक्सी फेयर में हुआ था सर्वे

[illegible][illegible]

PUBLICATION: Hindustan Times
DATE: 2 February 2016
EDITION: Kolkata
PAGE: 2

Industrial relations meet at XLRI

XLRI-Xavier School of Management recently hosted the 'Seventh National Industrial Relations Conference' at its campus in Jamshedpur. The theme of the meet was 'Changing IR. Changing times: Make in India and Ensuring Labour Reforms'. The two-day conference was inaugurated by PP Mitra, principal labour & employment advisor, ministry of labour and employment and prof Kurukose Mamkootam, director, school of business, Ambedkar University Delhi, in presence of TV Narendran, chairman, board of governors at XLRI & MD - Tata Steel India and South East Asia - and Fr E. Abraham, SJ, director, XLRI.



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DATE: 8 February 2016
EDITION: Jamshedpur
PAGE: 6



आपका आरोग्य भी आपके लिए एक सफल और स्वस्थ जीवन है।

एक्सएलआरआई में 'एक्सएल
आशा' फुटबॉल टूर्नामेंट

[illegible]

PUBLICATION: Hindustan
DATE: 14 February 2016
EDITION: Jamshedpur
PAGE: 4



एक्सएलआरआई में चल रहे एक्सलरेट-2016 के दूसरे दिन शनिवार रात लाइव परफार्मेंस देते स्क्वोरी बैंड के कलाकार। इससे पहले दिन में यहां फैशन शो का आयोजन किया गया। इसमें छात्रों ने बड़-बड़कर भाग लिया। • हिन्दुस्तान

PUBLICATION: Hindustan
DATE: 11 February 2016
EDITION: Jamshedpur
PAGE: 5

**एक्सएलआरआई में
एक्सलरेट कल से**
जमशेदपुर (सं.)। एक्सएलआरआई वे तत्वावधान में तीसरी बार शुक्रवार से 14 फरवरी तक एक्सलरेट-2016 का आयोजन होगा। इसमें देशभर के कई बी स्कूलों के बीच वॉलीबाल, क्रिकेट, टेनिस, फुटबॉल जैसे खेल, गीत, संगीत की कई प्रतियोगिताएं होंगी इस दौरान रॉक बैंड लागोरी का लाइव परफार्मेंस भी होगा।

PUBLICATION: Hindustan Times
DATE: 15 February 2016
EDITION: Kolkata
PAGE: 4

XLRI to teach digital marketing

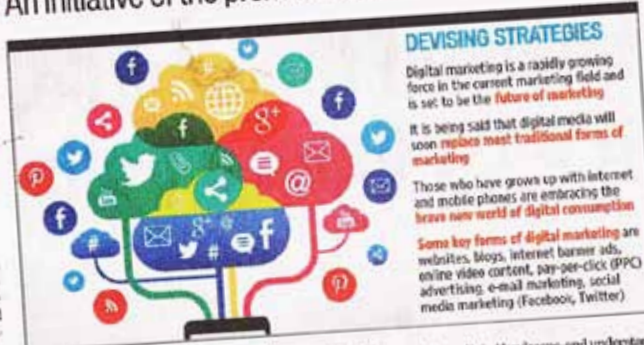
NEW COURSE An initiative of the premier B-school and an online education company

HT Correspondent
Kolkata

KOLKATA: With online shopping catching up as a trend, the country's top B-schools are thinking of offering courses in digital marketing now.

XLRI, the Xavier School of Management, one of the nation's premier B-Schools, has entered into technical collaboration with Talentedge, an online interactive education company, and has launched a specialised online certificate programme in digital marketing for professionals employed in marketing, advertising, branding, communications and sales.

This e-MDP course has been carefully designed to provide an in-depth understanding of what constitutes digital marketing and the skills required to run a digital marketing programme, and also to help understand the role of digital marketing in the larger context of marketing, business and industry. The course will



DEVISING STRATEGIES
Digital marketing is a rapidly growing force in the current marketing field and is set to be the future of marketing. It is being said that digital media will soon replace most traditional forms of marketing.

Those who have grown up with internet and mobile phones are embracing the brave new world of digital consumption. Some key forms of digital marketing are websites, blogs, internet banner ads, online video content, pay-per-click (PPC) advertising, e-mail marketing, social media marketing (Facebook, Twitter)

expose students to the strategic use of digital marketing tools in a measurable, actionable and effective marketing programme. The programme will be training candidates to understand the basics of digital marketing; develop a comprehensive digital marketing strategy; appreciate how

to use new media platforms, such as mobiles, search engines and social networking sites. Students will also get to know the measurement techniques used in evaluating digital marketing efforts, learn the importance of following industry publications given the dynamic and rapidly changing

digital landscape, and understand the ethical and legislative impact on digital marketing. Speaking about the programme, professor Arpita Srivastava, member of faculty, marketing area, at XLRI, said, "In today's world, social media and digital marketing are playing vital roles. Business

heads and those who are into the marketing of their products will get an insight on innovative marketing channels and learn how to leverage the online medium for growth of their businesses."

She added that using case-based pedagogy along with live lectures, interactive sessions and project work, an integral part of this course, "they will get an opportunity for active participation". "The programme is specially designed for professionals managing marketing functions as well as those looking forward to marketing, business and industry in the larger context," Srivastava said.

The course module is spread over 15 weeks (4 months) and will be held through live lectures by XLRI faculty that will be teamed online to students' desktops, laptops and classrooms using Talentedge's Direct To Device platform. Besides lectures, case studies, interactive sessions, project work and class exercises, students will get to work on live projects.

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DATE: 16 February 2016
EDITION: Delhi
PAGE: 10

XLRI offers digital marketing course



India's top B-schools are thinking of offering courses in digital marketing now.

HT Correspondent

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XLRI HAS LAUNCHED A SPECIALISED ONLINE CERTIFICATE PROGRAMME IN DIGITAL MARKETING

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DATE: 11 February 2016
EDITION: Mumbai
PAGE: 19

Paytm takes cashless solution to campuses

Sunny Sen
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NEW DELHI: It just seemed yesterday that the wallet meant a folding leather case to carry credit and debit cards, and a wad of currency notes. Now, it has a new dimension — the mobile wallet, which resides inside your phone, and can be used for recharges, paying utility bills and even for shopping.

ICing on the cake — this wallet has now found a wider use in the lives of students across India.

Paytm, India's largest mobile wallet company that claims to have 110 million wallets, is taking its cashless solution to campuses, making it easier for students to pay fees, buy books, order food, among



■ Vijay Shekhar Sharma

many other things.

The subsidiary of erstwhile value-added-services firm One97, and promoted by Vijay Shekhar Sharma, wants to change the way people pay, and digitising campuses helps in moving towards that goal.

It is tying up with over 100 schools and colleges, including Delhi Public Schools, Indian Institute of Technology, and management institutes like XLRI. "What we are fighting is cash transactions and that's our motto," said Kiran Vasireddy, senior V-P at Paytm.

Some of the institutes are implementing it in a phased manner. For instance, Indraprastha Institute of Information and Technology (IIIT) has allowed its shops inside the campus to use wallets.

"We are using wallets in Cafe Coffee Day, the stationary shop, the juice corner, the canteen and for monthly mess services. If this is successful, we will extend

it in fees submission as well," said Kapil Chawla, finance head at IIIT.

For some it is also a branding opportunity.

Rajeev Gupta, director - admission at Sharda University, says, "we get some branding, as the Paytm portal has millions of users."

Gupta is happy that Paytm is talking about giving cashbacks and other offers to as students.

"The more you spend, the more benefits you get... We will come out with special offers, and these offers will be extended time-to-time," said Vasireddy.

According to Paytm's estimates, 72% of the students in 100 universities are already using the app.

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PAGE: 5

Firms make a beeline for XLRI passouts

HT Correspondent
htcorrespondent@hindustantimes.com

KOLKATA: XLRI-Xavier School of Management has placed its current outgoing batch of 2014-16. It is the largest batch in the history of XLRI to participate in the final placements. The final recruitment process saw participation from 132 recruiters, including 36 companies which visited the campus for the first time.

This year, 386 offers were made to a batch of 361 students. Prof. Rajiv Misra, chairperson, placement, XLRI-Xavier School of Management said, "This year's placement season has witnessed a remarkable increase in both the number of offers and recruiters coupled with participation of quite a few new recruiters. We are happy to announce that there has been an across-the-board increase in the salary package as well. We attribute the excellent placements this year

THIS YEAR'S PLACEMENT SEASON HAS WITNESSED A REMARKABLE INCREASE IN BOTH THE NUMBER OF OFFERS AND RECRUITERS

RAJIV MISRA, CHAIRPERSON, PLACEMENT, XLRI

to the high-standard of management-centric education that we strive to deliver to our students." In continuation with the trend from the recently concluded summer internship placements, the placement season saw a number of recruiters from the financial sector domain.

Recruiters from the banking, financial services and insurance (BFSI) space included Citibank, Development Bank of Singapore, Goldman Sachs,

ICICI Bank, Standard Chartered and Yes Bank. ICICI Bank was the largest recruiter with 21 offers in total. Kotak Mahindra and Karvy visited for the first time for wealth management and other companies offered private equity, venture capital and investment banking roles.

FMCGs have been the forte of XLRI over the years. This year was no different and XLRI has again re-established its strength as an FMCG destination. Asian Paints, Colgate Palmolive, GSK, Heinz, ITC, Kellogg's, Mondelez, Nestle, PepsiCo, Bechtel Benckiser and Unilever among others offered roles in sales, marketing and HR functions. ITC was the largest recruiter in the FMCG space.

The media sector, too, made its presence felt with Star TV rolling out the second highest number of offers at 12, and opening up sports marketing role. Airtel, Ericsson, Vodafone and Telenor represented the communications and the net-

working space while Samsung recruited from the consumer durables sector here at XLRI.

Future Group and Lodha Group recruited students from the HR function. Ola Cabs, Uber, Tata Steel, Reliance Industries and Zensar offered operations related roles, including supply chain and procurement. General management once again was one of the preferred sectors on campus with major industry players like Aditya Birla Group, Mahindra & Mahindra, Reliance Industries, RPG and TAS offering a large number of roles in this area.

The consulting domain saw the active participation of industry majors such as Accenture Strategy, Capgemini Consulting, Cognizant Business Consulting, Deloitte, EY, Everest Group, Gallup, KPMG, McKinsey and Company, Peoples Business Group, Price WaterhouseCoopers, and Boston Consulting Group.

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DATE: 24 February 2016
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PAGE: 3

बनेगा उपभोक्ता संतुष्टि सूचकांक

जमशेदपुर (सं.)। एक्सएलआरआई शहर के नागरिकों को मिल रही सुविधाओं पर उपभोक्ता संतुष्टि सूचकांक (कंजुमर सैटिसफैक्शन इंडेक्स) तैयार करेगा।

एक्सएलआरआई के प्रोफेसर संजीव बाण्योय ने शहर के लोगों को मिल रही अस्पताल, बैंकिंग, बीमा, होटल, बिजली, पानी जैसी सुविधाओं और इन्हें उपलब्ध करने वाली कंपनियों के मामले में संतुष्टि के स्तर को समझने की कोशिश होगी। इसके जरिये आम लोगों को पैसे खर्चने के बावजूद मिल रही सुविधाओं के स्तर को समझने की कोशिश होगी। प्रो. बाण्योय ने बताया कि जल्द ही इसके लिए डाटा कलेक्शन एजेंसी नियुक्त की जाएगी।

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EDITION: Jamshedpur
PAGE: 4

‘खेल हरेक के लिए जरूरी’

जमशेदपुर (सं.)। एक्सएलआरआई में शुक्रवार को एक्सलरेट-2016 का आगान हुआ। इसका उद्घाटन फादर प्रभु हॉल में टाटा स्टील के खेल विभाग के प्रमुख चार्ल्स ओमियो ने किया।

चार्ल्स ने कहा कि खेल हरेक व्यक्ति के लिए जरूरी है। इससे आप शारीरिक और मानसिक रूप से दृढ़ होते हैं। कार्यक्रम के दौरान आईआईएम कोलकाता, आईआईएम लखनऊ, एसपी जैन मुंबई, एक्सआईएम-भुवनेश्वर के कई लोग उपस्थित थे।

शुक्रवार को हुई प्रतियोगिता: शुक्रवार को प्रबंधन के विद्यार्थियों के बीच क्रिकेट, फुटबॉल, बैडमिंटन, लॉग टेनिस, कैरम, बास्केटबॉल, बॉलीबॉल, एथलेटिक्स, क्षतरंज, टेबल टेनिस, मेनोडिया और डेंजर कई प्रतियोगिताएं हुईं। इनडोर और आउटडोर में विद्यार्थी एक दूसरे से रस्साकस्सी करते दिखे।

एक्सलरेट में रॉक बैंड लागोरी कालाइन परफॉर्मिस भी रूनिवर को होगा।



एक्सएलआरआई में शुक्रवार को एक्सलरेट-2016 में डांस करती युवती।

PUBLICATION: Mint
DATE: 27 February 2016
EDITION: Kolkata
PAGE: 10

Economic Survey bats for labour reform, rethink on pay deductions

Survey seeks review of mandatory deductions such as PF in organized sector to raise take-home pay of employees

By Prashant K. Nair
prashant.nair@mint.com

Changes in the labour market, the Economic Survey says, do not always lead to higher wages. The survey also calls for a rethink on mandatory deductions such as PF in the organized sector to raise take-home pay of employees.

The survey says that low take-home pay is a major reason for the low productivity of the organized sector. It also points out that the mandatory deductions such as PF, gratuity, etc., are not always used for the benefit of the employee. The survey suggests that the government should consider allowing employees to opt for a higher take-home pay by forgoing some of these deductions.



Women under-represented in India's workforce

Women are under-represented in India's workforce, according to the Economic Survey 2015-16. The survey says that the participation of women in the workforce is only 24%, compared to 74% for men. This is a significant gap, especially in the organized sector. The survey also points out that the mandatory deductions such as PF, gratuity, etc., are not always used for the benefit of the employee. The survey suggests that the government should consider allowing employees to opt for a higher take-home pay by forgoing some of these deductions.

PUBLICATION: Mail Today
DATE: 9 February 2016
EDITION: New Delhi
PAGE: 23

XLRI ORGANISES NATIONAL CONFERENCE

AROUND 150 social entrepreneurs, development sector professionals, academicians and students attended a national conference on social entrepreneurship organised by the Jamshedpur-based Xavier School of Management. Anil Gupta, executive vice-chairman, National Innovation Foundation, and founder of Honey Bee Network, in his keynote address said that entrepreneurs must have the ability to find a way out of tight spots. He also highlighted the need for grassroots level innovators. Abraham S.J., director XLRI, said that despite remarkable increase in resources and GDP growth, the benefit of development has not yet reached large sections of the society.



XLRI organises national conference on social entrepreneurship.

PUBLICATION: Mint
DATE: 11 February 2016
EDITION: Kolkata
PAGE: 1,18

HOW MANY INDIAN CEOs HAVE AN MBA?

WHO'S GOT AN MBA?

WHICH B-SCHOOL DID YOU GO TO?

A PROFESSIONAL DEGREE FOR PROFESSIONALS

DESTINATION HARVARD

DOES THE STATE HIRE MBAs?

PUBLICATION: Hindustan
DATE: 1 February 2016
EDITION: Jamshedpur
PAGE: 2

‘रोजगार देने वाले स्टार्टअप को वित्तीय पोषण जरूरी’

जमशेदपुर | संवाददाता

एक्सएलआरआई में चल रहे तीन दिवसीय आठवें सामाजिक उद्यमिता कांफ्रेंस का समापन रविवार दोपहर को हुआ। अंतिम दिन दो सत्रों का आयोजन हुआ।

कांफ्रेंस में देश में शुरू हो रहे स्टार्टअप को बढ़ावा देने में बैंकों और वित्त पोषण करने वाली एजेंसियों के बीच परिचर्चा हुई। परिचर्चा में नाबार्ड के सीनियर एमवी अशोक ने कहा कि नई सोच और नजरिये के साथ शुरू किए गए स्टार्टअप को वित्तीय पोषण जरूरी है। नई सोच से ही नए रोजगार के साधन बढ़ रहे हैं। इसमें पैसा लगाने में वित्तीय संस्थाओं को हिचकिचाया नहीं चाहिए। उन्होंने कहा कि सरकारी

एक्सएलआरआई

- आठवें सामाजिक उद्यमिता कांफ्रेंस का समापन
- वित्त पोषण करने वाली एजेंसियों के बीच परिचर्चा

स्तर पर भी बैंक ऐसे स्टार्टअप को पैसा खूले दिल से दे रहे हैं।

कोटी मदद से बड़ी सफलता : देश में जरूरतमंदों तक छोटे रोजगार शुरू करने के लिए मदद करने वाली संस्था माइक्रोग्राम के फाउंडर डॉ. रंजन खरदान ने कहा कि देश में कई जरूरत लोग हैं, जिन्हें मुर्गी पालन, मछली पालन, सब्जी और फल उत्पादन के लिए 25 से 50 हजार रुपये की जरूरत होती है। माइक्रोग्राम ऐसे

लोगों की मदद के लिए ऑनलाइन पोर्टल बनाकर एक प्लेटफॉर्म देता है। ऐसे में इन ग्रामीण स्टार्टअप को भी लोग मदद कर स्थानों को बनने में सहायता कर सकते हैं। इस दौरान इंटेलिजो के निविन अग्रवाल ने भी अपने विचार रखे।



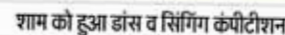
एक्सएलआरआई में चल रहे तीन दिवसीय आठवें सामाजिक उद्यमिता कांफ्रेंस को संबोधित करते अतिथि व उपस्थित लोग। • हिन्दुस्तान

PAGE: 19

फुटबॉल व क्रिकेट में जीता मेजबान

लाइफ रिपोर्टर ७१ जमशेदपुर

आज होगा कार्यक्रम का उद्घाटन : एमसीएलए-2016 का उद्घाटन मुख्यका मुख्य 11 बजे होगा जब विद्यमान सभा का सम्मेलन के फलदा प्रभु हिराजी ने उद्घाटन पर जो शुरुआत होगी, लेकिन किसी कारण से उद्घाटन नहीं हो सका. वहीं जैदी गंईड का अख्येयन किया गया. इस अनिवार्य को इसका उद्घाटन होगा. अब मौके पर मुख्य अतिथि पणजीय व दलदा गिरीन के



स्पेट्रम डिपार्टमेंट के रोड शाल्स प्रोग्रामों
उपस्थित रहेंगे



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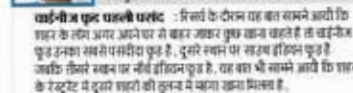
बिहेवियर लैब टीम ने किया शहर के लोगों पर

34 फीसदी जमशेदपुरवासी करते हैं ऑन

www.ck12.org

कैसे हुआ रिसर्च

का. रिजर्व सिगनेचरों द्वारा एकत्रित (अवधारित) किया गया 37 वीं वार्षिक योजना का मॉडल दिखा रहा। इसमें करीब 2000 लोगों ने हिस्सा लिया, सराफ़ीक रिजर्व का साइल 3500 था, गेले में अपने साथ 3500 लोगों से डिजिटल फॉर्मेट में इंटरव्यू था। ये प्रमाण-सत्यापन किया गया, जिसका अन्वयण पर इस रिजर्व को ठीक



सुंदर दिखाने के लिए 10,000 करोड़

[illegible]

रुपये खर्च
 जिसे नहीं है, महिला-पुरुष
 संजान, पैसा पीर, रीतू
 लड़कियों दायीं ने कल
 का करते हैं.

PAGE: 19

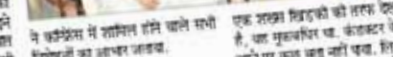
19 एक्सएलआरआई में नेशनल कॉन्फ्रेंस का समापन, सम्मानित हुए लोग

लाइव रिपोर्टर जमशेदपुर

एम्पलुअरअरआइ में सामाजिक
उत्पादन पर तीन दिनों से चली आ
रही मेहनतगार वर्गियों का रजिष्ट्र
को सामान्य हो गया. अंतिम दिन
एम्पलुअरअरआइ प्रकोष्ठ की ओर से
उन सभी विशेषज्ञों को सम्मानित किया
गया, जो अपने-अपने क्षेत्र में इन्फोर्टेस
काम कर रहे हैं और देश को नती दिना

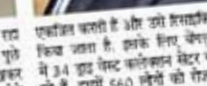
काहेंगे तो देशवासी में स्पष्टतः कलह उत्पन्न होवे। इस दौरान सभी ने सड़कों को इन्वोल्वेंट अवस्था में रखने और नगर पालिका विभाग, साधारण जल उपलब्धता को भी तत्परता के साथ ही देखभाल करने के लिए भी आग्रह किया। अंत में, जल उपलब्धता में सुधार के लिए, जल विभाग ने सभी को आग्रह किया कि शहरी क्षेत्रों में निवास के लिए जल की आवश्यकता को ध्यान में रखते हुए जल संचयन करने के लिए प्रोत्साहित किया जा रहा है।

कई एजेंसियां लगे हुए हैं और
कमरे में सिखा भी जाता है, लेकिन
तक विकास की विचार को नहीं
धरिया, वे हैं प्रयोग, चार तक
सरकारी योजनाएं पढ़ें या नहीं हैं
ही उन्हें वह लाभ मिल पाता है, कि
वे लाभार्थी हैं एकदम होते हैं, कम



प्रमुख जनो ने राष्ट्रा की आपसी ती
 कर्मियों के पक्षों सब के फैसले में
 तीन लोगों की मुख्य भाषा से शामिल
 करने वाले हैं। इनमें श्रीमती कुरेशी
 के सम्मान में एक लक्ष्मी, विजय शर्मा के
 सम्मान में डॉ. विजय कुमार शर्मा और
 एक और दो की परमेश्वरी जय श्री परमेश्वर

मेरे स्वधर्म की आज्ञा का पालन करने को बोधो और पर स्वधर्म से जोड़ने वाली ईश्वरिया तेजस मौजूद ही कुछ है कहना कि वे एक बात बस में रहते हैं कि वे सब बातों में उनके पास है।



हमारे भी तीन कैदीस्टों ने लिखा, उन्होंने ऐसा में छोटे-छोटे में कैसे इन्फोर्मेट में बात के ज़रिये सत्य में सुझा किज जा सके। ज़रूरी में किजपरपत्रक

समय के साथ ही
कारणों के अंत में प्रेरणा
समय ने समृद्धि प्रदान देकर
समस्याओं को

PAGE: 8

'XL Aasha' spreads cheer amongst unprivileged students



...comprised a mix of boys and girls players who aimed at promoting gender harm-

Each participating team provided a curriculum, training equipment, apparatus and training support to the other teams. The teams followed the "Toothball 3"-a unique mix of playing football, combined with the rules of basketball and developed by the Sports for Development focused Colombian organization named "Khai Meit". The team-based

the basic values of fair play.

PAGE: 12

Good
MORNING

Hello. It's Saturday.
February 13, 2016.

Events

■ **XLerate**, a B-school sports event, at

PUBLICATION: The Avenue Mail
DATE: 11 February 2016
EDITION: Jamshedpur
PAGE: 5

XLRI all set to host cultural fest 'XLerate 2016' from Feb 12

Jamshedpur, Feb. 10: Xavier School of Management (XLRI) is all set to host 3rd Edition of "XLerate" - XLRI's flagship national level sports, leadership and cultural festival organised by PGDM-GM (1 year full time MBA program) from February 12 to 14 at XLRI Campus, Jamshedpur.

'XLerate 2016' kick-started its events with the launch of 'XL Aasha' - a unique sporting event for unprivileged students.

Organised by the PGDM (GM) students of XLRI, XLerate started in 2014 with the aim to serve as a connecting platform for all the students of one year MBA programs and to

unleash the camaraderie among them.

In the 3-days meet, 1-year MBA students from premier management institutes across India, including IIM- C, L, S, MDI- Gurgaon, SP Jain- Mumbai, XIM- Bhubaneswar, Great Lakes- Chennai competing in various Sporting, Leadership, and Cultural events. There will be sporting events like volleyball, basketball, cricket, tennis and athletics, cultural events like music, dance, drama, photography and also rock band performance by LAGORI. The event shall also witness war of budding managers in case study competitions.



"Embraced by one of the best gatherings of participants and spirited audience, XLerate has always enthused a zest for continuously scaling new zeniths in the pursuit of excellence and vibrancy among one and all. This year the stakes and bars

have been raised for the students to meet in this friendly battle field of XLerate 2016", commented Nitish Bhardwaj, PGDM-GM 2016 batch, XLRI. Xavier School of Management, Jamshedpur is a premier, private management institute in

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

PUBLICATION: The Avenue Mail
DATE: 24 February 2016
EDITION: Jamshedpur
PAGE: 8

XLRI study finds 33% city residents shop online; govt. website unfriendly



Jamshedpur, Feb. 23: A survey conducted by Marketing Association of XLRI (MAXI) showed that 33 percent of the people in Jamshedpur do online shopping against the national average of just 18.8 per cent. The most preferred shopping segment is apparel and electronics.

Sanjeev Varshney, faculty member at XLRI and founder of the behavioral research lab, said the research carried out by the prospective managers during the annual MAXI Fair, held in the college campus from January 15 to 17, 2016 found that Chinese food is the most preferred cuisine followed by south Indian and north Indian dishes.

He further informed that the survey, carried on 3500 respondents out of the 7000 that visited MAXI fair, concludes that only 364 people out of 1000 prefer online service to avail government schemes in comparison to the national average of 770. Only 1.5 percent house-

holds in Jharkhand possess computers with broadband access as against the national average of 3.3 percent. The reason behind online users' lackluster response to the online facilities of the government is because the portals are heavily crowded and they carry lengthy text, besides the websites lack clarity.

The e-services for availing Aadhar card, PAN card, passport, among other important government documents, were mentioned by

the respondents as painstaking. The Indian passport website is very complicated against the US, which is very simple. "The findings of the survey will be submitted to the state government for improvisation in the online facilities designed for the people," said Prof. Sanjeev Varshney. He informed that from next year onwards we will look into customer satisfaction index. "In India there is no customer satisfaction index, while in Singapore, they include 16 services and South Africa includes 22 services taking into account customer satisfaction index. A country like Bhutan also has a Happiness Index," added Varshney.

PUBLICATION: The Avenue Mail
DATE: 27 February 2016
EDITION: Jamshedpur
PAGE: 8

Largest XLRI batch receives lucrative placement offers

Jamshedpur, Feb. 26: Xavier School of Management (XLRI) has provided placements for all the students of the 2014-16 batch - the largest batch to ever to sit for final placements in the history of XLRI. The final recruitment process saw participation of 132 recruiters, including 16 first time recruiters. In all, 386 offers were made for the batch of 361 students.



The median salary offered to the batch is Rs. 1400 lakh per annum, while the average is Rs. 18.5 lakh per annum, both higher compared to last year. XLRI's unrivalled reputation for its Human Resources Program was clearly visible, as the HR students secured excellent job offers across sectors including FMCG, general management and other sectors in large numbers.

A total of 102 students were offered PPOs (Pre-Placement Offers) during their summer internship, of which 84 PPOs were accepted. Prof. Rajiv Misra, chairman, Placement, XLRI - Xavier School of Management, commented, "XLRI has completed yet another successful placement session for its students. This year's placement season has witnessed a remarkable increase in both the number of offers and participation of quite a few new recruits. We are happy to announce that there has been an across the board increase in the salary package as well. We attribute the excellent placements this year as an affirmation by the industry of the high standard of management education that we strive to deliver to our students."

In continuation with the trend from the recently concluded Summer Internship Placements, the CRP was marked by a good presence of recruiters from the financial sector domain. Recruiters from the BFSI space included Citibank, Singapore, Goldman Sachs, ICICI Bank, Standard Chartered and Yes Bank. KFC Bank was the largest recruiter with a total of 21 offers. Other notable recruiters included Kotak Mahindra and Karvy visited the campus for the first time and offered wealth management jobs, while other companies offered PE, VC and IB roles. The FMCGs have been the forte of XLRI over the years. This year was no different and XLRI has again re-established its strength as an FMCG destination, with Asian Paints, Colgate Palmolive, GSK, CH

PUBLICATION: The Economic Times
DATE: 26 February 2016
EDITION: Kolkata
PAGE: 1,21

XLRI - Jamshedpur Placements Over, Average Salary at ₹18.5 lakh
XLRI - Xavier School of Management, Jamshedpur, has completed final placements of its largest graduating batch, with the average annual salary of Rs 18.5 lakh. As many as 132 recruiters, including 36 first timers, participated in the final recruitment process for the 2014-16 batch of 361 students.

XLRI Completes Final Placements with Average Salary of ₹18.5 Lakh

MUMBAI XLRI - Xavier School of Management, Jamshedpur, has completed the final placements of its largest graduating batch, with the average annual salary of ₹18.5 lakh. As many as 132 recruiters, including 36 first timers, participated in the final recruitment process for the 2014-16 batch of 361 students. Around 386 offers were made. Also, 102 students had got pre-placement offers (PPOs), of which 84 were accepted. The median salary offered to XLRI students increased to ₹18 lakh this year from ₹17 lakh last year's campus recruitment. Some students were offered international roles. ICICI Bank was the largest recruiter in the BFSI space, making 21 offers. Other companies from the sector include Citibank, DBS, Goldman Sachs, ICICI Bank, Standard Chartered and Yes Bank. Kotak Mahindra and Karvy visited the campus for the first time. Roles were offered across areas, including wealth management, PE and investment banking. The media sector saw Star TV made 12 offers. Airtel, Ericsson, Vodafone and Telenor represent the communications and the networking space. - Sreeratha Bas

PUBLICATION: The Economic Times
DATE: 8 February 2016
EDITION: Chennai
PAGE: 9

ITC Appoints R Sridhar as HR head

Writankar.Mukherjee
@timesgroup.com

Kolkata: ITC has appointed R Sridhar as the new head of human resources, continuing the process of appointing second-generation executives to key positions that the conglomerate kicked off three months ago. Sridhar was earlier executive vice-president and head (learning and development). He replaces veteran human resources professional Anand Nayak, who last month retired after 42 years of service in ITC.

Besides, ITC's executive director for FMCG business Sanjiv Puri, considered among the favourites for the chairman's post after YC Deveshwar retires next year, took charge of the company's paper, paperboard and packaging business on January 22. When contacted, an ITC spokesperson confirmed the changes. Analysts said in a fiscal has been a year of changes that reflect Deveshwar's keenness to appoint new talent at the helm before he steps down.

Sridhar, the new HR head, joined ITC in 1982 after he completed his MBA from XLRI, Jamshedpur. He subsequently completed his fellow programme from the institute. He has handled HR assignments in the cigarette business.

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Time to Look Beyond The Dot-com Start-ups

OPINION | PROF GOURAV VALLABH



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I have vivid memories of my meeting with a young boy on board a flight some six years back. A software engineer by profession, his passion for tech companies was quite evident. But his enthusiasm for what was happening around the start-up landscape seemed quite extravagant to me then. I look back to the entire saga with a bit more than mere astonishment. The Indian start-up landscape has evolved over the last decade and has more than just optimism attached to it. The Start-up India campaign has rendered and boosted its existence and provided much-needed support. But there should be more to the start-up scenario than just the dot-com culture which in itself is the leader of the pack. Although the potential of improvement in the Indian supply chain industry in itself is huge, it gains paramount proportions when we talk of how logistics alone accounts for around 15 per cent of the final retail prices for consumer goods. So, there is no doubt about how an overhaul in the overall Indian logistics framework can do wonders.

Agriculture is one area that needs strict attention in both the keywords discussed above: start-ups and logistics. A need to indulge in prolonging the life of the agricultural produce is dire in a country like ours which suffers losses to the tune of ₹80,000 crore every year due to wastage and mismanagement. Although according to a 2014 report by the International Association of Refrigerated Warehouses (IARW), India has the largest capacity with 131 million cubic metres in cold stores, followed by the US at 115 million cubic metres, the entire cold chain network is an evolving concept. With the Seventh Pay Commission recommendations coming into force and an estimated 24 per cent increase in the salaries and pensions of more than 10 lakh government employees, the demand for high-value produce like fruits and vegetables along with those of meat and fish is likely to scale up in a big way.

It matters more so for India as the area of our country is huge and certain produce is limited to certain States. An organised logistics network can open up new markets for our farmers and produce a flow channel, both in terms of the produce and information. This is where technology fits in seemingly well to the definition of a start-up as well. It is in its infancy in India and it is looking for a repeatable and scalable business model.

A State like Andhra Pradesh, which when undivided, was the largest producer of fish in the country with 20 lakh tonnes in the year 2014, had just around six per cent of the total cold storages in our country. As per a Yes Bank report released in 2014, Andhra Pradesh had surplus production of tomatoes, brinjal and okra which would have eventually been transported to other States, but due to the poor cold chain logistics infrastructure, the realised market size would definitely have been much lower than what was possible. The possibility of a larger consumer base, utilisation of otherwise wasted produce and better prices are some of the incentives which even the farmers are realising. The possibility of a

public-private partnership (PPP) model can also not be ignored as far as cold chains are concerned. But the most important initiative required is to encourage start-ups in the field of cold chains for horticultural produce as 40 per cent of our produce gets wasted. Linking start-up in this domain to the Start-up India campaign and availing all similar benefits to these would be a better option. I say this as the government in its previous budget had announced a Warehouse Infrastructure Fund (WIF) of ₹5,000 crore specifically for creating infrastructure for storing agricultural produce.

Funding to start-ups isn't much of a worry these days and of the total cold chain segment in India, only 12 per cent is being accounted for by transportation. It leaves a huge ground which is up for grabs. The growing penetration of mobile and internet even in the remote areas of our country is witness to the adoption of technology by rural India including farmers and this will only grow. A radical shift towards horticulture is also something worth encouraging.

It can only happen when the supporting parallel infrastructure in the form of cold chains can be created. Technology start-ups can also play a big part in bringing the markets closer to the produce and managing produce while in storage. Specific parts of cold chains can also be catered to by the start-ups like, maybe

Agriculture is one area that needs strict attention in both the keywords: start-ups and logistics. A need to indulge in prolonging the life of the agricultural produce is dire in a country like ours

reefer vans. Encouraging PPP models through providing capital and managing warehouses on the part of the government and inviting private players in the form of start-ups to take care of transportation will complete the cycle.

Government should have larger benefits, in the form of inflation check and reduction in the demand-supply mismatch, in mind while encouraging start-ups in this area. The state of farmers has always been a cause of concern for the government and to make up for the uncertainty in monsoons, and make them get their due in the future, encouraging entrepreneurs in this domain by linking all benefits to Start-up India would serve better in the years to come. Specific relaxations, if need be, to recognise similar entrepreneurial ventures as start-up which can avail of benefits should be brought into place.

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XLRI Completes Final Placements, Average Salary at ₹18.5 Lakh

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Mumbai: XLRI - Xavier School of Management, Jamshedpur, has completed the final placements of its largest graduating batch, with the average annual salary of ₹18.5 lakh.

As many as 132 recruiters, including 36 first timers, participated in the final recruitment process for the 2014-15 batch of 361 students. Around 386 offers were made. Also, 102 students had got pre-placement offers, of which 84 were accepted.

The median salary offered to XLRI students increased to ₹18 lakh this year from ₹17 lakh in last year's campus recruitment. Some students were offered international roles.

ICICI Bank was the largest recruiter in the BFSI space, making 21 offers. Other companies from the sector included Citibank, DBS, Goldman Sachs, ICICI Bank, Standard Chartered and Yes Bank. Kotak Mahindra and Karvy visited the campus for the first time. Roles were offered across areas, including wealth management, PE, and investment banking.

ITC was the biggest recruiter in the FMCG domain while others, including Asian Paints, Colgate Palmolive, GSK CH, Heinz, HCCB, ITC, Mondelez, Nestle, PepsiCo, Reckitt Benckiser and Unilever, offered roles



FLEPHOTO

in sales and marketing and HR functions.

The media sector saw Star TV made 12 offers. Airtel, Ericsson, Vodafone and Telenor represented the communications and the networking space.

Future Group and Lodha Group recruited students from the HR function. Ola Cabs, Uber, Tata Steel, Reliance Industries and Zensar offered operations related roles including supply chain and procurement.

Aditya Birla Group, Mahindra & Mahindra, Reliance Industries, RPG and TAS made a large number of offers in general management. Consulting firms that took part in recruitment include Accenture Strategy, Capgemini Consulting, Deloitte, EY, Everest Group, Gallup, KPMG, McKinsey and Company, People Business Group, PwC, The Boston Consulting Group, Vector Consulting and Zensar.

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PAGE: 12

"Xlerate 2016": Hosts XLRI win football, cricket on first day



Jamshedpur, Feb. 12: "Xlerate" - XLRI's flagship national-level sports, leadership and cultural festival, kicked off at the B-school campus on Friday. The 3rd edition of "Xlerate" is being organised by PGDM-GM (1 year full time MBA program).

The first day of the three-day fest only had the prelims on the first day today. Schools like Great Lakes, Chennai, IIMs - Calcutta, Lucknow, and Shillong, MDI - Gurgaon, SP Jain Institute of Management and Research, Mumbai, XIM-Hitabadiwala and XLRI are participating in the fest, which includes about 175 participants.

The events started with the launch of "Xlerate" - a unique sporting event for super-talented students. The first day witnessed the students of XLRI and the host college fighting it out in the football field. Bajrangi scored a hat trick and Shreshth netted one to give a score line of 4-0 in the favour of the hosts.

XLRI showed its strength in the cricket field as well winning the match by 2 wickets. XLRI scored 59 in the 12 overs while chasing 60 runs to win XLRI won the match with two wickets in hand and an over to spare.

In the evening, colorful cultural events Melodia (solo and duet singing competition) and Dastar (dance competition) were held wherein participants showcased their talents.

"On Saturday, we are having semi final clash of all the sporting events besides the live concert by LAGORI band which participants are eagerly waiting for," said Nishu Bhardwaj, PR and branding manager of PGDM-GM 2016 batch, XLRI.

"Xlerate promises to be an annual meeting ground for executives pursuing 1-year MBAs that showcases their talent at the highest level. The meet would put the managerial and strategic skills of future leaders to test on the sporting field as against the boardroom," an official of XLRI.

In 2014 XLRI brought in a plethora of talent from the top B-Schools in India competing in the sports, leadership and cultural events. The students walked away with lots of trophies, experiences and memories.

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PAGE: 7-8



**XLRI KICKS
OFF GLOBAL
FAIR PLAY**
Page 8

XLRI hosts global football3 format that focuses on co-ed teams & fair play

Game for kids kicks off gender equality



Co-ed teams of ADL high school and upgraded middle school of Khunchidih play soccer on XLRI grounds in

OUR CORRESPONDENT

Teamwork, communication and mutual respect are life-long lessons learnt in school. But, weaving all these is gender equality.

This crucial lesson gets easier to learn on open ground instead of a closed classroom.

Armed with this aim, Jamshedpur's premier B-school XLRI held an inter-school football league XL Aasha as part of their national sporting and cultural fest XLerate 2016 on campus on Sunday.

Though the three-day fest will kick off from February 12, the daylong football tournament was hosted for poor school-

Based on football3 format, popularised across the globe by Street Football World, a movement to stress the values of gender equality, fair play and peaceful conflict resolution through the game, a match in this format is played without a referee.

Divided into three parts—a pre-match discussion, the game, and a post-match discussion, before the match, all players collectively select the rules. Post-match, they again analyse their performance with stress on fair play.

Based on the format, 66 girls and boys in the age group of 7-13 years played together in six teams and not against each other on Sunday. There was no

facilitated talks between teams and monitored matches.

Each team from ADL Society Hindi High School; upgraded middle school, Sarak Ghutu; ADL Society Middle School; upgraded middle school, Jamshol; upgraded middle school, Khunchidih and another of children residing on XLRI campus, got sporting gear and were trained before the event.

The children had a fun Sunday, learning precious lessons through the game.

"Humlog football hi khelte hain par ladkiyon ke saath kabhi nahin khela. Unhe aur seekhne ki zarurat hai (We always play football but not with

re)," said Golu Kumar, a Class V student of upgraded middle school, Jamshol, in Chakulia.

Jamuna Soren, a class IV student of upgraded middle school, Khunchidih, who was thrilled with her new T-shirt, added: "Aise khel to aur bhi hone chahiye. Ab to humlog sab saath me khelenge. Mujhe ek goal karna hai. (Matches like this should be held more often. Now we'll play together. I want to score a goal next time)."

ADL Society Hindi High School won while an upgraded middle school in Musabani, East Singhbhum, became runners-up. Nitish Bhardwaj, an XLRI student who helped host the event, said the effort cele

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PAGE: 11

XLRI's double survey on contemporary lifestyles & digital platforms throws up surprises Enjoy looking fab while forking noodle



Sanjeev Varshney, marketing professor of XLRI, at the news meet on the B-school campus in Jamshedpur on Tuesday. (Photo by Divya Prasad)

Jamshedpur residents love to work out, prefer Chinese to South Indian cuisine, shop online and spend money to look good. These are some findings of a lifestyle survey conducted by XLRI among 2,500 people from 10 to above 50 years of age that reflect broad trends in the planned industrial town.

Released on Tuesday, the survey revealed around 75 per cent of residents were somewhat satisfied with travel, health, telecom, energy and implementation of government schemes in their city.

On the fitness front, 50 per cent people said jogging and walking pursued is seriously. Around 41 per cent people said jogging and walking pursued is seriously. Around 41 per cent people said jogging and walking pursued is seriously.

A good 33 per cent preferred online shopping. Also, men and women revealed similar levels of expense when it came to personal care. Women above 50 years spend heavily on personal care, according to the study.

"So far, Jamshedpur did not have specific lifestyle profiling. So, we tried to focus on it. We considered areas like entertainment, fitness, personal care, satisfaction, shopping and dining. We held this study during the Maxi Fair in January and some results have been very surprising,"

said Sanjeev Varshney, faculty member of marketing at XLRI, at the news meet on the B-school campus on Tuesday.

Another survey held by XLRI among 1,300 people in out user-friendliness of government websites, launched by Minister Narendra Modi's pet project, Digital India, also

response. Only 20 per cent of people were aware about various sites, the survey revealed. Also, men, including senior

ices more than women. The findings reveal that digital platforms need to go ly. "If you compare the passport website of the US and

know the difference," said Tanveer Ali, a student. "Our lot of irrelevant information. Also, we saw the Jharkhi website and compared it with Gujarat. A lot of changes We intend to share the findings of the survey so that an

about them." Varshney added they were now planning to conduct satisfaction index. "It's so far non-existent in India. We number of services provided by various companies and accordingly."

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PAGE: 7

10 stalls to dish up fish



An unused fisheries department stall in Golmuri on Wednesday, which will soon become a fish joint. (Bhola Prasad)

Tasty bait for foodies

ANIMESH BISOEE

Forgot to get packed lunch from home on a busy working day and would like nothing better than a machli-bhaat lunch? Or want to enjoy an evening out with friends over chilli fish and fish fingers but don't want a huge restaurant bill?

Jamshedpur entrepreneurs Saumitra Verma and Sujit Kumar, both 34, who opened an online fish store www.freshmachli.com successfully last year, tying up with Chandil fisherman to help customers literally net fresh catch, will now diversify their business into open-air fish stalls serving affordable curry and snacks at 10 spots across the city.

To be called Jharkhand Fresh Fish, these stalls will come up at Mango, Sonari, Kadma, Golmuri, Sakchi, Bistapur, Telco, Parsadih, Adityapur and Gamharia by first week of March. Before this, the duo will meet Dhalbhum SDO Suraj Kumar for his final seal on the locations.

The stalls would not only sell raw rohu, catla and pangasius (basa), but also fish curry and rice for lunch and snacks in the evening, from crispy fried fish pakodas to fish fingers and chilli fish.

Stressing on hygiene, he said: "Fish needs to be cut, de-scaled and cleaned properly before cooking. We will take care of that. Also, each team of two members de-

puted at each of our 10 stalls will wear caps, aprons and gloves. Our dishes will be packed in foil and paper containers." Prices would be much lower than those in restaurants, he said.

Armed with a PG diploma from XLRI and MBA from Symbiosis in Pune, Saumitra said he and his friend Sujit, a BTech from BIT-Mesra, had always planned to diversify.

"Once our online Fresh Machli caught on, we wondered what next. When we did a survey on roadside eateries in the city, we found great demand for fish snacks and wholesome fish-and-rice lunches, but customers had hygiene concerns. Many wondered if fish sold on roadsides was fresh. Based on these findings, we decided to launch Jharkhand Fresh Fish stalls from the first week of March," said Saumitra.

Saumitra added they had taken permission from state fisheries department to use idle Fresh Fish pushcarts. Last year, the department had flagged off a project to help fish vendors with subsidised catch but the venture had failed.

"Most iron-and-tin structures given by fisheries department to fish vendors last year are lying abandoned. According to an understanding, we will pay the department a one-time sum to take the fish stalls and open Jharkhand Fresh Fish Stalls," Saumitra said.

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 PAGE: 7

Biz school hosts research fair

The 37th XLRI Maxi Fair, the annual disguised Market and Consumer Behaviour Research Fair conducted by the Marketing Association at XLRI (Maxi) concluded recently with great fanfare at XLRI-Xavier School of Management.

One of the biggest marketing events in the B-school circuits, Maxi Fair 2016 was themed on 'Digital India'. Keeping in sync with the theme of the event, for the first time the entire Fair Grounds at the XLRI campus was enabled with free wifi.

Known for its innovation and legacy, Maxi Fair 2016 conducted Marketing Research for top FMCG companies and ventured into research for business to business category for the first time.

Apart from a remote controlled race track that was designed



by the Maxi member students of XLRI, another highlight of the event was the 'Cleanathon' which was a part of the 'Banega Swachh India' and aimed at carrying forward the responsibility towards a cleaner India.

Laser tag, Unmanned aerial vehicle (drone) show were the key attractions for the first time at the event. India's famous street magician, Babban Khan, with a few tricks up his sleeve was another crowd-puller.

Events like Miss Jamshedpur - a talent hunt competition, Cooking without Fire - a cooking contest and drawing competition for school children all across the city were organised on both days of the event. 'Court Marshall' - a play was performed by members of Dracula - the Dramatics Club of XLRI. The fair concluded with a live performance by one of comedian Raju Srivastava.

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NEWSBYTES

PLACEMENT REPORT

XLRI-Xavier School of Management has placed its current outgoing batch of 2014-16. The final recruitment process saw participation from 132 recruiters, inclusive of 36 first time recruiters and 386 offers were made for a batch of 361 students. HR students secured excellent job offers across sectors viz. consulting, FMCG, general management and other sectors in large numbers. Some 102 students were offered PPOs (Pre-Placement Offers) from their summer internships, of which 84 PPOs were accepted. In continuation with the

trend from the recently concluded Summer Internship Placements the CRP was marked by a good presence of recruiters from the financial sector domain. Recruiters from the BFSI space included Citibank, Development Bank of Singapore, Goldman Sachs, ICICI Bank, Standard Chartered and Yes Bank. ICICI Bank was the largest recruiter with 21 offers total. XLRI has again re-established its strength as an FMCG destination. Asian Paints, Colgate Palmolive, GSK CH, Heinz, HCCB, ITC, Kellogg's, Mondelez, Nestle, PepsiCo, Reckitt Benckiser, Unilever among others offered roles in Sales and Marketing and HR functions. ITC was the largest recruiter in the FMCG space. The median salary offered to the batch is ₹ 18 lakh per annum while the average is ₹ 18.5 lakh per annum both an increase over last year.

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 PAGE: 13

NEWSBYTES

ONE FOR SOCIETY

National Conference on Social Entrepreneurship (NCSE) at XLRI-Xavier School of Management, on "Social Innovations: Changing Lives and Society", saw social entrepreneurs, development sector professionals, academicians and students share their experiences, issues and challenges on building social entrepreneurship ecosystem. The inaugural session had Padmashree Prof Anil Gupta, executive vice-chairman, National Innovation Foundation & Founder Honey Bee Network and Professor in the Centre of Management in Agriculture, IIM A with Fr E Abraham SJ, director, XLRI and Prof Madhukar Shukla, chairperson- Fr Arupe Center for Ecology & Sustainability, XLRI. Gupta stressed on the need for grass-root innovators, the need to empower them and reward them by safeguarding their interests. The conference also deliberated upon ways of 'Educating and empowering rural India' and advocated dialogue on social development.

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 PAGE: 7

Good MORNING

Hello, It's Saturday
 February 6, 2016.

Events

■ Meet at XLRI's
 Entrepreneurship
 Development Centre
 in Jamshedpur, 10 am

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 PAGE: 8

XLRI offers

■ As many as 386 offers were made to the outgoing XLRI batch by 132 recruiters. Placements began in February first week and went on till the middle of the month. Median salary offered was Rs 18 lakh a year while ICICI Bank, with 21 offers, was the top recruiter.

