

XLRI IN NEWS

JANUARY 2015

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Social entrepreneurship meet
January 30 Conference on

PTI

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A photograph showing students in a classroom setting, likely taking an aptitude test. One student in the foreground is focused on writing, while others are visible in the background.

January have an important announcement. According to the notice, invigilators were asked to distribute same booklet series for the main question paper and general knowledge paper. However, it was noticed that some centers did not follow it. If any of the aspirants had received different series for the main question paper and general knowledge paper then they are advised to send a mail to support@iitjee.ac.in, before 10 January. Aspirants should have to mention their CRN, CAT ID, and GK booklet series (A,B,C,D) in the mail.

XLRI MAXI Fair, 2015

on January 17 with the students of XLRi and Tongji University. China-XLRi's partner institute in Global MBA Programme, is an attempt to spread the clean business message launched by

The highlight of the MAXI Fair 2015 was the 'Bhanna

The record will be officially confirmed by Guinness World Records after completing the verification procedures in 8 weeks. Prof. Sharad Sarin, Professor of Marketing at XLRI is the pioneer of this special event.

XLRI Organised 7th National HR Conference

He also cited the above using some examples from his personal experience at Tatan Steel and focused on the importance of technology in Training and Development, Learning, Knowledge Generation, Securing Knowledge that is about to retire. "Social HR and its application in technology is an emerging field and is very relevant to be discussed at this point of time," he remarked. The Day I also witnessed other eminent speakers like T. Shivaram (Director- HR - SAP Labs India), Pankaj Barmal (CEO, People

Strong). Suresh Dutt Tripathi of Tata Steel and Sujay Banerjee of McNally Bharat provide a kaleidoscope of ideas and thoughts. The Day 2 continued with a panel discussion on the relevance of technology in driving cultural change. Gautam Ghosh (Talent Branding Director, Flipkart) talked about how one can overestimate technology's

impact in the short run and underestimate it in the long run and how social, mobile and cloud are the major drivers of change today in the technology and business sphere. Noha Sinha of the XIM, Bangalore, talked about the current trends and implications in HR Analytics and using those to bridge the gap between the organizational goals and

workforce interests while Advilaya Tiwari and Anusha Mittal of XLRI focused on using social media for recruitment, measures the online presence of employers and using tools like Kibot. At the session, Mr. Krishna Chaitanya ITC talked about how technology can make work life exciting and satisfying as a personal life.

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XLRI fair knocks on Guinness door

The 36th edition of the MAXI Fair, a disguised marketing research event taken up annually by the Marketing Association of NLRI, Jamshedpur, may have ended on Sunday, but the suspense will carry on for eight more weeks.

The MAXI Fair held a hand washing relay with Detroit India to spread the message of hygiene in which 1,000 people took part on Sunday. But, its organisers will know whether this drive made it to Guinness Book of World Records only after eight weeks, when Guinness authorities complete their verification protocol.

Participants at the five-hour long hand-washing relay from 2.45pm to 7.45pm, called Barego Swachh India, ranged from eight-year-olds to grandmothers.

XLRI seems to have a fighting chance as Sri Lanka last created the record in this event with 656 participants.

Singhambh Chumber of Commerce and Industry president and vice-president Suresh Sonthalia and Bharat Varni, as well as chartered accountant Anup Amarwal were three witnesses at the hand wash relay. XLRI also ensured that one person did not participate twice, taking video footage and assigning code numbers to participants.

Witnesses were seated on stage. Participants, chosen at first come, first-serve basis, came to wash their hand

A schoolgirl takes part in the handwashing relay at XLRI, Jamshedpur, on Sunday. Picture by Bisola Pinnad

"It was exciting," said Harmandi Singh, a 55-year-old participant from Sonari. "Who would not like to be a part of a world record?"

Datta said: "Video footage from the start to end, including the point the previous record broke will be sent to the Guinness office in London. Everything needs to be perfect because one mistake can s

But, MAXI Fair had more than its hand-wash drive to offer 5,000 visitors over Saturday and Sunday: From insight on shower gels — most partic-

When we question visitors, we get real consumer data for research. People play games, enjoy themselves and answer questions," said Datta.

Consumer insights apart from stalls for food, handicraft and a gaming zone. Those looking for the office could try out sorting or the kapi sammelan. There was also a cricket corner to host World Cup buffs happy

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GROOMING SOCIAL ENTREPRENEURS

XLRI — Xavier Institute of Management, Jamshedpur, is organising the seventh National Conference on Social Entrepreneurship titled The Young Change-maker — Youth as Social Entrepreneurs. The conference aims to provide a common platform to the young social entrepreneurs and sector professionals to share their stories, challenges and innovations.

Eligibility: Students/Graduates/social entrepreneurs/NGO/CBO/Professionals/ academicians.

Fee: There are various fees categories. Details are available online.

When: January 30 — February 1.

Number of seats: Limited.

How to apply: Download the registration form at www.tinyurl.com/7thNCSE-Registration | **Last date of admission:**

Registrations will close on January 30.

On-spot registrations will be done.

Website: www.xlri.ac.in

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XLRI HOLDS HR CONFERENCE

XLRI hosted the 7th National HR Conference on January 10-11 at its Jamshedpur campus. The theme was "Social HR and Technological Applications in HR". The event was inaugurated by T V Narendran, chairman, Board of Governors at XLRI & MD - Tata Steel India and South East Asia in presence of Dr Pranabesh Ray, dean, academics at XLRI and other dignitaries. He also unveiled results of the 2nd National HR Survey. Narendran talked about the reducing distance gap with the help of communication and the role that it plays in saving time and money in his inaugural address. He also cited the above using some examples from his personal experiences and Tata Steel and focused on the importance of technology in training and development, Learning, Knowledge Generation, Securing Knowledge that is about to retire.

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NEWSBOARD

MAXI Fair at Jamshedpur

Xavier School of Management (XLRI), Jamshedpur, will host '36th Maxi Fair', the annual disguised Market and Consumer Behavior Research Fair conducted by the Marketing Association at XLRI (MAXI) on January 17-18. Termed as one of the biggest marketing event in the B-school circuits, the theme this year is 'Swachh Bharat'.

Giving information about the fair Prof. Sharad Sarin, Professor of Marketing at XLRI, said, "The event was started by MAXI over 30 years ago with a simple mandate in 1979 to popularize the field of

Marketing at XLRI. This is achieved through a mixture of competitive events, talks, interaction sessions, conferences and of course, the MAXI Fair. Since then the fair gives students a hands on opportunity to learn market research fundamentals and come up with marketing insights on live problems handed over by partner brands and corporates."

The event is supported every year by major corporates like HUL, ITC, Star TV and Airtel to conduct research on more than 6,000 plus participants. The research is conducted through elaborate games designed by students of XLRI. Apart from the market research games, the fair also includes recreational activities for youngsters like paintball, zorbing, video games, merry go round, fancy dress competition etc.

of Applied Sciences, Jyväskylä, Finland. The objective of the alliance is to promote and facilitate the exchange of students, faculty and researchers, wherein both universities will be sharing and participating in each other's educational exchange programmes.



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NEWSBYTE

XLRI TO HOST MAXI FAIR 2015

XLRI is set to host '36th Maxi Fair', the annual disguised Market and Consumer Behavior Research Fair that is conducted by the Marketing Association at XLRI Jamshedpur (MAXI) on January 17 and 18. The theme of this year's MAXI

Fair is 'Swachh Bharat'. The event is supported every year by major corporates to conduct research on more than 6,000 plus attendees of the fair. The research is conducted through elaborate games designed by XLRI students. Apart from the market research games, the fair also includes recreational activities like paintball, zorbing, video games, merry go round, fancy dress competition etc. Among all the fun and frolic, attendees can purchase exotic handicrafts and devour mouth-watering delicacies at the food stalls.

