



# XLRI in News

## January 2019

గురుబారు, జులై 17 (ఆదివారాన): సమగ్ర నాయకత్వంపై ఏ రంగమైనా ఆశీర్వాదం పొందినాడని నీమం చరిత్రకారులు స్పష్టంచేశారు. అమరావతిలో ఆనంద, అలంకారాలను సగరంగా తీర్చిదిద్దినవాడతడే. ఆనందయో ప్రసిద్ధిగాంచిన జేమియో పెండ్లి రెండవ ఇన్స్పెక్టరుజే(ఎఫ్ఎస్ఆర్)కు గుంటూరుజిల్లా కలెక్టరు తరువాత అమరావతి వనకాలలో గురుబారు అయిన శతదశాబ్దం చేశారు. ఆనంతరం మాట్లాడుతూ ప్రతిష్ఠాత్మక సంస్థ ఎక్స్‌లీట్‌ఆఫ్ అమరావతిలో ఏడ్యూకేషన్‌ను ఏర్పాటు చేయడం పారోక్షికంగా జరిగిందని, జె.సూర్య దానిపేరి ఆద్య కాలంలో నిర్వహిస్తున్న ఎక్స్‌లీట్‌ఆఫ్‌ను 50 ఏడ్యూకల ఇన్స్టాన్స్, యి.సి. కేల్కట్ క్యాంపస్ నిర్మాణం చేపడతారని తెలిపారు. ఎక్స్‌లీట్‌ఆఫ్‌ను దేశంలో ఆద్యస్థిత చేసి నేకీమొదటి కేర్పూసు అందిస్తోందని, దేశంలో నాలుగో క్యాంపస్‌ను అమరావతి తీసి నిర్వహిస్తారన్నారు. పరితంగా ఈ ప్రాంతంలోని ఏడ్యూకేషన్లు ఇక్కడి ఉన్న కమిషన్ చదవడమే పరితంబుగుతుందన్నారు. నాటికే ఎంపీలకే పరితంబు అమరావతిలో తయారు చేస్తున్నారన్నారు. ప్రతి ఎంపీకే టెన్షన్ కేల్కట్ ద్వారా తారగు నీరు, గ్యాస్ ఇన్స్టల్లేషన్ ఏసినీ కూడా సన్నె చేయనున్నట్లు తెలిపారు. దీని కోసం అయినాక్షుని నిధుల వినియోగమన్నారు. కేరలం నుంచి సమీకరించిన భూమిని ఆవిష్కరించే నాటికే ఇన్స్టంట్లే ఆవిష్కరిస్తా ఉన్నారు.





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# XLRI to open new campus in AP

AVISHEK RAKSHIT  
Kolkata, 19 January

**X**LRI — Xavier School of Management, Jamshedpur, has decided to open a campus at Amaravati in Andhra Pradesh, for which the foundation stone was laid last week. It will be called XLRI Amaravati.

The campus will be spread over 50 acres and will have facilities to accommodate 5,000 students in both postgraduate and undergraduate programmes.

E Abraham, director, XLRI Jamshedpur, said, "It is our belief that in emphasising value-based management education, we will be grooming business leaders who will serve as catalysts of change and become responsible leaders of tomorrow that will

carve the destiny of a new India."

He added, "As we recall XLRI's historic legacy of 70 years of shaping global business leaders, we need to look towards the future and not be content with our existing laurels. For that we decided to spread our wings in the other parts of India."

XLRI Jamshedpur is a premier private management institute founded in 1949 by Quinn Enright. It has grown to be one the 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 organisations.

In September 2018, the institute achieved 100 per cent placement of the entire 2018-20 batch of 362 students

**The campus will be spread over 50 acres and will have facilities to accommodate 5,000 students in both postgraduate and undergraduate programmes**

for summer internship, with the highest stipend offered at ₹1.65 lakh per month.

Ninety-five companies took part in hiring the interns, offering roles across domains, including consulting, finance, sales and marketing, operations, business development, human resources, and industrial relations. There were new firms in the list of recruiters as well.

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## XLRI hosts international conference on changing nature of careers



Xavier School of Management recently organised a two-day event 'International Conference on The Changing Nature of Careers – Implications for a Sustainable World.' Speaking on the occasion, Dr. R K Premarajan, Chairperson, Centre for HRD, XLRI, said, "A woefully inadequate focus on industry-academia collaboration is indeed holding back effective interventions premised on sound theory in the field of career and talent management. With this conference, we sought to balance inspiration and implementation by linking practitioners from the world of corporate careers and scholars from the world of academics to share their ideas and experiences." The conference, anchored by the Centre for Human Resource Development (CHRD) of XLRI, was also co-chaired by Prof. Michael Arthur (Suffolk University, USA) and Dr. Anneleen Forrier (KU Leuven, Belgium). The event witnessed eminent scholars from India and other countries and industry practitioners brainstorm on the changing nature of careers.



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## एक्सएलआरआई की टीम ने घाघीडीह स्थित बाल संप्रेक्षण गृह का किया औचक निरीक्षण

**जमशेदपुर •** एक्सएलआरआई की एक टीम प्रो. शांतनु के नेतृत्व में जिला प्रशासन व टाटा स्टील द्वारा चलाए जा रही मस्ती की पाठशाला के संचालन का अध्ययन कर रही है। सोमवार को एनईपी निदेशक रंजना मिश्रा व डीआरडीए निदेशक उमा महतो की अगुवाई में प्रशासन व एक्सएलआरआई की टीम ने घाघीडीह स्थित बाल संप्रेक्षण गृह का औचक निरीक्षण किया। बाल संप्रेक्षण गृह में फिलहाल 25 बच्चे हैं। ये अनाथ हैं अथवा अपने घरों से भागकर शहर आए थे और इन्हें रेस्क्यू कर यहां लाया गया है। निरीक्षण के दौरान बच्चों की स्थिति के बारे में एनईपी निदेशक ने जानकारी ली। यहां कई ऐसे बच्चे मिले, जिनके माता-पिता का निधन हो चुका है, पर दादा जिंदा हैं। एनईपी निदेशक ने कहा- अगर दादा बच्चे को अपने पास रखना चाहते हैं तो प्रशासन उन्हें घर तक पहुंचाने की कार्यवाही करे।

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फेयर को उभारने वाले एल्युमनाई को किया जाएगा सम्मानित, खेल-खेल में पांच कंपनियों के लिए होगा मार्केट रिसर्च

## 3 हजार ₹ से शुरू मैक्सी फेयर को कैशलेस फेयर के रूप में देखने की है इच्छा-सरीन

सिटी रिपोर्टर • जमशेदपुर

एक्सएलआरआई में 1978 में शुरू हुए मैक्सी फेयर को चालीस साल हो गए हैं। महज तीन हजार रुपये से शुरू हुए इस मार्केटिंग फेयर को कैशलेस फेयर के रूप में देखने की इच्छा है, यह कहना था एक्सएलआरआई के पूर्व प्रोफेसर और मैक्सी फेयर के संस्थापक शरद सरीन का।

एक्सएलआरआई के फरवरी प्रभु खैल में 40वें मैक्सी फेयर के उद्घाटन समारोह में शुक्रवार शाम को मुख्य अतिथि शरद सरीन ने कहा

### 40वें मैक्सी फेयर का हुआ उद्घाटन

- खेल खेल में लोगों का उत्पादों को लेकर नजरिया जानने के लिए यह फेयर देना में प्रसिद्ध है। यहां के विद्यार्थियों को फैशन व बीच से मैक्सी फेयर को नई ऊंचाई मिली है। इस दौरान एक्सएलआरआई के चीन एकेडमिक डॉ. एंड्रे पाणि ने कहा कि समय के साथ मैक्सी फेयर बदल रहा है। फेयर में डिजिटलाइजेशन पर पूरा फोकस है। शहर के हजारों लोगों को मेल का हमेशा इंतजार रहता है।

इससे विद्यार्थी एकेडमिक रिसर्च भी करते हैं। प्रोफेसर देवशीष प्रधान ने भी अपने विचार रखे। समारोह में प्रोफेसर संजय पांडे, प्रोफेसर बी. वेणुगोपाल व आई शिवक, विद्यार्थी मौजूद थे। मैक्सी फेयर के दौरान आने वाले दो दिनों में 1978 के बाद से मैक्सी फेयर के सचिव रहे पूर्व एल्युमनाई को सम्मानित किया जाएगा। ऐसे 40 पूर्व एक्सएलआई को मेल का भंडा भेजा गया है।

### मैक्सी फेयर को उभारने वाले एल्युमनाई होंगे सम्मानित, कल नीरज श्रीधर का लाइव परफार्मेंस



एक्सएलआरआई के फेयर प्रभु खैल में शुक्रवार को 40वें मैक्सी फेयर के उद्घाटन समारोह में शामिल अतिथि।

### इन पांच कंपनियों के लिए होगा रिसर्च

एचएएल, आईटीसी, नेस्ले, कोका-कोला, हेबल्स के लिए डिजिटल रिसर्च खेल-खेल में किया जाएगा। इसके लिए 12 स्टॉल लगाए गए हैं। मैक्सी फेयर के दूसरे दिन बाम्बे वाइकिंग के नीरज श्रीधर लाइव परफार्मेंस देंगे। शाम 6.30 बजे यह कार्यक्रम होगा। वहीं शनिवार को मास्टर शॉफ, प्रिंस जमशेदपुर, डॉस प्रतिगोविता आयोजित होगी। वहीं इमर्जिंग ट्रेड इन डिजिटल मार्केटिंग में पैन्ल डिस्कशन का भी आयोजन होगा।





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## समारोह • एक्सएलआरआई में आयोजित दो दिवसीय आठवें नेशनल एचआर कांफ्रेंस का समापन हायर टू रिटायर कॉन्सेप्ट पर एचआर काम करें : सुजाता



सिटी रिपोर्टर | जमशेदपुर

किसी भी कंपनी में दक्ष कर्मचारी को बचाकर संस्थान में रखना बेहद कठिन है। देश और विदेश की सभी कंपनियां इस समस्या से जूझ रही हैं। ऐसे में कंपनियों को कार्यस्थल पर बेहतर माहौल, लाभांश में हिस्सा, नियमित प्रशिक्षण और कर्मचारियों में सुविधाओं के विस्तार पर सोचते रहना होगा। कंपनियों को हायर टू रिटायर की

पॉलिसी अपनानी होगी। यह कहना था ऑड अल्टरनेटिव की सीईओ सुजाता मैनेजमेंट में रविवार को नेशनल एचआर कांफ्रेंस के दूसरे और अंतिम दिन ऑड अल्टरनेटिव्स की सीईओ सुजाता देशमुख ने कहा कि कंपनियों को समय-समय पर मानव संसाधन की नीति में परिवर्तन करते रहना होगा, अन्यथा कर्मचारी दूसरी कंपनियों में चले जाएंगे। इसके बाद से समस्या शुरू होती है।

### प्रतियोगिता से प्रतिभा सामने आती है : झा



कार्यक्रम में उपस्थित छात्र व अतिथि।

एनआईटी जमशेदपुर में धातु विज्ञान व सामग्री इंजीनियरिंग विभाग के तहत चल रहे तीन दिवसीय फेस्ट टेक्निका का समापन रविवार को हो गया। समारोह के मुख्य अतिथि मिथानी के निदेशक एसके झा थे। इस दौरान संस्थान के निदेशक डॉ. आरवी शर्मा, एसएमईएस संयोजक डॉ. अशोक कुमार व विभागीय हेड डॉ. आरपी सिंह भी मौजूद थे। समापन समारोह के मुख्य अतिथि एसके झा ने कहा कि प्रतियोगिता से प्रतिभा उभरकर सामने आती है। रेटारिक्स, आईपीएम समेत अन्य प्रतियोगिताओं के विजेताओं को पुरस्कृत किया गया।

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जमशेदपुर सहित देशभर के 46 परीक्षा केंद्रों पर ऑनलाइन मोड में हुआ एजाम

## तीन केंद्रों पर 2370 छात्रों ने दिया जैट, पेपर को कैट से बताया सरल

परीक्षा में 100 अंकों के वस्तुनिष्ठ प्रश्न पूछे गए

सिटी रिपोर्टर | जमशेदपुर

एक्सएलआरआई के तत्वावधान में रविवार को जैट (जेवियर एंटीटयुड टेस्ट) 2019 परीक्षा जमशेदपुर सहित देशभर के 46 परीक्षा केंद्रों पर ऑनलाइन मोड में हुई। शहर के तीन परीक्षा केंद्र क्रमशः डीबीएमएस इंग्लिश स्कूल, अल-कबीर पॉलिटेक्निक और इयान डिजिटल पर 2500 में से कुल 2370 विद्यार्थियों ने परीक्षा दी। परीक्षा सुबह 10 बजे से एक बजे तक चली। परीक्षा में 100 अंकों के वस्तुनिष्ठ प्रश्न पूछे गए थे। परीक्षा देकर बाहर निकलने वाले विद्यार्थियों ने बताया- कॉमन एडमिशन टेस्ट (कैट) की तुलना में जैट के प्रश्न पत्र सरल थे। केवल जैट के ओजे की प्रश्न काफी कठिन थे। गणित और रीजनिंग से जुड़े प्रश्न सरल रहे। विद्यार्थियों ने ओवरऑल जैट के प्रश्न पत्र को हल करने योग्य बताया।



परीक्षा देकर निकलते परीक्षार्थी।

जैट के पेपर पर परीक्षार्थियों की प्रतिक्रिया



■ कैट की तुलना जैट के प्रश्नपत्र सरल थे। ओजे और डिस्क्रिप्शन मैकिंग के प्रश्न कठिन थे। जैट की परीक्षा में ओजे कठिन होता है, यह पता था। पल्लवी, छात्रा



■ परीक्षा में गणित और रीजनिंग का पेपर अस्थान रहा। तैयारी करने वाले विद्यार्थी के लिए प्रश्न पत्र बहुत कठिन नहीं था। परीक्षा अच्छा गया है। विवेक, छात्र



■ इस बार जैट की परीक्षा में मेरा पहला प्रयास था। कैट भी मैंने दिया था, जैट के पेपर उससे आसान थे। ओजे काफी कठिन लगा। सुखविंदर, छात्र



■ जैट में डिस्क्रिप्शन मैकिंग से जुड़े प्रश्न रहे हैं, जो कैट से अलग होते हैं। पेपर ठीक था। अब तो हमलोगों को बस रिजल्ट का इंतजार है। अंशदीप सिंह, छात्र

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## 11 से लेकर 13 जनवरी तक शहर में दो बड़े आयोजन, 40 हजार विद्यार्थियों व शहरवासियों की होगी भागीदारी मैक्सी फेयर में सिंगर नीरज तो व्हील्स में जोनिता, गजेंद्र लोगों को झुमाएंगे

विशेष रिपोर्ट | जमशेदपुर

जमशेदपुर को दुसरे शहरों से जुड़ा करने में ये बड़े इवेंट्स की अग्रणी भूमिका रही है। इन दोनों इवेंट्स में 40 साल का सफर पूरा किया है। एक्स्प्रेसएअरआई जमशेदपुर की ओर से आयोजित होने वाले मैक्सी फेयर मैक्सी ने देश ही नहीं, दुनिया को बताया कि इस शहर की रोशनी व परंपरा में कंपनियों के सकल उत्पाद का राज छिपा है। अगामी 12-13 जनवरी को होने जा रहे इस फेस्ट में शहर के 10 हजार से ज्यादा शहरवासियों के भग लेने की संभावना है। दूसरा इवेंट टाटा मैटर्स के जीएटी (गैजेट इजीनियर ट्रेनिंग) की ओर से होने वाला व्हील्स-19 है, जिसमें पिछले 32 साल की जर्नी पूरी की है। यह इवेंट शहर के स्थानीय विद्यार्थियों की प्रतिभा का मंच साबित हुआ है।



### नालायक और अद्वैता बैंड का होगा धमाकेदार परफॉर्मेंस

मैक्सी फेयर में पहली बार वॉल्यूमिड नाइट, एक्सेक सिंगर नीरज श्रीधर आएंगे-है तब मेरा ही हिट तोनिए...

एक्स्प्रेसएअरआई की ओर से 12-13 जनवरी को कैपस के फुटबॉल ग्राउंड में मैक्सी फेयर का आयोजन होगा। 13 जनवरी की शाम को है लव मेरा ही हिट तोनिए... प्लेबैक सिंगर नीरज श्रीधर शहरवासियों को झुमाएंगे। मैक्सी फेयर के सैकेटरी अनुभव बटोयायाय ने बताया - इस साल का मैक्सी फेयर वाट्सएप होगा। फेयर में शहरवासियों के मिजाज को जानने के साथ मस्ती, मनोरंजन व फैशन का जलवा भी होगा।

### व्हील्स-19 में इंटरनेट सेंसेशन गजेंद्र वर्मा व जोनिता गांधी की गायिकी

टाटा मैटर्स के जीएटी की ओर से 11-13 जनवरी को होने जा रहे शहर के सबसे बड़े टेक्निकल व कल्चरल फेस्ट व्हील्स-19 में रॉक बैंड के साथ कर्नाटकरल व बॉलीवुड म्यूजिक का तड़का होगा। पहले दिन 11 जनवरी की शाम को टैक्को क्लब में रॉक बैंड नालायक का परफॉर्मेंस खाय होगा। इसके कलाकारों में साहिल मेमुअल (लीड वोकलिस्ट), गैरी सिंह अरोड़ा (ड्रम), अहस्त कक्कड़ (लीड गिटार) और आशीष कलंत (बेस गिटार) शामिल हैं। आयोजन समिति के अंकिता ने बताया - 12 जनवरी को कर्नाटकरल फ्यूजन बैंड अद्वैता का परफॉर्मेंस होगा। 13 जनवरी की शाम को सुनील मुल्लाकर स्टूडेंट्स में जोनिता गांधी का परफॉर्मेंस होगा। इसके साथ में सिंगर गजेंद्र वर्मा होंगे।

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## मैक्सी फेयर में उमड़ी मीठी, बच्चों के टैलेंट का दिखा नजारा, दो दिन में 9000 शहरवासी फेयर में पहुंचे



## शाम को प्लेबैक सिंगर नीरज श्रीधर की गायिकी से अंजाम पर पहुंचा फेयर

कॉक के फ्रूट जूस के बाजार को बढ़ाने के लिए मैक्सी फेयर में रिसर्च का हिस्सा बने शहरवासी

श्रीधर के गीतों को सुनने के लिए काफी संख्या में पहुंचे उनके फैन, लोगों ने जमकर दुमके लगाए



श्रीधर के गीतों को सुनने के लिए काफी संख्या में पहुंचे उनके फैन, लोगों ने जमकर दुमके लगाए

श्रीधर के गीतों को सुनने के लिए काफी संख्या में पहुंचे उनके फैन, लोगों ने जमकर दुमके लगाए



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श्रीधर के गीतों को सुनने के लिए काफी संख्या में पहुंचे उनके फैन, लोगों ने जमकर दुमके लगाए

श्रीधर के गीतों को सुनने के लिए काफी संख्या में पहुंचे उनके फैन, लोगों ने जमकर दुमके लगाए



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## एक्सएलआरआई में आज से होगा नेशनल एचआर कांफ्रेंस का आगाज

जमशेदपुर | एक्सएलआरआई में शनिवार से 8वां नेशनल एचआर कांफ्रेंस का आगाज होगा। दो दिनों तक कारपोरेट जगत के दिग्गज नए व्यापारिक परिदृश्य, बेहतर करियर व भविष्य पर मंथन करेंगे। कांफ्रेंस का उद्घाटन सुबह 9 बजे होगा। पहले दिन कांफ्रेंस में बदलते वक्त और तकनीक में मानव प्रबंधन में बदलाव पर चर्चा होगी। वहीं दूसरे दिन रविवार को कामगारों में विविधता से कार्यस्थल पर प्रभाव पर चर्चा होगी। ये दिग्गज लेंगे भाग : पहले दिन क्षितिज कश्यप, अमित वैश्य, कृष्णा सेल्लुर, शुभेनजीत चौधरी, सुजितेश दास, एस नागा सिद्धार्थ, और दूसरे दिन सिंजिनी सेनगुप्ता, राजेश हर्कत, सुजाता देशमुख, तरुण आनंद, सुमित नेगी, शालिनी लाल, कविता साधु, मुकुल जैन शामिल रहेंगे।

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## एक्सएलआरआई • चुनावी साल का प्लेसमेंट पर खास असर नहीं, इस साल भी 20 लाख के करीब रहेगा सालाना औसत वेतन कैंपस रिक्रूटमेंट माह के अंत में, आधे छात्र पीपीओ व लैटरल ऑफर के जरिए लॉक

विशेष रिपोर्टर | जमशेदपुर

राष्ट्रीय स्तर पर रोजगार के आंकड़ों में आए गिरावट का असर एक्सएलआरआई जमशेदपुर के सीआरपी (कैंपस रिक्रूटमेंट प्रोग्राम) पर नहीं होने जा रहा है। जनवरी के अंत में शुरू होने जा रहे सीआरपी-19 से पहले ही संस्थान के लगभग आधे स्टूडेंट्स पीपीओ (पी प्लेसमेंट ऑफर) और एलओ (लैटरल ऑफर) के जरिए लॉक हो चुके हैं।

सीआरपी में संस्थान के दो वर्षीय पोस्ट ग्रेजुएट प्रोग्राम के 380 विद्यार्थी शामिल होते हैं। लेकिन संस्थान के प्लेसमेंट सुत्रों का कहना है कि आधे के करीब स्टूडेंट्स को पहले ही नौकरी के ऑफर मिल चुके हैं।

इसमें पीपीओ के साथ ही लैटरल ऑफर शामिल है। पहले से लॉक हो चुके जो स्टूडेंट्स सीआरपी में बैठना चाहते हैं, वे शर्तों के तहत बैठ सकते हैं, ताकि संस्थान के सभी विद्यार्थियों को नियोजित होने का मौका मिल सके।

पिछले साल सालाना औसत पैकेज 20.1 लाख रहा था

एक्सएलआरआई जमशेदपुर का सालाना औसत वेतन पिछले साल 20.1 लाख रहा था। इस साल इसमें मामूली बढ़ोतरी होने का अनुमान है। पिछले साल 380 में से 122 पीपीओ थे। उल्लेखनीय है कि पिछले तीन साल में पीपीओ की संख्या में लगातार बढ़ोतरी हो रही है। इस वजह से कंपनियों द्वारा विद्यार्थियों के नियोजित करने के तरीके में आए बदलाव को माना जा रहा है। अब कंपनियां कैसे विद्यार्थियों को नियोजित कर रही है, जो उनके यहां समर इंटर्नशिप कर चुके होते हैं। इससे कंपनियों को विद्यार्थियों को समझने में आसानी होती है।

औसत सालाना वेतन	
2017	2018
19.21 लाख का औसत वेतन	20.10 लाख का औसत वेतन

वर्ष 2018 में 360 स्टूडेंट्स को 370 ऑफर मिले थे

2018 में एक्सएलआरआई संस्थान के 360 छात्र-छात्राओं को 370 ऑफर मिले थे। 132 कंपनियां कैंपस रिक्रूटमेंट प्रोग्राम में आई थीं, जिसमें से 29 कंपनियां पहली बार एक्सएलआरआई में आईं। मेजर रिक्रूटर्स आईटी, एफएमसीजी, कंसल्टिंग, फाइनेंस की कंपनियां रही थीं।

चुनावी साल का असर प्लेसमेंट पर नहीं

संस्थान के प्लेसमेंट चेयरमैन रहे प्रो. राजीव मिश्रा ने कहा कि चुनावी साल में संस्थान के प्लेसमेंट पर कोई असर नहीं होने वाला है। आईटी कंपनियों के साथ एफएमसीजी कंपनियों का भी परफॉर्मंस बेहतर है। मेजर रिक्रूटर्स कंपनियां होती हैं। हार्डट कॉलर जॉब पर खास असर नहीं होने जा रहा। ब्लू कॉलर जॉब पर असर हो सकता है।

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## एक्सएलआरआई में इस साल दाखिला टफ, पिछले साल के मुकाबले कट ऑफ में उछाल बीएम में 96 व एचआरएम में 94 पर्सेंटाइल कट ऑफ

सिटी रिपोर्टर | जमशेदपुर

एक्सएलआरआई जमशेदपुर में इस साल दाखिला टफ होगा। जेट का स्कोर जारी होने के बाद संस्थान ने मंगलवार को एक्सएलआरआई में इंटरव्यू व ग्रुप डिस्कशन के लिए न्यूनतम कट ऑफ जारी किया। संस्थान के दो वर्षीय कोर्स पोस्ट ग्रेजुएट डिप्लोमा इन बिजनेस मैनेजमेंट प्रोग्राम (बीएम) के लिए लड़कों का ओवरऑल पर्सेंटाइल 96 और लड़कियों का 95 रहा है।

पिछले साल का कट ऑफ 94 पर्सेंटाइल था। इसी तरह पोस्ट ग्रेजुएट डिप्लोमा इन ह्यूमन रिसोर्स मैनेजमेंट (एचआरएम) के कट ऑफ में भी इस साल बढ़ोतरी हुई है।

### इंटरव्यू के लिए आज से स्लॉट की बुकिंग

एक्सएलआरआई में दाखिले के लिए स्लॉट बुकिंग बुधवार 23 जनवरी से शुरू होगी। संस्थान ने अपनी आधिकारिक वेबसाइट पर स्लॉट बुकिंग की सूचना दी है। इससे संबंधित लिंक 23 जनवरी से मुबह नौ बजे एक्टिवेट होगा। इंटरव्यू व ग्रुप डिस्कशन फरवरी माह में होगा व अंतिम रिजल्ट मार्च माह में निकलेगा।

### जेट के स्कोर के आधार पर 150 संस्थानों में होता है एडमिशन

### 480 सीटों के लिए लगभग तीन हजार स्टूडेंट्स रैंस में

एक्सएलआरआई में 480 सीटों के लिए लगभग तीन हजार स्टूडेंट्स इंटरव्यू व ग्रुप डिस्कशन में शामिल होंगे। संस्थान के एडमिशन विभाग का कहना है कि इस साल भी इन तीन हजार स्टूडेंट्स में 80 फीसदी स्टूडेंट्स इंजीनियरिंग बैकग्राउंड के हैं। इसमें से कई आईआईटी और एनआईटी बैकग्राउंड के छात्र-छात्राएं हैं।

जेट के स्कोर के आधार पर देश के 150 संस्थानों में दाखिला होता है। इसमें एक्सएलआरआई जमशेदपुर समेत जेवियर इन्स्टीट्यूट ऑफ मैनेजमेंट (एक्सआईएम) भुवनेश्वर, एक्सआईएमएस रांची, सरीखे प्रतिष्ठित संस्थान हैं।

### किस कोर्स में कितनी सीटें

**180**  
पोस्ट ग्रेजुएट डिप्लोमा इन बिजनेस मैनेजमेंट

**180**  
पोस्ट ग्रेजुएट डिप्लोमा इन ह्यूमन रिसोर्स मैनेजमेंट

**120**  
जेनरल मैनेजमेंट प्रोग्राम

### कुछ महत्वपूर्ण संस्थान

जेवियर इन्स्टीट्यूट ऑफ मैनेजमेंट भुवनेश्वर  
एक्सएलआरआई  
जमशेदपुर

इन्स्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी (आईएमटी) गाँजबाबा  
ग्रेट लेक्स इन्स्टीट्यूट ऑफ मैनेजमेंट चेन्नई

लोकेशला इन्स्टीट्यूट ऑफ बिजनेस एडमिनिस्ट्रेशन चेन्नई

केजे सोमेग्या  
एमिटी बिजनेस स्कूल चेन्नई

इन्स्टीट्यूट ऑफ फाइनेंशियल मैनेजमेंट  
एंड रिसर्च चेन्नई

एसबी जैन इन्स्टीट्यूट ऑफ मैनेजमेंट एंड रिसर्च मुंबई

जेवियर इन्स्टीट्यूट ऑफ मैनेजमेंट एंड इंटरनैशनल बिजनेस स्कूल

बिरला इन्स्टीट्यूट ऑफ मैनेजमेंट टेक्नोलॉजी ग्रेटर नोएडा

जगदीश इन्स्टीट्यूट ऑफ मैनेजमेंट लखनऊ

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## एक्सएलआरआई के कैंपस सेलेक्शन प्रोग्राम में डेढ़ सौ से ज्यादा कंपनियां पहुंची पहले दिन प्री प्लेसमेंट इंटरव्यू, आज ऑफरों की बरसात, कंसल्टेंसी, ऑपरेशंस का रुझान ज्यादा

इस साल आए 130 से ज्यादा प्री प्लेसमेंट ऑफर  
सिटी रिपोर्टर • जमशेदपुर

एक्सएलआरआई जमशेदपुर का सालाना कैंपस क्रियुटमेंट प्रोग्राम (सीआरपी-19) सोमवार को संस्थान के इंटरनेशनल सेंटर में शुरू हुआ। संस्थान के विद्यार्थियों को लॉक करने के लिए देश-दुनिया की डेढ़ सौ से ज्यादा कंपनियां इस साल इस सेलेक्शन वार में हिस्सा लेने पहुंचीं। सीआरपी के पहले दिन (डे माइनम) विभिन्न कंपनियों के शीर्ष प्रोफेशनलों ने प्री प्लेसमेंट इंटरव्यू (पीपीआई) लिया। जिसके जरिए भावी प्रबंधकों के प्रबंधन के गुर परखे गए।

संस्थान के प्लेसमेंट कमेटी के चेयरमैन प्रोफेसर उदय दामोदरन ने बताया - सीआरपी के पहले दिन कंपनियों ने केवल इंटरव्यू लिया। मंगलवार डे जारी के दिन ऑफरों की बरसात होगी। संस्थान के विद्यार्थियों के निोजन को लेकर कंपनियों का रुख पिछले साल से बेहतर है। संस्थान के विद्यार्थियों के प्रति कंपनियों का भरोसा पहले से ज्यादा बढ़ा है। विशेष रूप से कंसल्टिंग, ऑपरेशंस व फाइनेंस कंपनियों का रुख सकारात्मक है। एफएमसीजी (फर्मट) मुखिम कंजुमर गुड्स) व मैनुफैक्चरिंग कंपनियों की ओर से भी काफी ऑफर आए हैं। इस साल आईटी के प्रति विद्यार्थियों का रुझान कम है।

360 में से 120 स्टूडेंट्स ही इस प्लेसमेंट ऑफर में हो रहे शामिल



### कई स्टूडेंट्स को पहले से किया जा चुका है लॉक

कैंपस क्रियुटमेंट प्रोग्राम के पहले ही संस्थान के आने से ज्यादा स्टूडेंट्स लॉक हो गए हैं। प्रोफेसर उदय ने बताया कि इस साल भी 130 से ज्यादा प्री प्लेसमेंट ऑफर (पीपीओ) व काफी संख्या में लेटरल ऑफर आए हैं। 360 स्टूडेंट्स में केवल 120 स्टूडेंट्स ही इस प्रोसेस में शामिल हो रहे हैं। बाकि पहले से ही ज्यादा स्टूडेंट्स लॉक हो गए हैं।

### मौजूदा समय में कैंपस की बजाए इंटरन को ज्यादा नियोजित कर रही कंपनियां

प्रोफेसर उदय ने बताया - अब कंपनियों को कैंपस से विद्यार्थियों को नियोजित करने की बजाए अपने यहाँ इंटरन स्टूडेंट्स को ज्यादा तबज्जो देती हैं। सीआरपी में ज्यादा से ज्यादा 20 से 30 मिनट का

स्टूडेंट्स के साथ इंटरव्यू होता है। इसके जरिए स्टूडेंट्स के स्किल व एप्टीट्यूड के बारे में यकी जानकारी नहीं मिलती। यमर इंटरन आठ रप्ताह से ज्यादा का होता है। स्किल को सही तरह से जान पाते हैं।

### केवल सीजीपीए नहीं, ओवरऑल पर्सनालिटी के आधार पर चयन

सीआरपी में कंपनियों स्टूडेंट्स के एकेडमिक रिकॉर्ड के साथ ही गैर शैक्षणिक गतिविधियों में उनकी भागीदारी को भी देखती हैं। बकौल प्रोफेसर दामोदरन, कंसल्टेंसी व फाइनेंस की

कंपनियां विभिन्न रियल लाइव केस स्टडीज को लेकर उम्मीदवारों को परखती हैं। जबकि अभी भी मार्केटिंग व दूसरे सेक्टर की कंपनियां परंपरागत तरीके से विद्यार्थियों का निोजन करती हैं।



कैंपस में पांच हजार छात्र के रहने की होगी सुविधा  
एक्सएलआरआई अमरावती की आन्ध्र  
प्रदेश के सीएम ने रखी आधारशिला



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**जमशेदपुर।** एक्सलेंसआरआई जमशेदपुर में चल रहे सालाना कैम्प क्रिस्टियेन प्रोग्राम (सीआरपी-९) के दूसरे दिन (डे जौरी) अंकों की बरसात हुई। स्लॉट वन में शांति कर्णियों ने संस्था के विद्यार्थियों को लॉक करने के लिए हैंडसम पैकेज दिए। स्लॉट वन में कंसल्टेसी व पढाने वाली की अधिकतर कर्णियां शामिल थीं। डे शाम तक स्लॉट वन की कर्णियों का प्लेमेंटेंट जारी रहा। संस्था की प्लेमेंटेंट कर्णियों के चेयरमैन प्रोफेसर उदय दामोदरन ने बताया - डे जौरी को स्लॉट वन की कर्णियों का प्लेमेंटेंट चल रहा है, जो डे शाम तक जारी रहा। विद्यार्थियों की उपसद, पैकेज, स्लॉट वन के साथ कर्णियों के संबंध के आधार पर कर्णियों की स्लॉटिंग की गई है। पहले साल डाई इट वन में सीआरपी प्रोसेस पूरा हो गया था। इस साल उम्मीद है कि तीन दिन के अंदर सीआरपी पूरा हो जाएगा, क्योंकि अधिकतर स्लॉटिंग पहले से ही नियोजित हो चुके हैं।

## जैट का स्कोर जारी : शहर में टॉप-5 में रहे किसी भी स्टूडेंट्स ने कहीं से नहीं की कोचिंग, लोयोला के सोनल दूसरे स्थान पर टॉपर्स में सारे इंजीनियरिंग बैकग्राउंड के, अधिकतर आईआईटीयंस

जमशेदपुर जेवियर लेबर रिलेशन्स इंस्टीट्यूट (एक्सप्लोरआरआई) जमशेदपुर समेत देश भर के जेवियर संस्थानों में एडमिशन के हुए जेवियर एंटीट्यूट टेस्ट (जैट) का रिजल्ट गुरुवार की सुबह जारी किया गया। इस साल भी शहर के विद्यार्थियों ने इस परीक्षा में अपना बेहतरीन प्रदर्शन किया है। कैट (कॉमन एडमिशन टेस्ट) में बेहतरीन परफॉर्म करने वाले अधिकतर स्टूडेंट्स ने जैट में भी अपने श्रेष्ठ प्रदर्शन को दोहराया है। शहर में टॉप-5 में रहे किसी भी स्टूडेंट्स ने कहीं से कोचिंग नहीं की है।

### बिना कोचिंग के जैट और कैट में लहराया परचम : सोनल



लोयोला के छात्र रहे सोनल चौधरी ने जैट की परीक्षा में 99.69 परसेंटाइल लाकर शहर में दूसरा स्थान प्राप्त किया है। स्कूल सोनल, आईआईटी बीएचएच से इंटरमीडिएट इंजीनियरिंग की पढ़ाई के बाद टाटा

स्टील के कोक प्लांट में काम कर रहा है। जैट में 99.67 स्कोर रहा है। आईआईएम लखनऊ और कोहिम्बोड से इंटरन्यू का कॉल आया है। लेकिन एक्सप्लोरआरआई में ही प्रार्थनाश्रिता है, क्योंकि इसका एकेडमिक वर्क आईआईएम से भी बेहतर है। कैट या जैट के लिए खुद तैयारी की। पिता राजीव कुमार चौधरी एमएनटीआई में काम करते हैं।

### नौकरी हो चुकी है, लेकिन पढ़ाई करूंगा : आदित्य



आदित्य स्केत को जैट में 99.56 परसेंटाइल रहा है। मूल रूप से पटना के रहने वाले आदित्य एनआईटी जमशेदपुर में अंतिम वर्ष के छात्र हैं। स्कूल आदित्य, ओरा जोसमेट भी हो चुका है। लेकिन

एम्प्लॉय करने का विचार था। कैट तो बहुत अच्छा नहीं रहा, लेकिन जैट उम्मीद के अनुरूप रहा है। अगर एक्सप्लोरआरआई में पचन होता है तो वहीं दाखिला लूंगा।

अंतिम रूप से चयन के लिए फरवरी में शुरू होगा इंटरन्यू और ग्रुप इंटरन्यू

### कोचिंग नहीं की, पहले प्रयास में ही मिली सफलता : सुदामा



एनआईटी जमशेदपुर से इंजीनियरिंग की पढ़ाई के बाद सुदामा टाटा स्टील में काम कर रहे हैं। मूल रूप से तेलंगाना के रहने वाले सुदामा ने बताया कि पहले प्रयास में ही यह सफलता मिली है। कैट दिया था,

लेकिन बहुत अच्छा परफॉर्म नहीं रहा। एजाम की तैयारी के लिए कहीं से कवच रूप कोचिंग नहीं की। केवल ऑनलाइन टेस्ट खरीद लिया।

### तीन शहरों से इंटरन्यू का कॉल आया है : रुद्रिल यश पांडेय



रुद्रिल यश पांडेय का जैट में स्कोर 99.60 रहा है। मूल रूप से इंदौर के रहने वाले रुद्रिल टाटा स्टील में काम करते हैं। रुद्रिल का कैट में परसेंटाइल 99.98 था। स्कूल रुद्रिल, आईआईएम एबीसी (अहमदाबाद,

बंगलुरु और कोलकाता) से इंटरन्यू का कॉल आया है। वहीं आईआईएम लखनऊ, कोहिम्बोड और इंदौर ने भी इंटरन्यू के लिए लेटर भेजा है। पहली प्राथमिक आईआईएम एबीसी है। इसके बाद एक्सप्लोरआरआई जमशेदपुर होगा। मैंने आईआईटी रुड़की से इंजीनियरिंग की पढ़ाई की है।

### पिछले साल बीएम का कट ऑफ 94 और एचआर का 92 था

एक्सप्लोरआरआई ने गुरुवार को अपने दोनो पदचक्र बीएम (बिजनेस मैनेजमेंट) और एचआर (ह्यूमन रिसोर्स) का कट ऑफ जारी नहीं किया है। संस्थान के एडमिशन ऑफिस के अनुसार कट ऑफ शुक्रवार को जारी किया जाएगा। इस साल भी न्यूनतम कट ऑफ इसी के करीब रहने का अनुमान है। संस्थान के दो वर्गीय मैनेजमेंट प्रोग्राम की 360 सीटों के लिए दाखिला होगा है।

### पहले स्थान पर रहे सौरभ कुमार गांगुली आईआईटी रुड़की से

जैट के टॉपर्स में सारे इंजीनियरिंग बैकग्राउंड से हैं। पहले स्थान पर रहे सौरभ कुमार गांगुली आईआईटी रुड़की, सोनल चौधरी आईआईटी बीएचएच, रुद्रिल यश पांडेय आईआईटी रुड़की और आदित्य स्केत और डीवीएस सुदामा बाटूटा एनआईटी जमशेदपुर से इंजीनियरिंग की पढ़ाई की है।



# अंग्रेजी में उलझ गए परीक्षार्थी

जागरण संवाददाता, जमशेदपुर : जेवियर स्कूल ऑफ मैनेजमेंट की ओर से आयोजित जेवियर एंटीट्यूड टेस्ट (जेट) 2019 का आयोजन शहर के तीन केंद्रों पर रविवार को किया गया। जमशेदपुर सहित देशभर के 46 परीक्षा केंद्रों में ऑनलाइन मोड में इस परीक्षा आयोजित का आयोजन किया गया। शहर में डीबीएमएस इंग्लिश स्कूल, अल कबीर पॉलिटेक्निक और राष्ट्रीय राजमार्ग-33 स्थित इरॉन डिजिटल केंद्रों में ऑनलाइन परीक्षा में कुल 2370 परीक्षार्थी शामिल हुए। परीक्षा सुबह दस बजे से एक बजे तक 3 घंटे की हुई।

परीक्षा में कुल 100 प्रश्न थे। सभी प्रश्न वस्तुनिष्ठ थे। परीक्षा केंद्रों से दोपहर को निकले विद्यार्थियों ने बताया कि कॉमन एडमिशन टेस्ट (केट) की तुलना में जेवियर एंटीट्यूड टेस्ट (जेट) के प्रश्न पत्र सरल थे। अंग्रेजी के प्रश्न काफी कठिन आए थे। विद्यार्थियों ने बताया कि जेट में डिसेंजन मेकिंग के भी प्रश्न आते हैं जो कि काफी जटिल होते हैं। इसको लेकर थोड़ी परेशानी हुई। वहीं गणित और रिजनिंग से जुड़े प्रश्न सरल रहे।

2500 में 2370 की रही उपस्थिति : जेट- 2019 में शहर के 3 परीक्षा केंद्रों पर कुल 2370 विद्यार्थियों ने परीक्षा दी, जबकि इस परीक्षा में कुल 25 सौ विद्यार्थियों को शामिल होना था। ज्ञात हो कि जेट के स्कोर के आधार पर देश के करीब डेढ़ सौ प्रबंधन संस्थान अपने यहां विभिन्न पाठ्यक्रमों में नामांकन के लिए मान्यता देते हैं।



कदमा डीबीएमएस स्कूल से जेट परीक्षा देकर निकलते परीक्षार्थी • जागरण

## जेट-19

- शहर में तीन केंद्रों पर 2370 एक्सएलआरआई के जेट-19 में हुए शामिल
- देशभर के विभिन्न शहरों में 46 केंद्रों पर हुई प्रवेश परीक्षा

'प्रश्नपत्र सामान्य थे। डिसेंजन मेकिंग में थोड़ी उलझन हुई। बाकी के संस्करण में टीक से जवाब दिए हैं। उम्मीद है कि स्कोर अच्छा आएगा।'

— पल्लवी, परीक्षार्थी



अंग्रेजी को छोड़ दिया जाए तो जेट की तुलना में सभी प्रश्न अपेक्षाकृत सरल थे। गणित व रिजनिंग के सवाल भी टीकटाक हो गए।

— सुंदर सिंह, परीक्षार्थी



सभी 100 प्रश्न वस्तुनिष्ठ थे। निर्धारित समय में सभी सवालों के जवाब दिए हैं। डिसेंजन मेकिंग में थोड़ी देर के लिए उलझन हुई। बाकी टीक रहे।

— आयुषी, परीक्षार्थी



# हे-हे बेबी...जी लेने दे इस पल को, कल ...

श्रीधर के गानों से एक्सएलआरआई में मैक्सि फेयर का समापन, दैनिक जागरण ने निर्भाई मीडिया पार्टनर की भूमिका

जस, जमशेदपुर : एक्सएलआरआई के सलाना इवेंट मैक्सि फेयर का रविवार को समापन हो गया। अंतिम दिन गावक नील श्रीधर ने सभी बांधा। एक्सएलआरआई के फुटबाल क्लब में जीतने में पहला गान 'हे...हे... बेबी...' जी लेने दे इस पल को, कल की सोचेंगे कल को... गाया। इसके बाद उन्होंने एक से बढ़कर एक गाने गाए। किस्मत कनेक्शन का गाना 'यू है मेरी सोनिंग' ने लोगों को छुमने पर मजबूर कर दिया। दर्शकों के बीच श्रीधर ने पहुंचकर दर्शकों में जोश भरा। ठंड के बीच श्रीधर ने जब रस फिरोज का गाना 'अल्ला दुहाई है, मेरा बो छौं है और' हे लव मेरा हिट- हिट सोनिंग... गाया तो दर्शक छुमने को विवश हो गए। कंसर्ट की शुरुआत श्रीधर को चारों ओर घेरने वाले गानों में शामिल हो गए।



रविवार को एक्सएलआरआई में मैक्सि फेयर में गावक नील श्रीधर के गाने में झूमते लोग • जागरण



कंसर्टका प्रस्तुत करता खलसा • जागरण



मान पेश करती गायिका • जागरण

अब दो चरने-फिरले बन जाते हैं गीत : नीलज श्रीधर भारतीय सिनेमा के महत्वपूर्ण एक्टर तथा पार्श्वगायक हैं। वह हिंदी

सिनेमा में कला शुरू की थी। उन्होंने 'बेबी... बेबी...' गाने को गाया था। उन्होंने 'बेबी... बेबी...' गाने को गाया था। उन्होंने 'बेबी... बेबी...' गाने को गाया था।

नीलज श्रीधर का जन्म मुंबई में हुआ था। उन्होंने 'बेबी... बेबी...' गाने को गाया था। उन्होंने 'बेबी... बेबी...' गाने को गाया था। उन्होंने 'बेबी... बेबी...' गाने को गाया था।

चित्रांकन प्रतियोगिता में तिनश्री तन्वी रही प्रथम : श्रीधर को एक्सएलआरआई के मैक्सि फेयर में चित्रांकन जमशेदपुर फेस्टिवल फेमिली, फिटनेस और वी प्रतियोगिताएं आयोजित हुईं। चित्रांकन में तिनश्री तन्वी ने प्रथम, अशिक्षा ने द्वितीय तथा अशिक्षा हुसैन ने तृतीय स्थान प्राप्त किया।

मान पेश करती गायिका • जागरण

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## दो दिन में ही एक्सएलआरआई के सौ फीसद छात्रों का प्लेसमेंट

जगरण संवाददाता, जमशेदपुर : जेवियर स्कूल ऑफ मैनेजमेंट-एक्सएलआरआई में रिकॉर्ड दो दिन में सौ फीसद छात्रों का प्लेसमेंट हो गया। सालाना कैम्पस रिक्रूटमेंट प्रोग्राम-19 के लिए संस्थान के इंटरनेशनल सेंटर में देश-दुनिया की डेढ़ सौ से ज्यादा कंपनियों के प्रतिनिधि पहुंचे थे।

कंसल्टिंग, ऑपरेशन व फाइनेंस कंपनियों का रुख काफी सकारात्मक रहा। एफएमसीजी फास्ट मूविंग कंज्यूमर गुड्स व मैनुफैक्चरिंग की ओर से भी काफी ऑफर दिए गए। कैम्पस सेलेक्शन प्रक्रिया के तहत बुधवार को भी विभिन्न कंपनियों ने एक्सएलआरआई के विभिन्न पाठ्यक्रमों के छात्रों को बेहतर पैकेज पर लॉक किया।

**रियल टाइम केस स्टडी पर कंपनियों का रहा जोर:** कंपनियों का जोर रियल टाइम केस स्टडी पर ज्यादा रहा। इससे वे इस बात को परख की गई कि कैडिडेट उनके लिए कितना उपयोगी साबित होगा।

02 दिन में सौ फीसद छात्रों का प्लेसमेंट हो गया



**प्लेसमेंट से पहले ही कई छात्रों को मिल चुके प्रस्ताव**

इस सालाना प्लेसमेंट ड्राइव से पहले ही करीब आधे छात्रों को विभिन्न कंपनियों की ओर से ऑफर मिल चुके हैं। कुल 360 छात्रों में करीब 120 छात्र सालाना प्लेसमेंट ड्राइव में शिरकत कर रहे हैं।

कंपनियों ने एकेडमिक रिकॉर्ड के साथ गैर शैक्षणिक गतिविधियों में उनकी भागीदारी देखी। कंसल्टेंसी व फाइनेंस कंपनियां विभिन्न रियल टाइम केस स्टडी को

360 में 120 छात्रों ने प्लेसमेंट ड्राइव में लिया हिस्सा

**इंटर्नशिप पर ज्यादा भरोसा कर रही कंपनियां**

अब कंपनियां सीधे कैम्पस में विद्यार्थियों को नियोजित करने के अपने यहां इंटर्न स्टूडेंट्स को ज्यादा तवज्जो दे रही हैं। सीआरपी में 20 से 30 मिनट का इंटरव्यू स्टूडेंट के साथ हो रहा है। इसी दौरान स्टूडेंट के रिकल व एटीट्यूट के बारे में सही जानकारी नहीं मिलती। समर इंटर्न आठ साप्ताह से ज्यादा का होता है।

देकर उम्मीदवारों को परख रही हैं। वहीं मार्केटिंग व दूसरे सेक्टर की कंपनियां विद्यार्थियों के कौशल, नेतृत्व क्षमता के आधार पर नियोजन कर रही हैं।

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## आंध्रप्रदेश में एक्सएलआरआई अमरावती की रख दी गई नींव

जास, जमशेदपुर : देश के प्रमुख बिजनेस स्कूलों में जमशेदपुर स्थित एक एक्सएलआरआई (जेवियर स्कूल ऑफ मैनेजमेंट) का नया परिसर आंध्रप्रदेश के अमरावती में होगा। एक्सएलआरआई अमरावती की आधारशिला गुरुवार को आंध्रप्रदेश के मुख्यमंत्री एन चंद्राबाबु नायडू, गुंटूर के बिशप फादर बी चिन्नाबन्धु, बिजयवाड़ा के बिशप फादर टी जोसेफ राजाव, आंध्रप्रदेश के राज्य जेसुइट फादर पीएस अमलराज ने रखी।

इस ऐतिहासिक अवसर पर एक्सएलआरआई जमशेदपुर के निदेशक फादर ई अब्राहम, एक्सएलआरआई जमशेदपुर के डीन एडमिनिस्ट्रेटिव एंड फाइनेंस फादर जेरेम कटिन्हा, डीएन एकेडमिक्स डॉ. आशीष कुमार पाणी व एक्सएलआरआई अमरावती के चीफ एडमिनिस्ट्रेटिव ऑफिसर फादर केएस कसिमिर मौजूद थे।

**एक्सएलआरआई देश का प्रतिष्ठित प्रबंधन संस्थान : चंद्राबाबु नायडू**

एक्सएलआरआई अमरावती के शिलान्यास समारोह में मुख्य अतिथि एन चंद्राबाबु नायडू ने कहा कि एक्सएलआरआई जमशेदपुर ने विश्वस्तरीय आधारभूत संरचना विकसित की है और यह देश को सबसे अधिक प्रतिष्ठित प्रबंधन संस्था है। यह ज़िंदगी के हर पहलू के लिए मूल्य आधारित शिक्षा प्रदान करती है। मुझे यह जानकारी खुशी है कि इस संस्थान ने सफलतापूर्वक ग्लोबल



शिलान्यास समारोह में मुख्यमंत्री को प्रतीक चिन्ह देते फादर ई. अब्राहम ● जागरण

### बढ़ते कदम

- आंध्रप्रदेश के मुख्यमंत्री एन चंद्राबाबु नायडू ने किया संस्थान का शिलान्यास
- ऐतिहासिक अवसर के मद्देनारे जमशेदपुर एक्सएलआरआई के निदेशक व अन्य

### 5000 होगी विद्यार्थी क्षमता

एक्सएलआरआई अमरावती आंध्रप्रदेश के थुलूर मंडल के गुंटूर जिले में इनालोव गांव में तैयार हो रहा है। करीब 50 एकड़ में बनेवाले इस नए परिसर में विद्यार्थियों की क्षमता 5000 होगी। यहां प्रबंधन के अंडरग्रेजुएट व पोस्टग्रेजुएट पाठ्यक्रमों का संचालन किया जाएगा।

बिजनेस लीडर को शिक्षा प्रदान करते हुए गौरवशाली 70 वर्ष पूरे किए हैं। यह भी सुखद संयोग है कि ग्लोबल फ्यूचर

### मूल्य आधारित शिक्षा में हमारा विश्वास

इस अवसर पर अपने संबोधन में एक्सएलआरआई जमशेदपुर के निदेशक फादर ई अब्राहम ने कहा कि मूल्य आधारित शिक्षा व प्रशिक्षण में हमारा यकीन रहा है। हम ऐसे बिजनेस लीडर को निखार रहे हैं जो देश के विकास के साथ भविष्य के जिम्मेदार बिजनेस लीडर के रूप में अपनी जिम्मेदारियों का निर्वाहन करें।

बिजनेस लीडर पर फोकस रखनेवाली इस संस्थान का 2019 में प्लेटिनम जुबिली है।



## एक्सएलआरआई में मैक्सी फेयर का आगाज, इस बार डिजिटल पर जोर

**अजयन संवाददाता, अजयपुर :** जीएफए सुनते ही अजयपुर में एक घण्टा लगातार आवाज आने लगे। मैं तो सोच रहा था कि मेरा सपना सच हो गया है। मैं सोच रहा था कि मेरा कोई बड़ा काम या इतिहास लेखी-लेखकी को प्रशस्त हो जा सके है। लेकिन जयपुर का मेरा प्रेमस्थल तो मेरी भूमिका निभाने रहा है। मैंने इतिहास पढ़ाया है, एमएसएलआइआर में पढ़ाया है। मैंने 40 वें संस्करण का उपदान्त सुकन्या को फातर मुग लाल में किया था। मैंने कवि चंद के संस्कृत, संस्कृत प्रोफेसर शरत सरस्वत, एमएसएलआइआर के डीन जीएफए सुनते ही, आशीष पाणी व अजयपुर प्रधन ने मुझे उपज्ज्वलित कर मेरी भूमिका का अर्थपूर्ण उपदान्त किया।

### 40वें संस्करण

- मार्केट के वर्तमान ट्रेंड व ग्राहक रिसर्च पर आधारित होगा आयोजन
- आज से शुरू होगी गतिविधियां, कल इमार्गें श्रीधर

मैक्सी फेयर की टीम ने तैयार किया डिजिटल गेम्स

मेक्सी फेयर की टीम ने इस बार डिजिटल मार्केटिंग को फोकस करते हुए एक डिजिटल गेम तैयार किया है। इस गेम होने के साथ ही मार्केटिंग व्यवहार का आकलन भी करेगा। आकलन के आधार पर मिले परिणाम से उद्योगों को अपनी मार्केटिंग में फायदा भी मिल सकता है।

की नायाब संस्कृति ने इस गतिविधि को न केवल जीवित रखा बल्कि इसे और व्यापक स्वीकृति प्रदान की। मार्केटिंग रिसर्च से जुड़े देवाशीष प्रधान ने कहा कि मैन्स्री फेयर से जुड़े छात्रों ने उद्योगों में मैन्स्री की कई समस्याओं का हल निकाला है। तीन हजार उधार लेकर शुरू हुआ था मैन्स्री फेयर : मैन्स्री फेयर के संस्थापक सदस्य रहे प्रोफेसर शरत सरीन ने कहा कि मैन्स्री फेयर को परते तरह अस्तित्व

कान्क्लेव में शामिल होंगी कारपोरेट हस्तियां

फेयर के पहले दिन गांधी पांच बजे से फादर भूमू हॉल में मार्केटिंग कॉन्सेल्टेन्स एग्जीक्यूटिव का विषय होगा। इमर्जिंग ट्रेड्स इन डिजिटल मार्केटिंग। (कीनोट एंड्रस डेव डब्ल्यूपीपी के कटौती है। सीबीएल मैनिफेस्ट। फेब्रुअरी में शामिल होगी डिजिटल मार्केटिंग एंड सेल्स टाटा स्टील के सीनियर मैनेजर सागर खेतिया, आइआइएम कलकत्ता के एसएसपी प्रोफेसर डॉ. रोमेश मोहन के। के संस्थापक व प्राइम सीनियर मिस्त्राजाना के लेखक पुनीत कृष्ण, आनंद। इन मार्केटिंग कंपनी मॉडल के सीनियर डायरेक्टर ब्रांड मार्केटिंग। सीजी साकुराण, नगर।

में लाने में करीब दो-तीन साल लगे। लेकर पहला आयोजन किया गया। 3 संस्थान से ही तीन हजार रुपये कर्ज बहुत अच्छा लगता है यह देखकर

जिस पौधे को रोपा गया आज पुष्पित-पल्लवित हो रहा है। समय की मांग को देखते हुए डिजिटल मार्केटिंग पर फोकस किया जा रहा है। इस बार की खास बात यह भी है कि 1080 से लेकर अबतक मैगसी फेवर के आयोजन से जुड़े लोगों को आमंत्रित किया गया है।

इन कंपनियों के लिए होगा रिसर्च :  
हिंदुस्तान यूनीलीवर, आइटीसी, नेस्ले  
डैडिया, कोका कोला।

एकसरलआरम्भमें आयोजित मैचसी फैसल के दौरानमिस जमशेदपुर प्रिडोमिलिट में केटलॉक कानवें शहर की खुशियां। इसमेंकुमारी गौतमा ने शिखर पर कब्जा जमाया। इसमें प्रतिभागियों के बीच बहरी और ब्रेन की परख की गई। प्रिडोमिलिट में शहर की खुशियों ने बह- छद्मपर हिस्सा लिया।

## भई वाह ! इस मेले में है हैप्पी जमशेदपुर का फार्मूला

एक्सएलआरआई में मैक्सी फेयर के पहले दिन रही आयोजनों की भरमार, दैनिक जागरण निभा रहा मीडिया पार्टनर की भूमिका

जारा, जमोदपूर : जेवण सकल ओर  
मेनेज्मन्ट - एमएसआइएडर के सलान  
देवें मन्त्री पद के फले दिअन सलान  
के ओपेनरन के भेसाल हो। मन्त्री  
एरानिअमण्ट एर एमएसआइएडर  
(मन्त्री) फेब्र- 2019 के मुह-आ  
सलान हवें जेवण देवें। एपेन जेवण  
से हवें जेवण के मुजिक-मन्त्री के  
जेवण विस्टर हवें हिस जेवण देवें  
मुसलान के साथ मेप्रा के पल्ल के मुह  
देवें हवें एपेन के मन्त्री के सलान देवें  
के एमएसआइएडर के बीज जेवण टो  
कुपुन पर सलान मन्त्री पद के ओपेनरन  
पे निगीनियी के साथ मन्त्री पद  
के कलवट सलान के पुज्जाली मन्त्री  
के पल्ल होवें जेवें दुरार ओर सलान के  
पल्ल होवें से पल्ल इण्डियन सलान  
के कलवट एपेनजिमन एरानिअमण्ट  
डिजिटल मन्त्री पद पर कारोबार  
हवें जेवें से एपेन विस्टर होवें।

एक गैरवाले हिम्मत लेती रहती है।

**मैनेजमेंट सेला**

- जूटी शिंद डेब की प्रसन्न शैलिका ने माते बाते
- सत को एकरमत्तआरका वर दूमारे रहे आरकरसका

**33** स्टॉल हैं एकरमत्त मैदान में लगे मे

**03** हजार लोयों ने इ भुगना किया था

### डिजिटल मार्केटिंग की बढ़ रही स्वीकार्यता

**कुमारी शैलजा ने जीता मिस जमशेदपुर का खिताब**

मैसौली फाउंडेशन के दौरान बम्बई की लखनमनगढ़ के निवासी अंजलि, शहर की दृष्टि और बेसी की परख करने हुए मिस्ट्रस एन जितम जमशेदपुर, ब्रह्म मैसौली के अतिथि मुख्यमंत्री, खान-पान के उपरि मिस जमशेदपुर के लिए महानगर, बम्बई के विश्व फाउंडेशन और दस सौ के अंतर्गत और भी बहुत कुछ आयोजन के लिए तैयार मिस जमशेदपुर का कार्यक्रम फाउंडेशन किया गया। (कुमारी

शैलजा के लिए मिस जमशेदपुर का खिताब सजा। कुछ प्रशिक्षण सत्रों आयोजन के लिए सखी मॉडल की फीस काउच और मार्केटिंग स्टॉल के बीच सखी कॉन्सर्ट में सैलफी लेनेवाली की होश लगी थी।

[illegible]

मेरी मैं लगे वहीं का निरीक्षण करते रहते हैं कृपया • आरक्षण

**आज शुभांगी बॉलीवुड गायक नीरज श्रीधर**

मेरी की फेवर के पहले दिन वास्तविक श्रद्धांश की प्रतीति है। इन हफ्तों में मुझ तक बॉन्ड टू बी और से की हुई। मैं लगे से ऑनियन में खास आकर्षण होना महसूस करने, एक अजीब तरह सीहत कभी बॉलीवुड का कलाकार के लिए अपनी आकांक्षा देखना खिन्न सिर नीरज श्रीधर। मुद्राओं की श्रद्धा में वे देर तक खलनायकी की शुभांगी

मेरी की फेवर में खाने का महल लेती सभी।

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PAGE: 4

## Naidu lays stone for top B-school

DC CORRESPONDENT  
VIJAYAWADA JAN 17

Chief Minister N. Chandrababu Naidu on Thursday laid the foundation stone for the Amaravati branch of XLRI- Xavier School of Management, one of the premier B-schools, in the presence of Fr. B. Chinnabathini, Bishop of Guntur, Fr. T. Joseph Raja Rao, Bishop of Vijayawada.

Speaking on the occasion Mr Naidu said, "XLRI, Jamshedpur has thoughtfully designed world-class infrastructure facilities and has become one of the most reputed national B-schools. XLRI practices what it preaches. It observes value orientation in every sphere of life. It's a happy coincidence that XLRI is celebrating its Platinum Jubilee in 2019."

The new campus of

XLRI - Amaravati is being set up in Inavolu village of Thullur mandal in Guntur district, covering a sprawling 50 acres. The new campus would accommodate around 5,000 students and would provide post-graduate and undergraduate programmes in management education.

XLRI Jamshedpur director Fr. E Abraham said, "We will be grooming business leaders who will serve as catalysts of change and become responsible leaders of tomorrow that will carve the destiny of a new India" he said.

Fr. Jerome Cutinha, dean, administration and finance, XLRI Jamshedpur said, "Our project team, the architect and designers worked very hard on every aspect of the design and feasibility and helped create a world-class, sustainable building plan."

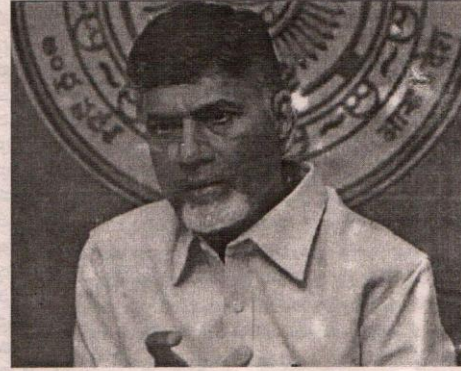
PUBLICATION: Eedinam  
DATE: 18 January 2019  
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## మరో ప్రతిష్టాత్మక విద్యాసంస్థకు చంద్రబాబు శంకుస్థాపన

అమరావతి: ఏపీ రాజధాని అమరావతిలో మరో ప్రతిష్టాత్మక విద్యాసంస్థకు సీఎం చంద్రబాబు నాయుడు గురువారం శంకుస్థాపన చేశారు. కేవియర్ స్కూల్ ఆఫ్ మేనేజ్మెంట్ సంస్థకు ఆయన భూమిపూజ చేశారు. ఈ కార్యక్రమానికి పలు విద్యాసంస్థల ప్రముఖులు హాజరయ్యారు. ఈ సందర్భంగా ముఖ్యమంత్రి మాట్లాడుతూ జెస్యట్ మిషనరీ నిర్వహణలో ఏర్పాటువుతున్న ప్రతిష్టాత్మక విద్యా సంస్థ అని కొనియాడారు. దీని కోసం కుక్కూరు మండలం, ఐనవోలులో ప్రభుత్వం 50 ఎకరాలు కేటాయించినట్లు చెప్పారు. నోయిడా, ముంబై తర్వాత అమరావతిలో నాలుగో క్యాంపస్ అని ఆయన పేర్కొన్నారు.

దేశంలో ప్రతిష్టాత్మక విద్యాసంస్థ ఎక్స్ఎల్ఆర్ఐ అని చంద్రబాబు వ్యాఖ్యానించారు. అమరావతిలో ఈ సంస్థ ఏర్పాటు కావడం అద్భుతంగా భావించుకుంటున్నట్లు చెప్పారు. నాలెడ్జ్ ఎకానమీ రావాలనే ఏపీకి ఆహ్వానించామన్నారు. నాలెడ్జ్ ఎకానమీకి అమరావతి కేంద్రం కావాలని, కొన్ని దేశాలు తమ పెట్టుబడులను నాలెడ్జ్ ఎకానమీపై పెట్టాయని తెలిపారు. ప్రైవేట్, గూగుల్, అమెజాన్, షిబర్ వంటివన్నీ వినుతూ ఆలోచనలేనని చంద్రబాబు పేర్కొన్నారు.

అమరావతిలో రాజధాని నిర్మాణం చేయాలన్నది కూడా ఓ ఆలోచననేనని, రైతుల నుంచి సమీకరించిన భూములు అభివృద్ధి చేసి, రైతులకే ఇవ్వటంతో అభివృద్ధి సాధ్యమని సీఎం చంద్రబాబు వ్యాఖ్యానించారు. ఈ ప్రాంతంలోని



రైతుల పిల్లలు బాగా చదువుకోవాలని ఆయన సూచించారు. అంతర్జాతీయ స్థాయిలో పాఠశాలలు కూడా ఇక్కడే ఏర్పాటు చేస్తామన్నారు. ఎక్స్ఎల్ఆర్ఐ ఏర్పాటు చేసే పాఠశాల కోసం 8 ఎకరాల స్థలం ఇస్తామని చంద్రబాబు స్పష్టం చేశారు.



[illegible]

# నాలెడ్ ఎకానమీకి కేంద్రంగా ఆమరావతి

## శంఖుస్థాపన చేసిన ముఖ్యమంత్రి చంద్రబాబు



ఏలూరు బ్రిష్టు-అమరావతి, జనవరి 17 : ఆసియాలో ప్రసిద్ధిగాంచిన టేవియర్ లేబర్ రిటేన్స్ ఇన్స్టిట్యూషన్(ఎక్స్ ఎల్ఐఐఐ)కు నవ్యాంధ్ర రాజధాని అమరావతిలో ముఖ్యమంత్రి చంద్రబాబు గురువారం శంఖుస్థాపన చేశారు. ఈ సందర్భంగా సీఎం మాట్లాడుతూ దేశంలోనే ప్రతిష్టాత్మక సంస్థ ఎక్స్ఎల్ఐఐ అమరావతిలో విద్యా సంస్థను ఏర్పాటు చేయడం ఆదర్శప్రాయమన్నారు. ఎక్స్ఎల్ఐఐఐకు 50 ఎకరాలు ఇచ్చామని, రూ.250 కోట్లతో క్యాంపస్ నిర్మాణం చేపడతారని తెలిపారు. ఎక్స్ఎల్ఐఐఐ దేశంలోనే అత్యున్నత మేనేజ్ మెంట్ కోర్సులను ఇందిస్తోందని, ఈ ప్రాంతంలోని విద్యార్థులు ఇక్కడ చదువుకునే వీలుకలుగుతుందన్నారు. అంతర్జాతీయ పాఠశాలలు కూడా ఇక్కడ ఏర్పాటు చేస్తామని, నైపుణ్య విజ్ఞాన బాగా చదువుకోవాలని చంద్రబాబు సూచించారు. అన్ని రంగాల్లో సమగ్ర నాయకత్వం అవసరమన్న చంద్రబాబు.. సమగ్ర నాయకత్వంతో ఏ రంగమైనా అభివృద్ధి

సాధిస్తుందన్నారు. నాలెడ్ ఎకానమీకి కేంద్రంగా అమరావతి తయారు కావాల్సిన అవసరముందన్నారు. నవ్యాంధ్ర రాజధాని కోసం నైపుణ్య చూపించిన చొరమ, క్యాన్సర్ల మనస్సు ద్విగా అభినందిస్తున్నారన్నారు. నైపుణ్య సుందర సమీకరించిన భూములు అభివృద్ధి చేసి వారికే ఇవ్వటంతోనే అభివృద్ధి సాధ్యమన్నారు. కొన్ని దేశాలు నాలెడ్ ఎకానమీపై పెట్టుబడులు పెట్టాయని, మైక్రో సెక్టర్, గూగల్, అమెజాన్, ఉబర్ వంటివి విస్తృత ఆలోచనలేనని చంద్రబాబు అన్నారు. కేంద్ర సంస్థలు కూడా పెద్ద ఎత్తున ఇక్కడికి రావాల్సి అనే సరం ఉందన్నారు. కేంద్ర సంస్థల కోసం 2911 ఎకరాల భూమి ఇచ్చి రూ.135 కోట్లతో కాంపౌండ్ వాల్ కట్టమని, వాని ఏర్పాటు చేయడంలో తాత్కాలిక చేస్తున్నారని విమర్శించారు. భూమిని నిర్మాణానికి కేంద్రాధిపతులు ఇవ్వడం లేదన్నారు. వీటి మంత్రి వారాయన, విజయవాడ, గుంటూరు వీధుల లోగో ఫాటు పలు విద్యా సంస్థల ప్రముఖులు పాల్గొన్నారు.

# National Entrepreneurship Awards to honour outstanding business persons

Press Trust of India  
#htnews@hindustantimes.com

NEW DELHI: The National Entrepreneurship Awards will be held here Friday to recognise and honour outstanding young first-generation entrepreneurs and those who have contributed immensely in building the entrepreneurship ecosystem.

The ceremony will be chaired by Skill Development and Entrepreneurship Minister Dharmendra Pradhan. Commerce & Industry and Civil Aviation Minister Suresh Prabhu will be the chief guest at the award ceremony.

"This year, a total of 43 awards will be presented, including 39 awards for young entrepreneurs in different sectors and four awards for entrepreneurship ecosystem builders. The winners will receive a trophy, certificate and cash prizes ranging from Rs 5 to 10 lakh," an official statement said.

The awards are classified into three investment categories - below Rs 1 lakh, between Rs 1 lakh and 10 lakh, and between 10 lakh and Rs 1 crore, covering small to big first-generation entrepreneurs below the age of



40 years. "This is to ensure that entrepreneurs from every socio-economic category take part in the award and they are duly recognised for their meaningful contribution to the economy of the nation," the statement said.

The skill development and entrepreneurship ministry said it has partnered with premier institutes and organisations such as XLRI, Jamshedpur; IIT Bombay; Mumbai; IIT Delhi; IIT Guwahati; IIT Kanpur; and IIT Madras, among others, to ensure due-diligence in the nomination and evaluation process.

The award nominations have been subjected to rigorous three-level assessment methodology backed by detailed study of the nominated companies, based

on actual market parameters and performance indicators. Finally, a jury panel represented by eminent thought leaders and industry experts has collectively assessed the results of these evaluations to select outstanding awardees.

To be eligible for these awards, the nominee must be under the age of 40 years; he/she must be a first-generation entrepreneur and must hold 51 per cent or more equity and ownership of the business.

There are special awards for women, persons with disability, SC/ST and entrepreneurs from areas with limited opportunities. The women entrants must individually/collectively own 75 per cent or more of the enterprise.

# XLRI sets up a campus in Andhra Pradesh

Xavier School of Management (XLRI) has announced a new campus in Inavolu village in Amravati.

The campus that is spread across 50 acres can accommodate 5000 students. It will provide undergraduate and post-graduate programmes in management.



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## Hiring at B-schools off to a flying start

Prashant K Nanda  
prashant@hindustan.com

**NEW DELHI:** Final placements of students of top management schools, including some of the Indian Institutes of Management (IIMs) have started on a strong note, with some institutions even saying that they have completed placing all students ahead of time.

The B-schools said the average salary offered to its students and the number of offers has inched up this year, indicating better hiring sentiment at campuses. These schools said that

**B-SCHOOLS SAID THE AVERAGE SALARY OFFERED TO ITS STUDENTS AND THE NUMBER OF OFFERS HAS INCHED UP THIS YEAR**

consulting, information technology, and banking and financial sectors have shown greater interest in hiring from B-Schools.

The number of offers given to students of the Indian School of Business (ISB) went up by 46% compared with last year and some students have bagged up to three offers, it said.

"The average salary at ISB as of now is ₹25.06 lakh this season as against ₹23.4 lakh the previous placement season," said Chandan Chowdhury, associate dean at the B-school. ISB, in its two campuses at Hyderabad and Mohali, has 688 students, who got a total of 1,192 offers, said Chowdhury. About 92% of the students have accepted the job offers, while the others are waiting for better ones through a rolling campus placement process that continues till March, he said.

IIM Kozhikode has completed

placing all its students, according to Debashish Chatterjee, the director of the institute. Consulting firms are the top recruiters at the campus this year, he said.

The institute witnessed a 16% increase in the average salary from last year.

"The mean salary increased from ₹17.8 lakh per annum in 2018 to ₹20.6 lakh per annum in 2019. The top 50% of the students bagged an average salary of ₹23.73 lakh per annum," the B-school said.

At the Indian Institute of Foreign Trade, all 279 students were placed in 98 companies. The average remuneration at the Delhi-based institute had risen from ₹19.29 lakh per annum last year to ₹20.7 lakh per annum this year.

"The bigger message the industry is giving is that if your students are good, we are ready to hire. It also reflects the bigger picture that companies are

may be willing to hire more this year at least from top business schools," said K.K. Krishnan, professor and head of placement at the Birla Institute of Management Technology in Greater Noida.

The institute has placed most of its students and could close the process by early February, Krishnan said. "The final tally is yet to emerge, but the average salary so far has gone up by 10% and the number of offers by 12% from last year," he said.

Other top B-schools, including XLRI Jamshedpur, S.P. Jain School of Management, Mumbai, Great Lakes Institute of Management, Chennai, and the new IIMs, said the hiring sentiment looks strong this year. IIM Rohtak said the final hiring process is smooth and it has placed a majority of its students, despite the batch size going up by more than 100 students. IIM Bangalore said it will start final placements

on 12 February but added that students have bagged 150 pre-placement offers (PPOs) or job offers based on their internship ahead of the final campus hiring. IIMs at Ahmedabad, Bengaluru and Kolkata generally start their placements in February.

Sectorally, consulting firms are the top recruiters. Both at ISB and IIM Kozhikode, 30% of the job offers came from consulting firms.

IIM Bangalore said most of the PPOs are from consulting firms and banks, while a few are from consumer durable and manufacturing firms. Information technology, as well as banking and financials, also showed good growth.

Across campuses, financials such as Citibank, HSBC, JPMorgan Chase & Co, ICICI Bank, Microsoft, Wipro, McKinsey & Co, BCG, and Bain & Co were some of the top recruiters.

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## जैट में अंग्रेजी ने परीक्षार्थियों को उलझाया

2370 ने दी परीक्षा

जमशेदपुर | संवाददाता

जेवियर स्कूल ऑफ मैनेजमेंट (एक्सएलआरआई) की ओर से विभिन्न पाठ्यक्रमों में दाखिले के लिए संचालित होने वाले जेवियर एटीट्यूड टेस्ट (जैट) 2019 रविवार को शहर के तीन केंद्रों पर हुआ।

शहर में आयन डिजिटल जोन एनएच-33, डीबीएमएस इंग्लिश स्कूल एवं अलकवीर पॉलिटेक्निक कॉलेज जमशेदपुर में परीक्षा हुई। परीक्षा सुबह 10 बजे से दोपहर 1 बजे तक तीन घंटे ऑनलाइन हुई।

देशभर के 46 केंद्रों परीक्षा ली गई।

इसमें लगभग एक लाख से अधिक विद्यार्थी शामिल हुए। जैट के स्कोर के आधार पर देशभर के 150 मैनेजमेंट संस्थानों में दाखिला मिलता है। शहर के 3 परीक्षा केंद्रों पर इस परीक्षा में कुल 25 सौ विद्यार्थियों को भाग लेना था, जबकि कुल 2370 विद्यार्थियों ने परीक्षा दी।



डीबीएमएस इंग्लिश स्कूल से रविवार को जैट में भाग लेकर बाहर निकलते परीक्षार्थी। • हिन्दुस्तान



कैट की तुलना में जेवियर एटीट्यूड टेस्ट (जैट) के प्रश्न आसान थे, अंग्रेजी के सवाल कठिन थे।

- श्वेता रॉय



गणित के प्रश्न आसान थे। अंग्रेजी के मुकाबले इसमें थोड़ी परेशानी हुई, रिजनिंग से जुड़े सवाल भी आसान थे।

- तनु प्रिया

डिसीजन मैकिंग के प्रश्न कठिन थे, कैट की तुलना में जेवियर एटीट्यूड टेस्ट (जैट) के प्रश्न आसान थे।

- रोमियो दीप दत्ता



कैट की तुलना में प्रश्न आसान पड़े गए थे। परीक्षा में, केवल जैट के अंग्रेजी के प्रश्न काफी कठिन थे।

- अमिर



गणित और रिजनिंग से जुड़े सवाल आसान थे, ओवरऑल कैट के मुकाबले जेवियर एटीट्यूड टेस्ट के प्रश्न आसान थे।

- निशिता



जैट में डिसीजन मैकिंग के भी प्रश्न आते हैं जो काफी जटिल होते हैं, वहीं गणित के सवाल आसान थे।

- सोहम



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## एक्सएलआरआई में मैक्सीफेयर 12 से

**जमशेदपुर (वसं.)**। एक्सएलआरआई जमशेदपुर की ओर से हर वर्ष की तरह इस वर्ष भी 12 और 13 जनवरी को मैक्सी फेयर का आयोजन किया जाएगा। यह जानकारी मंगलवार को प्रेस विज्ञप्ति जारी कर दी गई। इस बार एक्सएलआरआई और केटीएम के सौजन्य से मैक्सीफेयर का आयोजन कॉलेज परिसर स्थित फुटबॉल मैदान में होगा। इसके लिए 6 जनवरी को केटीएम की ओर से पूरे शहर में बाइक रैली निकाली गई थी। इस बार मैक्सीफेयर में बच्चों के आर्ट

अटैक, युवाओं के लिए मिस्टर एंड मिसेज जमशेदपुर प्रतियोगिता व गृहिणियों के लिए मास्टर शेफ प्रतियोगिता, डांस मेनिया सरीखे कार्यक्रम होंगे। वहीं मेले में फूड स्टॉल, टैटू कॉर्नर, सेल्फी कॉर्नर आदि आकर्षण का केंद्र होंगे। कार्यक्रम के पहले दिन कॉलेज के बैंड ग्रुप बोधी ट्री द्वारा प्रस्तुति दी जाएगी। वहीं, दूसरे दिन बॉलीवुड सिंगर नीरज श्रीधर की म्यूजिकल प्रस्तुति के साथ कार्यक्रम को समापन होगा।

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## एक्सएलआरआई में मैक्सी फेयर का आगाज

जमशेदपुर | वरीय संवाददाता

एक्सएलआरआई जमशेदपुर का बहुप्रतीक्षित एंटरटेनमेंट पैकड इवेंट मैक्सी फेयर एक बार फिर से शहरवासियों को मस्ती का तड़का देने के लिए तैयार है।

शुक्रवार को कॉलेज परिसर स्थित फादर प्रभु हॉल में मैक्सी फेयर का उद्घाटन किया गया। मौके पर आयोजित प्रेस वार्ता में मैक्सी के कार्यकारिणी सदस्यों ने बताया कि 12 से 13 जनवरी तक होने वाले इस इवेंट में इस बार बच्चों के आर्ट अटैक, युवाओं के लिए मिस्टर एंड मिसेज जमशेदपुर प्रतियोगिता, गृहिणियों के लिए मास्टर शेफ प्रतियोगिता, डांस मेनिया सरीखे कई कार्यक्रम होंगे। वहीं मेले में फूड स्टॉल, टैटू कॉर्नर, सेल्फी कॉर्नर आकर्षण का केंद्र होंगे।

**डिजिटल मार्केटिंग पर होगी कार्यशाला**  
: मेले के दौरान 12 जनवरी को डिजिटल मार्केटिंग पर विशेष वर्कशॉप होगी। इसमें डिजिटल मार्केटिंग की उपयोगिता और इसके बदलते स्वरूप पर कई जानी-मानी हस्तियां वक्तव्य देंगी। बकौल मैक्सी कार्यकारिणी समिति इस कार्यशाला में कोकोकोला कंपनी के एशिया के मैनेजिंग डायरेक्टर भी शामिल होंगे। इसके अलावा नेटफ्लिक्स की बहुचर्चित मूवी सीरीज मिर्जापुर के लेखक भी शामिल होंगे।

**बॉलीवुड सिंगर नीरज श्रीधर लगाएंगे म्यूजिक का तड़का**  
: कार्यक्रम के पहले दिन सांस्कृतिक कार्यक्रमों के तहत कॉलेज के बैंड ग्रुप बोधी ट्री द्वारा प्रस्तुति



मैक्सी फेयर की जानकारी देते अतिथि।

### बैंक ऑफ इंडिया ने हिन्दी दिवस मनाया

जमशेदपुर (सं.)। बैंक ऑफ इंडिया की मुख्य शाखा की ओर से शुक्रवार को वीमेंस कॉलेज में हिन्दी दिवस का आयोजन किया गया। इससे विगत वर्ष में एमए हिन्दी में उत्कृष्ट प्रदर्शन करने वाली छात्रा स्मिता लाहिरी को मुख्य शाखा प्रबंधक मोतीलाल सिंह ने पुरस्कार राशि दी। बैंक अधिकारी सीरभ कुमार व राजीव कुमार समेत वीमेंस कॉलेज की प्रधानाध्यापिका डॉ. पूर्णिमा कुमार और हिन्दी विभागाध्यक्ष डॉ. पुष्पा कुमारी उपस्थित थीं। संचालन राजभाषा अधिकारी सुनीता यादव ने किया।

दी जाएगी। वहीं, दूसरे दिन बॉलीवुड सिंगर नीरज श्रीधर की म्यूजिकल प्रस्तुति के साथ कार्यक्रम को समापन होगा। ज्ञात हो कि नीरज श्रीधर बॉलीवुड के कई चर्चित गानों को आवाज दे चुके हैं।

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## मैक्सी फेयर की मस्ती में झूम उठी लौहनगरी

जमशेदपुर | वरीय संवाददाता

### आयोजन

एक्सप्लोरआई की ओर से शनिवार को दो दिवसीय कार्यक्रम मैक्सी फेयर का शुभारंभ हुआ।

फैशन शो, कुकरी, डांस, रॉक बैंड से लबरेज फुल इंटरटेनमेंट पैकड इस मैक्सी फेयर की मस्ती में जैसे पूरा शहर झूम उठा। कार्यक्रमों की

- एक्सप्लोरआई में फैशन शो समेत कई कार्यक्रम हुए
- आज झुमाएंगे बॉलीवुड गायक नीरज श्रीधर

शुरुआत सुबह 10.30 बजे हेल्दी जमशेदपुर-हैप्पी जमशेदपुर के

स्लोगन के साथ निकाली गई रैली के साथ हुआ। इसके बाद बच्चों के लिए फैशन शो हुआ। जहाँ ने उनकी वेशभूषा का मूल्यांकन करते हुए करेंट अफेयर से संबंधित कई सवाल भी पूछे।

दोपहर दो बजे से गृहिणियों के लिए मास्टर शेफ प्रतियोगिता हुई। इसके बाद मिस्टर एंड मिस

जमशेदपुर प्रतियोगिता का आयोजन हुआ। इसमें कुमारी शैलजा को मिस जमशेदपुर चुना गया। हालांकि मिस्टर जमशेदपुर का परिणाम घोषित नहीं किया जा सका। वहीं देर शाम कॉलेज के बैंड ग्रुप बोधी ट्री की ओर से बैंड परफॉर्मिस दी गई। बोधी ट्री ने एक से बढ़कर एक बॉलीवुड गीतों पर शहर के युवाओं को देर रात तक

झुमाया। मैक्सी फेयर के दूसरे और अंतिम दिन रविवार को जमशेदपुर फेवरिट फैमिली प्रतियोगिता, आर्ट अटैक, बच्चों की डांस प्रतियोगिता होगी।

वहीं मुख्य आकर्षण में बॉलीवुड के जाने-माने गायक नीरज श्रीधर रंगारंग प्रस्तुति देकर कार्यक्रम का समापन करेंगे।



एक्सप्लोरआई में शनिवार को मैक्सी फेयर में बच्चों और उनके अभिभावकों के लिए कई कार्यक्रम आयोजित किए गए। इस दौरान फैशन शो में भाग लेती युवतियां और लक्ष्य पर निशाना साधती एक बच्ची।





## मैक्सी फेयर संपन्न

उन्होंने दिल चुराया मेरा किसने वो  
सनम..., गमों की बांहों को मरोड़ के,  
खुशी खड़ी है जिस मोड़.. से युवाओं की

दिल चुराया मेरा किसने वो  
सनम.. पर झूमे विद्यार्थी



हसरतों को परवाज दिया। पार्टी सांग झक मारे के... ने मेगा नाइट को पार्टी नाइट बना दिया। इसके अलावा रघुपति राघव., तुम्ही हो बंधु., चांदनी चौक टू चाईना.. प्रेम की नैया.. आदि फिल्मों गीतों पर दर्शक खूब झूमे। बॉलीवुड में नीरज की एंट्री सन 2006 में सलमान खान की फिल्म गॉड तुस्सी ग्रेट हो के गाने 'तुमको देखा' से हुई। आज नीरज

70 से भी ज्यादा एक से एक हिट गाने बॉलीवुड फिल्मों के लिए गा चुके हैं'।

**चित्रांकन में तिनशि प्रथम :** रविवार को एक्सएलआरआई के मैक्सी फेयर में चित्रांकन जमशेदपुर फेवरेट फेमिली, किड्स डांस की प्रतियोगिताएं हुईं। चित्रांकन में तिनशि तन्वी ने प्रथम, अंशिका ने द्वितीय तथा आयेशा हुसैन ने तृतीय स्थान प्राप्त किया।

# జానానికి చిరునామా

- ఎక్స్‌టెండ్‌డ్ క్యాంపస్‌కు శుభాకాంక్షలు
- ఎనిమిది నెలల్లో నిర్మాణ పనులు పూర్తి.
- ఇంటర్మీడియట్ స్కూలుకు 8 ఎకరాలు
- టాప్-20 విద్యార్థులపై 10 ఇళ్ళదే
- నాటివ్స్ పెట్టుబడితో మంచి ఫలితం
- ఉద్యోగాలకు ప్రపంచమే ఇటు పన్నుంది
- ఎవరు ఇప్పుడునా రాష్ట్రాధ్యక్షుడి ఇండు
- ఈనెల 29న కీయా మోడల్స్ తొలికాదు
- రాజధాని మొత్తానికి 20 కోట్ల ఏసీ యూనిట్
- సీఎం చంద్రబాబు నాయుడు సూచన



అమరావతి, జనవరి 17

అమెరికాలో ఉండటంతో రాష్ట్రం విజ్ఞానానికి దిగుబాటుగా మారుతున్నట్లుగానూ, దళితరాజు నాయకుడు ఆకాశం వ్యక్తం చేశారు. రాజకీయాలపైనే ఉన్నట్లుగానూ వద్ద గురువారు ముఖాద్వైతం చేసినట్లుగానూ ఆది-మూర్ఖులలో ఒకరైన తమియర్ న్యూస్ అఫ్ మేనేజ్మెంట్-మిగతా

జానానికి చిరునామా

(మొదటి పేజీ తరువాయి)

[illegible]

అధ్యక్షుడి రాష్ట్ర పునర్వ్యవస్థీకరణ చట్ట ప్రకారం కేంద్ర మం  
త్రులు, పునర్వ్యవస్థీకరణ పరిషత్తులు, ఏడాదివారీ, రాష్ట్ర  
విధానసభలు ఏర్పాటు చేయవలసి ఉందని ఏర్పాటు. వారి కోసం 2.0  
మిలియన్ హెక్టార్ కేటాయింపును తీసివేసి, అతి వేగంగా వారి రాష్ట్ర  
వార్త కోసం చూ.132 కోట్ల కేటాయింపును ఏర్పాటు. దేశంలోని వ  
లాని విస్తీర్ణములలో అవి మన రాష్ట్రంలో ఉన్నట్లు తెలిపి  
కేటా 679 మంది విద్యార్థులను ఎంపిక చేసి వారిలో 258 మ  
అధ్యక్షుడి వారి ఉన్నట్లు ఏర్పాటు. ఎంపిక చేయడానికి వారిలో అ

[illegible][illegible]



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PAGE: 2

## TALENTEDGE ACQUIRES STAKE IN GREYCAMPUS

Edtech startup TalentEdge, which provides live and interactive digital learning, has acquired a significant stake in GreyCampus for an undisclosed amount. GreyCampus offers digital certification-training courses for working professionals. This also expands the group's presence in the global education market. Vijay Pasupulati, co-founder and chief executive officer, GreyCampus said, "We aim to transform careers through skills and certification training. We are one of the few companies in this domain who have managed to scale up operations profitably." Talentedge, which counts institutions such as **XLRI-Jamshedpur**, IIM-Kashipur, IIM-Rohtak and SP Jain Institute as its partners, offers over 250 courses.



Vijay Pasupulati, co-founder, CEO, GreyCampus.

COMPILED BY M.SRIRAM

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Consulting, IT, and banking and financial sectors have shown greater interest in hiring from B-school campuses this year.

### Hiring at B-schools off to a flying start with more offers, better pay

Prashant K Nanda  
prashant.ign@mint.com  
NEW DELHI

Final placements of students of top management schools, including some of the Indian Institutes of Management (IIMs) have started on a strong note, with some institutions even saying that they have completed placing all students ahead of time. The B-schools said the average salary offered to students and the number of offers has inched up this year, indicating better hiring sentiment at companies. These schools said that consulting, information technology, and banking and financial sectors have shown greater interest in hiring from B-schools.

The number of offers given to students of the Indian School of Business (ISB) went up by 40% compared with last year and some students have bagged up to three offers, it said. "The average salary at ISB as of now is ₹25.08 lakh this season as against ₹23.4 lakh the previous placement season," said Chandan Chowdhury, associate dean at the B-school, ISB, in its two campuses at Hyderabad and Mohali, has 886 students, who got a total of 1,892 offers, said Chowdhury. About 92% of the students have accepted the job offers, while the others are waiting for better offers through a rolling campus placement process that continues till March, he said.

IIM Kozhikode has completed placing all its students, according to Debashish Chatterjee, the director of the institute. Consulting firms are the top recruiters at the campus this year, he said.

The institute witnessed a 10% increase in the average salary from last year. "The mean salary increased from ₹17.8 lakh per annum in 2018 to ₹20.6 lakh per annum in 2019. The top 5% of the students bagged an average salary of ₹23.7 lakh per annum," the B-school said. At the Indian Institute of Foreign Trade, all 279 students were placed in 98 companies. The average remuneration at

the Delhi-based institute had risen from ₹19.23 lakh per annum last year to ₹20.7 lakh per annum this year.

"The bigger message the industry is giving is that if your students are good, we are ready to hire. It also reflects the bigger picture that companies are maybe willing to hire more this year at least from top business schools," said R.K. Krishnan, professor and head of placement at the Birla Institute of Management Technology in Greater Noida.

The institute has placed most of its students and could close the process by early February, Krishnan said. "The final tally is yet to emerge, but the average salary so far has gone up by 10% and the number of offers by 12% from last year," he said.

Other top B-schools, including **XLRI Jamshedpur**, SP Jain School of Management, Mumbai, Great Lakes Institute of Management, Chennai, and the new IIMs, said the hiring sentiment looks strong this year. IIM

Rohrke said the final hiring process is smooth and it has placed a majority of its students, despite the batch size going up by more than 100 students. IIM-Bangalore said it will start final placements on 12 February but added that students have bagged 150 pre-placement offers (PPOs) or job offers based on their internships ahead of the final campus hiring. IIMs at Ahmedabad, Bengaluru and Kolkata generally start their placements in February.

Sectorally, consulting firms are top recruiters. Both at ISB and IIM Kozhikode, 30% of the job offers came from consulting firms. IIM Bangalore said most of the PPOs are from consulting firms and banks, while few are from consumer durable and manufacturing firms. Information technology, as well as banking and financials, also showed good growth. Across all the schools, such as Citibank, HSBC, JP Morgan Chase & Co, ICICI Bank, Axis Bank, Wipro, McKinsey & Co, BCG, and Bain & Co were some of the top recruiters.

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PAGE: 1

## నాలెడ్జ్ ఎకానమికి కేంద్రం అమరావతి కావాలి



అమరావతి జనవరి 17 : ఆసియాలో ప్రసిద్ధిగాంచిన జీవియర్ లేబర్ రిలేషన్స్ ఇన్ స్టిట్యూషన్ (ఎక్స్ పోలెటర్స్) కు ముఖ్యమంత్రి చంద్రబాబు గురువారం శంకుస్థాపన చేశారు. నవ్యాంధ్ర రాజధాని అమరావతిలో ప్రతిష్ఠాత్మక విద్యాలయ చేసిన ఈ సంస్థ దేశంలోనే మొదటిది. ఈ సందర్భంగా ముఖ్యమంత్రి చంద్ర బాబు నాయుడు మాట్లాడుతూ నాలెడ్జ్ ఎకానమికి కేంద్రంగా అమరావతి తయారు కావాల్సిన అవసరముందన్నారు. ఎక్స్ పోలెటర్స్ అమరావతిలో విద్య సంస్థను ఏర్పాటు చేయడం అదృష్టమన్నారు. ఎక్స్ పోలెటర్స్ కు 50 ఎకరాలు ఇచ్చామని, రూ. 250 కోట్లతో క్యాంపస్ నిర్మాణం చేపడతారని తెలిపారు. ఎక్స్ పోలెటర్స్ దేశంలోనే అత్యున్నత మేనేజ్మెంట్ కోర్సులను అందిస్తోందని, ఈ ప్రాంతంలోని విద్యార్థులు ఇక్కడ చదువుకునే పీలుకలుగుతుందన్నారు. అంతర్జాతీయ పాఠశాలలు కూడా ఇక్కడ ఏర్పాటు చేస్తామని, రైతుల పిల్లలు బాగా చదువుకోవాలని ప్రభాబు సూచించారు. అన్ని రంగాల్లో సమగ్ర నాయకత్వం అవసరమన్న చంద్రబాబు... సమగ్ర నాయకత్వంతో ఏ రంగమైనా అభివృద్ధి సాధిస్తుందన్నారు. నవ్యాంధ్ర రాజధాని కోసం రైతులు నాయకత్వం చేసే చర్య, త్యాగాన్ని మనస్సుగా అభినందిస్తున్నారన్నారు. రైతుల నుంచి సమాకరించిన భూములు అభివృద్ధి చేసి వారికి ఇవ్వటంతోనే అభివృద్ధి సాధ్యమన్నారు. కొన్ని దేశాలు నాలెడ్జ్ ఎకానమిపై పెట్టుబడులు పెట్టాయని, మైక్రోసాఫ్ట్, గూగుల్, అమెజాన్, ఉబర్ వంటివన్నీ వినూత్న ఆలోచనలేనని చంద్రబాబు అన్నారు. కేంద్ర సంస్థలు కూడా పెద్ద ఎత్తున ఇక్కడికి రావాల్సి అవసరం ఉందన్నారు. కేంద్ర సంస్థల కోసం 29.11 ఎకరాల భూమి ఇచ్చి రూ. 135 కోట్లతో కాంపౌండ్ వాలే కట్టమని, కానీ ఏర్పాటు చేయడంలో తాత్కాలిక చేస్తున్నారని విమర్శించారు. భవనాల నిర్మాణానికి కేంద్రం నిధులు ఇవ్వడం లేదన్నారు. కార్యక్రమంలో ఎమ్మెల్యేల నారాయణ, విజయవాడ, గుంటూరు బిషేపల్ తో పాటు పలు విద్యా సంస్థల ప్రముఖులు పాల్గొన్నారు.

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## Aspiring managers appear in XAT 2019, 2400 students appear from State

PNS ■ JAMSHEDPUR

Thousands of aspiring managers from the city appeared for the XAT (Xavier Admission Test), 2019, conducted by XLRI along with their counterparts from various centres across the country.

Students appeared across three centres in the city - DBMS English School, AI Kabir Polytechnic, TCS-Ion on NH-33. About 80,000 students appeared 167 across 46 cities in the country while 2400 students appeared in Jamshedpur and Ranchi, the only two cities where XAT was conducted in Jharkhand.

The XAT is considered to be India's second most premier MBA entrance test after the CAT (Common admission test). Organized by the XLRI School of Business and Human Resources, Jamshedpur, the exam serves as the entrance exam for various other B-Schools in India including SP Jain Institute of Management and Research (Mumbai), Alliance Business Academy (Bangalore), Goa Institute of



Management (Goa), Welinkar (Mumbai) and XIM (Bhubaneswar). XAT is con-

sidered in about 109 B schools in the country. "XAT has always focused

on good language skills, decision making skills of the candidates and given all aspiring

candidates ample opportunity to display their innate capabilities," said a professor

The pattern of the paper was somewhat different from last year.

Unlike two papers, there was only one paper with 74 questions in quantitative ability, verbal ability and reasoning and decision making along with a general knowledge section. The total time allotted for XAT was three hours starting from 10 am to 1 pm.

As far as negative marking was concerned it was uniform, which was one fourth of the total marks in every question. Unattempted questions will fetch a negative marking of one twentieth of the total marks.

An applicant said that he is happy with his performance in XAT, but is worried about his score in the reasoning. He went on to add that the paper was quite tough and he found difficult to solve the decision making part too.

"XAT is the favourite choice of the students. Since the B-school is based in the city itself a large number of students appeared for the exam," said in-charge of Career Launcher India, Jamshedpur.

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## Bollywood singer Neeraj Sridhar to perform at 40th MAXI Fair

PNS ■ JAMSHEDPUR

The two-day extravaganza MAXI Fair is set to come to life on January 12 and 13 at the XLRI Football Field. Day-1 will be the cultural night, which will end with the performance of the in-house music club, The Bodhi Tree and Day-2 will host yet another captivating pro-show by none other than Neeraj Sridhar, the voice behind many popular tracks, including Love Mera Hit Hit, Twist, Tum hi ho Bandhu, and more.

With a host of events like Jamshedpur's favourite family for the most adored household of the town, Happy Jamshedpur Healthy Jamshedpur with an aim to make the city fit, Art Attack to hunt for the creative bunch of kids, Mrs. & Miss Jamshedpur for the beauties with brains, Dance Mania for the ones with who know how to make dance seem like a poem, Master Chef for those who know that the way to win someone's heart is through food, and Kids Fashion & Dance shows for them to display their cuteness and quirkiness, the Fair has something to offer for all age groups.

The Marketing Association of XLRI, or MAXI as it's fondly known as, is the oldest committee on campus. Established forty-six years ago, in 1971, MAXI's mandate has been sim-



Bollywood singer Neeraj Sridhar

All events conducted by MAXI are designed to give students a deep, working insight into what Marketing is really about.

Marketing is really about

ferences and of course, the world-renowned MAXI Fair. It is often said that Marketing is something that needs to be experienced rather than studied, and MAXI uses this as one of its guiding principles.

All events conducted by MAXI are designed to give students a deep, working insight into what Marketing is really about.

MAXI is possibly the best-known and most respected committee, both within and outside XLRI.

This standing is a result of constant innovation - be it in the more famous form of MAXI Fair, or other initiatives like Mindscapes - India's first seminar on the applications of Behavioral Research in Marketing.



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## MAXI Fair inaugurated at XLRI, marketing conclave-Apogaeum held

PMS ■ JAMSHEDPUR

The 40th edition of Maxi Fair, the most look after annual event of XLRI kicked off this evening with its formal inauguration at the business school campus in Circuit House Area.

A respected brand in itself, the ISO 9001:2008 certified event was inaugurated by the XLRI director Dr. E. Abraham in presence of dean (Academics) Ashish K. Paul and other senior officials of the B-school. Several events will be organised at the business school's playground for two days from tomorrow.

Senior executive member of MAXI, Anuvab Bandyopadhyay said this year's fair has five teams conducting research for partners like Hovells, Coca Cola, Nestle, ITC and Hindustan Unilever Limited (HUL). Apart from that this year's fair is set to pioneer digital disguised market research with a digital research problem being conducted in partnership with

HUL," he said. Alongside the fair, a marketing conclave-Apogaeum was organised. The keynote speech was delivered by CVL Srinivas, country manager of WPP (parent company of Ogilvy & Mather and Group M) followed by a panel discussion on "Emerging Trends in Digital Marketing".

Panelists included Puneet Krutima, writer of acclaimed web-series Mirzapur, director, Coca Cola India Ramendra Kumar among others. The conclave will also be attended by the Maxi team of 1978-1980, that organized the first Maxi Fair.

The idea was conceptualised much ahead of its time, by Sharad Sarin, Professor of Marketing at XLRI and a visionary. Year after year since then, major Indian corporate houses bring their market research problems to the students of XLRI, who design elaborate games around them. These games are hosted in the XLRI grounds, and are

open to public who visit the fair and have a good time apart from winning prizes. The students, on the other hand, get useful data about public preferences, which they then analyse to solve the problems faced by the companies. This makes the task of conducting the otherwise boring and mundane research easier and interesting.

"This year we planning to make it more academic oriented than fun and fair. We have made special arrangements for the event this year where the students will carry research work," said a member of the organising team.

It may be mentioned that Brooke Bond tasted success to the tune of Rs.100 crore with the idea of newly packaged tea. Pepsi in 2005 decided to give a new design to its packaging. ITC decided to venture into the biscuit market. These are some of the few success stories of brands which were once just ideas of XLRI students.



XLRI officials inaugurate  
MAXI Fair. PMS Photo.

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# National HR Conference begins at XLRI

PMS ■ JAMSHEDPUR

Curiosity in the air and excitement on the faces marked the inception of the first day of 8th National HR Conference, the flagship event of the Students' Association for Promotion of Personnel Management, Human Resources and Industrial Relations at XLRI (SAPPHIRE).

The session was inaugurated by Dr. Aquil Busrai, founder & CEO, Aquil Busrai Consulting and acclaimed industry stalwart from the XLRI PM & IR Batch of 1972, who gave the keynote speech with a personal touch by stressing on the importance of human resource and business through life examples. "The H in HR is non-negotiable" he was said.

The theme for the first

panel - "Tailoring HR strategy according to the changing times and technology" was introduced by renowned Professor Paramjit Singh of XLRI Jamshedpur to the audience.

The panel discussion was built on driving change in unprecedented environments by finding new ways to compete in the new world of work, forming the HR leaders of today, and have the opportunity to shape the strategic direction of the organisation, thereby creating an agile vision of the future. The other panelists of the day included Kshitij Kashyap, Head Human Capital, India at Optum Global Solutions Pvt. Ltd, Amit Vaish, Director and Head of HR at Barclays India, Sujit Das, VP - Global HR, Microland Ltd., S Naga Siddhartha, CHRO and Head Teacher Engagement,



Vedantu, Krishna Setlur, Executive and Business Coach and Shubhenjit Chaudhuri, MD - Tata Pigments Ltd.

Kashyap spoke about the

presence of hot and cold bodies in the organization followed by Vaish who spoke about while the career path of individuals is not a relevant

aspect anymore, skill gaining is and how this is disrupting the way work is defined and performed.

The second session of Day

one began with the Compensation & Benefits and PMS Workshop by Avijit Shastri which provided insight to the students preparing themselves to soon delve into the HR industry.

The interactive session was able to give answers to numerous queries of the students on the complexity of Compensation and Benefits and how to navigate one's way through the tricky aspects of Performance Management.

Following this, HONO HR conducted a launch event of its new HRMS product - The H2RS (Hire to Retire) platform integrated with HONO Insights- an employee engagement platform to facilitate better functioning of the HR department in the organisation. This was followed by a Leadership Talk by Kshitij Kashyap.





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एक्सएलआरआइ में मैक्सी फेयर का रंगारंग समापन  
बॉलीवुड गायक नीरज श्रीधर के गानों पर थिरके युवा

## इशक के नाम पे करते सभी अब रास लीला हैं...

राजेश प्रोडेंट जमशेदपुर

एक्सएलआरआइ में मैक्सी फेयर का समापन हो गया, समापन को मनोरंजन करने के लिए खास तौर पर कॉलेज स्तर के युवाओं के बीच कार्यक्रम का आयोजन किया गया। कार्यक्रम के तहत एक बॉलीवुड में जग-जगद्वी का नाच नाच कर एक्सएलआरआइ पहुंचे थे, इसके साथ फेयर के लिए मैक्सी ने भी अपने रंग-रंगीन प्रदर्शन से लोगों का ध्यान खींचा था, जिससे कार्यक्रम के आयोजन में मदद मिली। कार्यक्रम के आयोजन में मदद करने के लिए नितेश प्रोडेंट का योगदान भी महत्वपूर्ण रहा। कार्यक्रम के आयोजन में मदद करने के लिए नितेश प्रोडेंट का योगदान भी महत्वपूर्ण रहा।

कार्यक्रम के आयोजन में मदद करने के लिए नितेश प्रोडेंट का योगदान भी महत्वपूर्ण रहा। कार्यक्रम के आयोजन में मदद करने के लिए नितेश प्रोडेंट का योगदान भी महत्वपूर्ण रहा। कार्यक्रम के आयोजन में मदद करने के लिए नितेश प्रोडेंट का योगदान भी महत्वपूर्ण रहा। कार्यक्रम के आयोजन में मदद करने के लिए नितेश प्रोडेंट का योगदान भी महत्वपूर्ण रहा।

मेले में रहा कुड़े का अंवार

नीरज श्रीधर की गानों पर युवाओं का उत्साह देखकर कार्यक्रम के आयोजन में मदद करने के लिए नितेश प्रोडेंट का योगदान भी महत्वपूर्ण रहा। कार्यक्रम के आयोजन में मदद करने के लिए नितेश प्रोडेंट का योगदान भी महत्वपूर्ण रहा। कार्यक्रम के आयोजन में मदद करने के लिए नितेश प्रोडेंट का योगदान भी महत्वपूर्ण रहा।



नीरज श्रीधर के गानों पर नृत्य करने एक्सएलआरआइ के युवाओं



नीरज श्रीधर की गानों पर नृत्य करने एक्सएलआरआइ के युवाओं



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## देश में खुलेंगे पांच नये एक्सएलआरआइ ब्रांच

संदीप सावर्ण जमशेदपुर

निजी क्षेत्र में देश की बड़ी प्रबंधकीय संस्थान एक्सएलआरआइ का विस्तार होगा, एक्सएलआरआइ का नया ब्रांच आंध्र प्रदेश के अमरावती में खुलने जा रहा है, इसके लिए आंध्र प्रदेश सरकार ने एक्सएलआरआइ को 50 एकड़ जमीन दे दी है, इस जमीन पर 17 जनवरी यानी गुरुवार को नींव रखी जायेगी, जिसमें

- अमरावती में 5000 कमरों के भवन की कल रखी जायेगी नींव

आंध्र प्रदेश के मुख्यमंत्री भी शामिल रहेंगे, जल्द ही अब वहां नये सिर से संस्थान के भवन का निर्माण किया जायेगा, एक्सएलआरआइ सूत्रों से मिली जानकारी के अनुसार उक्त कैपस को करीब 500 करोड़ की लागत से बनाया जायेगा, विधिवत नींव रखने के बाद इसी सप्ताह से काम भी शुरू कर दिया जायेगा, गौरतलब है कि एक्सएलआरआइ प्रबंधन की ओर से पिछले तीन साल से आंध्र प्रदेश में संस्थान के नये भवन को बनाने का प्रयास किया जा रहा था,

## देश में खुलेंगे...

आंध्र प्रदेश के लिए सीटें रहेंगी सुरक्षित, एक्सएलआरआइ सूत्रों से मिली जानकारी के अनुसार उक्त कैपस के लिए काफी रियायत दर पर आंध्र प्रदेश सरकार ने संस्थान प्रबंधन को उपलब्ध करवाया है, इसके लिए तय किया गया है कि संस्थान में जब पठन-पाठन शुरू होगा, उसके बाद तय कुल सीटों का 40 फीसदी सीट आंध्रप्रदेश के विद्यार्थियों के लिए सुरक्षित रखा जायेगा, उक्त सीट पर सिर्फ आंध्रप्रदेश के विद्यार्थियों का जबकि अन्य 60 फीसदी सीट पर मेरिट के जरिये अन्य विद्यार्थियों का चयन किया जायेगा, दुनिया में होगा विस्तार, जेसुइट सोसाइटी की ओर से संचालित एक्सएलआरआइ का ना सिर्फ देश में बल्कि पूरी दुनिया में विस्तार किया जा रहा है, देश में कुल पांच जगहों पर एक्सएलआरआइ के नये ब्रांच खोले जायेंगे, जिसमें आंध्र के अमरावती, बेंगलुरु, मुंबई, चेन्नई व हरियाणा के झज्जड़ में खोला जायेगा, हरियाणा के झज्जड़ ब्रांच में भवन निर्माण का कार्य अंतिम चरण में है, एक्सएलआरआइ प्रबंधन के अनुसार हरियाणा के कैपस में वर्ष 2020 से पढ़ाई शुरू हो जायेगी, उक्त सभी कैपस के लिए अलग से एफिलिएशन लिया जायेगा, इसके अलावा दुबई व सिंगापुर में भी संस्थान के नये ब्रांच को शुरू करने की योजना पर काम किया जा रहा है,

11 वीं से लेकर पीजी तक की होगी पढ़ाई, अमरावती में बनने वाला कैपस जमशेदपुर कैपस से भी भव्य होगा, वहां 50 एकड़ की जमीन पर करीब 5,000 कमरे बनेंगे, विद्यार्थियों के लिए हॉस्टल, कैटीन, प्ले ग्राउंड, पाक, लैब, लाइब्रेरी समेत टॉप क्लास यूनिवर्सिटी में होने वाली हर सुविधा रहेगी, कैपस में पठन-पाठन का दायरा भी बढ़ाने की तैयारी में है, उक्त कैपस में 11 वीं क्लास से ही बच्चों का एडमिशन लिया जायेगा, 11 वीं से ही पीजी तक की पढ़ाई कर सकेंगे,



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## एक्सएलआरआई में आज से नेशनल एचआर सेमिनार

**जमशेदपुर.** एक्सएलआरआई से दो दिवसीय नेशनल एचआर सेमिनार की शुरुआत शनिवार को होगी. दो दिवसीय इस कैंप में देश के अलग-अलग कोने से कई स्कॉलर शामिल हो रहे हैं. इस दौरान कई पेपर भी प्रेजेंट किये जायेंगे. इसकी सारी तैयारियां पूरी कर ली गयी है.

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एक्सएलआरआई में नेशनल एचआर कॉन्फ्रेंस का समापन, एमडीआई गुड़गांव की टीम रही अक्वल

## अब ऐसा कोई प्रोफेशन नहीं, जहां महिलाएं न हों

लाइफ रिपोर्टर जमशेदपुर

एक्सएलआरआई में चल रहे दो दिवसीय नेशनल एचआर कॉन्फ्रेंस का समापन रविवार को हुआ. रविवार को कॉन्फ्रेंस की शुरुआत एक पैनल डिस्कशन के साथ हुई. इस पैनल डिस्कशन में ग्लोबल के यूपी एचआर सुमित त्रिवेदी, टेक्सास स्पीकर सिजिनी सेनगुप्ता, एचआर अवार्ड की जूरी मेबर शालिनी लाल, एमएचआरडीएन की बोर्ड मेबर सुजाता देशमुख समेत कई अन्य उपस्थित थे. इस पैनल डिस्कशन में मुख्य रूप से देश में बदलते दौर में विभिन्न सेक्टर में आये बदलाव की जानकारी दी गयी. बताया गया कि पूर्व में यह धारणा थी कि महिलाएं हर क्षेत्र में कार्य नहीं कर सकती. देश में यह भी धारणा थी कि



एक्सएलआरआई में नेशनल एचआर कॉन्फ्रेंस के दौरान पैनल डिस्कशन करते विभिन्न कंपनियों के अतिथि (दाएं) व उपस्थित विद्यार्थी (बाएं).

महिलाएं कमजोर होती हैं, इस वजह से वे डिफिमेंस, एम्प्लॉयमेंट, विमान उड़ाने समेत कई अन्य सेक्टर में कार्य नहीं कर सकती हैं. लेकिन अब महिलाओं ने इस धारणा को पूरी तरह तोड़ दिया है. वे

हर क्षेत्र में काम कर रही हैं. उन्होंने खुद को साबित किया है. श्री प्रियंका ने कहा कि जेडएच राइस स्ट्रॉंग व वीक नहीं कहा जा सकता है. कई मौकों पर महिलाओं ने खुद को साबित किया है. इसके बाद



फोटो: प्रभत खबर

एक सेमिनार का आयोजन किया गया. जिसमें बताया गया कि अब वर्क प्लेस का माहौल भी बदल रहा है. अब अगर आपको आउटपुट बेटर है तो आप कंपनी में बने रह सकते हैं, वरना इस

तरह का माहौल है कि पुअर परफॉर्मर को नहीं रखा जा रहा. इस सेमिनार में बताया गया कि बदलते दौर में कामगारों को भी खुद को बदलने व खुद को उस माहौल में ढालने की आवश्यकता है.

रविवार को विभिन्न बी स्कूलों के बीच एचआर कंपीटिशन का भी आयोजन किया गया. जिसमें एक लाख रुपये की प्राइज मनी दी गयी. इसमें एमडीआई गुड़गांव की टीम अक्वल रही.

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एक्सएलआरआई में क्षितिज-2019 का आयोजन

## शहर के 40 स्कूलों के बच्चों ने दी प्रस्तुति

लाइफ रिपोर्टर @ जमशेदपुर

जेवियर लेबर रिलेशंस इंस्टीट्यूट (एक्सएलआरआई) ने केवल प्रबंधन पाठ्यक्रम कराता है बल्कि सामाजिक सरोकारों के प्रति भी उतना ही गंभीर है. इसका उदाहरण रविवार को देखने को मिला. रविवार को एक्सएलआरआई के टाटा ऑडिटोरियम में क्षितिज 2019 की शुरुआत हुई. इसमें शहर के करीब 40 स्कूलों में पढ़नेवाले गरीब व अभिवर्चित वर्ग के करीब 500 बच्चों ने क्षितिज 2019 के दौरान अपनी प्रतिभा का लोहा मनवाया. बच्चों ने झारखंड की संस्कृति पर आधारित नृत्य के साथ ही फिल्मी गीत व नाटक के जरिये अपनी कलात्मक प्रतिभा का बेजोड़ प्रदर्शन किया. कंडेडोरेशन

ऑफ इंडियन इंडस्ट्रीज, यंग इंडियंस व एक्सएलआरआई के संयुक्त तत्वावधान में क्षितिज 2019 के माध्यम से हाशिये में पड़ी प्रतिभाओं को सामने लाने के उद्देश्य से उक्त प्रतियोगिता का आयोजन किया गया.

इस मौके पर आयोजन समिति से जुड़े विद्यार्थियों ने कहा कि इस आयोजन के जरिये सरकारी स्कूल में पढ़ाई करने वाले विद्यार्थियों के बीच क्विज, निबंध, नृत्य, नाटक समेत कई अन्य प्रकार की प्रतियोगिता के जरिये अपनी प्रतिभा को प्रदर्शित करने का अवसर प्रदान किया जाता है. जिसमें अव्वल आने वाले विद्यार्थी को नकद पुरस्कार दिया जायेगा. सभी प्रतिभागियों को पेन, नोटबुक व चॉकलेट भी उपहार स्वरूप दिया गया.

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## एक्सएलआरआई में कैपस के लिए पहुंचीं 142 कंपनियां 360 स्टूडेंट किये जायेंगे लॉक

लाइफ रिपोर्टर @ जमशेदपुर

मंगलवार से एक्सएलआरआई में सीआरपी (कैपस रिक्रूटमेंट प्रॉसेस) 2019 की शुरुआत हुई. इस बार ह्यूमन रिसोर्स मैनेजमेंट व बिजनेस मैनेजमेंट के कुल 360 विद्यार्थियों को लॉक करने के लिए कुल 142 कंपनियां पहुंची हैं. जिसमें सबसे ज्यादा आईटी सेक्टर से जुड़ी कंपनियां पहुंची हैं. कंसल्टिंग, मार्केटिंग, एफएमसीजी, फाइनांस, ऑपरेशन से जुड़ी कंपनियां पहुंची हैं.

प्राप्त जानकारी के अनुसार इस बार मुख्य रिक्रूटर के रूप में आईटीसी, नेस्ले, कोकाकोला, पेप्सिको, आईसीआईसीआई, यस बैंक, अमेजॉन, उबर, पेटिएम समेत कई अन्य कंपनियां कैपस के लिए पहुंची हैं. गौरतलब है कि पिछले साल कैपस के लिए एक्सएलआरआई में कुल 139 कंपनियां



पहले दिन सर्वाधिक 21 लाख तक का पैकेज दिया गया

एक्सएलआरआई में शुरू हुए सीआरपी में पहले दिन एक कंसल्टिंग कंपनी ने एचआरएम को करीब 21 लाख रुपये पैकेज का ऑफर दिया है. कैपस के शुरुआत में डोमेस्टिक में यह सर्वाधिक ऑफर था. हालांकि संस्थान प्रबंधन की ओर से इसे लेकर कोई अधिकारिक रूप से कोई जानकारी नहीं दी गयी है.

सुबह 10 बजे से ही कैपस की शुरुआत

इस बार इंटरनेशनल बिल्डिंग की ओर सीआरपी हुई. इसके लिए अलग-अलग स्टॉल बनाये गये थे. सभी स्टॉल पर अलग-अलग कंपनियों के प्रतिनिधि विद्यार्थियों का प्रोफाइल व पोर्टफोलियो देखने के बाद उसका इंटरव्यू लिया जा रहा था. इस उन्हें किसी प्रकार की कोई परेशानी ना हो, इसके लिए संस्थान के जूनियर उन्हें मदद कर रहे थे. वे उन्हें हर प्रकार की सहायता प्रदान कर रहे थे.

पहुंची थी, जिसमें कुल 42 कंपनियां ऐसी थीं जो पहली बार एक्सएलआरआई पहुंची थी. पिछले साल औसत पैकेज 19.21

लाख रुपये रहा था. इस बार औसत पैकेज में इजाफा होने की संभावना है. पिछले साल कुल

359 विद्यार्थियों को लॉक किया गया था. गुरुवार को कैपस की प्रक्रिया खत्म होने की उम्मीद है.



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## **100 फीसदी कैंपस की ओर बढ़ रहा एक्सएलआरआई**

**जमशेदपुर.** जेवियर स्कूल ऑफ मैनेजमेंट-एक्सएलआरआई में सालाना कैंपस रिक्रूटमेंट प्रोग्राम-19 संस्थान के इंटरनेशनल सेंटर में चल रहा है. इस सालाना प्लेसमेंट ड्राइव से पहले ही करीब आधे छात्रों को विभिन्न कंपनियों की ओर से ऑफर मिल चुके हैं. कुल 360 छात्रों में करीब 120 छात्र सालाना प्लेसमेंट

### **कैंपस रिक्रूटमेंट प्रोग्राम-19**

ड्राइव में शिरकत कर रहे हैं. कंसल्टिंग, ऑपरेशन व फाइनेंस कंपनियों का रुख काफी सकारात्मक है. एफएमसीजी फास्ट मूविंग कंज्यूमर गुड्स व मैनुफैक्चरिंग की ओर से भी काफी ऑफर दिए जा रहे हैं. कैंपस सेलेक्शन में कंपनियों का रुझान रियल टाइम केस स्टडी पर ज्यादा है. अब कंपनियां सीधे कैंपस में विद्यार्थियों को नियोजित करने के अपने यहां इंटरन स्टूडेंट्स को ज्यादा तवज्जो दे रही हैं. कंसल्टेंसी व फाइनेंस कंपनियां विभिन्न रियल टाइम केस स्टडी के आधार पर परख रही हैं. कंपनियां विद्यार्थियों के कौशल, नेतृत्व क्षमता के आधार पर नियोजन कर रही हैं.

परीक्षा में देश-विदेश के करीब 90,000 विद्यार्थियों ने लिया था हिस्सा

# जेवियर एप्टीट्यूड टेस्ट का रिजल्ट जारी

■ 31 मार्च तक डाउनलोड  
किये जा सकेंगे स्कोर  
कार्ड

लार्क रिपोर्टर जमशेदपुर

द जेवियर एसोसिएशन ऑफ मैनेजमेंट की ओर से लिये जाने वाले जेट (जेवियर एप्टीट्यूड टेस्ट) की परीक्षा का रिजल्ट गुरुवार को जारी किया गया। इस परीक्षा में शामिल स्कोर कार्ड के आधार पर एक्सएलआरआइ संमत देल के करीब 150 विजनेस स्कूल में एडमिशन का टिकट मिलेगा। इस बार जेट परीक्षा का रिजल्ट पूर्व से तब समय पर ही जारी किया गया। एक्सएलआरआइ प्रबंधन के अनुसार इस परीक्षा में देश के अलावा विदेशों के करीब 90,000 विद्यार्थियों ने हिस्सा लिया था। गुरुवार को लिखित परीक्षा में शामिल अंकों के आधार पर अब द जेवियर एसोसिएशन ऑफ मैनेजमेंट की ओर से करीब 3500 विद्यार्थियों को अगले राउंड के लिए कॉल किया जायेगा। अगला राउंड जीडी (ग्रुप डिस्कशन) व पीआइ (पर्सनल इंटरव्यू) होगा। जीडी-पीआइ के आधार पर उम्मीदवारों को एक्सएलआरआइ के अलावा अन्य विजनेस स्कूलों में एडमिशन मिल सकेगा। एक्सएलआरआइ प्रबंधन की

99.70 परसेंटाइल लाने वाले बारीडीह के सौरभ कुमार ने कहा आइआइटी के बाद भी इंजीनियरिंग के क्षेत्र में नहीं है रुझान

गुरुवार को जेवियर एसोसिएशन ऑफ मैनेजमेंट इस्टीट्यूट ने जेट (जेवियर एप्टीट्यूड टेस्ट) की परीक्षा का रिजल्ट जारी किया। इस परीक्षा में जमशेदपुर के करीब 50 विद्यार्थियों का चयन किया गया है, जिसमें गुरुवार की देर शाम तक मिली जानकारी के अनुसार जमशेदपुर के बारीडीह के रहने वाले सौरभ कुमार गांगुली को झारखंड टॉपर बनने का गौरव हासिल हुआ है। सौरभ को 99.70 परसेंटाइल हासिल हुए हैं। सौरभ ने बताया कि जेट के अलावा जेट की परीक्षा में भी उन्होंने हिस्सा लिया था, जेट परीक्षा में उन्हें 99.72 परसेंटाइल हासिल हुआ था, जिसके आधार पर उन्हें आइआइएम कोडीकोड, आइआइएम कलकत्ता व आइआइएम इंदौर से कॉल आ चुका है। इसी बीच जेट की परीक्षा में भी उम्मा प्रदर्शन करने के बाद अब जेट के जरिये

एक्सएलआरआइ में भी एडमिशन लेने की योजना बनायी जा रही है। सौरभ ने कहा कि उन्होंने जेट व जेट के लिए अलग-अलग तैयारी नहीं की थी, जेट की तैयारी बेहतर तरीके से किया था। प्रतिदिन नियमित रूप से करीब 5-6 घंटे तक पढ़ाई करने के बाद यह सफलता हासिल हुई। उन्होंने कहा कि जेट परीक्षा देने के बाद जेट के लिए करीब डेढ़ महीने का वक्त मिलता है। इस दौरान उन्होंने विशेष रूप से जेट की परीक्षा में पूछे जाने वाले डिजिटल मैकिंग पेपर की तैयारी की, क्योंकि उक्त पेपर से संबंधित सवाल जेट में नहीं पूछे जाते हैं।

जेट परीक्षा में सर्वाधिक अंक हासिल करने वाले सौरभ कुमार गांगुली ने कहा कि उन्होंने जमशेदपुर पब्लिक स्कूल से स्कूली शिक्षा हासिल की, इसके

बाद उनका चयन आइआइटी रुड़की में इलेक्ट्रिकल इंजीनियरिंग के लिए हुआ। वहां कैपस भी हुआ, लेकिन सौरभ कैपस में शामिल नहीं हुए। कारण था कि इंटेर कला के क्षेत्र में था, उन्होंने कहा कि आइआइटी के कैपस को छोड़ कर उन्होंने यूपीएससी की परीक्षा की तैयारी शुरू की। दो बार यूपीएससी की परीक्षा दी, लेकिन किसी कारण से मेस के बाद सफलता हाथ नहीं लगी। इसके बाद इस साल बिजनेस स्कूल में एडमिशन लेने की योजना बनायी है। सौरभ के अनुसार उन्हें एक्सएलआरआइ से कॉल आ चुका है। एक्सएलआरआइ से उन्हें कॉल आया है, उन्होंने कहा कि अब कॉल आया है, उन्होंने कहा कि अब कॉल आया है व पीआइ पर है, लेकिन अंतिम रूप से एक्सएलआरआइ में ही एडमिशन लेने का तय किया है।

कैरियर लांचर के विद्यार्थियों का शानदार प्रदर्शन



सौरभ गांगुली सौरभ सुमन अन्वेया मनीष मिश्रा



जमशेदपुर मेट्रोपुर स्थित प्रसिद्धी परीक्षा की तैयारी कराने वाली शैक्षणिक संस्थान कैरियर लांचर के विद्यार्थियों ने भी जेट की परीक्षा में

शानदार प्रदर्शन किया है, जेट की परीक्षा में शहर से सर्वाधिक अंक हासिल करने वाले सौरभ कुमार गांगुली ने भी यहीं से तैयारी की थी। संस्थान प्रबंधन की ओर से जारी प्रेस विज्ञापन में बताया गया कि संस्थान के करीब 40 विद्यार्थियों को इस परीक्षा में शानदार परसेंटाइल हासिल हुए हैं। संस्थान प्रबंधन की ओर से जारी सूची में सौरभ कुमार गांगुली को 99.77, आदित्य संकेत को 99.5, सौरभ सुमन को 99.14, मनीष मिश्रा को 98.44, अनुभव रत्ना को 98.31, अन्वेया को 98.3, शाहित सांडिल्य को 97, शिवाजी कुमार सिंह को 96.3, गोविंदजी आनंदजी को 95 परसेंटाइल हासिल हुआ है। संस्थान के निदेशक संदीप कुमार ने कहा कि इसके अलावा भी कई अन्य विद्यार्थियों के नाम सफल विद्यार्थियों की सूची में शामिल हैं।

टाइम शैक्षणिक संस्थान के विद्यार्थियों ने किया बेहतर प्रदर्शन

सबकी स्थित शैक्षणिक संस्थान टाइम के विद्यार्थियों ने जेट परीक्षा में शानदार प्रदर्शन किया है। संस्थान की ओर से जारी विज्ञापन में बताया गया कि संस्थान के कुल 30 विद्यार्थियों को 95 से अधिक परसेंटाइल हासिल हुआ है। टाइम के छात्र रुद्रिल यश पांडेय को 99.602 परसेंटाइल हासिल हुआ है। संस्थान प्रबंधन के अनुसार डीवीएस सुदामा भट्टाल को 99.49 परसेंटाइल हासिल हुआ है।



रुद्रिल यश पांडेय डीवीएस सुदामा

आंध्र प्रदेश में एक्सएलआरआइ के नये कैपस की पड़ी नींव



जमशेदपुर. एक्सएलआरआइ के विस्तारीकरण के तहत गुरुवार को आंध्र प्रदेश के अमरावती में आंध्र प्रदेश के मुख्यमंत्री चंद्रबाबू नायडू ने एक्सएलआरआइ के नये कैपस की नींव रखी। इस मौके पर उन्होंने सभी को संबोधित करते हुए कहा कि एक्सएलआरआइ का 70 साल का शानदार इतिहास रहा है। इस संस्थान ने देश को हजारों लीडर दिये हैं।

उन्होंने कहा कि आज के दौर में यह जरूरी है कि विद्यार्थियों को बेहतर शिक्षा दी जाये। इसके लिए उन्होंने संस्थान प्रबंधन द्वारा किये जा रहे कार्यों की भी सराहना की। मौके पर एक्सएलआरआइ के डायरेक्टर फादर इ अब्राहम ने एक्सएलआरआइ के अब तक के सफर के बारे में जानकारी दी। कहा कि

संस्थान प्रबंधन द्वारा ना सिर्फ बेहतर कॉर्पोरेट लीडर तैयार किये जाते हैं, बल्कि बच्चों को एथिक्स की भी पढ़ाई करवायी जाती है ताकि देश का विकास हो। उन्होंने कहा कि उक्त कैपस में पीजी के साथ ही अंडर ग्रेजुएट की भी पढ़ाई करवायी जायेगी। कुल 50 एकड़ जमीन पर अब निर्माण कार्य शुरू किया जायेगा। इस दौरान बताया गया कि संस्थान में एक साथ 5000 विद्यार्थियों के पठन-पाठन की व्यवस्था की जा रही है। इसके लिए लंबे अरसे से प्रयास किया जा रहा था। इसके लिए आंध्र प्रदेश सरकार को बधाई भी दी गयी। मौके पर आंध्र प्रदेश के गृह, विजयवाड़ा के विशप, डीन एडमिन फादर जेरी कुटिना, डीन एकेडमिक्स आशीष कुमार पानी समेत कई अन्य उपस्थित थे।



## एक्सएलआरआइ में नेशनल एचआर आइआर कॉन्फ्रेंस का आयोजन

**जमशेदपुर.** एक्सएलआरआइ में आठवें नेशनल एचआर-आइआर कॉन्फ्रेंस का आयोजन किया गया, जिसमें अलग-अलग क्षेत्र से जुड़े लोगों ने अपनी बातों को रखा. इस बार कॉन्फ्रेंस में बदलते दौर एचआर में किस प्रकार टेक्नोलॉजी व डिजिटल माध्यम से प्रभावित किया है, इससे संबंधित बातों पर मुख्य रूप से चर्चा की गयी. दीप प्रज्वलित कर कार्यक्रम की शुरुआत की. एक्सएलआरआइ के शेफायर टीम की ओर से आयोजित उक्त कॉन्फ्रेंस में बदलते दौर में किस प्रकार मानव संपदा में बदलाव हुआ है, इससे संबंधित चर्चा हुई. इस मौके पर पार्कर ग्रुप के मालिक मार्शल मार्कर ने कहा कि आज के दौर में किसी भी कंपनी के लिए यह चुनौती यह कि वहां अच्छे स्टाफ लगातार रहें. उन्होंने बताया कि अच्छे स्टाफ की हर कंपनी में कमी है. आज के दौर में युवा तेजी से आगे बढ़ना चाहते हैं, इसके लिए वे लगातार कंपनी बदलते रहते हैं. लेकिन यह कई बार गलत साबित हो जाती है. क्योंकि आज के दौर में यह जरूरी नहीं है कि आप जिस कंपनी में जा रहे हैं, वहां स्थिति बेहतर ही हो. बताया गया कि पूरे देश में कुशल कामगारों की बड़ी कमी है. इसे ध्यान में रखते हुए किसी कंपनी में अगर बेहतर काम करने वाले हों और वे थोड़ी बहुत गलती करते हैं तो उसे थोड़ा मैनेज किया जा सकता है. इस दौरान यह भी बताया गया कि डिजिटल माध्यम आने के बाद मॉनिटरिंग का स्तर बेहतर हुआ है. कार्यस्थल पर किस प्रकार बेहतर माहौल बनाया जाये, इससे जुड़ी बातें भी बतायी गयीं. कहा कि कार्यस्थल का माहौल जितना बेहतर होगा, रिजल्ट भी उतना ही बेहतर होगा. रविवार को इसका समापन किया जायेगा.

## అమరావతికి మరో మణిహారం

• ఎక్స్‌పిలెఆర్‌వెన్స్ క్యాంపస్‌ను  
సిఎం శంఖుస్థాపన

**ప్రశాశ్త్రీ-అమరావతి షార్ట్**

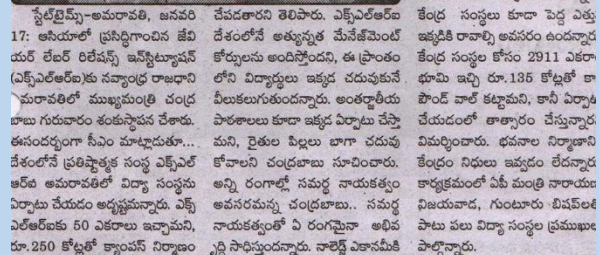
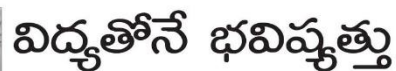
దేశంలో టాప్ 20 విద్యాసంస్థల్లో వదిలిన అమరావతికి రెస్పెక్టాబిలిటీ ముఖ్యమంత్రి చంద్రబాబు తెలిపారు. దీంతో రాష్ట్రం నాణ్యతతో చిరునామాగా మారనుందన్నారు. అమరావతిలో ఐసపో వద్ద జేమియర్ స్కూల్ ఆఫ్ మేనేజ్‌మెంట్ - ఎక్స్‌పిలెఆర్‌వెన్స్ క్యాంపస్ నిర్మాణానికి ఆయన గురువారం శంఖుస్థాపన చేశారు. ఈ సందర్భంగా మాట్లాడుతూ ఎక్స్‌పిలెఆర్‌వెన్స్ దక్షిణ భారత దేశంలో మొదటి క్యాంపస్‌ను అరమరావతిలో నిలకొల్పబడుతుందన్నారు. ఈ సంస్థకు 50 ఎకరాల భూమి కేటాయించడం అధిగోదని, రూ.235 కోట్లతో క్యాంపస్ నిర్మిస్తున్నట్లు చెప్పారు. సంస్థ ఎనిమిది నెలల్లో నిర్మాణాన్ని పూర్తి చేయనుందన్నారు. ఈ సంస్థ నిర్మించలేదు అంతర్జాతీయ పాఠశాలకు 8 ఎకరాల భూమి ఇస్తున్నట్లు ఈ సందర్భంగా ప్రకటించారు. ఇప్పటికే అప్పక, ఎస్‌ఆర్‌ఎం, ఓజ్ వంటి సంస్థలు అమరావతిలో ఏర్పాటు చేయడం అధిగోదన్నారు. నాణ్యత పై పెట్టుబడులు పెడితే ఐఏఎస్‌కుతో వందే ఫలితాలు వస్తాయన్నారు. రాజధాని అమరావతి నాణ్యత ఎకానమిక్ కేంద్రంగా అభివృద్ధి చెందుతుందని చెప్పారు. రాష్ట్ర విభజన వల్లం ప్రకారం కేంద్రం బదిలీ, ఐఎఎం, వ్యవసాయ విశ్వవిద్యాలయం, ఐఎఎంఎస్ వంటి 11 విద్యాసంస్థలను ఏర్పాటు చేయాలి అందన్నారు. వీటి కోసం 2,912 ఎకరాల భూమి, ప్రవారం నిర్మాణానికి రూ.132 కోట్ల నిధులు కేటాయించినట్లు చెప్పారు. దేశంలోని వంద టాప్ విశ్వవిద్యాలయాల్లో ఆరు మన రాష్ట్రంలోనే ఉన్నట్లు చెప్పారు. ఎవరు అధ్యక్షులైనా రాష్ట్రాభివృద్ధి అగడం అనుకున్నా లక్ష్యానికి అన్ని పూర్తి



చేస్తామని కేంద్రాన్ని ఉద్దేశించి సిఎం అన్నారు. శంఖుస్థాపన చేసిన రోజే ప్రారంభోత్సవ తేదీని నిర్ణయిస్తున్నట్లు చెప్పారు. కియా కార్స్ ఈ నెల 29వ తేదీన రోడ్డుకువ్వాయన్నారు. అమరావతిలో అత్యంత ఆధునిక సౌకర్యాలు కల్గిస్తున్నట్లు చెప్పారు.

ప్రజలకు అసౌకర్యం కలిగించకుండా డిక్లె విధానంలో పాదుల వ్యవస్థ ఏర్పాటు చేస్తున్నట్లు వివరించారు. రాజధాని మొత్తానికి ఒకేరోజు ఎన్ యూనిట్ ఏర్పాటు చేసి వ్యవస్థ గురించి పరిశీలించమని అధికారులను ఆదేశించినట్లు చెప్పారు. ప్రకృతి సేద్యంతో ఆహారం, కృష్ణి సది నీరు అందిస్తే చంద్రబాబుపైగా బాతకానికి అవకాశం

ఉందన్నారు. ఎక్స్‌పిలెఆర్‌వెన్స్ ప్రభుత్వం, సీఆర్‌డీఎ సంఘాల్లో సహకారం అందిస్తాయని, ప్రముఖ నిర్మాణ సంస్థలన్ని రాష్ట్రంలో అందుబాటులో ఉండడంతో నిర్మాణాలు వేగంగా పూర్తివుతాయని చెప్పారు. ఈ కార్యక్రమంలో మంత్రి దాశ్రవ నారాయణ, తాడికొండ ఎమ్మెల్యే శ్రావణ్‌కుమార్, నామినేటిడ్ ఎమ్మెల్యే ఫిలిప్స్, జిల్లా పరిషత్ చైర్మన్‌రెన్ జానీమాన్, కలెక్టర్ కోన శివధర్, సీఆర్‌డీ కమిషనర్ చెరుకూరి శ్రీధర్, ఆంధ్రా జోనూల్ ప్రాచిన్స్, ప్రాచిన్స్‌వల్ కావాలిన్ ఇంటిక్, కార్నాంయాలకు అనుసంధానం చేసి వ్యవస్థ గురించి పరిశీలించమని అధికారులను ఆదేశించినట్లు చెప్పారు. ప్రకృతి సేద్యంతో ఆహారం, కృష్ణి సది నీరు అందిస్తే చంద్రబాబుపైగా బాతకానికి అవకాశం

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DATE: 5 January 2019

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PAGE: 8

## Entrepreneurship Development programme on skill training begins

### Mail News Service

**Jamshedpur, Jan. 4:** The Module 1 of the Entrepreneurship Development Programme on "Skill training on Total Waste Management for Rural Entrepreneurship Development" organized by National Research Development Corporation (NRDC) in association with RELEARN Foundation started on 3rd January. The first day of this ten days training program started with state master trainer Sushant Kumar training the participants on paper up cycling.

This training program is being organized under the Skill India Scheme for Entrepreneurship Development in North East and Rural Areas. Over the span of ten days the youth belonging to the age group

of 21 yrs to 45 yrs from across the country will be trained on Total Waste Management focusing on waste generated in rural areas, community waste collection system, value added product development by resource persons like Gaurav Anand, Chief Manager Jusco, P. Chatterjee CSIR-CMERI, Prof Prabal Kumar Sen, founder chairperson, EDC, XLRI, Dr. Mita Tarafder, Chief Scientist, CSIR- NML.

The module 1 of the training program will be conducted in Vijaya Garden from 10am to 4pm. A one month active training will be provided to the participants on the successful completion of this ten day training program. The event turned out to be a successful due to the endeavors of Kumari Namita, Deepak Dhibar, Madhumita, Geeta and Rashmi.

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## MAXI Fair inaugurated at XLRI, marketing conclave- Apogaeum today

### Mail News Service

**Jamshedpur, Jan. 11:** The 40th edition of Maxi Fair, the most look after annual event of XLRI kicked off this evening with its formal inauguration at the business school campus in Circuit House Area.

A respected brand in itself, the ISO 9001-2000 certified event was inaugurated by the XLRI director Pr. P Abraham in presence of dean (Academics) Ashish K Pani and other senior officials of the B-school. Several events will be organised at the business school's playground for two-days from tomorrow.

Senior executive member of MAXI, Anuvab Bandyopadhyay said this year's fair has five teams



conducting research for partners like Havells, Coca Cola, Nestle, ITC and Hindustan Unilever Limited (HUL). " Apart from that this year's fair is set to pioneer digital disguised market research with a digital research problem

being conducted in partnership with HUL," he said. Alongside the fair, a marketing conclave- Apogaeum- would be organised tomorrow. The keynote speech will be delivered by CVL Srinivas, country manager of WPP

(parent company of Ogilvy & Mather and Group M) followed by a panel discussion on "Emerging Trends in Digital Marketing".

Panelists include Puneet Krishna, writer of acclaimed web-series, Mirzapur,

director, Coca-Cola India Ramendra Kumar among others. The conclave will also be attended by the Maxi team of 1978-1980, that organized the first Maxi Fair. The idea was conceptualised much ahead of its time, by Sharad Sarin, Professor of Marketing at XLRI and a visionary. Year after year since then, major Indian corporate houses bring their

market research problems to the students of XLRI, who design elaborate games around them.

These games are hosted in the XLRI grounds, and are open to public who visit the fair and have a good time apart from winning prizes. The students, on the other hand, get useful data about public preferences, which they then analyze to solve

the problems faced by the companies. This makes the task of conducting the otherwise boring and mundane research easier and interesting.

"This year we planning to make it more academic oriented than fun and fair. We have made special arrangements for the event this year where the students will carry research work," said a member of the organising team. It may be mentioned that Brooke Bond tasted success to the tune of Rs 100 crore with the idea of newly packaged tea. Pepsi in 2006 decided to give a new design to its packaging. ITC decided to venture into the biscuit market. These are some of the few success stories of brands which were once just ideas of XLRI students.

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## 8th National HR Conference at XLRI from today

### Mail News Service

**Jamshedpur, Jan 18:** XLRI has been known as a pioneer in the field of Human Resources and Industrial Relations in India, since its inception in 1949. To celebrate this long-standing culture of integrity and professionalism, Students Association for Promotion of Personnel Management, Human Resources and Industrial Relations (SAPPIIIRE), is conducting the 8th National HR conference at XLRI on January 19 and 20.

The idea is to provide a platform for the bigwigs from various industries, academicians and legal practitioners to discuss and debate on the various challenges in India's changing HR landscape, on

the lines of this year's theme: "Building an Agile Future: Curating the new business landscape".

The organizations today are aligning, adjusting, and accommodating the diverse and evolving workforce and while dealing with the conflicting currents of the expansionary scope of technology and the restrictive nature of anti-globalisation movements. So as the workforce prepares itself to usher in these times of change, XLRI is providing the perfect platform for IIR leaders across the length and breadth of the country to congregate along with the brightest HR minds from the best institutions to deliberate and provide new perspectives to view and provide solutions to problems and opportunities



of the future.

The two panel discussions planned as a part of the 2-day event are on "Tailoring HR Strategy according to the changing times & technology" and "Breaking the glass ceiling: workforce diversity amidst changing professional climate". The keynote speaker for this year is Dr.

AquilBusrat, CEO AquilBusrat Consulting. The deliberations in two panel discussions will be done by industry pundits like MrKshitiKashyap (Head Human Capital, India - Optum), Amit Vaish (Director & Head HR, Barclays India), Krishna Setlur (Executive & Business Coach, IIR

Consultant), Shubhenjit Chaudhuri (MD, Tata Pigments), Sujitesh Das (VP and Head, Global HR Strategy, Microland), S Naga Siddharth, (CHRO and Head Teacher Engagement - Vedantu) in panel 1 and Ms. SinjiniSengupta (Author, Columnist, Erstwhile Actuary), Rajesh Hurkat (Head HR - South Asia, Mattel Inc), Ms. Sujata Deshmukh (Former CEO, OD Alternatives), Tarun Anand (Founder, Universal Business School), SumitNeogi (VP IIR, Reliance Industries Limited), Ms. Shalini Lal (Founder, Infinity OD), Ms. Kavita Sadhu Senior (Director, IIR, Capgemini) and Mukul Jain (founder & CEO, HONO) in panel 2. This year XLRI is bringing together students

from the top B-schools of the country, delegates from various industries, academicians & legal practitioners to witness the deliberations. The panel discussions will be followed by paper presentations on - Managing Organizational Climate and Sustaining high performing employees and workshops on Compensation & Benefits and Performance Management Systems by AvijitShastri and on "Change Management: avoiding common reasons why change efforts fail" by Ms. Sujata Deshmukh. The grand finale of the annual HR quizzing league of SAPPIIIRE- Battle IIR Royale and a three legged event- HR Triathlon is a special attraction for the students.



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PAGE: 8

## National HR Conference : HR experts focus on emerging trends

### Mail News Service

**Jamshedpur, Jan. 20:** Curiosity in the air, and excitement on the faces, marked the inception of the first day of the 8th National HR Conference, the flagship event of the Students' Association for the Promotion of Personnel Management, Human Resources and Industrial Relations at XLRI (SAPPHIRE).

The session was inaugurated by Dr Aquil Busrai, founder & CEO, Aquil Busrai Consulting and acclaimed industry stalwart from the XLRI PM & IR Batch of 1972, who gave the keynote speech a personal touch by stressing on the importance of human resource and business

through life examples. "The H in HR is non-negotiable" he was quoted saying.

The theme for the first panel - "Tailoring HR strategy according to the changing times and technology" was introduced by renowned Professor Paramjit Singh of XLRI Jamshedpur to the audience.

The panel discussion was built on driving change in unprecedented environments by finding new ways to compete in the new

world of work, forming the HR leaders of today, and have the opportunity to shape the strategic direction of the organisation, thereby creating an agile vision of the future. The other panelists of the day included Kshitij Kashyap, Head Human Capital, India at Optum Global Solutions Pvt. Ltd., Amit Vaish, Director and Head of HR at Barclays India, Sujit Das, VP - Global HR, Microland Ltd., S Naga Siddhartha, CHRO and

Head Teacher Engagement, Vedantu, Krishna Setlur, Executive and Business Coach and Shubhenjit Chaudhuri, MD - Tata Pigments Ltd. Mr Kashyap picked up the mantle from the moderator, Singh, and spoke about the presence of hot and cold bodies in the organisation. Up next, Mr Vaish spoke about how the career path of individuals is not the relevant aspect anymore, however skill gaining is and how that is disrupting the way work is defined and

performed. Further, the workforce today is far more virtual with flexible restrictions - with reference to gig workers.

The second session of Day 1 began with the Compensation & Benefits and PMS Workshop by Avijit Shastri which provided insight to the students preparing themselves to soon delve into the HR industry. The interactive session that could answer numerous queries of the students on the complexity

of Compensation and Benefits and how to navigate one's way through the tricky aspects of Performance Management. Following this, HONO HR conducted a launch event of its new HRMS product - The H2RS (Hire to Retire) platform integrated with HONO Insights- an employee engagement platform to facilitate better functioning of the HR department in the organisation. HONO generates, throughout employee life cycle events, real-time employee pulse along with sentiment analysis and provides actionable insights. This was followed by a Leadership Talk by Kshitij Kashyap, Head, Human Capital at Optum Global Solutions, Pvt. Ltd.



# XLRI to set up new campus in Andhra Pradesh

## Mail News Service

**Jamshedpur, Jan. 17 :** XLRI- Xavier School of Management on Thursday laid the Foundation Stone for XLRI Amaravati -its new campus in Andhra Pradesh.

The foundation stones of the new campus were laid by Nara Chandra Babu Naidu, chief minister of Andhra Pradesh, Fr. B. Chinnabathini D.D., Bishop of Guntur, Fr. T. Joseph Raja Rao, D.D., Bishop of Vijayawada, Fr. P.S. Amalraj, S.J., Provincial, Andhra Jesuit Province along with Fr. E. Abraham, S.J., Director, XLRI Jamshedpur; Fr. Jerome Cutinha, S.J., Dean-Administration & Finance, XLRI Jamshedpur; Dr. Ashis K Pani, Dean-Academics, XLRI Jamshedpur and Fr. K.S. Casimir, S.J., Chief Administrative Officer, XLRI Amaravati and other dignitaries.



Commenting on this occasion Chandra Babu Naidu said, "XLRI Jamshedpur has thoughtfully designed world-class infrastructure facilities and has become one of the most reputed national B-Schools. XLRI practices what it preaches. It observes Value orientation in every sphere of life. I am happy to learn that XLRI has completed 70 glorious years of education."

ing global business leaders and for seventy years the institution has diligently focused on training future business leaders who can help shape the destiny of India with integrity, competence and commitment. It is a matter of happy coincidence that XLRI is entering into its Platinum Jubilee Celebration year in 2019."

The new campus of XLRI Amaravati is being

set up in Inavolu Village in Thullur Mandal in Guntur District, Andhra Pradesh covering a sprawling area of 50 Acres.

The new campus would accommodate around 5000 students to provide Post-Graduate and Undergraduate Programs in Management Education. Proposed courses to be taught at the new XLRI Institute would include Post

Graduate Management Programs along with other Programs.

In his address, Fr. E. Abraham, S. J. Director, XLRI Jamshedpur said, "It is our belief that in emphasizing value-based management education, we will be grooming business leaders who will serve as catalysts of change and become responsible leaders of tomorrow that will carve the destiny of a new India. As we recall XLRI's historic legacy of 70 years of shaping global business leaders, we need to look towards the future and not be content with our existing laurels. For that we decided to spread our wings in the other parts of India, and today we have come together at this historic event of laying the foundation stone for the XLRI-Amaravati campus. XLRI has a special sense of gratitude to the Chief Minister's Office for the support and assistance."



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INDUSTRIAL DISPUTES ACT

**E**VER SINCE the government introduced wide-ranging economic reforms, employers and critics of labour regulation—including the World Bank and IMF—have been persistently lobbying the government (both the Centre and states) for reforming labour laws and the labour inspection system. This relentless lobbying has especially targeted Chapter V-B of the Industrial Disputes Act, 1947. They argue that labour laws in general and this chapter in particular is down the freedom of employers from quickly and suitably responding to ever-changing market forces in an intensely competitive world.

Owing to strident opposition by trade unions at least at national level, it remains non-sinced, though few state governments like Rajasthan and Assam have amended the ID Act. Let us delve a little deep into this controversy and even assess the legitimacy of employers' demand.

Chapter V-B of the ID Act was introduced in 1976 and it applied to industrial establishments employing 300 workmen on an average per working day for the preceding 12 months. By an amendment in 1982 (with effect from August 31, 1984), the threshold was reduced to 100 workmen, which currently is in force in the Central Act. The recommendations by some committees and demands for reform of this chapter range from its total repeal to narrower thresholds of 1,000 to 300.

Industrial establishments, as per the

# Don't tinker with Chapter V-B

It's time to move away from this economically-irrelevant and socially-costly reform agenda

KR SHYAM SUNDAR

The author is professor, IIM Ahmedabad, Jamshedpur, Ranchi and krsundar@iim.ac.in



chapter, cover only factories, plantations and mines registered under their respective Acts and exclude construction and service sectors. Prof TS Papola and his colleagues estimated that the ID Act was technically applicable to 5.5% of the total workforce and 12.1% of hired workers in 1999-2000. It is not difficult to see that these numbers may be lower even now. Further, the Sixth Economic Census data show that establishments employing 10 or more workers in 2013-14 in manufacturing and mines accounted for just 2.0% of total establishments in the non-agricultural sector. At the same time, if we consider size-wise distribution of factories in the manufacturing sector and apply the suggested threshold of 1,000 workers, the

non-covered factories will be huge (around 98%) and non-covered workers will be around half of the total. In case of 500, the relief will be only marginal to the employees. So, the numbers don't justify the social costs arising out of reform controversy.

The term "workmen" used in the chapter should naturally include all those who are covered by the definition of "workmen" under Section 2(s) of the Act. I have a strong and informed hunch that not only academics but also employers and probably labour administrators interpret "workmen" for Chapter V-B purposes only permanent workers, which is patently wrong as the chapter does not, as in the case of industrial establishments, specifically define "workmen" for the application of it.



This point is evident from the recent case of closure of Racold factory in Pune. The company reduced the workers' strength from around 750 to reportedly 90 permanent and 40 temporary workers. The company has probably gone by the strength of permanent workers and hence it is reported to have abruptly closed it down. Even assuming that this is an illegal closure, the penalty is ₹5,000 and/or six months' imprisonment. The reality here is that the employer is often the aggressor and workers are left with litigation option, which will be a long battle.

A parroted argument for renewal or liberalising the chapter is the government, for political reasons, hardly sanctions closure or retrenchment. But this is not sup-

ported by hard data concerning patterns and trends in the post-reform period. The Labour Bureau data on closures are useless—they do not tell us the rate of rejections/permissions of employers' applications for closure/retrenchment. In my rather dated research concerning Maharashtra, I found during the first half of the 2000s the government has been appreciative of employers' concerns as reflected in reasonably higher sanction rates of closures. Pune reports in the 2000s are awash with closures, retrenchments and layoffs, and relocation of firms in pursuit of labour flexibility and absence of trade unions.

The assessment of the impact of labour law and governance reforms by VV Giri National Labour Institute (in 2017) con-

cluded that the reforms did not boost investment nor generated jobs. Former labour secretary M Sathiyavathi also sounded sceptical of the investment effects of reform of Chapter V-B in the states where it was effected.

Governments have sought to introduce reform of Chapter V-B heeding to severely contested prior-driven econometric studies which argued that lack of labour flexibility hurts growth, employment, poverty alleviation. But the Enterprise Surveys by the World Bank in 2014 show that most employers do not consider labour regulations as a constraint in conducting their operations. This should not shock us as, by now, it must be evident that employers do enjoy considerable labour flexibility. This what studies by Prof Lalit Deshpande and Prof Papola—based on firm-level or state-level data—have clearly established. Even the government has admitted we have moved away from long-term employment to short-tenure jobs. States that scored high on ease of doing business in terms of ensuring labour flexibility arguably do not stand higher in economic parameters. The faults lie elsewhere, surely.

Social and economic costs on the balance in the labour market will perhaps far outweigh potential marginal benefits that would have been accrued if the amendment of threshold to 300 for this chapter were to have been implemented. It's time to move away from this economically-irrelevant, socially-costly reform agenda.

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## MANAGING E-WASTE

**E**LECTRONIC WASTE (OR E-WASTE) REFERS to waste arising from end-of-life electrical and electronic appliances (EEA) such as computers and mobile phones. The total value of all the raw material present in e-waste generated in India in 2016 has been estimated to be ₹2 lakh crore. So, whose responsibility is to manage e-waste in our country? It's not central, state or local governments, but producers of electronics who are responsible for environmentally-sound management of e-waste under Indian e-waste rules, introduced in 2012.

E-waste is one of the fastest growing streams of waste in India and the world, and is a complex combination of several precious metals (gold, silver, etc), toxic metals (lead, barium), rare earth metals (lanthanum, cerium), ferrous and non-ferrous metals (copper, steel), plastics and wood. This complex composition of e-waste, its sheer economic value, the growing consumption of EEA, and the resulting growing volumes of e-waste and the potential health and environmental hazards due to its improper management were key drivers to introduce the 2012 rules. The rules, based on the principle of extended producer responsibility (EPR), were revised in 2016 and contained several new provisions. Producers of EEA were now required to collect a certain percentage of their EEA sold in India. The collec-

# Making cash from electronic trash

Electronic appliance companies need to treat e-waste management not as regulatory compliance, but an opportunity

KALYAN BHASKAR

The author is assistant professor, XLRI Jamshedpur, and a member of IEC's stakeholder advisory panel for the 'India E-waste toolkit'. Views are personal



tion target, 10% now, increases gradually and is set at 70% from 2023 onwards. The revised rules also contain a penalty provision for non-compliance and suggest a number of options for producers to pursue in order to meet the collection targets.

The rules have been in place for more than six years now, and it is worth asking as to how has the producers' response been all these years. The response was very slow to begin with. In the first couple of years, only a handful of producers took any action mandated as part of EPR. Even among those who took some action, the response was mostly limited to making information available on their websites

without any meaningful change on the ground, like informing and incentivising customers for proper e-waste management and tying up with authorised recyclers. The response has increased after the 2016 revised rules, and almost all major producers of EEA have sought and been granted EPR authorisation by the regulators. Some producers have started collecting e-waste on their own, using their retail channels, some have tied up with government-authorised formal e-waste recyclers that were set up after the introduction of rules, and others have tied up with third-party producer responsibility organisations (PROs) to fulfil EPR responsibilities

and meet their e-waste collection targets.

There are many challenges for producers to collect and manage e-waste. These include absence of a proper and cost-effective business model to channelise e-waste from consumers into the formal sector, complexities involved around working with the informal waste management sector that manages 95% of India's e-waste, and the absence of cost-efficient technologies to recover and recycle the numerous metals present in e-waste.

Given this response and these challenges, what more can be done to improve management of e-waste in India? A trend that is being witnessed the world over is

that, increasingly, consumers are becoming more aware about environmental and social issues like climate change, air pollution, water pollution, etc. In many countries, faced with pressure from stakeholders like consumers, companies like GE and Google have either changed their practices or adopted new practices that are environment- and society-friendly. In India, too, we are witnessing increased demand for eco-friendly alternatives to plastics and other materials. The recent ban on plastics in Maharashtra was driven by demand from civil society, and just like e-waste, the plastic management rules in Maharashtra are based on EPR. There is currently lack of

consumer awareness about e-waste and the ill-effects of improper e-waste management in India. As a result, there is not sufficient demand from consumers yet that could result in increased and better response from producers. However, as consumers become more aware in the future, producers of EEA will need to improve e-waste management and make changes in product design level to reduce use of toxic metals, and allow for easier disassembly and recycling of e-waste. For example, in *Guide to Greener Electronics 2017* report published by Greenpeace, companies like Dell and HP have been singled out for designing products that are easy to repair, upgrade and disassemble for recycling.

Globally, there are many initiatives by governments and civil society that are causing producers of EEA to address issues like sustainable design, use of recycled materials, and elimination of hazardous chemicals from EEA. These suggest that producers of EEA in India will need to treat e-waste management not as an issue of regulatory compliance that is a burden on them and that can be avoided. Instead, they should consider it as an opportunity to contribute to society and environment, and meet the evolving consumer demand and future governmental norms.

After all, businesses don't operate in a vacuum and are part of the society, and businesses that don't meet societal demands cease to be in business.



## TALENTEDGE BUYS STAKE IN GREYCAMPUS

Aditya Malik, CEO & MD, Talentedge

It's one of our several planned investments ... We're already a leading player for courses jointly offered with top institutes like IIM, XLRI, SPJIMR, MICA, IIFT, and now with GreyCampus joining hands, it adds to our portfolio of courses and opens up international market for us.



## Naidu lays stone for XLRI new campus

- The new campus of XLRI Amaravati is being set up at Inavolu village in Tullur mandal in Guntur district
- It is coming up in an area of 50 acres and will train about 5,000 students in business management

### OUR BUREAU

**Amaravati:** Chief Minister N Chandrababu Naidu laid foundation stone for construction of XLRI - Xavier School of Management, one of India's premier B-Schools at their new campus in Amaravati on Thursday.

Addressing a gathering on this occasion, Naidu said, "XLRI Jamshedpur has thoughtfully designed world-class infrastructure facilities and has become one of the most reputed national B-Schools. XLRI practices what it preaches. It observes value orientation in every sphere of life. I am happy to learn that XLRI has completed 70 glorious years of educating global business leaders and focused on training future business leaders."

The new campus of XLRI Amaravati is being set up at Inavolu village in Tullur mandal in Guntur district on a sprawling area of 50 acres. The new campus would accommodate around 5,000 students to provide post-graduate and undergraduate programmes in management education.

The Chief Minister further

said that the State government has been encouraging knowledge society and bringing all national and international reputed educational institutions to Amaravati.

He criticised that despite the mandate of the Central government to establish 11 Central universities under the AP Reorganisation Act, they did not establish them in true spirit. The State government allotted sufficient land to the 11 institutions and spent huge amount from its own pocket, he said.

In his address, Fr. E Abraham, S J Director, XLRI Jamshedpur said, "It is our belief that in emphasising value-based management education, we will be grooming business leaders who will serve as catalysts of change and become responsible leaders of tomorrow that will carve the destiny of a new India."

Minister P Narayana, Anglo Indian MLA Phillip C Tocher, Tadikonda MLA T Sravan Kumar, District Collector K Saisidhar, Fr. B Chinnabathini D D Bishop of Guntur, Fr. T Joseph Raja Rao, D D Bishop of Vijayawada and others participated in the programme.



Chief Minister N Chandrababu Naidu lays the stone for XLRI Amaravati campus at Inavolu village in Guntur district on Thursday. Father E Abraham, Director, XLRI, and others are also seen.

## A skewed approach to labour issues

NITI Aayog is stuck on a misguided notion that 'labour flexibility' will boost investment, ignoring skilling and other factors

NR SHYAM SUNDAR

The NITI Aayog (NA) has outlined its strategy for taking India to a nearly \$4 trillion sized economy riding on 9.50 per cent growth rate which in turn will be fuelled by a peaking of the investment rate at 36 per cent and a near-doubling of export revenue to \$800 billion by 2022-23. Hopefully, the economic miracle that it envisions will be "inclusive, sustained, clean and formalised". The subject to this larger strategy implies generating good quality jobs and increasing female work participation rates. Its strategy with respect to labour and employment is based on two contestable assumptions. One, economic growth is essential to employment generation. Two, lack of labour flexibility is the main obstacle in the march to growth and creation of jobs.

The jobless growth story that India has experienced during the 2000s should have prompted the NITI Aayog to be more nuanced in its approach. The relationship between growth and jobs is not a linear one.

The NITI Aayog is not alone in blaming labour laws for all the ills in the economy and the labour market.

While launching the Atal Bimrit Vayakti Kalyan Yojana last September, the Centre observed that "the current scenario of employment in India...has transformed from a long-term employment to fixed short-term engagement (FTE) in the form of contract and temping," thereby implicitly accepting the nature of this arrangement.

The Centre has exhorted States to formally adopt FTE, in a notification issued last March. The Centre needs to understand that labour flexibility has not produced the desired outcomes such as higher investment, in a conference on "Jobs and Livelihood Creation" organised by the Confederation of Indian Industry and NITI

Ayog in February 2018, former Labour Secretary Satyawathi observed that the amendment of Chapter VIII in Rajasthan and other States has not impacted significantly the investment inflows into them.

A study undertaken by Sanjay Upadhyaya and Paritaj Kumar of the VV Giri National Labour Institute in 2017 concluded that, "On their own strength, these amendments in labour laws have neither succeeded in attracting big investments, boost to industrialisation or to job creation. Rapid industrialisation, growth in investments and job creation would ultimately depend on so many other factors as well like development of infrastructure, stable law and order, availability of skilled manpower as per the requirements of the industry, boost in skill upgradation and multiskilling efforts and the like" (p.69).

Again according to the Fast of Doing Business Study by the World Bank (2014), only a little over one-tenth of the respondent firms in India perceived labour regulations as a major constraint. Put in economic language, the actual percentage rise in economic benefits like employment and investment is much less than those anticipated by the law-makers. Hence, it will pay well to look elsewhere for resolving labour market risks.

### Women workers' issues

The Report is disappointingly written — for example, in a para on "protection and social security" (p.14) it talks more about multiplicity of complex of labour laws and enforcement issues than on the theme. Its recommendation, though positive, that women workers' friendly laws should be enforced well, in fact, will have adverse effects on women's employment, though arguably during the short and medium term.

Extension of maternity benefit to 26 weeks amongst others under the amended Maternity Bene-



Women power: Strict enforcement of gender-friendly rules can hit employment in the short run. VUSCOO

fit Act has arguably adversely affected employment prospects and even the existing employment of female workers, especially in startups which the government is keen to promote vigorously.

Now, the government is proposing to subsidise wages of female workers earning less than ₹15,000. However, it has little to say on the gender composition of committees and institutions created under the labour laws. While focusing on supply side issues concerning women workers, this should be combined with institutional strengths.

The NITI Aayog talks of effective compliance with respect to working conditions, the new maternity benefit law, and minimum wages and a National Policy for Domestic Workers.

But all these require an adequate and trained enforcement machinery which in the name of reform has been dismantled. To be sure, no one is arguing against reform of labour administration system to make it more transparent and vigilant.

While speaking on the enforcement issue, the NITI Aayog's recommendation for speedy and low-cost resolution of industrial disputes bega a lot of questions: it is utterly oblivious to the inadequacies of labour judiciary system. It is well known that delayed justice results in inefficient economic outcomes especially in a market-driven economy.

Lack of the envelope calculations show that there was one judicial body for nearly 85,000 employers during 1998-99 and it may be worse now — "May", because growing informalisation of workers and weakening of trade unions have 'reduced' industrial disputes and hence the workload on the labour judiciary!

Various law commissions have highlighted delayed justice for labourers/firms. Compulsory adjudication was being considered even in the 1940s and it continues to be relevant even today for voiceless workers. But the debate on reforms has been centred around by easy hire-and-fire clauses and not on judicial system reform.

### Trade union rights

Further, the NITI Aayog typically completely leaves out any mention of 'industrial democracy' to meet stated objectives like fair wages or even minimum wages. Trade unions perform important social and economic functions (as an agency of collective agreements, reduction of transaction costs, etc.). They constitute one of the fundamental human rights, according to the ILO. Yet, trade union recognition law is still absent in most States and at the national level.

Facts concerning skills — around 95 per cent of workforce without formal training in India — are far more threatening to productivity than trade unions, strikes or restrictive labour laws.

The NITI Aayog needs to really reset itself to be able to come up with a balanced and conceptually consistent labour market and industrial relations strategy to deliver quality jobs and inclusive growth.

The author is Professor, Xavier School of Management, Jamshedpur

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PAGE: 4

# Top business school makes its foray into Amaravati

Also, it's XLRI's maiden venture in south India

STAFF REPORTER  
VIJAYAWADA

Amaravati has got yet another premier educational institution with the foray of XLRI-Xavier School of Management.

Chief Minister N. Chandrababu Naidu laid the foundation for its Amaravati campus at Inavolu in Thullur mandal of Guntur district on Thursday.

Speaking at the event, Mr. Naidu said it was the first campus of the reputed business school in south India after the Jamshedpur and Bhubaneswar campuses.

The management of XLRI came forward to set up the Amaravati campus at an estimated cost of ₹235 crore, for which the State government allotted 50 acres.

## Temporary campus

It would start functioning later this year at Andhra Loyola College in Vijayawada city temporarily.

The Chief Minister said that the Central government was to set up 11 educational institutions of national importance as per the A.P. Reorganisation Act.



**Happening place:** N. Chandrababu Naidu with the participants of a cultural programme organised on the occasion of laying the stone for XLRI campus, at Inavolu. • CH.VIJAYA BHASKAR

The State government allotted 2,912 and gave ₹132 crore for the construction of compound walls.

XLRI, Jamshedpur, Mr. Naidu said, has thoughtfully designed world-class infrastructure facilities and expressed happiness that XLRI has completed 70 years of grooming global business leaders. It was a matter of

coincidence that XLRI was entering its platinum jubilee celebration year in 2019, he stated.

## Director thanks Naidu

XLRI Jamshedpur Director Fr. E Abraham, S. J. said laying of the foundation for its Amaravati campus was a historic occasion and that he has special gratitude to the

CM and the A.P. government for its support.

Municipal Administration Minister P. Narayana, MLAs T. Sravan Kumar and Phillip C. Tocher, District Collector K. Sasidhar, CRDA Commissioner Cherukuri Sreedhar, and XLRI Jamshedpur Dean (Administration and Finance) Fr. Jerome Cutinha were among those present.

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## Industry heads to seek relaxation of rules at meet with RBI Governor

SANDEEP SINGH &  
GEORGE MATHEW  
NEW DELHI/MUMBAI JAN 3

### MAIN POINTS OF DISCUSSION

■ Main demands include relaxation in February 12, 2018 circular on deposits, PCA framework and more credit flow to non-banks and small units

■ Sources said it is a big possibility that Governor Shaktikanta Das has called for a meeting to understand the issues

BANKERS, SMALL and big businesses and non-banking finance companies (NBFCs) are gearing up to meet new Reserve Bank Governor Shaktikanta Das on January 12, 2019, pushing for relaxation of a host of stringent rules imposed on them when Ujjain Patel was Governor. In the wake of the liquidity constraints faced by the NBFCs and the credit availability to the industry, Das has called for a meeting with industry associations, micro finance institutions (MFIs), non-banking finance companies, chambers of commerce and industry to understand the issues the industry and lenders are facing. He has also invited the CEOs of public and private sector banks, soon after taking charge as the Governor last month. The main demands include relaxation in February 12, 2018 circular on deposits, prompt corrective action (PCA) framework and more credit flow to non-banks and small units.

Sources in the industry department said that while the former Governor did not meet the NBFC representatives both before and after the Ujjain Patel's tenure, it is a big positive that Das has called for a meeting to understand the issues being faced by both lenders and borrowers. Banks have already turned cautious while lending to NBFCs and housing finance companies.

While the chambers of commerce have been called for a meeting on January 7, the Governor is likely to have called the meeting with NBFC, finance industry Development Council that has NBFCs as members on January 8. Banks will meet Das again over a week to a fortnight of issues, including the February 12, 2018 circular on one-day deposit norms and scrapping of loan restructuring schemes.

Last year, on December 26, Prime Minister Narendra Modi met representatives of diversified financial services including NBFCs, micro-finance, group, Mahatma Group Capital, Aditya Birla Capital among others.

A source aware of the meeting said that while the PM was aware of the concerns faced by the industry, he wanted to further assess the situation. He asked that if liquidity was affected in the system, how long will it take for things to normalise in the lending business.

Among other issues, the PM also checked if there are some specific geographical areas that are facing more problems, said a source, adding that it was a first meeting.

In the first round of meeting with CEOs of public sector banks, there was no major relaxation in one-day deposit norms announced by RBI through its framework February 12 circular, which also scrapped all existing debt restructuring mechanisms. Banks also sought relaxation on 11 banks which are under the stringent prompt corrective action (PCA) framework.

The RBI issued, at its meeting on November 10, decision to order the issue of relaxing PCA framework to the Board of Financial

Supervision (BFS) of the RBI. What has emboldened the industry is the RBI decision to announce a one-time restructuring scheme for stressed loan accounts of micro, small and medium enterprises (MSMEs) without classifying them as non-performing assets (NPAs) on January 1, 2018. The RBI under Ujjain Patel was against allowing any forbearance to stressed loans. This is a reversal of that position," said a source.

Banks expect at least four banks to come out of PCA in the coming weeks. The RBI has already indicated that banks under the PCA framework have shown improvement in many areas, including cost of deposits and loan recoveries.

The have showed improvement in the share of CASA (current and savings deposits) with a reduction in the share of public deposits leading towards reduction in the cost of deposits. They have also increased recoveries from NPAs, while containing the growth in advance and deposits, reducing riskiness of assets and focusing on better rated assets as reflected in reduction in PRA (risk weighted assets). They have also shown lower growth in gross NPA, relative to non-PCA public sector banks, the RBI said in the Report on Trend and Progress in Banking sector this week.

The RBI was against relaxing the capital requirement of banks. On December 1, 2018, addressing the RBI Deputy Governor Mr. V. G. Gokul said that the capital requirements are high for domestic lenders because of higher deposit-based loans and warned that lowering capital requirement by aligning with global standards will cast "a shadow before" among banks.

"We must guard against any push for dilution of standards in the name of aligning them with international benchmarks because that will be cherry-picking and will result in our banks being strong in a make-believe sense and not in reality," he argued.

Relaxing any capital requirement for NBFCs, the RBI had said several measures taken over the last two months have eased liquidity for NBFCs and there is no necessity for the RBI to relax capital requirement in the sector as a "wonder of last resort".

After the December 6 monetary policy meeting, RBI Deputy Governor V. G. Gokul said, "The RBI also stands ready to be the lender of last resort that provides confidence to the market in case of any emergency. However, it is not a lender of last resort in the present."



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Chief Minister N Chandrababu Naidu during stone-laying ceremony of XLRI Amaravati on Thursday | EXPRESS

## Stone laid for Amaravati's 1st management institute

Xavier, to come up in 50 acres at ₹235 cr, will accommodate 5,000

EXPRESS NEWS SERVICE  
@ Vijayawada

CHIEF Minister N Chandrababu Naidu on Thursday laid the foundation to the first management institute — Xavier School of Management (XLRI) — to come up in Amaravati.

The institute, to come up in 50 acres of land in Inavolu village, will accommodate 5,000 students. The CM also announced the allocation of eight acres of land in the capital for an international school proposed by the institution.

Naidu said that the new campus would be the first XLRI institute in South India and third in the country. "After Jamshedpur and Bhubaneswar, the institution has come forward to establish its campus in Amaravati. We have given 50 acres of land and the institute will build the campus at an estimated cost of ₹235 crore," he noted.

He asked the management of the B-school to start the classes from 2019-20 academic year. "The classes can be temporarily held in Andhra Loyola College in Vijayawada. Then, by

### International school coming up in capital

Eight acres of land in the capital allocated for an international school proposed by XLRI

20 top universities, colleges and schools will be invited to establish campuses in Amaravati

XLRI will offer undergraduate and post graduate management courses

next academic year, the classes can be held in Amaravati campus," he told the management. The institute will offer undergraduate and post graduate management courses.

Naidu observed that the State government was creating the necessary infrastructure in Amaravati to make it a knowledge hub, despite no cooperation from the Centre.

He noted that the State government had allotted 2,912 acres of land to 11 central edu-

cational institutions to be established as a part of the AP Reorganisation Act, 2014. "We also sanctioned ₹132 crore for building compound walls in those lands. However, the Centre is not cooperating. We will invite all the top colleges to have their campuses in Amaravati, which will be the care of address for knowledge economy," he asserted.

Naidu also noted that he had dropped the idea to build a capital like Amaravati, institutes like XLRI would not have come to the State. "I could have built a few buildings in 500 acres. But, institutes like XLRI, SRM, VIT, Amrita and others would not have come to the State," he said. Minister for Municipal Administration P Narayana, MLA Tadikonda Sravankumar, XLRI Jamshedpur director Fr E Abraham, Dean-Administration and Finance of XLRI Jamshedpur, Fr Jerome Cutinha, SJ, Dean-Administration & Finance, XLRI Jamshedpur; Dr Ashis K Pani, Dean-Academics, XLRI Jamshedpur and Fr KS Casimir, SJ, Chief Administrative Officer, XLRI Amaravati and other dignitaries.

PNS ■ JAMSHEDPUR

XLRI-Xavier School of Management on Thursday laid the Foundation Stone for XLRI Amaravati — its new campus in Andhra Pradesh.

The foundation stones of the new campus were laid by Nara Chandrababu Naidu, Chief Minister of Andhra Pradesh, Fr B Chinnabathini DD, Bishop of Guntur, Fr T Joseph Raja Rao, DD, Bishop of Vijayawada, Fr PS Amalraj, SJ, Provincial, Andhra Jesuit Province along with Fr E Abraham, SJ, Director, XLRI Jamshedpur; Fr Jerome Cutinha, SJ, Dean-Administration & Finance, XLRI Jamshedpur; Dr Ashis K Pani, Dean-Academics, XLRI Jamshedpur and Fr KS Casimir, SJ, Chief Administrative Officer, XLRI Amaravati and other dignitaries.

Commenting on this occasion Naidu said, "XLRI Jamshedpur has thoughtfully designed world-class infrastructure facilities and has become one of the most reputed national B-Schools. XLRI practices



Father E Abraham, director, XLRI felicitates Andhra Pradesh Chief Minister N Chandrababu Naidu

Pioneer photo

what it preaches. It observes Value orientation in every sphere of life. I am happy to learn that XLRI has completed 70 glorious years of educating global business leaders and for seventy years the institution has diligently focused on training future business leaders who can help shape the destiny of India with integrity, competence and commitment. It is a matter of happy

coincidence that XLRI is entering into its Platinum Jubilee Celebration year in 2019."

The new campus of XLRI Amaravati is being set up in Inavolu Village in Thullur Mandal in Guntur District, Andhra Pradesh covering a sprawling area of 50 Acres. The new campus would accommodate around 5,000 students to provide Postgraduate and

Undergraduate Programmes in Management Education. Proposed courses to be taught at the new XLRI Institute would include Postgraduate Management Programmes along with other Programmes.

In his address, Fr E Abraham, SJ Director, XLRI Jamshedpur said, "It is our belief that in emphasising value-based management education, we will be grooming business leaders who will serve as catalysts of change and become responsible leaders of tomorrow that will carve the destiny of a new India. As we recall XLRI's historic legacy of 70 years of shaping global business leaders, we need to look towards the future and not be content with our existing laurels. For that we decided to spread our wings in the other parts of India, and today we have come together at this historic event of laying the foundation stone for the XLRI-Amaravati campus. XLRI has a special sense of gratitude to the Chief Minister's Office for the support and assistance."

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PAGE: 2

## XLRI's new campus at Andhra

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## Extending wings



XLRI - Xavier School of Management laid the foundation stone for XLRI Amaravati, a new campus in Andhra Pradesh.

The foundation stones of the new campus were laid by Nara Chandrababu Naidu, chief minister of Andhra Pradesh, Fr B Chinnabathini DD, bishop of Guntur, Fr T Joseph Raja Rao, DD, bishop of Vijayawada, Ashis K Pani, dean-academics, XLRI Jamshedpur and Fr KS Casimir, SJ, chief administrative officer, XLRI Amaravati and other dignitaries.

Sprawled over an area of 50 acres, the campus is being set up at Inavolu village in Thullur Mandal under Guntur district, Andhra Pradesh. The campus would accommodate around 5000 students. Proposed courses to be taught at the new XLRI institute would include post graduate management courses along with other programmes.

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## 80000 TAKE TEST ACROSS COUNTRY

# Good response to single-paper XAT

### OUR CORRESPONDENT

**Jamshedpur:** Xavier Admission Test (XAT), one of the most prestigious B-school entrance tests, conducted by XLRI, was held on Sunday.

Around 80,000 students appeared for the exam online at 167 centres spread across 46 cities in the country. About 2,400 students took the test in Jamshedpur and Ranchi, the only two cities where XAT was conducted in Jharkhand.

In Jamshedpur the test was held in three centres — DBMS English School, AI Kabir Polytechnic and TCS-iON.

XAT was held online for the second consecutive year and students found the paper to be a tad bit easier as compared to last year without any technical glitches.

The question paper pattern was also different. Unlike two papers, there was only



**XAT examinees come out of DBMS English School, a venue in Jamshedpur, on Sunday.** (Bhola Prasad)

one paper with 74 questions in quantitative ability, verbal ability and reasoning and decision making along with a section on general knowledge.

The test was held for three hours from 10am. This year, there was negative marking of 0.25 for every wrong answer and 0.10 for every unattempt-

ed answer.

Students in Jamshedpur said questions in quantitative ability was easier as compared to English. "The question paper pattern was moderately difficult. I felt English was easy and mathematics was hard. The paper would have been easy for those who have solved last three years' papers," said Parthajit Mishra, an employee of Tata Bluescope who appeared for the test at DBMS English School.

"This year the test was not held in any international centres in Dubai and Kathmandu. We learnt that the entire paper was smooth and glitch-free," said a senior official of XLRI.

XAT is considered India's second most popular MBA entrance. Organised by XLRI, over 100 MBA institutes use the test score as a primary screening tool for admission to their MBA courses.

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PAGE: 11

**GOOD MORNING**

### EVENTS

■ XAT: Xavier Admission Test (XAT) was held on Sunday at 10am.



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PAGE: 9

## MAXI Fair begins at XLRI

OUR SPECIAL  
CORRESPONDENT



**Jamshedpur:** The 40th edition of MAXI Fair, the most sought after annual event of XLRI, kicked off on its Circuit House Area campus on Friday.

The ISO 9001:2000 certified event was inaugurated by founder of Maxi Fair Sharad Sarin in the presence of dean (academics) Ashish K. Pant and other senior officials.

Even though the event was officially inaugurated on Friday, all the programmes are lined up on Saturday and Sunday.

The student members of Marketing Association of XLRI (MAXI) worked tirelessly for over six months to take care of every aspect, from sponsorship, media to logistics.

"This year five teams will conduct research for firms like Havelis, Coca-Cola, Nestle, ITC and Hindustan Unilever," said senior executive member of MAXI Anuvab Bandyopadhyay.

A marketing conclave, Appenium, will also be organised on Saturday. The keynote speech will be delivered by CVI, Srinivas, country manager of WPP (parent company of Ogilvy & Mather and Group

Former XLRI professor Sharad Sarin speaks at the inaugural function of MAXI Fair on the B-school campus on Friday. (Bhola Prasad)

M), followed by a panel discussion on 'Emerging Trends in Digital Marketing'.

The panellists include Puneet Krishna, writer of the popular web series Mirzapur and Ramendra Kumar, director of Coca-Cola India, among others. The conclave will also be attended by the MAXI team of 1978-1980 that was the first batch to organise the fair.

Conceptualised by former senior XLRI faculty member Sharad Sarin in 1979, the fair gives students an opportunity to students to learn the fundamentals of market research hands-on and enable them to come up with insights.

So far, several corporate majors like Hindustan Unilever, P&G, Cadbury, Nestle, Coca-Cola, Pepsico, Colgate Palmolive, ITC, GSK, Tata Group, Rockitt Benckiser and Castrol have presented their problems to the B-school at previous editions of the fair.

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## GAME STALLS A HIT AMONG VISITORS ON FIRST DAY OF MAXI FAIR AT XLRI

# When Spiderman rescued homemakers

### OUR CORRESPONDENT

**Jamshedpur:** Gokuldharm Welcomes You, Tappu ki Birthday Party, Dhoom 2, Dilwale Dulhania Le Jayenge and Spiderman.

No we are not listing some of our favourite television shows and movies, but names of games stalls that attracted the maximum number of visitors on the first day of the 40th edition of MAXI Fair on XLRI grounds on Saturday.

Organised by Marketing Association of XLRI (MAXI), the fair witnessed a footfall of over 5,000 people on Day One.

As many as six stalls, named after popular television shows, movies and ani-

mated characters, have been set on the premises. Each stalls represented a particular game that helped the students carry out market research for different products.

At the stall named Spiderman, XLRI students hosted a game to study the purchase behaviour of homemakers.

A game was played on LED screens where in questions like 'How much money are you willing to spend for a mobile phone?' or 'How much does a scrubber cost?' were asked to homemakers. They were also asked to shop for their favourite products for an online retail store.

The game Dilwale Dulhania Le Jayenge focused on

finding a perfect date and the kind of coffee or wine one would prefer while out on a date. Dhoom 2 was a spy game where visitors were given a mock spy training and then had to suggest ideas to steal a precious diamond from a wedding.

"Through these games we asked several questions to visitors that helped us study the consumer behaviour. We just wanted them to respond naturally. I think they enjoyed the games," said Prateek Babu, a business management student of XLRI.

Besides, events like kids fashion show, masterchef competition, Miss Jamshedpur and dance were also held.

On Sunday there will a painting competition, a kids dance show followed by a performance by Bollywood playback singer Neeraj Shridhar.

Families, especially kids, enjoyed thoroughly.

"I have been coming here for the last 10 years as there are so many interesting games for both adults and kids," said Shabnam Perween, a housewife and resident of Sakchi.

Maxi Fair, conceptualised by senior XLRI faculty member Sharad Sarin in 1979, gives students an opportunity to learn the fundamentals of market research hands-on and enable them to come up with insights.



**FUN TIME:** Students take part in a game at MAXI Fair at XLRI, Jamshedpur, on Saturday. Picture by Bhola Prasad

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## XLRI clear winner at test run

### OUR BUREAU

**Ranchi/Jamshedpur:** What's common between cars and thinking caps? Ask XLRI.

Jamshedpur's acclaimed B-school won a prestigious business case competition on cars organised by the management department of BIT-Mesra and hosted on its main campus here on Thursday, beating BIT-Mesra (Lalpur extension) and Central University of Jharkhand.

As many as 81 two-member teams of undergraduate and postgraduate students from various colleges across Jharkhand, including IIM-R, XISS-Ranchi, Amity University, among others, participated in the contest from 10am to 2pm.



Jury members at the business competition in BIT-Mesra, Ranchi, on Thursday. Telegraph picture

Among these 81, eight had been shortlisted earlier this month in an online round for the final round on Thursday

held at BIT-Mesra. Shortlisted teams had to present their analysis of the live case at hand, followed by a Q&A.

The live case was from MotorHaat, an award winning start-up portal in Jharkhand that connects buyers and sellers of cars, both new and used or second-hand ones.

Srirang Deshpande and Shashank Sharma of XLRI's general management were part of the winning XLers. Srirang made the presentation on how to track the financial aspects of selling used cars.

BIT-Mesra dean Mahesh Chandra said the purpose of the event was to inculcate critical and analytical thinking skills among students.

Participants called the event a great experience. "Seriously a great platform to showcase analytical skills. Moment of pride for us as the event was organised on such a big scale by BIT-Mesra's department of management," said Manas Maheshwari from BIT-Mesra.

Amity University student Chahat Kaur echoed him. "We got so many insights about the used car market by analysing the case."

Mayank Kumar from Central University of Jharkhand called the contest a "real learning curve". "We came to know how vital online marketing is today in retaining loyalty of customers to maintain marketshare.

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## TWO-DAY MEET TO FOCUS ON URBAN SUSTAINABILITY

# XLRI conclave for social cause

### OUR CORRESPONDENT

**Jamshedpur:** Are Indian cities capable of bringing about an all-round improvement in the quality of living by using renewable sources of energy? Can innovation do away with the unnecessary exploitation of natural resources?

The second Social Entrepreneurship Conclave, to be organised by XLRI on its campus on February 9 and 10, will try to address such questions.

Organised for the second time by SIGMA (Social Initiative Group for Managerial Assistance), a students' society of XLRI, the conclave will offer a platform to national and local entrepreneurs to discuss urban sustainability. The speakers will share their suc-

cess stories and the hurdles they faced on the road to sustainable urban development.

The conclave will bring together 15 renowned practicing social entrepreneurs in the fields of energy, education, agriculture, and market linkages to share their views and ideas on urban governance, initiatives for livelihood assistance, ways to enable education and health for all, waste and pollution management and protection of environment.

Some of the speakers who will be a part of the conclave are Sourav Roy, chief (corporate social responsibility), Tata Steel, Poornima Dore, head (data governance), Tata Trusts, Sophie Charrois, vice-president of Oikos International, Krishnavtar Sharma, co-

founder of Aajeevika Bureau, Anita Ahuja and founder and president of Conserve India, Odette Katrak, founder of Beautiful Bengaluru.

The two-day event has been planned under the guidance of Madhukar Shukla, chairperson of Fr Arrupe Centre for Ecology and Sustainability (FACES).

"Social entrepreneurship, which aims to develop and implement innovative ideas to improve the social, cultural and environmental landscape, is the need of the hour. It is all about recognising the social problems and achieving a change by employing entrepreneurial principles, processes and operations," SIGMA member Praveesh Jain said.

### New campus

XLRI on Thursday laid the foundation of its fourth campus at Amravati in Andhra Pradesh.

The foundation stone was laid by CM N. Chandrababu Naidu XLRI director Father E. Abraham and other officials.

The new campus at Inavolu village in Thullur Mandal in Guntur district will be spread across 50 acres and accommodate around 5,000 students of post-graduate and undergraduate programmes in management education.

XLRI officials said it would take three years for the Amravati campus to kick off.

XLRI will start operating its Haryana and Mumbai campuses from 2020.



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## 48th Maxi Fair to begin today

**Jamshedpur:** The XLRI School of Management on Friday said they have big plans to host the 40th edition of the MAXI Fair this year. The two-day marketing research fair will be held on January 12 and 13. With a promise to be bigger and better, the fair is all set to have multiple events. Events like Art Attack, Ms/Mrs Jamshedpur,

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## Two-day Maxi Fair comes to an end at XLRI mgmt institute

**Jamshedpur:** The two-day MAXI Fair concluded on Sunday with noted composer and singer, Neeraj Shridhar, rocking the crowd at XLRI-Xavier School of Management.

Organized by the marketing association of XLRI, the two eventful days witnessed a plethora of fun-filled marketing activities. The second and last day hosted the highly patronized Healthy Jamshedpur Happy Jamshedpur event, which was themed on yoga and fitness. The event recorded impressive participation of the health conscious denizens who took the opportunity to register their contribution in building a healthy society.

"The highlight of the 40th edition was that it pioneered digital disguised market research with a digital research problem," Anuvab Bandyopadhyay, MAXI functionary, said.

Over 5,000 crowd attended this year's marketing fair, organizers told. **TNN**

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# CM lays foundation for XLRI's Amaravati campus

TIMES NEWS NETWORK

**Amaravati:** Chief minister N Chandrababu Naidu laid the foundation stone for the Amaravati campus of XLRI (Xavier Labour Relations Institute), one of the country's oldest and premier management schools, at Inavolu village in Thullur mandal in the capital city region, on Thursday.

Speaking on the occasion, Naidu said it's a matter of pride that XLRI (based in Jamshedpur, Jharkhand), which is one of the most prestigious and reputed management institutes in the country, has decided to set up its campus in Amaravati. "XLRI practices what it preaches. I am happy to learn that XLRI has completed 70 glorious years of making global business leaders," the CM said.

Stating that Amaravati will become the country's knowledge and economy hub in the future, Naidu assured full support to all the premi-

## PERMANENT CAMPUS TO BE READY BY 2021

➤ XLRI's Amaravati campus to come up in **50 acres** of land at Inavolu village in Thullur mandal

➤ Institute to provide post-graduate and undergraduate programs in management



➤ XLRI-Amaravati plans to start classes from 2019-20 academic year from a makeshift campus

**₹250 crore** to be spent on construction of Amaravati campus

er educational institutions which would be setting their base in the state. "The government is ready to roll out a red carpet to the top educational institutions that are willing to open their campuses in Amaravati," the CM said, adding that he believes that the state would prosper only with the presence of universities

and colleges which are globally famed.

The CM observed that innovative ideas and the courage to think differently are what separate global business leaders from others. "Microsoft, Google and Uber became world leaders in their own sectors with innovative thinking and dedication in

implementation," he noted, and explained that capital city Amaravati is also making waves across the world because of its innovative way of land pooling.

Stating that farmers voluntarily gave up nearly 33,000 acres of land due to their faith in his leadership, Naidu said he will not fail their ho-

pes and that's why his government has roped in several premier institutions and companies to set shops in the capital city.

The CM once again lashed out at the Centre for not extending cooperation to the newly-formed state. "We have handed over nearly 2,911 acres of land for the setting up of central educational institutions in the state and spent close to ₹135 crore to build compound walls. Unfortunately, the Centre is delaying the completion of these prestigious universities," he lamented.

Guntur bishop Fr B Chinnabathini DD, Vijayawada bishop Fr T Joseph Raja Rao, XLRI-Jamshedpur director Fr E Abraham, finance dean Fr Jerome Cutinha, academics dean Dr Ashis K Pani, chief administrative officer of XLRI-Amaravati Fr KS Casimir, minister Dr P Narayana, CRDA commissioner Sreedhar, Guntur district collector Kona Sasidhar and others were also present.

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## Foundation laid for XLRI campus in AP

**Amaravati:** AP chief minister N Chandrababu Naidu laid the foundation stone for the Amaravati campus of Xavier Labour Relations Institute (XLRI), one of the country's oldest and premier management schools, at Inavolu village in Thullur mandal on Thursday. Speaking on the occasion, Naidu said it's a matter of pride that XLRI (based in Jamshedpur, Jharkhand) has decided to set up its campus in Amaravati. **TNN**

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## విద్యాసంస్థకు చంద్రబాబు శంకుస్థాపన

**అమరావతి, జనవరి 17, ప్రభాతవార్త** ప్రధాన ప్రతినిధి : ఏపీ రాజధాని అమరావతిలో మరో ప్రతిష్టాత్మక విద్యాసంస్థకు సీఎం చంద్రబాబు నాయుడు గురు వారం శంకుస్థాపన చేశారు. జేపియర్ స్కూల్ ఆఫ్ మేనేజ్మెంట్ సంస్థకు ఆయన భూమిపూజ చేశారు. ఈ కార్యక్రమానికి పలు విద్యాసంస్థల ప్రముఖులు హాజరయ్యారు. ఈ సందర్భంగా ముఖ్యమంత్రి మాట్లాడుతూ జెస్సుట్ మిషనరీ నిర్వహణలో ఏర్పాటుతున్న ప్రతిష్టాత్మక విద్యాసంస్థ అని కొనియాడారు. దీని కోసం తుళ్ళూరు మండలం, ఐనవోలులో ప్రభుత్వం 50 ఎకరాలు కేటాయించినట్లు చెప్పారు. నోయిడా, ముంబై తర్వాత అమరావతిలో నాలుగో క్యాంపస్ అని ఆయన పేర్కొన్నారు. దేశంలో ప్రతిష్టాత్మక విద్యాసంస్థ ఎక్స్ఎల్ఆర్ఆఫ్ అని చంద్రబాబు వ్యాఖ్యానించారు. అమరావతిలో ఈ సంస్థ ఏర్పాటు కావడం అద్భుతంగా భావిస్తున్నట్లు చెప్పారు. నారెడ్డి ఎలానమీ రావాలని ఏపీకి ఆహ్వానించామనిన్నారు. నారెడ్డి ఎలానమీకి అమరావతి కేంద్రం కావాలని, కొన్ని దేశాలు తమ పెట్టుబడులను నారెడ్డి ఎలానమీపై పెట్టాయని తెలిపారు. మైక్రోసాఫ్ట్, గూగుల్, అమెజాన్, ఉబర్ వంటివన్నీ వినుత్య ఆలోచనలేనని చంద్రబాబు పేర్కొన్నారు. అమరావతిలో రాజధాని నిర్మాణం చేయాలన్నది కూడా ఓ ఆలోచననని, రైతుల నుంచి సమీకరించిన భూములు అభివృద్ధి చేసి రైతులకే ఇవ్వడంతో అభివృద్ధి సాధ్యమని సీఎం చంద్రబాబు వ్యాఖ్యానించారు. ఈ ప్రాంతంలోని రైతుల పిల్లలు బాగా చదువుకోవాలని ఆయన సూచించారు. అంతర్జాతీయ స్థాయిలో పాఠశాలలు కూడా ఇక్కడే ఏర్పాటుచేస్తామన్నారు. ఎక్స్ఎల్ఆర్ఆఫ్ ఏర్పాటుచేసి పాఠశాల కోసం 8 ఎకరాల స్థలం ఇస్తామని చంద్రబాబు స్పష్టంచేశారు.



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## అత్యున్నత విద్యకు

# అమరావతే నెలవు

ఎక్స్ఎల్ఆర్ఆఫ్ క్యాంపస్కు  
సీఎం చంద్రబాబు శంకుస్థాపన

**ఏకాలాంధ్ర బ్యూరో - అమరావతి :**  
భవిష్యత్లో దేశంలోని అత్యున్నత విద్యాసంస్థలన్నింటికీ అమరావతి కేంద్రంగా మారుతుందని, నారెడ్డికి చిరునామాగా ఏపీ అవతరిస్తుందని సీఎం చంద్రబాబు ఆశాభావం వ్యక్తం చేశారు. రాజధాని అమరావతిలోని ఐనవోలు వద్ద గురువారం మధ్యాహ్నం దేశంలోని బి- స్కూల్స్ లో ఒకటైన జేపియర్ స్కూల్ ఆఫ్



- మిగతా 2 లో

## అమరావతే నెలవు

(మొదటిపేజీ తదవాయి)

మేనేజ్ మెంట్-ఎక్స్ఎల్ఆర్ఆఫ్ క్యాంపస్ నిర్మాణానికి ముఖ్యమంత్రి శంకుస్థాపన చేశారు. ఈ సందర్భంగా ఆయన మాట్లాడుతూ ప్రముఖ ఎక్స్ఎల్ఆర్ఆఫ్ దక్షిణ భారతదేశంలో మొదటి క్యాంపస్ని అమరావతిలో నెలకొల్పుకోందని, దాని నిర్మాణానికి శంకుస్థాపన చేస్తున్న ఈ రోజు చాలా మంచి రోజువ్వా. 1949లో ప్రారంభమైన ఈ సంస్థకు జంపెడ్ పూర్, భువనేశ్వర్లలో క్యాంపస్లు ఉన్నాయని తెలిపారు. మనం 50 ఎకరాల భూమి ఇస్తే రూ. 235 కోట్లతో ఇక్కడ క్యాంపస్ నిర్మిస్తున్నామని చెప్పారు. దేశంలో అత్యున్నత విద్యా సంస్థగా ఈ క్యాంపస్ ఎదగాలన్న ఆకాంక్షించారు. ప్రపంచంలోని అత్యున్నత పరిశోధనాసంస్థలతో ఈ సంస్థ అవగాహనా ఒప్పందాలు చేసుకుంటుందని తెలిపారు. ఈ సంస్థ నిర్మించాలోమే అంతర్జాతీయ పాఠశాలకు 8 ఎకరాల భూమి ఇస్తున్నట్లు సీఎం ప్రకటించారు. దేశంలోని టాప్ 20 విద్యా సంస్థలలో కనీసం పది సంస్థలకు ఇక్కడ రెసిడెన్షియల్ ఇంట్లు ఉన్నాయి. ఇప్పటికే బిట్, ఎస్ఆర్ఎం, అమృత వంటి సంస్థలు వచ్చాయని, ఇప్పుడు ఎక్స్ఎల్ఆర్ఆఫ్ కూడా వచ్చిందన్నారు. నారెడ్డి పెట్టుబడులు పెడితే మంచి ఫలితాలు వస్తాయన్నారు. రాజధాని అమరావతి నారెడ్డి ఎలానమీ కేంద్రంగా అభివృద్ధి చెందుతుందని చెప్పారు. నారెడ్డి ద్వారానే అన్ని రంగాల్లో

సమగ్రపరిణామైన నాయకత్వం పెంపొందుతుందన్నారు. ఏ రాష్ట్రానికైనా రాజధాని అన్న అన్నారు. అటువంటి రాజధాని నిర్మాణానికి భూములు ఇచ్చిన రైతుల చొరవ, త్యాగం రాష్ట్రం మరువదని చెప్పారు. ఇప్పటివరకు చదువులు, ఉద్యోగాల కోసం మనం ప్రపంచంలోని అన్ని ప్రాంతాలకు వెళ్లేవారమని, ఇక ముందు ప్రపంచమే మన వద్దకు వస్తుందన్నారు. రాష్ట్ర విభజన చట్టం ప్రకారం కేంద్రం ఐబిడి, ఐబిఎం, వ్యవసాయ విశ్వవిద్యాలయం, ఐబిఎంఎస్ వంటి 11 విద్యాసంస్థలను ఏర్పాటు చేయవలసి ఉందని చెప్పారు.

వాటి కోసం 2,912 ఎకరాల భూమి కేటాయించినట్లు తెలిపారు. అంతే కాకుండా వాటి కాంపౌండ్ వాల్స్ కోసం రూ. 132 కోట్లు కేటాయించినట్లు చెప్పారు. దేశంలోని వంద టాప్ విశ్వవిద్యాలయాలలో ఆరు మన రాష్ట్రంలోనే ఉన్నట్లు తెలిపారు. 30 దేశాలు 679 మంది విద్యార్థులను ఎంపిక చేసే వారిలో 258 మంది ఆంధ్రప్రదేశ్ వారి ఉన్నట్లు చెప్పారు. ఎవరు అధ్యక్షులైనా రాష్ట్రంలో అభివృద్ధి అగడని, అనుకున్న లక్ష్యానికి అన్ని పూర్తి చేస్తామన్నారు. శంకుస్థాపన చేసిన రోజే దాని ప్రారంభోత్సవ తేదీ నిర్ణయిస్తున్నామని చెప్పారు. అనంతవరం జిల్లాలో ప్రారంభించిన కియా మోటార్స్ తొలి కారు ముందగా నిర్మించిన ప్రకారం ఈ నెల 29న రోడ్డుపైనున్నట్లు తెలిపారు. అలాగే ఈ సంస్థ కూడా 8 నెలల్లో నిర్మాణం పూర్తి చేస్తుందని ఆశిస్తున్నట్లు చెప్పారు. అమరావతి రాజధానిలో అన్ని అధునిక

సౌకర్యాలు కల్పించనున్నట్లు తెలిపారు. ప్రజలకు ఎటువంటి అసౌకర్యం కలిగించకుండా డక్ట్ ద్వారా గ్యాస్, మంచినీరు, సమాచార కేబుల్స్, మురుగు నీరు పారుదల వ్యవస్థ ఏర్పాటు చేస్తున్నామని, రాజధాని మొత్తానికి ఒకేచోట ఏసీ యూనిట్ ఏర్పాటు చేసి కావలసిన ఇంటికి పంపించే వ్యవస్థ చర్చలు తీసుకుంటున్నామన్నారు. వాతావరణ కాలుష్యం పెద్దదాకండా అమరావతిలో ఎలక్ట్రికల్ వాహనాల వినియోగం పెంచుతామన్నారు. అమరావతిని ఆనందనగరంగా, దేవతల రాజధానిగా అభివర్ణించారు. ఎక్స్ఎల్ఆర్ఆఫ్ ప్రభుత్వం, సీఆర్పీ నుంచి సంపూర్ణ సహకారం అందిస్తామని చెప్పారు. ఈ కార్యక్రమంలో మంత్రి దాక్షర్ నారాయణ, తాడికొండ ఎమ్మెల్యే తెనాలి శ్రావణ్ కుమార్, నామినేటర్ ఎమ్మెల్యే ఫిలిప్స్ సీ టానర్ జిల్లా పరిషత్ చైర్ వర్మన్ జానీమూన్, మంగళగిరి మునిసిపల్ చైర్మన్ గంజి చిరంజీవి, జిల్లా కలెక్టర్ కోన శరీధర్, సీఆర్పీ కమిషనర్ దాక్షర్ చెరుకూరి శ్రీధర్, గుంటూరు బిషప్ ఫాదర్ బి చిన్నబత్తిని, విజయవాడ బిషప్ ఫాదర్ బీ జోసెఫ్ రాజారావు, ఆంధ్ర జోసూట్ ప్రావిన్స్, ప్రావిన్సియల్ ఫాదర్ పిఎన్ అమర్ రాజు, ఎక్స్ఎల్ఆర్ఆఫ్ జంపెడ్ పూర్ చైర్మన్ ఫాదర్ ఈ.అశ్రవాం, అడ్మినిస్ట్రేటివ్ అండ్ ఫైనాన్స్ డీన్ ఫాదర్ జెరోమ్ కుడిన్సా, ఆకడమిక్ డీన్ దాక్షర్ అశ్వేష్ కె పాణి, అమరావతి డిప్ అడ్మినిస్ట్రేటివ్ అఫీసర్ ఫాదర్ కె.ఎన్.కానమర్ తదితరులు పాల్గొన్నారు.



