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PAGE: 2

एक्सएलआरआई में दाखिला लेने वाले 60 से 70 फीसदी स्टूडेंट्स को इंडस्ट्री में दो-तीन साल काम करने का रहता है अनुभव

इंडस्ट्री में दो-तीन साल काम करने वाले इंजीनियर प्रबंधन की पढ़ाई सबसे ज्यादा कर रहे हैं

सिटी रिपोर्टर • जमशेदपुर

जॉब मार्केट के लिए इंजीनियरिंग के बाद प्रबंधन की पढ़ाई आज भी हटकेक बनी हुई है। अपने वर्क प्रोफाइल को बढ़ाने और पैकेज को मल्टीप्लाय करने के लिए इंजीनियरिंग के बाद प्रबंधन की पढ़ाई करने का बंदस्तुर टैंड जारी है।

इस साल (2018) जेट (जेवियर एंटीटयूट टेस्ट) में शामिल 78 फीसदी परीक्षार्थी इंजीनियरिंग पृष्ठभूमि के थे। बाकी 22 फीसदी स्टूडेंट्स दूसरे स्ट्रीम के थे। संस्थान के एक्जामिनेशन कंट्रोलर ऑफिस से मिली जानकारी के अनुसार प्रबंधन कोर्स के लिए आवेदन करने वाले विद्यार्थियों में 1

से 3 साल काम करने वाले इंजीनियरों की संख्या ज्यादा होती है। इंजीनियरिंग के बाद ये स्टूडेंट्स इंडस्ट्री में एक से तीन साल का अनुभव लेकर आते हैं, ताकि उनके अनुभवों के आधार पर उनके काम करने के प्रोफाइल में बदलाव हो सके। बाद में प्लेसमेंट के लिए कैम्पस में आने वाली कंपनियां वैसे स्टूडेंट्स को ज्यादा तवजो देती है, जिनका इंडस्ट्री में दो तीन साल का अनुभव होता है। ऐसे स्टूडेंट्स का पैकेज भी ज्यादा होता है क्योंकि कंपनियां इन्हें लैटरल ऑफर के जरिए ज्यादा पैकेज ऑफर करती हैं। इस साल समर प्लेसमेंट में ऐसे विद्यार्थियों का सालाना पैकेज 23 लाख के पार रहा, जबकि औसत सालाना वेतन 20 लाख रहा था।

व्हाइट कॉलर जॉब के साथ ही जॉब प्रोफाइल और पैकेज को बेहतर बनाने के लिए प्रबंधन की पढ़ाई करते हैं इंजीनियर

बिजनेस मैनेजमेंट (बीएम) कोर्स के विद्यार्थियों की पृष्ठभूमि

अनुभव	प्रतिशत
एक-दो साल का अनुभव	37
दो-तीन साल का अनुभव	33
फ्रेशर्स	16
एक साल के नीचे का अनुभव	07
तीन साल के ऊपर का अनुभव	07

बीएम कोर्स में 2-3 साल वाले छात्र सबसे ज्यादा

एक्सप्लोरआरआई के परीक्षा नियंत्रक कार्यालय से मिली जानकारी के अनुसार 2017 में संस्थान के बिजनेस मैनेजमेंट (बीएम) कोर्स में दाखिला लेने वाले 33 फीसदी स्टूडेंट्स का इंडस्ट्री में 2 से 3 साल का अनुभव रहा है। एक से दो साल तक इंडस्ट्री में काम करने वाले 37 फीसदी उम्मीदवारों ने इस कोर्स में दाखिला लिया था। एक साल तक के अनुभव वाले 7 फीसदी और तीन साल से ज्यादा अनुभव वाले उम्मीदवार भी सात फीसदी स्टूडेंट्स रहे थे। फ्रेशर्स का प्रतिशत इस कोर्स के लिए 16 है। इसी तरह से ह्यूमन रिसोर्स (एचआर) कोर्स में दाखिला लेने वाले 29 फीसदी स्टूडेंट्स का इंडस्ट्री में 2 से 3 साल का अनुभव रहा है। एक से दो साल तक के अनुभव वाले उम्मीदवार 28 फीसदी हैं। एक साल से कम अनुभव वाले 7 फीसदी, तीन साल से ज्यादा अनुभव वाले 15 फीसदी और फ्रेशर्स 21 फीसदी हैं।

ह्यूमन रिसोर्स (एचआर) कोर्स के विद्यार्थियों का अनुभव

अनुभव	प्रतिशत
दो से तीन साल का अनुभव	29
एक से दो साल का अनुभव	28
फ्रेशर्स	21
एक साल के नीचे का अनुभव	07
तीन साल के ऊपर का अनुभव	15

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PAGE: 2

एक्सएलआरआई के प्रोफेसर उदय दामोदरन के नेतृत्व में इंडिया टू पॉइंट ओ अभियान को हरी झंडी गरीब बच्चों को खेल की बेहतर सुविधा के लिए अभियान

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एक्सएलआरआई जमशेदपुर के फाइनांस के प्रोफेसर उदय दामोदरन ने 2.0 (टू प्वाइंट ओ) नाम से रोड टूर शुरू किया है। रजनीकांत और अश्वय कुमार स्टारर फिल्म 2.0 से प्रभावित इस टूर का मकसद देश के विभिन्न भागों में भ्रमण कर सामाजिक सरोकार के लिए फंड इकट्ठा करना है।

इस टूर का ईस्टर्न सेगमेंट गुरुवार को कोलकाता से शुरू किया गया, जिसे उदय दामोदरन ने हरी झंडी दिखाकर रवाना किया। उन्होंने बताया कि इसका 60 दिन का पहला संस्करण पूरा हो चुका है। इसके तहत 16 हजार किलोमीटर की दूरी तय की गई और 22 एनजीओ के लिए फंड एकत्रित किया गया। इंडिया बुल्स फाउंडेशन द्वारा समर्थित इस अभियान के बारे में दामोदरन ने कहा कि देश के गरीब और निर्धन बच्चों को खेल से जोड़ने के लिए इस अभियान का शुभारंभ किया गया



उदय दामोदरन ने हरी झंडी दिखाकर रवाना किया।

है। इसका मकसद गरीब बच्चों को खेल के प्रशिक्षण के साथ ही बेहतर पोषण मुहैया कराना है। इस अभियान को पीटी

ऊषा, मैरी कॉम, योगेश्वर दत्त, गीत सेठी और प्रकाश पादुकोण का सहयोग प्राप्त है।

टीवी नरेन्द्रन, टीवी मोहनदास पाई को देंगे सर जहांगीर गांधी मेडल

मणिपाल ग्लोबल एजुकेशन के चेयरमैन और ऑल इंडिया मैनेजमेंट एसोसिएशन (आइमा) के प्रेसीडेंट टीवी मोहनदास पाई को औद्योगिक और सामाजिक शांति के लिए इस साल का सर जहांगीर गांधी मेडल दिया जाएगा। एक्सएलआरआई के निदेशक फकर ई अब्बास ने बताया कि संस्थान का दीक्षांत समारोह 24 मार्च को टाटा ऑडिटोरियम में होगा। इस समारोह में टाटा स्टील के ग्लोबल एमडी और एक्सएलआरआई बोर्ड ऑफ गवर्नर्स के चेयरमैन टीवी नरेन्द्रन, पाई को इस प्रतिष्ठित मेडल से सम्मानित करेंगे। उन्होंने बताया कि शिक्षा के साथ ही समाज में उनकी अग्रणी भूमिका के लिए इस मेडल को दिया जाएगा। इसके पहले यह मेडल इंडोसिस के नाउयण मूर्ति, एचसीएल के शिव नाडर, स्टेट बैंक ऑफ इंडिया की चेयरमैन अरुंधति भट्टाचार्य समेत हरे मोटो कॉर्प के सुनील कान्त मुंजाल, गोवर्धन समूह के चेयरमैन आदि गोवर्धन और टैक्सट एंड फॉर्म इक्विपमेंट लिमिटेड की चेयरमैन और सीईओ मल्लिका श्रीनिवासन को दिया जा चुका है।

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PAGE: 2

एक्सएलआरआई... इंटरप्रिन्योरशिप कॉन्क्लेव का शुभारंभ आज

जमशेदपुर | एक्सएलआरआई जमशेदपुर के उद्यमिता विकास केंद्र की ओर से नौ व दस मार्च

को इंटरप्रिन्योरशिप कॉन्क्लेव का आयोजन किया जाएगा। उद्घाटन पदार्थी अवॉर्ड्स सिमोन उरांव करेंगे। मौके पर टाटा स्टील के वाइस प्रेसीडेंट सुनील भास्करन, स्टार्टअप के लिए मशहूर रविरंजन, मनीष कुमार और युवा वैज्ञानिक पी. रंगनाथन मौजूद रहेंगे।



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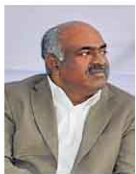
EDITION: Jamshedpur

PAGE: 3

देश में उद्यमिता का बेहतर माहौल, युवा उद्यमी इसका लाभ उठाएं : सुनील भास्करन

एक्सएलआरआई में दो दिवसीय उद्यमिता कांफ्रेंस का उद्घाटन

एजुकेशन रिपोर्टर | जमशेदपुर



सुनील भास्करन

भारत विश्व की सबसे तेजी से उभरती अर्थव्यवस्था है। ऐसे में उद्यमिता को लेकर बेहतर माहौल बना है। इसका फायदा हमारे युवा उद्यमियों को बिना धक्का उठाना चाहिए। यह बातें टाटा स्टील के वाइस प्रेसीडेंट (वीपी) सुनील भास्करन ने शुक्रवार को एक्सएलआरआई में आयोजित उद्यमिता कांफ्रेंस एलीक्सिस 2018 के उद्घाटन समारोह में कहीं। उन्होंने कहा कि आज चीन, जापान, दक्षिण कोरिया के आर्थिक मजबूती का बड़ा कारण वहां उद्यमियों की बड़ी संख्या है। यहां भी उद्यमियों की संख्या लगातार बढ़ रही है। लेकिन अभी हमारे युवा उद्यमी फेल होने से डरते हैं। दूसरे देश में युवा उद्यमी बार-बार फेल होने पर भी अपना प्रयास नहीं छोड़ते हैं। विदेशों में युवा उद्यमियों को सरकार और कॉर्पोरेट के स्तर पर भी मदद मिलती है।

टाटा स्टील के वीपी सुनील भास्करन ने कहा कि देश की आर्थिक तरक्की के लिए युवा उद्यमियों का

हमारे युवा नया सोच तो रहे हैं, लेकिन इसे लागू करने में हिचकियां रहे हैं : रवि रंजन

समारोह में स्टार्टअप विशेषज्ञ रवि रंजन ने विद्यार्थियों से कहा कि देश में कई स्टार्टअप आइडिया सामने आ रहे हैं। हमारे युवा नया सोच तो रहे हैं, पर जमीनी तौर पर लागू करने में हिचकते हैं, क्योंकि उनमें एक डर होता है। उन्होंने कहा कि कोई भी स्टार्टअप रातों रात सफल नहीं होता, इसमें समय लगता है। ऐसे में धैर्य बनाए रखें।

सामने आना जरूरी है। इससे रोजगार पैदा होंगे और देश मजबूत होगा। इस दौरान पद्मश्री सिमोन उरांव ने कहा कि अब समय आ गया है जब हमें गांव और प्रकृति की ओर लौटना चाहिए। जल, जंगल, जमीन को संरक्षित कर ही हमें खुशियां मिल सकती हैं। लेकिन हम इसे उजाड़ने में लगे हैं। उन्होंने प्रकृति आधारित रोजगार से लोगों को जुड़ने का आह्वान किया। समारोह में एक्सएलआरआई के निदेशक फादर ई अब्राहम और प्रोफेसर विश्व बल्लभ ने भी अपने विचार रखे। इस दौरान बड़ी संख्या में छात्र मौजूद थे।

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PAGE: 2

हमारे मॉडल से मात्र 20 हजार में उद्यमी तैयार होगा : संतोष शर्मा

एक्सएलआरआई में दो दिनी उद्यमिता सम्मेलन का समापन

सिटी रिपोर्टर • जमशेदपुर



शहर के लेखक और उद्यमी संतोष शर्मा ने कहा कि गांवों के विकास के बिना देश का विकास संभव नहीं है। जेवियर लैबर रिलेशन्स

इंस्टीट्यूट (एक्सएलआरआई) जमशेदपुर में चल रहे दो दिवसीय उद्यमिता सम्मेलन के दूसरे दिन उन्होंने हुए कहा कि झारखंड सरकार मोमेंटम झारखंड के जरिए एक करोड़ खर्च कर एक उद्यमी को तैयार कर रही है। अगर उनके बताए मॉडल पर चला जाय तो 20 हजार में एक उद्यमी झारखंड में तैयार हो सकता है। संतोष शर्मा

ने बताया कि वे दलमा पहाड़ के आसपास के तीन गांवों का चयन कर वहां खेती और डेयरी का काम कर रहे हैं। ये सारे काम स्थानीय गांव के लोग करते हैं। बकौल संतोष शर्मा, हमें गांवों में काम करने से पहले उस गांव की जमीनी हकीकत को जानना होगा। हर गांव की तीन यूएसपी (यूनिक सेलिंग प्वाइंट) को चुनना होगा, जो उस गांव का आर्थिक और सामाजिक आधार हो। उस गांव की खासियत के आधार पर हमें सस्टेनेबल मॉडल बनाना होगा, जिसमें स्थानीय लोगों की भागीदारी हो। स्थानीय लोगों को प्रशिक्षित और जागरूक कर इस मॉडल को आगे बढ़ाया जा सकता है। शर्मा ने बताया कि उनकी इस कोशिश का नतीजा हुआ है कि गांव के लोगों के जीवन स्तर में बदलाव आया है। हमने इस मॉडल को सरकार के संग भी शेयर किया है लेकिन अब तक इस पर सरकार की ओर से कोई रिस्पांस नहीं आया है।

एक्सएलआरआई दीक्षांत समारोह के मुख्य अतिथि होंगे मोहनदास

जमशेदपुर | इन्फोसिस को देश के मोस्ट रेस्पेक्टेड (सर्वाधिक सम्मानजनक) कंपनी बनाने वाले और मिड डे मिल की धारणा को शुरू करने वाले टीवी मोहनदास पाई इस साल एक्सएलआरआई



के भावी प्रबंधकों को प्रबंधन के गुरु बताएंगे। पाई, आगामी 24 मार्च को होने वाले एक्सएलआरआई जमशेदपुर के दीक्षांत समारोह के मुख्य वक्ता होंगे। वर्तमान में पाई मणिपाल ग्लोबल एजुकेशन के चेयरमैन हैं। प्रशासन, वित्त और शिक्षा क्षेत्र में अपनी पहचान बनाने वाले टीवी मोहनदास पाई की लीडरशिप में इन्फोसिस को नास्डाक में

सूचीबद्ध किया गया था। उस वक्त इन्फोसिस देश की पहली कंपनी थी, जिसे नास्डाक में लिस्टिंग की गई थी। 1994 में इन्फोसिस ज्वाइन करने वाले मोहनदास पाई ने 2000 से लेकर 2011 तक इन्फोसिस के बोर्ड के सदस्य भी रहे। 12 साल कंपनी के चीफ फाइनेंशियल ऑफिसर (सीएफओ) रहे। इस दौरान उन्होंने इन्फोसिस में कई स्ट्रेटजिक बदलाव किया और इन्फोसिस को देश ही नहीं दुनिया का पॉवरफुल ब्रांड बनाया। उन्होंने कंपनी को पारदर्शी बनाकर निवेशकों के बीच इन्फोसिस के ब्रांड को मजबूत किया। उनके इस योगदान के लिए 2001 में पाई को इंडियन मैनेजमेंट एसोसिएशन (आईएमए) ने बेस्ट सीएफओ अवार्ड ऑफ द ईयर से सम्मानित किया। इस दीक्षांत समारोह में संस्थान के दो वर्षीय पोस्ट ग्रेजुएट डिप्लोमा इन मैनेजमेंट के साथ ही जेनरल मैनेजमेंट प्रोग्राम के विद्यार्थियों की डिग्री अवार्ड की जाएगी। पीजीडीएम में विद्यार्थियों की संख्या 360 और जेनरल मैनेजमेंट प्रोग्राम में 120 है।

दीक्षांत समारोह

एक्सएलआरआई के 62वें दीक्षांत समारोह में मोहनदास पाई को मिला औद्योगिक और सामाजिक शांति के लिए सर जहांगीर घांटी मेडल, बोले-

सफलता उन्हें मिलेगी, जिनमें प्रॉब्लम सॉल्विंग एटीट्यूड होगा

विश्व विवेक | जमशेदपुर

पद्मश्री अर्बिंद व मणिपाल ग्लोबल एजुकेशन के चेयरमैन टीवी मोहन दास पाई ने कहा कि आज के विपटन के दौर में एक लीडर की भूमिका चुनौतीपूर्ण होती जा रही है। रविशार शर्मा को जेबियर लेबर रिलेशंस इन्स्टीट्यूट (एक्सएलआरआई) जमशेदपुर के टाटा ऑडिटोरियम में आयोजित 62वें दीक्षांत समारोह को संबोधित करते हुए पाई ने पासआउट हो रहे 524 विद्यार्थियों से कहा बदलती दुनिया में सफल होने के लिए आप में समस्या का समाधान करने वाला नज़रिया होना जरूरी है। यही नहीं, तकनीक की वजह से दुनिया के बदलते भौगोलिक राजनीतिक वातावरण में आपको अपने संगठन का ढांचा इस कदर रखना होगा कि



पद्मश्री अर्बिंद मोहन दास पाई को सर जहांगीर घांटी मेडल प्रदान करते टीवी नरेंद्रन।

यह ज्यादा प्रभावी हो। आपकी टीम में वैसे पेशेवर लोग हों, जो हार्ड स्क्वैड और अपने विषय के विशेषज्ञ हों। इसके पहले एक्सएलआरआई बोर्ड

ऑफ गवर्नर्स के चेयरमैन टीवी नरेन्द्रन ने मोहनदास पाई को औद्योगिक और सामाजिक शांति के लिए सर जहांगीर घांटी मेडल प्रदान किया।

मोहनदास ने कहा

1. **अमेरिकन तेल का सबसे बड़ा उत्पादक देश होगा** अब कच्चा तेल निकालने के लिए गहरे छुपे खाने की जरूरत नहीं है। जो अमेरिका आयात करता था, आज वह खुद तेल का देश बन गया है।
2. **इलेक्ट्रिक कार ऑटोमोबाइल सेक्टर का चेहरा बदलेगी** इलेक्ट्रिक कारें ऑटोमोबाइल का चेहरा बन रही हैं। अभी दुनिया में 10 लाख इलेक्ट्रिक कारें हैं, जो 2030 तक 6 करोड़ हो जाएंगी।
3. **टीसी प्रिंटिंग मैनुस्क्रिप्ट्स सेक्टर की शुरुआत** मोहनदास पाई ने बताया कि टीसी प्रिंटिंग परंपरागत मैनुस्क्रिप्ट्स सेक्टर की शुरुआत कर रही है।
4. **वैकल्पिक ऊर्जा के स्रोत बढ़ेंगे** : मुख्य अतिथि ने कहा कि 2030 तक कोयले पर ऊर्जा की निर्भरता कम हो जाएगी। ऊर्जा के वैकल्पिक स्रोत सौर, पवन, गैस, ज्यूलियन बढ़ेंगे।

5. **125 साल तक जीना संभव हो जाएगा** : ऐसी तकनीक आ गई है कि किसी उम्र बढ़ने की गति कम किया जा सकेगा। इससे 125 साल तक जीना संभव हो जाएगा। ल्यूटेल्स ने रिचर्स हो रहा है।
6. **मेडिकल साइंस बदलेगा** : अखिर में अज्ञात इंसान को अर्थों को सुझाने तरीके से बनाने संभव हो जाएगा। इंसान नहीं बनें ऊर्जा करेगा। ऐसी स्थिति में डॉक्टर कम्यूटर ऑपरेटर बनकर रह जाएंगे।
7. **डिजिटल डिग्री मिलेगी** : शिक्षा का क्षेत्र भी पूरी तरह बदल जाएगा। विधि या संस्थान डिग्री नहीं देंगे। डिजिटल डिग्री मिलेगी और पढ़ाई वर्चुअल तरीके से ज्यादा होगी।
8. **वित्तीय सेवाएं बदल जाएंगी** : क्लाउड कम्यूटिंग बैंक और वित्तीय संस्थाओं के स्वरूप को बदल देंगे। इसकी वजह से गैरबैंकिंग से लोग निकलेंगे जाएंगे। उनकी जगह रोबोट काम करेंगे।

अब अमेरिका को रूस से नहीं चीन से खतरा

रुसमैन ने कहा कि क्लाउड कम्यूटिंग, ऑटोमोबाइल इलेक्ट्रिक और रोबोटिक्स पूरी दुनिया का चेहरा बन रहे हैं। इंटरनेट ने खपत करने के तरीके को बदल दिया है। अमेरिका को खतरा रूस से नहीं, चीन से है।
दिल्ली कैपस में आले साल से पढ़ाई : निदेशक परसरामअरआई के निदेशक पदार्थ ई आश्वाम ने बताया कि दिल्ली (इंजिनर) कैपस में आले साल से पढ़ाई शुरू हो जाएगी। परसरामअरआई ने मुंबई और अमरावती में भी शाखा खोलने के लिए जगह ढूंढ रहे हैं।

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ऑनलाइन शैक्षणिक वेबसाइट जागरणजोश डॉट कॉम ने मैनेजमेंट के छात्रों को सखी संस्थान के चयन में मदद करने के लिए एक विशेष सर्वेक्षण के जरिये संस्थानों की रैंकिंग प्रस्तुत की है। यद्य सर्वेक्षण छात्रों तथा कॉरपोरेट कंपनियों की राय पर आधारित है...

आज की संक 1 रैंकिंग वेबसाइट www.jagranjosh.com को संचालन 15-20 वर्ष के युवाओं के बीच व्यापक रूप से, जीवन व करियर के चयन में तथा शिक्षा में भी अपने अग्रणी स्थान को बनाए रखने को ही इस सर्वेक्षण का निष्कर्ष बनता है। पिछले 3 वर्षों में जागरणजोश डॉट कॉम रैंकिंग को देशभर में सफल प्रतिक्रिया के अलावा लाखों लोगों के

जागरणजोश डॉट कॉम बी-स्कूल्स की व्यापक सर्वे आधारित उपयोगी रैंकिंग



सर्वेक्षण के जरिये संस्थानों की रैंकिंग

छात्रों के लिए इससे भी इस सर्वेक्षण में कुल 100 संस्थानों को है। जागरण डॉट कॉम पर सुरुआत 50 कॉरपोरेट कंपनियों, 5000+ विद्यार्थियों तथा 25000+ वर्षों की व्यापक विश्लेषणों को ध्यान में रखते हुए इस सर्वेक्षण रिपोर्ट को तैयार किया गया है। उम्मीद है कि इसकी मदद से छात्र अपने चयन में आसानी से सुनिश्चित और अपने करियर में सफल रहेंगे।

सामान्यतः उन्हें अनुसूचित, पशुसंसाधनों को उपलब्ध करा रहा है। इसके अलावा उनकी रुचि का ध्यान रखते हुए रैंकिंग सर्वेक्षण के दौरान व सामाजिक पदवीय पर आधारित उपयोगी जानकारी को भी प्रकाशित कर दिया गया है। पिछले वर्षों को यह इस वर्ष को जागरणजोश डॉट कॉम ने मजबूती के साथ इसी रैंकिंग सर्वेक्षण को जारी रखा है। इसके अलावा रैंकिंग में शामिल संस्थानों को रैंकिंग प्रदान की है। यह सामाजिक, शैक्षणिक, आर्थिक, व सामाजिक पदवीय को ध्यान में रखकर रैंकिंग को जारी रखा है। इसके अलावा रैंकिंग में शामिल संस्थानों को रैंकिंग प्रदान की है।

देश के टॉप 50 बिजनेस स्कूल

1	डीएमएस स्कूल ऑफ मैनेजमेंट, गुवाहाटी	11	डीएमएस स्कूल ऑफ मैनेजमेंट, गुवाहाटी	21	डीएमएस स्कूल ऑफ मैनेजमेंट, गुवाहाटी	31	डीएमएस स्कूल ऑफ मैनेजमेंट, गुवाहाटी	41	डीएमएस स्कूल ऑफ मैनेजमेंट, गुवाहाटी
2	डीएमएस स्कूल ऑफ मैनेजमेंट, गुवाहाटी	12	डीएमएस स्कूल ऑफ मैनेजमेंट, गुवाहाटी	22	डीएमएस स्कूल ऑफ मैनेजमेंट, गुवाहाटी	32	डीएमएस स्कूल ऑफ मैनेजमेंट, गुवाहाटी	42	डीएमएस स्कूल ऑफ मैनेजमेंट, गुवाहाटी
3	डीएमएस स्कूल ऑफ मैनेजमेंट, गुवाहाटी	13	डीएमएस स्कूल ऑफ मैनेजमेंट, गुवाहाटी	23	डीएमएस स्कूल ऑफ मैनेजमेंट, गुवाहाटी	33	डीएमएस स्कूल ऑफ मैनेजमेंट, गुवाहाटी	43	डीएमएस स्कूल ऑफ मैनेजमेंट, गुवाहाटी
4	डीएमएस स्कूल ऑफ मैनेजमेंट, गुवाहाटी	14	डीएमएस स्कूल ऑफ मैनेजमेंट, गुवाहाटी	24	डीएमएस स्कूल ऑफ मैनेजमेंट, गुवाहाटी	34	डीएमएस स्कूल ऑफ मैनेजमेंट, गुवाहाटी	44	डीएमएस स्कूल ऑफ मैनेजमेंट, गुवाहाटी
5	डीएमएस स्कूल ऑफ मैनेजमेंट, गुवाहाटी	15	डीएमएस स्कूल ऑफ मैनेजमेंट, गुवाहाटी	25	डीएमएस स्कूल ऑफ मैनेजमेंट, गुवाहाटी	35	डीएमएस स्कूल ऑफ मैनेजमेंट, गुवाहाटी	45	डीएमएस स्कूल ऑफ मैनेजमेंट, गुवाहाटी
6	डीएमएस स्कूल ऑफ मैनेजमेंट, गुवाहाटी	16	डीएमएस स्कूल ऑफ मैनेजमेंट, गुवाहाटी	26	डीएमएस स्कूल ऑफ मैनेजमेंट, गुवाहाटी	36	डीएमएस स्कूल ऑफ मैनेजमेंट, गुवाहाटी	46	डीएमएस स्कूल ऑफ मैनेजमेंट, गुवाहाटी
7	डीएमएस स्कूल ऑफ मैनेजमेंट, गुवाहाटी	17	डीएमएस स्कूल ऑफ मैनेजमेंट, गुवाहाटी	27	डीएमएस स्कूल ऑफ मैनेजमेंट, गुवाहाटी	37	डीएमएस स्कूल ऑफ मैनेजमेंट, गुवाहाटी	47	डीएमएस स्कूल ऑफ मैनेजमेंट, गुवाहाटी
8	डीएमएस स्कूल ऑफ मैनेजमेंट, गुवाहाटी	18	डीएमएस स्कूल ऑफ मैनेजमेंट, गुवाहाटी	28	डीएमएस स्कूल ऑफ मैनेजमेंट, गुवाहाटी	38	डीएमएस स्कूल ऑफ मैनेजमेंट, गुवाहाटी	48	डीएमएस स्कूल ऑफ मैनेजमेंट, गुवाहाटी
9	डीएमएस स्कूल ऑफ मैनेजमेंट, गुवाहाटी	19	डीएमएस स्कूल ऑफ मैनेजमेंट, गुवाहाटी	29	डीएमएस स्कूल ऑफ मैनेजमेंट, गुवाहाटी	39	डीएमएस स्कूल ऑफ मैनेजमेंट, गुवाहाटी	49	डीएमएस स्कूल ऑफ मैनेजमेंट, गुवाहाटी
10	डीएमएस स्कूल ऑफ मैनेजमेंट, गुवाहाटी	20	डीएमएस स्कूल ऑफ मैनेजमेंट, गुवाहाटी	30	डीएमएस स्कूल ऑफ मैनेजमेंट, गुवाहाटी	40	डीएमएस स्कूल ऑफ मैनेजमेंट, गुवाहाटी	50	डीएमएस स्कूल ऑफ मैनेजमेंट, गुवाहाटी

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PAGE: 6

एक्सएलआरआई में दीक्षा समारोह आज

जासं., जमशेदपुर : एक्सएलआरआई, जेवियर स्कूल ऑफ मैनेजमेंट के तत्वावधान में बिष्टुपुर स्थित टाटा ऑडिटोरियम में शनिवार को 62वां दीक्षा समारोह का आयोजन किया गया है। दीक्षा समारोह के मुख्य अतिथि पदमश्री टीवी मोहनदास पाई होंगे। मोहनदास मणिपाल ग्लोबल एजुकेशन व आरिन कैपिटल के चेयरमैन के साथ साथ एआईएमए के अध्यक्ष भी हैं। इस दौरान एक्सएलआरआई बोर्ड ऑफ गवर्नर्स के चेयरमैन टीवी नरेंद्र व निदेशक फादर ई अब्राहम भी मौजूद रहेंगे। इस दौरान मोहनदास को औद्योगिक व सामाजिक शांति के लिए सर जहांगीर गांधी पदक से सम्मानित भी किया जाएगा।

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IIMs top management rankings

RANKINGS IIMs continue to rule the roost as per survey by NHRDN and Shine.com

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The prestigious Indian Institutes of Management have once again topped the 2017 management institutes rankings by National HRD Network (NHRDN) and Shine.com. Given that there is no dearth of rankings, the key aspect that stakeholders are using to determine to trust the veracity of rankings is credibility. Six years ago when the first NHRDN B-School ranking was conducted, it was based entirely on quantitative data without employing any qualitative component. The methodology involves a research partner (Cinque Education Pvt Ltd) and senior NHRDN corporate representatives spending an entire day at the participating B-School to verify the data they have shared. Following are the key attributes of NHRDN B-School rankings:

Holistic Parameters for Evaluating a B-School

The process looks at the most comprehensive and holistic definition of what it means to be a B-School, and focusses on all the three elements of knowledge creation, knowledge application,

and knowledge dissemination, rather than being myopic and skewed towards only one parameter.

Key Focus on Leadership and Governance

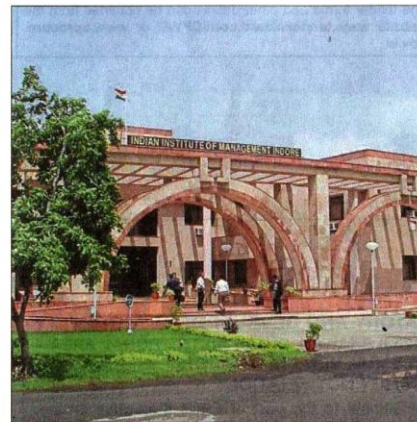
Success and future direction of any organization depends on the Leadership and Governance, and B-Schools are no exception. NHRDN Ranking evaluates Leadership and Governance related components in a robust manner.

Unique Triangulation Approach

Globally, research mechanisms are increasingly employing triangulation methods to ensure the validity of data collected. NHRDN ranking process also uses triangulation method to ensure data correctness.

Involvement of Industry Stalwarts

NHRDN B-School Ranking process further stands out as the only process, in which Industry stalwarts are involved at all the stages. The advisory board led by P Dwarakanath, director (Group Human Capital)–Max India consists of industry stalwarts like Rajeev Dubey, president (HR, After-Market & Corporate Services) and member, group execu-



• IIM Indore ranks sixth in the NHRDN rankings

FILE/HT

NHRDN ranking

S. No.	Name of the College
1	IIM Ahmedabad
2	IIM Bangalore
3	IIM Calcutta
4	XLRI, Jamshedpur
5	IIM Lucknow
6	IIM Indore
7	MDI, Gurgaon
8	SPJIMR, Mumbai
9	FMS, Delhi
10	IMT, Ghaziabad
11	IIM Kozhikode
12	NMIMS, Mumbai
13	NITIE, Mumbai
14	BIMTECH, Greater Noida
15	IIM Trichy
16	TISS, Mumbai
17	IMI, Delhi
18	SCMHRD, Pune
19	IIM Kashipur
20	XIM, Bhubaneswar

Sinha, Dr H Chaturvedi among others. According to Dr Pritam Singh, "The NHRDN Ranking process is a rigorous, data-based and objective exercise and has the potential to turn into an accreditation exercise in coming years".

The NHRDN Ranking study for the year has revealed some interesting highlights about the B-Schools.

First, there is a growing trend among Indian B-Schools to opt for international accreditations, which points towards their commitment to quality standards and dreams of competing globally.

Second, the research output across B-Schools has shown an increase in terms of absolute numbers, but quality output is still restricted to certain top B-Schools, where there is a lot of scope of improvement.

Third, leadership and governance across Indian B-Schools remains a concern and has tremendous improvement opportunities.

Fourth, placements across B-Schools have shown improvement in the previous year, and the outlook remains positive.

Finally, some of the new IIMs are also making their mark, but older private B-Schools are still holding the fort. The complete ranking can be viewed at www.nationalhrd.org.

Involvement of academics

The ranking process also includes soliciting the views from academia every year towards making the research instrument more contemporary and also seeks their feedback to make the process further robust. The process gains tremendously from the inputs of these thought leaders including Dr Pritam Singh, Dr B A Metri, Dr Gautam

The Advisory Board also reviews the research instrument exhaustively every year and suggests changes to make the instrument more relevant.

Explaining about the process, Dwarakanath said, "The entire endeavour is to create a ranking process, which is foolproof, contemporary, and holistic in nature and caters to all the stakeholders".

tive board – Mahindra & Mahindra, Dr. Ritu Anand, senior vice president and deputy head, global HR, Tata Consultancy Services, A Sudhakar, executive director (HR) – Dabur India Limited, Rajeev Krishnan, managing director India – Korn Ferry, R Anand, senior vice president (HR), HCL Technologies, Mr A D Burman, AVP, HR, Maruti Suzuki India Limited, among others.

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DATE: 14 March 2018
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PAGE: 13

XLRI opens admissions for part-time PGDM

The Xavier School of Management, Jamshedpur, has announced admissions to the postgraduate diploma in management (PGDM), for working executives and business owners. The last date to apply for the three-year part-time weekend programme is March 31.

The coursework will include in-classroom and virtual sessions. Students with a three or four-year Bachelor's degree and minimum two-year work experience are eligible to apply. The programme is scheduled to commence from the third week of May. Visit www.xlri.ac.in for further details.

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All sectors can hire fixed term workers

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NEW DELHI: The government has decided to allow fixed-term or contractual employment in all industrial sectors, a provision that had until now applied only to apparel manufacturing.

The move, once implemented, will effectively provide for a hire-and-fire policy by doing away with existing retrenchment norms applicable to factory workers.

The proposed amendment, which fulfils a longstanding demand of industry, is in line with the government's overall aim of amending labour laws to improve the ease of doing business in India.

According to a notification to amend the Industrial Establishment (Standing Order) 1946, issued by the labour ministry, the words "fixed term employment in apparel manufacturing



• The facility will aid the industry to employ workers in sectors which are of seasonal nature.

sector" will be replaced by "fixed term employment," implying that hire-and-fire provisions will be applicable to all sectors.

The move was first proposed in the Union Budget speech of

finance ministry Arun Jaitley on 1 February, in which he said "the facility of fixed-term employment will be extended to all sectors".

After the amendment, "no

notice of termination of employment shall be necessary in the case of temporary and *kedli* workmen."

Fixed-term workers, however, would be entitled to all benefits like wages, hours of work, allowances and others statutory benefits, equivalent to those given to permanent workers.

Trade unions, both on the left and the right, slammed the move.

"It is part of the government's overall labour reform to make employment absolutely fragile just in the name of ease of doing business. It banishes regular employment from the country," said Tapan Sen, general secretary of the leftist Centre of Indian Trade Unions, or CITU. Sen said this change was complementary with others in the domain of industrial relations laws to make employment more casual.

Continued on p 8

Workers

would not be construed as termination of employment.

The amendment also provides that fixed-term worker would not be entitled to any notice or pay if his services are terminated or in case of non-renewal of the contract or expiry of the term of employment.

Further, a temporary worker who has completed three months of continuous service shall be given two weeks' notice of the intention to terminate his employment if such termination is not in accordance with the terms of the contract. In case he has not completed three months of continuous service, he shall be informed of the reasons for termination in writing.

In a comment on the proposed move to Mint newspaper, K.R. Shyam Sundar, a labour economist and professor at XLRI Jamshedpur, said: "Contract labour will not create decent jobs but may add to the job count. In an election year, it may be a good talking point for the government," he said.

A fixed-term employee has been defined as a "workman who is employed on a contract basis for a fixed period". His or her services will be terminated as a result of non-renewal of the contract with the employer. This

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'Go back to village life to preserve natural resources'

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JAMSHEDPUR: People should go back to village life in order to preserve natural resources, Padma shri Simon Oraon, popularly known as waterman of Jharkhand, said this while inaugurating the two-day Entrepreneurship conclave "Elixir 2018", organised by XLRI at its campus in Jamshedpur on Friday.

Oron emphasising on preservation of water resources, said happiness will come only through using natural resources like land, water and forest judiciously.

The objective of "Elixir 2018" is to change the mind-set of youths and make them aware about the



• Simon Oraon inaugurating two-day entrepreneurship conclave 'Elixir 2018'.

SANDEEP KUMAR/HT PHOTO

opportunities for entrepreneurship in India in general and Jharkhand in particular. The

event aims to bring together the best minds from B-schools, colleges and high-schools.

Vice president, corporate services, Tata Steel Sanil Bhaskaran said the demographic dividend could be utilized only through inculcating entrepreneurial attitude amongst the young people. "It is the need of the time that young people see opportunities in every problem the nation was encountering," he added. XLRI director E. Abraham emphasised on change in business education pattern and the need for inculcating entrepreneurship among the students.

The event witnessed entrepreneurs presenting their entrepreneurial ventures.

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'Western, Asian countries to face tough trade competition'

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JAMSHEDPUR: Western and Asian countries would face tough trade competition in near future, said TV Mohandas Pai, chairman of Manipal Global Education at the 62nd XLRI convocation in Jamshedpur on Saturday.

After receiving Sir Jehangir Ghandy Medal for industrial and social peace during the convocation, Pai said that challenges in business world would be high. Only best companies with better products and services would remain in the market, he added.

"India and China will have hard time in business world and industries will have to change their approach according to the transforming advance market. Business leaders should accept this challenge to capture the market", Pai said.

In continuation of 85 years tradition, this year XLRI has conferred the Sir Jehangir Ghandy Medal for Social and Industrial Peace on Pai for his service to the mankind.

Altogether 525 XLRI students, on the occasion, received graduating certificates and medals including 178 and 181 students of Postgraduate Programmes in Management (Business Management and Human Resource Management respectively); 115 students of 15-months PGDM (General Management) Programme; 12 students of Fellow Program in Management (FPM) and 39 students of 2015-2018 batch of PGDM-BM Programme (Evening).

Arunabha Alech of the two-year Postgraduate Diploma in Human Resource Management (HRM) 2016-18 batch got first rank in the course whereas Ajit Kumar S got the position in two-year Postgraduate Diploma in Business Management.

Ajit Kumar of Postgraduate Diploma in General Management (GM) - 15-Months Programme (2016-18) achieved first rank while Subrata Basak in the three-Year Postgraduate Diploma in Business Management - Evening Programme (2015-18).

Chairman, Board of Governors, XLRI TV Narendran urged passing out students to espouse a professional and ethical attitude in work-life journey and try to give back to the society to the



TV Mohandas Pai (centre) receiving Sir Jehangir Ghandy Medal for industrial and social peace during the 62nd annual convocation of XLRI in Jamshedpur. MANU KUMAR/HT PHOTO

India and China will have hard time in business world and industries will have to change their approach according to the transforming advance market. Business leaders should accept this challenge to capture the market

TV MOHANDAS PAI, chairman of Manipal Global Education

best possible extent.

Director of XLRI, E Abraham advised future business leaders to uphold the values they have

imbibed during education period, to be responsible leaders who are professionals with a sensitive conscience.

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एक्सएलआरआई का दीक्षांत समारोह 24 को

जमशेदपुर | संवाददाता

एक्सएलआरआई का 62वां दीक्षांत समारोह 24 मार्च को मनाया जाएगा। दीक्षांत समारोह के मुख्य वक्ता मणिपाल ग्लोबल एजुकेशन के चेयरमैन और एआईएमए के अध्यक्ष टीवी मोहनदास पाई होंगे।

समारोह के दौरान ही टीवी मोहनदास पाई को प्रतिष्ठित सर जहांगीर गांधी मेडल फॉर इंडस्ट्रियल एंड सोशल पीस अवार्ड से भी सम्मानित किया जाएगा। समारोह के दौरान एक्सएलआरआई के निदेशक फादर ड. अब्राहम और टाटा स्टील के एमडी टीवी नरेन्द्रन भी मौजूद रहेंगे।

525 को मिलेगा सर्टिफिकेट और मेडल
: इस दौरान कुल 525 विद्यार्थियों को सर्टिफिकेट और मेडल से सम्मानित किया

तैयारी

- सर जहांगीर गांधी मेडल फॉर इंडस्ट्रियल एंड सोशल पीस से भी टीवी मोहनदास पाई का होगा सम्मान
- मणिपाल ग्लोबल एजुकेशन के चेयरमैन और एआईएमए के अध्यक्ष हैं टीवी मोहनदास पाई

जाएगा। पोस्ट ग्रेजुएट प्रोग्राम इन बिजनेस मैनेजमेंट के 178, पोस्ट ग्रेजुएट प्रोग्राम इन ह्यूमन रिसोर्स मैनेजमेंट के 181 विद्यार्थी, पोस्ट ग्रेजुएट डिप्लोमा इन जनरल मैनेजमेंट के 115, फेलोशिप प्रोग्राम के 12, पोस्ट ग्रेजुएट डिप्लोमा इन बिजनेस मैनेजमेंट के 39 विद्यार्थियों को सर्टिफिकेट मिलेगा।

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एक्सएलआरआई में आवेदन 31 मार्च तक

जमशेदपुर | संवाददाता

एक्सएलआरआई में कामकाजी लोगों के लिए सत्र 2018-21 के लिए पीजी डिप्लोमा इन मैनेजमेंट (पीजीडीएम) के लिए नामांकन प्रक्रिया शुरू हो गई है।

इसमें नामांकन के लिए 31 मार्च 2018 तक एडमिशन फॉर्म भरे जा सकते हैं। इसके बाद 8 अप्रैल को लिखित परीक्षा के आधार पर विद्यार्थियों का चयन होगा। पीजीडीएम

इंटरप्रेन्योरशिप कान्वलेव आज से

एक्सएलआरआई में शुक्रवार से दो इंटरप्रेन्योरशिप कान्वलेव एलीक्सर-2018 का आयोजन हो रहा है। कान्वलेव का उद्घाटन सुबह फादर प्रभु हॉल में होगा। उद्घाटन समारोह में वाटरमैन ऑफ झारखंड सिमोन उरांव, टाटा स्टील के वाइस प्रेसीडेंट सुनील भास्करन, उद्यमी रविरंजन, मनीष कुमार, युवा वैज्ञानिक प्रशांत रंगनाथन, एक्सएलआरआई के निदेशक फादर ई अब्राहम और प्रोफेसर विश्व बल्लभ मौजूद रहेंगे।

के लिए कोर्स फीस 11 लाख रुपये हैं। इस दौरान एक्सएलआरआई के निदेशक फादर ई अब्राहम ने कहा कि कोर्स को प्रबंधन की उच्चतम गुणवत्ता

प्रदान करने के लिए विशिष्ट रूप से डिजाइन किया गया है। पीजीडीएम एआईसीटीई से मान्यता प्राप्त तीन साल का कोर्स है।

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PAGE: 3

पानी पर मेरे अनुभव का लाभ नहीं ले रही सरकार

जमशेदपुर | ललित दुबे

वाटरमैन ऑफ झारखंड और पद्मश्री सिमोन उरांव ने कहा कि राज्य में जलसंकट पर सरकार गंभीर नहीं है। मार्च में ही शहर और गांवों में पेयजल की समस्या होने लगी है। समस्या के निपटने के लिए सरकार पहले से काम नहीं कर रही है।

एक्सएलआरआई में उद्यमिता कॉन्फ्रेंस में भाग लेने आए सिमोन उरांव ने शुक्रवार को हिन्दुस्तान से खास बातचीत में कहा कि जल संकट से निजात के लिए उन्होंने लंबा संघर्ष किया है, सरकारी महकमा उनके अनुभवों का भी फायदा लेने की कोशिश नहीं करता। हालात तो यह है कि सरकारी महकमा उनके सुझावों पर भी काम करने तक को तैयार नहीं है।

तालाब और कुओं का निर्माण बेहद जरूरी: जल संकट से निपटने के लिए सिमोन ने कहा कि तालाब, कुआं, डोभा जैसे जलस्रोत तैयार करना बेहद जरूरी है। वर्षा जल संचय में तालाब, कुआं बेहद उपयोगी हैं, सरकार अगर इनका



सिमोन उरांव बोले

- पानी संकट से निपटने के लिए राज्य सरकार नहीं है गंभीर
- तालाब और कुओं निर्माण पर काम नहीं हो रहा

निर्माण कराती है तो जलसंकट से निपटा जा सकता है। उन्होंने कहा कि गांवों में चापाकल लगाने की जगह अगर कुआं बने तो बरसात में वर्षा जल संचय होगा। वहीं, बड़े नालों पर बांध बनाकर बारिश के पानी को रोका जा सकता है। सिमोन ने कहा कि हर गांव में सरकारी जमीन पर बगीचे लगाए जाएं। फलदार पौधे लगाकर इसकी रक्षा की जाए तो जल और मिट्टी दोनों का संरक्षण होगा।

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PAGE: 4

एक्सएलआरआई के दीक्षांत समारोह में 525 विद्यार्थियों को मिला मेडल और प्रमाण पत्र, बोले टीवी मोहनदास पाई

तकनीकी विकास धकेल रहा व्यापारिक युद्ध में



एक्सएलआरआई के 62वें दीक्षांत समारोह में प्रतिवार को मणिपाल ग्लोबल एजुकेशन के चेयरमैन टीवी मोहनदास को सम्मानित करते टाटा स्टील के एमडी टीवी नरेन्द्रन, साथ में एक्सएलआरआई के निदेशक फादर ई. अब्राहम व अन्य। मौजूद विधायी। • हिन्दुस्तान

जमशेदपुर | संवाददाता

मशीनीकरण ने विश्वयुद्ध की ओर आर्थिक शक्तियों को धकेला तो तकनीकी विकास ने व्यापारिक युद्ध की ओर आर्थिक महाशक्तियों को धकेला है। चीन और अमेरिका के बीच हो रहा व्यापारिक युद्ध इसी का अंश है। वैश्विक निर्माणों का अंश भारत पर भी दिखता है। वह कहना था मणिपाल ग्लोबल एजुकेशन के चेयरमैन और एआईएमए के अध्यक्ष टीवी मोहनदास पाई का।

एक्सएलआरआई के 62वें दीक्षांत समारोह में प्रतिवार को दीक्षांत धारण देते हुए मणिपाल ग्लोबल एजुकेशन के चेयरमैन और एआईएमए के

अवसर

- विश्व की बड़ी आर्थिक महाशक्ति है चीन, अमेरिका और भारत
- तकनीक ने व्यापार अंशान बनाया, सलाई में मैनजमेंट जख्म डूबा
- गैर परंपरागत ऊर्जा के इस्तेमाल से कई उद्योग हो रहे प्रभावित

अग्रगण्य टीवी मोहनदास पाई ने कहा कि अब उत्पन्न क्षेत्र, ऑटोमोबाइल, मेडिसीन, इंजीनियरिंग और वैश्विक क्षेत्र में तकनीक का बेहद विकास हुआ है। इससे रोजगार के अवसर सीधे तौर पर कम हुए हैं। ऊर्जा के गैर

एक्सएलआरआई में ये हुए सम्मानित

पोस्ट ग्रेजुएट डिप्लोमा इन ब्यूटन रिसेल मैनजमेंट के टीपर : अरुणा आदव, मेवा आसवा, एस अनंद, अन्य अखिल और पी. मालिनी।
पोस्ट ग्रेजुएट डिप्लोमा इन बिजनेस मैनेजमेंट के टीपर : अनीत कुमार, एस फैजल सय्यद, इमि कुमर अजवाल, अब्राहम एको, अवि सिंह।

परंपरागत श्रोत का इस्तेमाल बढ़ रहा है। रोजगार के क्षेत्र, ऑटोमोबाइल, इलेक्ट्रिक कार इस्तेमाल हो रहा है, व्यापार बदल रहा है। बदलाव के दौर में भावी प्रबंधकों को भी तकनीक के साथ बदलना होगा।

समय के लिए सोचना जरूरी : टाटा स्टील के एमडी टीवी नरेन्द्रन ने कहा कि अब अलग जीवन में विद्यार्थी प्रवेश कर रहे हैं। खुद के निर्णय से खुद का भविष्य बदलेंगे। टीवी नरेन्द्रन ने कहा कि कंप्यूटर व आईटी ने हजारों

रोजगार छीने तो लिए भी हैं। समय चुनौती का है, इसे अवसर में बदलना होगा। विद्यार्थियों को समय के बारे में सोचना होगा।

सकारात्मक सोचें, बेहतर करें : एक्सएलआरआई के निदेशक फादर ई. अब्राहम ने कहा कि विद्यार्थी सकारात्मक सोचें, बेहतर करें। अब वह एक्सएलआरआई के ब्रांड एम्बेसडर हैं। उन्होंने कहा कि एक्सएलआरआई ग्रीन कैम्प की ओर बढ़ रहा है। वहां बायोगैस प्लांट और साइकिल का इस्तेमाल हो रहा है। साथ ही एक्सएलआरआई में खेलार एनर्जी से कुल खर्च का 40 प्रतिशत ऊर्जा को बचाई हो रही है।

जहांनीर पांटी अवार्ड से सम्मानित

टीवी मोहनदास पाई को प्रतिष्ठित सर जहांनीर पांटी मेडल फॉर इंडस्ट्रियल एंड सोशल पीस अवार्ड से भी सम्मानित किया गया। टाटा स्टील के एमडी टीवी नरेन्द्रन ने टीवी मोहनदास पाई को मेडल और प्रशस्ति पत्र दिया।

विद्यार्थियों के खिले चेहरे : 525 विद्यार्थियों को सर्टिफिकेट और मेडल से सम्मानित किया गया। पोस्ट ग्रेजुएट प्रोग्राम इन बिजनेस मैनेजमेंट के 178, पोस्ट ग्रेजुएट प्रोग्राम इन ब्यूटन रिसेल मैनेजमेंट के 181 विद्यार्थी, पोस्ट ग्रेजुएट डिप्लोमा इन जवरल मैनेजमेंट के 115, फेलोशिप प्रोग्राम के 12, पोस्ट ग्रेजुएट डिप्लोमा इन बिजनेस मैनेजमेंट के 39 विद्यार्थियों को सर्टिफिकेट मिला।

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EDITION: Jamshedpur

PAGE: 3

एक्सएलआरआई की मेजबानी में उद्यमिता सम्मेलन 'अमृत 2018' शुरू

खबर मन्त्र ब्यूरो

जमशेदपुर। एक्सएलआरआई-जेवियर स्कूल ऑफ मैनेजमेंट ने दो दिवसीय उद्यमिता सम्मेलन का प्रथम संस्करण "अमृत 2018" का शुभारंभ किया। 9-व 10 मार्च 2018 को आयोजित होने वाले दो दिवसीय सम्मेलन का आयोजन एक्सएलआरआई के 2017-18 के उद्यमिता प्रमाणपत्र (पीजीपी-सीईएम) बैच के लिए स्नातकोत्तर कार्यक्रम द्वारा किया जाता है।

'अमृत 2018' का उद्देश्य युवाओं के मन को बदलना और उन्हें सामान्य रूप से भारत में उद्यमिता और झारखंड में विशेष अवसरों के बारे में जागरूक करना है। इस आयोजन का उद्देश्य बी-स्कूल, कॉलेजों और उच्च विद्यालयों से अच्छे मन को एक साथ लाने के लिए है। इस कार्यक्रम का उद्घाटन आज सुबह पद्मश्री साइमन उरांव के द्वारा एक्सएलआरआई प्रांगण में किया गया। साइमन उरांव को झारखंड के वटरमैन के रूप में जाना



उद्यमिता सम्मेलन के उद्घाटन में मौजूद पद्मश्री सिमॉन उरांव, टाटा स्टील के वीपी सुनील भास्करन।

जाता है। इस कार्यक्रम में उपस्थित अन्य गणमान्य व्यक्तियों में टाटा स्टील के वाइस प्रेसिडेंट सुनील भास्करन, एक्सएलआरआई के निदेशक फादर ई इब्राहीम, और प्रो विश्व बल्लभ अध्यक्ष उद्यमिता विकास केंद्र, एक्सएलआरआई शामिल थे। पद्मश्री साइमन उरांव ने अपने पते पर

गांव में वापस जाने और प्राकृतिक संसाधनों को संरक्षित करने पर जोर दिया। विशेष रूप से उन्होंने जल संसाधनों के संरक्षण के बारे में जोर दिया। उन्होंने कहा कि खुशी केवल प्राकृतिक संसाधनों जैसे जमीन, पानी और जंगल से विवेकपूर्ण ढंग से उपयोग करने के जरिए आएगी।

टाटा स्टील के उपाध्यक्ष, कर्पोरेट सर्विसेज सुनील भास्करन ने कहा कि जनसांख्यिकीय लाभांश का उपयोग युवा लोगों के बीच उद्यमशीलता के रुख के जरिए किया जा सकता है। यह उस समय की आवश्यकता है जब युवा लोगों को हर समस्या में अवसर देखना चाहिए जो देश का

सामना कर रहा है। यदि ऐसा होता है तो वैश्विक आर्थिक शक्ति बनने का हमारा सपना हासिल किया जा सकता है।

फादर ई इब्राहीम, एसजे. निदेशक एक्सएलआरआई ने बिजनेस एजुकेशन में पैटर्न में परिवर्तन और छात्रों के बीच उद्यमिता को बाधित करने की आवश्यकता पर बल दिया। उन्होंने उद्यमिता विकास केंद्र, एक्सएलआरआई और उद्यमिता सम्मेलन के आयोजन के लिए उद्यमिता प्रमाणपत्र (पीजीपी-सीईएम) के लिए स्नातकोत्तर कार्यक्रम के छात्रों को बधाई दी - एलिप्स 2018 और उद्यमिता के संदेश का प्रसार करना। इस घटना ने उभरते उद्यमियों को पूर्ण ऊर्जा, उत्साह और उत्तेजना के साथ अपने उद्यमशील उद्यमों को पेश किया। 10 मार्च को, इस कार्यक्रम का दूसरा दिन, एक पूर्व छात्र सम्मेलन आयोजित किया जाता है जहां प्रतिभागियों ने मौजूदा रुझानों पर ध्यान दिया और उद्यमिता स्थान में आगे बढ़ने का तरीका रखा।

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DATE: 9 March 2018
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PAGE: 2

XLRI announces Diploma in Management for working executives

PNS ■ JAMSHEDPUR

Xavier School of Management (XLRI) has announced admission to the Postgraduate Diploma in Management (PGDM) for working executives and business owners for the batch 2018 to 2021.

XLRI has redesigned its highly successful three year AICTE approved Evening Post-graduate Diploma Program as a Weekend program from 2017 onwards. The Three-Year Part-Time Weekend Program in Business Management is uniquely designed and structured to enable working executives and business owners to develop the requisite managerial and business skills and competence for a managerial/ownership role.

Spread over three academic years, the programme comprises of 900 hours of course-work interaction with sessions to be conducted mainly using physical classrooms during the weekends at XLRI Jamshedpur to accommodate the time constraints of working executives and business owners. On few select weekends, sessions will be conducted over the virtual classroom mode to provide greater flexibility to the students. The virtual classes will



comprise only 25% of the sessions. The program scheduling also provides for breaks between terms and during the financial year ending which is typically a hectic time for working professionals and business owners.

The program aims to provide maximum interaction opportunities for students with renowned faculty, industry experts and peers and share their work/marketplace experiences thereby enriching classroom learning and fostering meaningful, value-added discussions amongst peers. The program allows students to apply the conceptual insights gained in the classroom to their respective workplace on a day-to-day basis. In addition to the application opportunities provided in individual courses, the two field work based projects provide ample scope to apply the knowledge gained during the program to real-life business settings and decisions.

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DATE: 10 March 2018
EDITION: Jamshedpur
PAGE: 2

XLRI invites students to work on Ad campaigns

PNS ■ JAMSHEDPUR

The Marketing Association of XLRI (MAXI) and Hindustan Unilever Limited (HUL) have joined hands for the first edition of Breaking Ad.

Breaking Ad seeks to present students and young professionals from across the country an opportunity to work on advertising campaigns for the country's biggest brands, and actually have them carried out live. For the first edition, MAXI has tied up with HUL and AXE.

Conceptualised by a group of 10 marketing enthusiasts at XLRI, the event aims to bring out the best creative talent in the country for HUL's latest offering, AXE Ticket. The inaugural theme of the event is slated to be Ticket to Fame, with participants from across the country battling it out to crack quirky ideas for AXE ticket. The competition is open to colleges, business schools, universities across the country, essentially to anyone who is



creative and can design an ad. "Over the years AXE has become synonymous with men's grooming and with this latest offering it seeks to build on that.

The event is divided into two rounds, with the first round calling for a knock up of print ads in the form of posters and the second round to be based on video advertisements. The competition is designed to test the creativity and skill of participants. Registration links and the rulebook are available on the MAXI Facebook page, and the last date for entries is approaching soon. So, hurry up

and sign on for an event that's probably not going to be repeated in some time," said an official of XLRI.

The Marketing Association of XLRI, or MAXI as it's fondly known as, is the oldest committee on campus. Established in 1971, MAXI's mandate has been simple - to popularize the field of Marketing at XLRI and ensure that fun and quirkiness are an integral part of the entire process. This is achieved through a mix of competitive events, talks, interaction sessions, conferences and of course, the world-renowned MAXI Fair.

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DATE: 11 March 2018
EDITION: Jamshedpur
PAGE: 4

Entrepreneurship conclave Elixir kicks off at XLRI

PNS ■ JAMSHEDPUR

Xavier School of Management (XLRI) hosted the first edition of entrepreneurship conclave - Elixir 2018. The two-day conclave was organised by the Post Graduate Programme for Certificate in Entrepreneurship



(PGP-CEM) batch of 2017-18 of XLRI.

The objective of 'Elixir 2018' was to change the youth mind-set and make them aware about the opportunities for entrepreneurship in India in general and Jharkhand in particular. The event aims to bring together the best minds from B-schools, colleges and high-schools.

The event was inaugurated at XLRI Campus, Jamshedpur by Padmashri Simon Oraon popularly known as "waterman of Jharkhand". The other dignitaries present in the event were Sunil Bhaskaran, vice president, corporate services, Tata Steel, Father E Abraham, SJ, director, XLRI and Prof. Vishwa Ballabh Chairperson Entrepreneurship Development Centre, XLRI.

Oraon in his address emphasised on going back to village and preserve the natural resources. More particularly he emphasised about the preservation of water resources. He said happiness will come only through using natural resource like land, water and

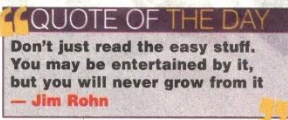
forest judiciously.

Sunil Bhaskaran said that the demographic dividend could be utilized only through inculcating entrepreneurial attitude among the young people. It is the need of the time that young people should see opportunities in every problem the nation is encountering. If this happens our dream of becoming a global economic power could be achieved.

Fr. E Abraham, S.J., Director XLRI emphasised the change in pattern in business education and the need for inculcating entrepreneurship among the students. He congratulated the Entrepreneurship Development Centre, XLRI and the students of Post Graduate Programme for certificate in Entrepreneurship (PGP-CEM) for organising Entrepreneurship Conclave - Elixir 2018 and spreading the message of entrepreneurship.

The event witnessed budding entrepreneurs presenting their entrepreneurial ventures with full energy, enthusiasm and excitement.

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DATE: 21 March 2018
EDITION: New Delhi
PAGE: 13



HOTEL MANAGEMENT

The Hotel School invites applications for admission in one-year professional diploma course in F&B service, front office associate and chef. These programmes teach students how food service professionals create and deliver guest-driven service, enhance value, build guest loyalty, and promote repeat business. Students will learn how every aspect of a food service operation contributes to the guest experience and will explore unique features of a variety of food and beverage operations. Featuring the latest service trends contributing to the guest experience, new leadership information; sustainability/green issues for suppliers, equipment, and facilities; menu trends; revised labor and cost control information; and all new restaurant industry examples.

Eligibility: Candidates who have appeared/passed 10+2 examination of CBSE, ICSE or equivalent accreditation are eligible to apply.

Selection: Selection will be done on the basis of the candidate's performance in Aptitude Test followed by personal interview.

How to Apply: Application forms and brochure may be obtained from admission office of The Hotel School at 909, near Oberoi farm, Kapashera, New Delhi.

Deadline: March 30, 2018

PGDM WEEKEND COURSE

The Xavier School of Management (XSLM) announces admission to the Postgraduate Diploma in Management (PGDM) for Working Executives and Business Owners for the batch 2018 to 2021.

XSLM has redesigned its highly successful three-year AICTE-approved evening postgraduate diploma programme as a weekend programme from 2017 onwards. This Business Management programme is uniquely designed and structured to enable working executives and business owners to develop the requisite managerial and business skills and competence for a managerial/ownership role.

Spread over three academic years, the programme comprises of 900 hours of course-work interaction with sessions to be conducted mainly using



physical classrooms during the weekends at XLRI Jamshedpur to accommodate the time constraints of working executives and business owners. On few select weekends, sessions will be conducted over the virtual classroom mode to provide greater flexibility to the students. The virtual classes will comprise only 25 per cent of the sessions. The programme scheduling also provides for breaks between terms and during the financial year ending which is typically a hectic time for working professionals and business owners.

Selection: Candidates are to be selected through a written aptitude test on April 8, 2018. The test will comprise of sections on quantitative ability, logical reasoning, and English language skills. Candidates who have written any of the well-established management entrance examination (e.g., XAT, GMAT and CAT), in the last two years are encouraged to send the copy of the scores along with the application. Personal interviews are to be held from April 7 to 17 at XLRI campus.

Eligibility: Candidates having three years bachelors degree or equivalent in any discipline recognised by a University or a deemed University and a minimum work experience of two years in managerial/supervisory/executive/ownership role prior to April 30, 2018, are eligible to apply for this programme. Candidates who have completed the four-year Bachelors degree in any Engineering discipline from a University or Deemed University are also eligible to apply. The candidate must have a score of 50 per cent or more marks or its equivalent GPA in the above programmes.

Fee: The fee of the programme is ₹ 11 lakhs, is payable in installments as decided by the institute.

Deadline: The last date of receipt of application with payments is March 31, 2018. The programme is scheduled to commence from the third week of May 2018.

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PAGE: 19

एक्सएलआरआई

सोशल और इंडस्ट्रियल पीस (शांति) के लिए होंगे पुरस्कृत

मोहनदास पई को मिलेगा सर जहांगीर गांधी अवार्ड

लाइफ रिपोर्टर जमशेदपुर

चाटर्ड एकाउंटेंट, इन्फोसिस के पूर्व सीएफओ सह मणिपाल ग्लोबल एजुकेशन के प्रेसिडेंट पद्म श्री टीवी मोहनदास पई को सर जहांगीर गांधी अवार्ड से नवाजा जायेगा, उन्हें सोशल और इंडस्ट्रियल पीस (शांति) के लिए उक्त अवार्ड दिया जायेगा। 24 मार्च को एक्सएलआरआई के 62वें दीक्षा समारोह में उन्हें उक्त अवार्ड दिया जायेगा।

समारोह में मोहनदास बतौर मुख्य अतिथि उपस्थित रहेंगे। समारोह में शामिल होने को लेकर उन्होंने अपनी

सहमति दे दी है। समारोह के दौरान रिसोर्स मैनेजमेंट, जेनरल मैनेजमेंट, पाट टाइम बिजनेस मैनेजमेंट, दुबई में होने वाले बिजनेस मैनेजमेंट, ग्लोबल बिजनेस मैनेजमेंट के विद्यार्थियों को सर्टिफिकेट प्रदान किया जायेगा। 24 मार्च को एक्सएलआरआई के कुल 525 विद्यार्थियों को सर्टिफिकेट दिया जायेगा, जिसमें बिजनेस मैनेजमेंट के 178, ह्यूमन रिसोर्स मैनेजमेंट के 181, पीजीडीएम के जेनरल मैनेजमेंट के कुल 115, एफपीएम के 12 जबकि इवनिंग प्रोग्राम के कुल 39 विद्यार्थियों को मेडल व सर्टिफिकेट दिया जायेगा।

कौन हैं टीवी मोहनदास पई

टीवी मोहनदास पई आइटी कंपनी इन्फोसिस के पूर्व सीएफओ और वर्तमान में मनीपाल ग्लोबल एजुकेशन के अध्यक्ष हैं। पेशे से एक चाटर्ड एकाउंटेंट, टीवी मोहनदास पई वर्ष 1994 में इन्फोसिस में शामिल हुए थे, वो इन्फोसिस के बोर्ड ऑफ डायरेक्टर्स के सदस्य थे। इसके अलावा वो इन्फोसिस के कई और दूसरे विभागों के अध्यक्ष भी थे, जिसमें वित्त और मानव संसाधन विभाग प्रमुख थे, वो वर्ष 1994 से 2006 तक मुख्य वित्त अधिकारी रहे और उसके बाद शिक्षा, अनुसंधान और मानव विकास संसाधन कार्यों की अगुआई की। इन्फोसिस के मुख्य वित्तीय अधिकारी (सीएफओ) के तौर पर उन्होंने कंपनी को दुनिया के सबसे सम्मानित और लोकायित सॉफ्टवेयर सेवा कंपनी बनाने में बहुत महत्वपूर्ण भूमिका निभायी।



जिन विद्यार्थियों को सर्टिफिकेट दिया जायेगा, उन सभी का चयन पिछले दिनों कॉलेज में हुए कैपस प्लेसमेंट में हो चुका है।

क्या है सर जहांगीर गांधी अवार्ड

एक्सएलआरआई की ओर से वर्ष 1965 से हर साल दीक्षा समारोह के दौरान सर जहांगीर गांधी अवार्ड दिया जाता है। सामाजिक, आर्थिक और औद्योगिक शांति के क्षेत्र में बेहतर काम करने के लिए यह अवार्ड दिया जाता है। वर्ष 2017 का सर जहांगीर गांधी अवार्ड आदि गोदरेज को दिया गया था।

वर्ष 2016 का अवार्ड हरो मोटोकॉर्प के ज्वाइंट मैनेजिंग डायरेक्टर सुनीलकांत मुंजाल को, वर्ष 2015 का टैफे की चेयरमैन मल्लिका श्रीनिवासन को, जबकि वर्ष 2014 का अवार्ड एसबीआई की प्रमुख अरुंधती भट्टाचार्या को दिया गया था। 2013 का अवार्ड एचसीएल के चेयरमैन शिव नादर को दिया गया था। वर्ष 2012 में इन्फोसिस के प्रमुख एनआर नारायण मुर्ति को यह अवार्ड दिया गया। वहीं वर्ष 2011 में बिहार के तत्कालीन सीएम नीतीश कुमार को सोशल इंजीनियरिंग के लिए उक्त अवार्ड से नवाजा गया था।

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एक्सएलआरआई के पूर्व विद्यार्थी देशयात्रा पर निकले



जमशेदपुर. एक्सएलआरआई के पूर्व विद्यार्थियों की टीम देश यात्रा पर निकली है. उक्त टीम में संस्थान के 2018 बैच के विद्यार्थी जोसलिन फर्नांडिस, माधव अरोड़ा, जयेश विंदिन सिंह, आशीर्वाद मोहंती और अर्पित आगास्टिन शामिल हैं. यात्रा की शुरुआत सात मार्च को आइएएम कोलकाता से हुई है. खुले तौर पर सवार सभी विद्यार्थी देश में सामाजिक क्षेत्रों में होने वाले कार्यों को करीब से देखेंगे. साथ ही वे इस क्षेत्र में काम करने वाले एनजीओ के लिए राशि भी इकट्ठा करेंगे. उक्त यात्रा को

लेकर एक्सएलआरआई के फाइनर्स के प्रोफेसर उदय दामोदरन ने कहा कि वर्ष 2014 से इसकी शुरुआत की गयी है. अलग-अलग कॉलेजों के विद्यार्थी इस यात्रा पर निकलते हैं. इस साल चार ग्रुप में विद्यार्थियों का दल निकला है. 7 मार्च से शुरू हुई यह यात्रा मार्च मार्च तक चलेगी जिसमें कोलकाता से निकलने वाली टीम मुख्य रूप से वेस्ट बंगाल व नॉर्थ इस्टर्न स्टेट को कवर करेगी. जिसमें माल्डा, सिलिगुड़ी, गुवाहाटी, सिलचर, शिलांग समेत कई अन्य शहरों का प्रमण करेगी.

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एक्सएलआरआई. दो दिवसीय इंटरप्रेन्योरशिप कॉन्क्लेव शुरू, बोले पद्मश्री सिमोन उरांव

जमीनी हकीकत जाने बिना लिया जा रहा फैसला

लाइफ रिपोर्टर जमशेदपुर

एक्सएलआरआई में दो दिवसीय इंटरप्रेन्योरशिप कॉन्क्लेव की शुरुआत शुक्रवार को टाटा स्टील के वीपी सुनील भास्करन ने की. इससे पूर्व फादर प्रभु हॉल में विशेष सत्र का आयोजन किया गया. जिसमें की-नोट स्पीकर झारखंड के वाटरमैन पद्मश्री सिमोन उरांव ने देश के भावी उद्यमियों को संबोधित किया. उन्होंने कहा कि उद्यम करना अच्छी बात है, लेकिन आप अगर कोई भी उद्यम करें तो पर्यावरण का विशेष ख्याल रखें. पर्यावरण का किसी प्रकार का कोई नुकसान नहीं होना चाहिए. उन्होंने कहा कि सरकार कई बड़े फैसले बगैर जमीनी हकीकत के जाने लेती है. सरकार बड़े-बड़े डैम बना रही है, लेकिन यह नुकसान देह है. बड़े डैम के स्थान पर छोटे-छोटे तालाब बनाना चाहिए. उन्होंने कहा कि प्लेट कल्चर से भी पर्यावरण को काफी नुकसान हो रहा है. कारण है कि वहां डीप बोरिंग



एक्सएलआरआई में आयोजित दो दिवसीय इंटरप्रेन्योरशिप कॉन्क्लेव में मंचासीन सिमोन उरांव, सुनील भास्करन व अन्य.

का चलन हो गया है. इससे वाटर लेवल काफी नीचे चला जाता है. अगर वाटर लेवल कम होने की समस्या से निबटना है तो इसके लिए जरूरी है कि हर घर में एक कुआं जरूर हो. इससे ना सिर्फ वाटर लेवल बना रहेगा बल्कि मौसम में भी ठंडक रहेगी. पद्मश्री उरांव ने कहा कि पहले चार महीने गरमी, चार महीने

जाड़ा और चार महीने बारिश होती थी. लेकिन अब ऐसा नहीं होता है. मौसम असंतुलित हो गया है. इसका एक मात्र कारण पर्यावरण के साथ खिलवाड़ करना है. हमें चाहिए कि कम से कम एक पेड़ जरूर लगायें और अगर जल संकट से निबटना है तो घर में कुआं जरूर बनायें.

यूथ में फैल होने का डर बहुत ज्यादा है : एक्सएलआरआई में इंटरप्रेन्योरशिप कॉन्क्लेव का उद्घाटन टाटा स्टील के वीपी सुनील भास्करन ने दीप प्रज्वलित कर किया. मौके पर उन्होंने कहा कि सरकार युवाओं को स्टार्टअप से जोड़ने के लिए कई योजनाएं चला रही है. लेकिन युवा

61 प्रतिशत किसान खेती छोड़ना चाहते हैं

कार्यक्रम को संबोधित करते हुए आइआईटी खड़गपुर के पूर्व छात्र सह खेती के क्षेत्र के में काम करने वाले मनीष कुमार ने कहा कि खेती अगर आज उन्नत नहीं हो रही है और इससे पैदावार की कमी होने का सबसे प्रमुख कारण है कि खेतों के काफी छोटे-छोटे टुकड़े होना. उन्होंने एक सर्वे के अनुसार बताया कि देश की 132 करोड़ की आबादी में करीब 66 करोड़ लोग फिलहाल खेती करते हैं. लेकिन सर्वे में 61 फीसदी लोगों ने कहा कि वे खेती छोड़ना चाहते हैं. मनीष ने बताया कि देश के किसानों को फिलहाल प्रतिदिन खेती से 32 से 33 रुपये की आमदनी होती है. जबकि एक मजदूर की न्यूनतम मजदूरी करीब 300 रुपये है. उन्होंने खेती में टेक्नोलॉजी का इस्तेमाल करने की वकालत की, लेकिन कभी भी पेस्टीसाइड्स का इस्तेमाल खेती में नहीं करने का आह्वान किया. कहा कि इससे मनुष्य को कई प्रकार की जटिल बीमारी होती है. इससे पूर्व संस्थान के सीनियर प्रोफेसर मधुकर शुक्ला ने भी सभी को संबोधित किया.

सरकारी योजनाओं का लाभ लेने के प्रति जागरूक नहीं हैं. देश में स्टार्टअप को लेकर बेहतर माहौल बन रहा है. अब यूथ इस दिशा में आगे बढ़ रहे हैं. यह अच्छी बात है. लेकिन उनकी संख्या काफी कम है. आज भी ज्यादातर लोग नौकरी ही करना चाहते हैं. इसका एक कारण यह भी है कि जो यूथ एक

बार किसी स्टार्टअप या फिर उद्यम शुरू करने के बाद फेल हो जाता है तो वह इतना डर जाता है कि दुबारा वह प्रयास नहीं कर पाता. इस दौरान सभी को इंटरप्रेन्योर बनने के प्रति जागरूक किया गया. साथ ही एक्सएलआरआई की ओर से किये जाने वाले पहल की सराहना की गयी.

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एक्सएलआरआई में दो दिवसीय इंटरप्रेन्योरशिप कॉन्क्लेव का समापन

कृषि क्षेत्र से मुंह मोड़ रहे यूथ

लाइफ रिपोर्टर @ जमशेदपुर

एक्सएलआरआई में दो दिवसीय इंटरप्रेन्योरशिप कॉन्क्लेव का शनिवार को समापन हुआ। संस्थान की ओर से संचालित इडीसी प्रोग्राम के सभी विद्यार्थियों ने इसमें हिस्सा लिया। शनिवार को मुख्य तौर पर इडीसी प्रोग्राम के विद्यार्थियों के एल्युमिनाइ मीट का आयोजन हुआ, जिसमें पूर्ववर्ती विद्यार्थियों के अलावा उक्त प्रोग्राम के अब तक के सभी चेयरपर्सन ने हिस्सा लिया। वर्तमान चेयरपर्सन विश्व बल्लभ ने कहा कि कोई भी उद्यम शुरू करने से पूर्व सही तरीके से होमवर्क करना जरूरी है। अक्सर उद्यम इसलिए फेल हो जाता है क्योंकि उद्यम की कागजी प्लानिंग तो कर ली जाती है लेकिन धरातल पर आने वाली कठिनाइयों को उसमें शामिल नहीं किया जाता है। इस मौके पर नोट स्पीकर के तौर पर



मम्मा डेयरी के प्रमुख डॉ संतोष शर्मा शामिल हुए। उन्होंने कहा कि रोजगार की कमी नहीं है, सही मायने में मजबूत इरादे व इच्छा शक्ति की कमी है। उन्होंने कहा कि भारत कृषि प्रधान देश है, लेकिन भारत के युवा कृषि से दूर हो

रहे हैं। वास्तव में अगर योजनाबद्ध तरीके से खेती की जाये तो अपार सफलता मिल सकती है। इसके कई उदाहरण उन्होंने प्रस्तुत किये। इस दौरान एक्सएलआरआई के रिटायर्ड प्रोफेसर सह इडीसी प्रोग्राम के पूर्व चेयरमैन



प्रबल सेन ने भी वीडियो कॉन्फ्रेंसिंग से सभी को संबोधित किया। इस दौरान उन्होंने बतौर चेयरमैन अपने कार्यकाल को भी याद किया और युवाओं को उद्यम शुरू करने से संबंधित कई जरूरी जानकारी भी दी।

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PAGE: 23

आज पद्मश्री मोहनदास
पई को मिलेगा सर
जहांगीर गांधी मेडल

■ एक्सएलआरआई का 62 वां
कन्वोकेशन आज, संस्थान के 525
विद्यार्थियों को मिलेगा सर्टिफिकेट

जमशेदपुर. एक्सएलआरआई में 62 वें दीक्षांत समारोह का आयोजन होगा। इसमें मुख्य अतिथि के रूप में मणिपाल ग्लोबल एजुकेशन के चेयरमैन पद्मश्री टीवी मोहनदास पई शामिल होंगे। इस मौके पर टाटा स्टील के एमडी सह एक्सएलआरआई के गवर्निंग बॉडी के चेयरमैन टीवी नरेंद्रन बतौर विशिष्ट अतिथि उपस्थित होंगे। कार्यक्रम के दौरान संस्थान के कुल 525 विद्यार्थियों को सर्टिफिकेट दिया जायेगा। उनके परिजनों को भी आमंत्रित किया गया है। एक्सएलआरआई के दीक्षांत समारोह के मौके पर ही पद्मश्री टीवी मोहनदास पई को सर जहांगीर गांधी मेडल से नवाजा जायेगा। उन्हें औद्योगिक व सामाजिक क्षेत्र में शांति के लिए उक्त मेडल दिया जायेगा। एक्सएलआरआई के टाटा ऑडिटोरियम में चल रहे जीर्णोद्धार की वजह से पूर्व में कार्यक्रम स्थल लोयोला ऑडिटोरियम तय किया गया था। लेकिन अब यह आयोजन हर साल की तरह इस बार भी एक्सएलआरआई के टाटा ऑडिटोरियम में ही होगा।

साप्ताहिक रिपोर्ट • १५ मार्च २०१५

[illegible]

- विद्यार्थियों को कठिन सातों पर ध्यान देना जरूरी है
- मैकेलेम सॉलिंग (फ्लोरिडा) को
- ऑनलाइन कक्षा में शिक्षण करने का गुर ज्ञा है
- अपने साथ ब्रह्मे लोको को टीम इनोवेश
- उल्लेखार्थ कलेपर विाई नरुदे

मणिपाल युनिवर्सिटी के चेयरमैन टीवी मोहनदास पांडे से बातचीत

जम्मूकेपुर: शास्त्रार्थ सरकार में विजय की कमी है, विजय के खाल नाम होगा जो ही नहीं आदी गेममें पायेत गेममें खेलेंगे

DATE: 16
EDITION:
PAGE: 5

Eastern

This year, the second edition 'Garlanding India

March 2018
Jamshedpur

Segment of

Supported by Indiabulls Foundation, the second segment of 'Garlanding

Garlanding

Eastern States
the cities Malda,
Bongaigaon,

India 20 fl

2.0 is on India's children. For many of the kids from the underprivileged sections, good training in sports, along with good nutrition and decent school

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ies: Track Legend
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Kom's 'Mary Kom
onal Boxing
ation'. Wrestling

... champion
... shwarDutt's 'Wrestling
... 'a' and Olympic Gold
... t, the Foundation
... d by Indian Sporting
... nds GeetSethi and
... sh Padukon.

Eastern Segment of Garlanding India 2.0 flags off

Jamshedpur, March 15
: The initiative 'Garlanding India', conceived by Prof Uday Damodaran, Professor of Finance at XLRI - Xavier School of Management, Jamshedpur, is a cross-country road tour tracing the boundaries of India (Garlanding India) in an effort to raise funds for social causes.

In the first edition of Garlanding India in 2014, Uday Damodaran had driven solo in his Renault Duster car over 60 days, from 26th April to 25th June, 2014 and covered a distance of 16000kms across India to raise funds for 22 beneficiary NGOs.

This year, the second edition 'Garlanding India 2.0' involves a core team of 16 volunteer bikers. 4 sets of 4 riders who will cover a distance of 4000kms each in 4 different segments - South, East, North and West.

Supported by Indiabulls Foundation, the second segment of Garland India 2.0, which covers North Eastern India is titled the "Eastern Express". Starting from IIM-C Campus at Joka in Kolkata, 5 riders riding on 4 bikes will ride across West Bengal and North Eastern States covering the cities Maidsilguri, Bongaigaon, Dibrugarh, Dimapur, Imphal, Silchar, Shillong from March 8th to 23rd, 2018. During their tour, the riders will visit boxing great Mary Kom's Mary Kom Regional Boxing Foundation' at Imphal Manipur. The riders Josly Fernandes, Madhav Arora, Arpit Augustine and Ashwini Mohanty are students of the graduating MBA batch of 2018 at XLRI. The first segment of

Garlanding India 2.0, which was the Southern Spin, was flagged off on 19th December, 2017 from HIM-B Campus in Bengaluru; saw 4 riders riding across South India for ten days. The riders visited the Usha School of Athletics, near Kozhikode and rode on to Varkala.

K a n a y a m u r i ,
Rameswaram, Trichy,
Chennai, Viraz, Hyderabad
and Panjim. Talking about
the initiative, Prof.
UdayDamasaran said, "The
focus is on finding 20
20 is on India's children.
For many of the kids from
the underprivileged
sections, good training in
sports, along with good
nutrition and decent school
education offers the ray of
hope to break out of their
condition. But sadly for
many Indian kids even this
option is not available. We
have a poor record on child
nutrition and health. 38% of

Garlanding India 2.0 will
raise funds for Ekjut, an
NGO doing great work in
the area of infant nutrition
and health. It also aims to
raise funds for the kids
stuck in various
educational. Track Legend
PT Usha's Usha School of
Athletics', Boxing Great
Mary Kom's Mary Kom
Regional Boxing
Foundation', Wrestling
C h a m p i o n
YogeshwarDutt's Wrestling
Akshara's Olympic Gold
Quest, The Foundation
for the Indian Sports
Legends GetSeethi and
Prakash Padukon.

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PAGE: 8

TV Mohandas Pai to receive Jehangir Ghandy Medal for Peace

XLRI to hold 62nd Annual Convocation on March 24

Jamshedpur, March 15 : XLRI- Xavier School of Management, one of India's premier B-School, is all set to hold its 62nd Annual Convocation on March 24.

On this day, 525 XLRI students will receive their graduating certificates and medals including - 178 & 181 students of Postgraduate Programmes in Management - BM and HRM; 115 students of 15-months PGDM (General Management) Programme; 12 students of Fellow Program in Management (FPM) and 39 students of 2015-2018 batch of PGDM-BM Programme (Evening).

Speaking about this momentous occasion Fr. E Abraham S.J., Director, XLRI said, "Convocation is considered the most significant event in the academic year for every student, faculty and staff as it is the culmination of all the efforts put in by an individual during their time at the campus. This year is an important milestone for us at XLRI as we celebrate the 62nd Convocation of our institution". This year XLRI



would confer the prestigious 'Sir Jehangir Ghandy Medal for Industrial and Social Peace' to Padmashri TV Mohandas Pai, Chairman of Manipal Global Education and Aarin Capital & President of AIMA. He will also deliver the convocation address to the graduating students at the event. Father Abraham, Director, XLRI further added, "Padmashri TV Mohandas Pai is an extremely accomplished professional, influential start-up evangelist and a notable philanthropist. He is a role model of social impact innovation and responsible leadership. We are immensely happy to present this year's 'Sir Jehangir Ghandy Medal

for Social and Industrial Peace' to Mr. TV Mohandas Pai in appreciation of his multi-dimensional accomplishments."

One of the oldest medals instituted by a higher education institution, the medal is awarded during XLRI's Annual Convocation Ceremony to recognize outstanding contributions in the field of industrial and social peace in the country. In the past years, the medal was conferred on eminent business leaders like Mr. N.R. Narayana Murthy, Chairman Emeritus and Chief Mentor, Infosys Technologies Ltd. in 2012, Mr. Shiv Nadar, Founder & Chairman, HCL and Shiv Nadar Foundation in 2013, Ms. Arundhati Bhattacharya, Chairman, State Bank of India in 2014, Ms. Mallika Srinivasan, Chairman & CEO, TAFE (Tractors and Farm Equipment Limited) in 2015, Dr. Sunil Kant Munjal, Jt. Managing Director of Hero MotoCorp & Chairman, Hero Corporate Services Pvt. Ltd. in 2016 and Mr. Adi Godrej, Chairman, The Godrej Group in 2017.

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PAGE: 8

XLRI announces admission in PG Diploma course for working executives

Jamshedpur, March 8 : Xavier School of Management (XLRI) has announced admission to the Postgraduate Diploma in Management (PGDM) for working executives and business owners for the batch 2018 to 2021.

XLRI has redesigned its highly successful three year AICTE approved Evening Post-graduate Diploma Program as a Weekend Program from 2017 onwards. The Three-Year Part-Time Weekend Program in Business Management is uniquely designed and structured to enable working executives and business owners to develop the requisite managerial and business skills and competence

for a managerial/ownership role.

Spread over three academic years, the programme comprises of 900 hours of coursework interaction with sessions to be conducted mainly using physical classrooms during the weekends at XLRI Jamshedpur to accommodate the time constraints of working executives and business owners. On few select weekends, sessions will be conducted over the virtual classroom mode to provide greater flexibility to the students. The virtual classes will comprise only 25% of the sessions. The program scheduling also provides for breaks between terms and during



the financial year ending which is typically a hectic time for working professionals and business owners.

The program aims to provide maximum interaction opportunities for students with renowned faculty,

industry experts and peers and share their work/marketplace experiences thereby enriching classroom learning and fostering meaningful, value-added discussions amongst students to apply the conceptu-

al insights gained in the classroom to their respective workplace on a day-to-day basis. In addition to the application opportunities provided in individual courses, the two field work based projects provide ample scope to apply the knowledge gained during the program to real-life business settings and decisions. Students are also given multiple opportunities to understand the real-life applications and relevance of the knowledge gained in different courses through in-built evaluation mechanisms such as projects, assignments, case study based assignment cum presentations, etc.

The programme has been uniquely designed to impart highest quality of management education and develop a general management perspective to the participants through application of the classroom learning in workplace and special projects. The structure of weekend classes allow students to meet their requirements and addressing their general needs for balancing work, education and personal life to the best extent feasible," said Fr. E Abraham S.J., Director of XLRI.

The last date of receipt of application with payments is March 31, 2018. Candidates are to be selected through a written aptitude test on April 8, 2018.

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DATE: 10 March 2018

EDITION: Jamshedpur

PAGE: 8

XLRI invites young professionals and students to work on advertising campaigns

Jamshedpur, March 9:

The Marketing Association of XLRI (MAXI) and Hindustan Unilever Limited (HUL) have joined hands for the first edition of Breaking Ad.

Breaking Ad seeks to present students and young professionals from across the country an opportunity to work on advertising campaigns for the country's biggest brands, and actually have them carried out live. For the first edition, MAXI has tied up with HUL and AXE.

Conceptualised by a group of 10 marketing enthusiasts at XLRI, the event aims to bring out the best creative talent in the country for HUL's latest offering, AXE Ticket. The inaugural theme of the event is slated to be Ticket to Fame, with participants from across the country battling it out to crack quirky



ideas for AXE ticket. The competition is open to colleges, business schools, universities across the country, essentially to anyone who is creative and can design an ad.

"Over the years AXE has become synonymous with

men's grooming and with this latest offering it seeks to build on that. The event is divided into two rounds, with the first round calling for a knock up of print ads in the form of posters and the second round to be based on video advertise-

ments. The competition is designed to test the creativity and skill of participants. Registration links and the rulebook are available on the MAXI Facebook page, and the last date for entries is approaching soon. So, hurry up and sign on for an event that's probably not going to be repeated in some time," said an official of XLRI.

The Marketing Association of XLRI, or MAXI as it's fondly known as, is the oldest committee on campus. Established in 1971, MAXI's mandate has been simple - to popularize the field of Marketing at XLRI and ensure that fun and quirkiness are an integral part of the entire process. This is achieved through a mix of competitive events, talks, interaction sessions, conferences and of course, the world-renowned MAXI Fair.

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DATE: 10 March 2018

EDITION: Jamshedpur

PAGE: 8

Jharkhand's 'waterman' stresses on going back to villages and preserve natural resources

Jamshedpur, March 9: XLRI- Xavier School of Management hosts the First Edition of Entrepreneurship Conclave "Elixir 2018". The two-day conclave being held from Friday is organized by the Post Graduate Programme for Certificate in Entrepreneurship (PGP-CEM) batch of 2017-18 of XLRI.

The objective of 'Elixir 2018' is to change the youth mind-set and make them aware about the opportunities for entrepreneurship in India in general and Jharkhand in particular. The event aims to bring together the best minds from B-schools, colleges and high-schools.

The event was inaugurated today at XLRI Campus, Jamshedpur by Padmashri

Simon Oraon popularly known as waterman of Jharkhand. The other dignitaries present in the event are Sunil Bhaskaran, Vice President, Corporate Services, Tata Steel, Father E Abraham, S.J. Director XLRI and Prof. Vishwa Ballabh Chairperson Entrepreneurship Development Centre, XLRI.

Padmashri Simon Oraon in his address emphasized on going back to village and preserve the natural resources. More particularly he emphasized about the preservation of water resources. He said happiness will come only through using natural resource like land, water and forest judiciously.

Sunil Bhaskaran, Vice President, Corporate

XLRI hosts entrepreneurship conclave 'Elixir 2018'



Services, Tata Steel said that the demographic dividend could be utilized only through inculcating entrepreneurial attitude among the young people. It is the need of the time that young people should see opportunities in every problem the

nation is encountering. If this happens our dream of becoming a global economic power could be achieved.

Fr. E Abraham, S.J. Director XLRI emphasised the change in pattern in business education and the need for inculcating entre-

preneurship among the students. He congratulates the Entrepreneurship Development Centre, XLRI and the students of Post Graduate Programme for certificate in Entrepreneurship (PGP-CEM) for organising Entrepreneurship Conclave - Elixir 2018 and spreading the message of entrepreneurship.

The event witnessed budding entrepreneurs presenting their entrepreneurial ventures with full energy, enthusiasm and excitement.

On Saturday, the second day of the event, an Alumni Connect event is to be held where participants would brainstorm the current trends and the way forward in the Entrepreneurship space.

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EDITION: Jamshedpur

PAGE: 8

XLRI celebrates 62nd annual convocation, TV Mohandas Pai receives peace medal

Jamshedpur, March 24 : The momentous occasion of 62nd Annual Convocation was celebrated at XLRI- Xavier School of Management with great zeal on Saturday. Students donned their graduation hats and gowns and received their medals and certificates in the presence of T. V. Narendran, chairman, Board of Governors at XLRI, E Abraham S.J., director of XLRI, Ashis K. Pani, dean, Academics at XLRI and other dignitaries.

On this day, 524 XLRI students received their graduating certificates and medals including - 178 & 181 students of Postgraduate Programmes in Management - BM and HRM; 116 students of 15-months PGDM (General Management)

Programme; 10 students of Fellow Program in Management (FPM) and 39 students of 2015-2018 batch of PGDM-BM Programme (Evening).

The first five rank holders in the two-year Postgraduate Diploma in Human Resource Management (HRM) 2016-18 batch were Arunabha Aich, Anamika, Megha Asawa and S Anand both sharing the third rank, Anagh Agarwal and Pothapragada Malini respectively.

The first five rank holders in the Two-year Postgraduate Diploma in Business Management (BM) 2016-18 batch were Ajit Kumar S, Faizan Sarwar, Harshit Kumar Agarwal, Abhiram H K and Rishi Singh respectively.



The first five rank holders in the Postgraduate Diploma in General Management (GM) - 15 -Months Programme 2016-18 batch were Ajit Kumar, Ashish Gupta, Abhinav Dimri,

Sayan Sen and Dinesh Kumar respectively.

The first five rank holders in the Three-Year Postgraduate Diploma in Business Management - Evening Programme 2015 - 18 batch were Subrata Basak, Abhinandan Singh, Abhimanyu Kumar Singh, Anyanya Das and Chirantan Bandyopadhyay respectively. Congratulating the students on their graduation day, Narendran said, "As you join the remarkable network of XLRI alumni, let the value education that has been imparted to you in the preceding two years be a guiding force to help enable you to make this world more sustainable and livable for future generations. I urge you to espouse a professional

and ethical attitude in your work-life journey and try to give back to the society to the extent possible."

Fr. E Abraham S.J., Director, XLRI congratulated the graduating students and advised them to uphold the values they have imbibed at XLRI - to be responsible leaders who are extraordinary professionals with a sensitive conscience.

In continuation of forty-nine years tradition, this year XLRI conferred the prestigious 'Sir Jehangir Ghandy Medal for Social and Industrial Peace' on Padmashri TV Mohandas Pai, Chairman of Manipal Global Education and Aarin Capital & President of AIMA. He also delivered the convocation speech to the graduating students.

PUBLICATION: The Economic Times

DATE: 13 March 2018

EDITION: Kolkata

PAGE: 6

PSUs Make a Beeline at B-schools for Top Talent

IndianOil, Gail, ONGC, SBI, BoB and NHB look to hire in marketing, finance, operations & sales; Salaries match pay cheques offered by private sector

Prachi.Verma@timesgroup.com

New Delhi: After picking up the best from top engineering colleges, public sector companies are now descending on B-school campuses where the placement season is in progress.

PSUs from Indian Oil, Gail and Oil & Natural Gas Corp to financial institutions such as State Bank of India, Bank of Baroda and National Housing Bank (NHB) are lining up at Indian Institutes of Management and other leading business schools to tap into the top talent for roles in marketing, finance, operations and sales. On offer are paycheques as competitive as those from any financial services company in the private sector, said placement officials.

"This year, we have noticed that the average salary offered by PSUs is better than the overall average salaries at IIMs," said a student at IIM-Kozhikode.

A few public sector units have ma-

de offers upwards of ₹21 lakh a year, IIMs sources said. With the lure of more secured jobs than in the private sector, student response is strong, too.

PSUs made at least 15 offers to final year students at IIMs Kozhikode and Bangalore, two B-schools they had given a miss last year.

At Delhi's Faculty of Management Studies (FMS), the average salary offered by PSUs swelled by about 50%. At XLRI-Jamshedpur, the number of offers jumped by 50% from last year and average pay by 30%. PSUs were in attendance on the first few days of placement at IIM-Indore, giving tough competition to the private sector. At IIM-Calcutta, IOC made a couple of offers this year.

PSUs started visiting IIT and IIM campuses in 2011, but then stayed

away for a few years after a petition filed in the Madras High Court challenged such preferential hiring by government-owned companies. While they returned to campuses in 2016 after the petition was dismissed, this is the first year when state-run companies made their presence felt in a big way across B-schools.

Back with a Bang

PROMINENT PSU RECRUITERS AT B-SCHOOLS

ONGC, IOC, SBI, BoB, NHB, HPCL & GAIL

Top salaries offered are upwards of ₹21 lakh pa

Student response strong also due to lure of more secured jobs

PSUs MADE AT LEAST 15 offers at IIMs Kozhikode and Bangalore

AT DELHI'S FMS, average salary offered by PSUs up by 50%

AT XLRI-JAMSHEDPUR, no of offers jumped 50% from last year & average pay by 30%

No of offers by PSUs increased by 60% at IIM-Indore

At IIM-Kozhikode, BPCL & IOC together made 11 offers

PSU executives said they were keeping a low profile on campus recruitment as public sentiment remained conservative when it came to them hiring from top institutes by paying high salaries. But with some of the companies planning big investments and the government's push to improve efficiency and speed up decision-making,

they are quietly, but steadily, increasing hiring from such institutes.

"Since the ban was lifted, PSUs have only this year warmed up to campus hiring. As compared to last year, where we had no PSU visiting us, this year has been quite productive," said a person at career development services at IIM-Bangalore, who did not wish to be quoted. Besides fat paycheques, PSUs also offer job security, same person said, adding: "A few students prefer a mix of both and are keen to take up offers from PSUs."

According to FMS placement convener A Venkatraman, "the primary reason for the rise in student interest to join PSUs is that the salaries at PSUs along with benefits have become quite attractive."

Last year, the average salary offered by three government-run companies — IOC, SBI and SBI Capital Market — at FMS was ₹11 lakh per annum. This time, the average from GAIL, IOCL, Bank of Baroda and SBI Life increased to ₹16 lakh.

This year, GAIL, HPCL and IOC participated in the placement process at XLRI, along with first time recruiters like NHB.

PSUs have been competing with marquee recruiters in the first week of placements at IIM-Indore, unlike previous years when they used to come at the fag end of the season. "The number of offers rolled out by PSUs has also increased by 60% as compared to last year, showing a positive sign for further placement seasons," said Bhavya Kapoor, officer-placements at IIM-Indore.

Indore is expecting two more PSUs to visit the campus in the coming days. Major PSU recruiters from the oil and gas, finance and other sectors have visited IIM-Indore so far. "These PSUs have offered permanent positions and comparable roles spanning across all key domains of management," Kapoor said. At IIM-Kozhikode, BPCL and IOC together made 11 offers. IOC, which visited the campus for the first time, made six offers.

PUBLICATION: The Financial Express

DATE: 16 March, 2018

EDITION: Kolkata

PAGE: 9

THE CENTRAL GOVERNMENT has been, for good or wrong reasons, quite concerned with the task of carrying out reforms of labour laws and governance systems, primarily on the ground that labour laws enacted in the planned economic regime do not suit the market regime of the present times. While all this is fine, policy-makers and employers' bodies have not bothered to look at the big elephant (bad labour statistics) in the room. Worse still, people are making assessments and many are making policy recommendations on the basis of bad data. Researchers use official data, however bad they are, because there are no alternatives. The question is, can recommendations on public policies based on poor quality of data and with all kinds of adjustments and assumptions to justify the data base used be ever credible? There is absolutely no "noise" on the state of official labour data.

For example, recently a news report in the Financial Express ("Fewer strikes, lockouts in last 3 years," February 20; goo.gl/bj7kNi) relied on provisional and partial statistics on strikes and lockouts displayed by the Labour Bureau and observed that "progressive improvement in industrial relations" augurs well for better investment climate in India. The writer cannot be faulted as he went by the official data and was perhaps not aware of the pitfalls of it. The work stoppage statistics of the Labour Bureau suffer from several infirmities and hence cannot be used to get an idea of even industrial conflict in

Who cares for labour statistics?

It is shocking that the huge chunks of data produced by the Labour Bureau are absolutely unusable

**KR SHYAM
SUNDAR**

Professor, XLRI-Xavier School of Management, Jamshedpur

India. Further, there are alarming differences between the states' and the Centre's numbers—for example, the Labour Bureau has recorded 119 strikes and lockouts for all India for 2015, but the government of Maharashtra Economic Survey recorded 215 only in the state of Maharashtra! It is another matter that judging industrial relations solely on work stoppages—even arguably a robust database on work stoppages—is erroneous as industrial conflict manifests in several ways and official statistics do not capture all of them.

The conception of data on industrial disputes and other labour sector variables dates back to the 1950s in the context of the planned economy and an agrarian economy. Much of the labour statistics is generated as a by-product of labour administration. But significant develop-

ments have taken place in the structure of the economy and of the workforce, as both informal economy and new technology-driven workspaces (like platform/app work organisations) interrogate traditional notions of work. The official statistics remains complacently bed-rocked in its traditional mould. Thus, the fundamental shortcoming of labour statistics is that conception of labour variables needs a serious rethink.

The official agencies can be forgiven for not modernising the database, say, in the interest of data continuity, if they are doing well what they are supposed to do. But it is shocking that the huge chunks of data produced by the Labour Bureau are absolutely unusable. I have combed various issues of the Indian Labour Year Book/Indian Labour Statistics and annual



reports under several laws like the Factories Act and the Minimum Wages Act. The Labour Bureau routinely issues caveats that many states and Union Territories have submitted either defective annual returns or submit returns post-deadline and, as a result, in any year we could observe no-data-show by as many as ten of them. More worryingly, several major industrialised states like Gujarat, Maharashtra and Tamil Nadu are defaulters, say, in the case of Factories Act, the Payment of Wages Act or the Minimum Wages Act. If the defaulters are consistent, then some assumptions could be made to use the data. The data compliance is erratic. Further, the official data is issued with a time lag that does not justify the production of such a poor quality data. It is impossible to construct reliable time-series covering

reasonably recent year data for any labour-related variable.

The no-show runs deep vertically as the state labour departments (SLDs) rely on their zonal offices, who, in turn, depend on the primary data-supplying units like firms or trade unions. Several laws like the Trade Unions Act provide for penal action against non-provision of annual returns and several trade unions have faced penalties. Can the government officials be penalised? The state labour departments cry of serious inadequacies like lack of resources, multiple functioning, etc, which is genuine.

The Labour Bureau makes ritualistic statements of its commitment to improving data quality, but not even meagre improvement is visible. It is time the government assesses the usefulness of the realms of poor quality labour statistics. It is

not that studies on improvement of labour statistics have not been undertaken. Prof LK Deshpande did a study for the Labour Bureau in the early 2000s and the late Prof TS Papola did a study recently for the International Labour Organisation (ILO), but these are gathering dust, as does any committee report, usually. India ratified the Labour Statistics Convention, 1985 (No. 160), in 1992 and ILO will offer technical assistance to the government; proceedings of the International Conferences of Labour Statisticians provide further material for data reforms.

The wide-ranging reforms with respect to submission of annual returns through combined returns, less frequent submission of returns, self-certification, etc, will possibly impact the validity (coverage) and reliability (consistency) of data. The impact of these reform measures on labour statistics for post-reform years is yet to be assessed. Deterioration in labour statistics can be reflective of the ideological times that we live in. But labour law reforms decisions need credible research evidence, which is utterly lacking. The data deficits concerning employment are seriously affecting construction of any sensible picture of the labour market. More so, readers should be wary of "definitive studies" offering concrete policy outcomes as they could be based on "bad data".

Clearly, three evils plague labour market governance, viz. inadequate coverage of labour laws, inefficient working of the government labour welfare institutions like ESIC, EPFO, and poor quality of database on labour.

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FOOD CAFE:
LATHA PANDIARAJAN

Juggling business, politics and social responsibility

The director of Ma Foi Strategic Consultants shares with **Sushila Ravindranath** how her company is supporting underprivileged kids, helping women start their own small businesses, and is turning former employees into entrepreneurs

LATHA PANDIARAJAN has always successfully juggled career—starting businesses, setting up NGOs, taking care of the family and various other things. Now that her husband K Pandiarajan—who founded Ma Foi (one of India's largest recruitment firms) with her—is a full-time politician and a minister in the Tamil Nadu Cabinet, Latha is juggling more things than ever. Apart

from being in charge of a cluster of companies and trusts they have set up together, she is fully involved in nurturing her husband's constituency work—in a western suburb of Chennai.

When K Pandiarajan—an MBA from Xavier's School of Management, Jamshilpur—and Latha, a chartered accountant, launched a recruitment firm, they named it Ma Foi. "We were thinking of various names and I came up

with the French term 'Ma Foi', which means 'my world'. We wanted a global sounding name," says Latha. Ma Foi was set up in 1992, had a long, adventurous and successful journey, becoming the largest company in human resource (HR) services in the country, placing over 3 lakh people. In 2004, it entered into a partnership with Vedant of the Netherlands, which was subsequently acquired by Randstad Holding in 2007-08, the second-largest HR services company in the world. Rajen called the business in 2011, selling out their shares to Randstad. "We left it was time to leave gracefully after 19 years," she says.

K Pandiarajan, by then, was getting seriously involved in politics. "We retained the brand name and launched several different activities in 2012," Latha tells us as we meet for lunch at Mana Andhra, one of the newer restaurants in Chennai's high street Khader's Nagar Road. The place has a great ambience, with colourful pickle and spice bottles, and chutney jars setting the place as decoration. We ask for fresh lime and water, and I ask mine to be heavily sugared to balance the spicy Andhra food.

"We ventured into non-starting solutions like strategy, research and education verticals, and called it Ma Foi Strategic Consultants Pvt Ltd," she says, with herself as the director. "The analytics and business services group that we are now renamed Latha's has been growing steadily, and has a staff of more than 100 people. We got a licence to set up a micro-finance institution. Then, we have the Ma Foi Foundation and the Sarnam Trust," Latha tells me as we settle down.

"We went to make people's entrepreneurial dreams come true with micro-finance. We will help SMEs to move to the next level," Rajen is working towards

turning Andhra into a model constituency. "We have always believed in doing our bit for the society. We donated ₹5,000, our very first profit, from Ma Foi, to the neonatal health NGO, the Banyan," she says.

We decide to order lunch before I ask her about her work in her husband's constituency. Both the vegetarian and non-vegetarian *thalis* have too many dishes, and would make it difficult to get back to work. We ask for tomato *chutney*, the Andhra version of tomato soup, and decide to share *andhra bhajam*, a speciality. Latha orders Andhra food, a chicken *side dish*, and I decide to try baby *brinjal* stuffed with various flavoured spices, because it's Andhra food, I also ask for a lot of yoghurt.

Food arrives quickly and the flavours are strong but nice. "We are looking at education, healthcare, sports, environment and women empowerment," she says. "There are 17 government schools in Andhra. These schools have a lot of space but which is not utilised properly. We have created sports infrastructure through our Ma Foi Sports Academy. We support underprivileged kids and train them in boxing, athletics and football. We have also started arts and crafts classes. Children are so excited with their colouring books and brushes. We get a lot of outside help for these activities."

Healthcare is another area she is looking at. "Of the 1,800 girls whose eyes were tested, 300 needed correction. Kids don't seem to understand that there is something wrong with their vision. We have provided spectacles for 390 children. When we started conducting special classes for board examinations last year, kids were not willing to stay home. They were hungry after their noon meals. We started giving them snacks and they started studying," she says.

Latha tells me about the women's lives they have touched. "Through Ma Foi Foundation, about 1,000 women have benefited. Jewellery-making classes, and boutique and tailoring courses have been started to help women start their own small businesses. Women are being taught to use mobile phones and smartphones."

Ma Foi Foundation, in association with Tech Mahindra Foundation, has launched a Smart Skill Development Centre in Andhra to offer job-ready skill training to the youth. The training programme comes with a promise of job placements in the BFSI (banking, financial services and insurance) sector. "Seeing growth around us makes us happy."

There are just some of the things Latha is involved in. She has a lot to say on reviving water bodies and helping people find their voice. I ask her if she finds time to go to her corporate office. They have moved to their own space after all these years recently. "I go every day," she says, and keeps K Pandiarajan updated on everything. "It is possible, as we have always worked together. One develops mental flexibility. We have always treated our staff as family, and we continue to do so. I feel quite relaxed. Things do go wrong, but I don't let it stress me out."

As we are about to finish our large meal, Latha tells me that now since the 'period of non-competition' is over, Ma Foi is back in full. "It is being driven by a good CEO. We are creating a really good HR business that will do all that we didn't do. We hope to achieve much more in a much shorter span of time. This year, we have completed almost ₹70 crore business," she adds.

Rajen has always believed in the franchisee model. "We have more than 40 franchisees now. Most of them are for micro-finance. We are happy that they are all becoming entrepreneurs."

I ask Latha what has changed in her life. She tells me that she and her husband had to sit down five wedding reception dreams came true with micro-finance. We will help SMEs to move to the next level," Rajen is working towards

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The many misses of the Wage Code

It leaves too much to the discretion of the administrators regarding minimum wages, and that's not a good legal principle

KR SHYAM SUNDAR / RAHUL S SAPKAL

The Government is committed to effecting significant changes in the labour laws despite protests by BMS and other trade unions. The Government has already released three Codes: on industrial relations, wages, and social security. The Wage Code replaces four existing laws, namely, the Payment of Wages Act 1936, the Minimum Wages Act 1948, the Payment of Bonus Act 1965, and the Equal Remuneration Act 1976. It was introduced in Parliament on August 10, 2017. It was referred to a select committee for scrutiny and is expected to be taken up during the monsoon session of Parliament.

The Code is both good and bad. But the problem is that endorsing principles inherent in law is different from realising them. This is the major problem with the Code. It has removed the existing concept of "scheduled employments"—which are occupations or industries added by the Centre or the State governments from time to time for payment of minimum wages under the law—and made it universal. Simply put, workers in both the organised and the unorganised sectors will have to be paid the stipulated minimum wage. Secondly, it is mandatory to revise minimum wages every five years, thus standardising the revision tenure. Further it has

powers to direct the employers to make "formal" wage payments to workers. These are admirable and welcome clauses. But these are easier proclaimed than done.

Easier said

The Code does not define minimum wages apart from repeating its components (basic wage and cost of living allowance) and completely ignores the criteria for minimum wages spelt out by the tripartite body, the Indian Labour Conference (ILC) and the Supreme Court in the Kapurthala Case in 1991. While it is reasonable to argue for revision of these norms as most of them were formed in 1957, consumption patterns and other aspects may need revision and inclusion with a net upward effect.

The Code stipulates that minimum wages will be determined by skill, arduousness at the workplace, and geographical peculiarities. Employers have been calling for fixing minimum wages on the basis of paying capacity of the industry and productivity of workers. A minimum wage is one that is required to maintain a worker and his/her family and hence should be common to all workers irrespective of any specific features.

The Code contemplates several minimum wages, that is, a National Minimum Wage (NMW), separate national minimum wages for dif-



Money matters Minimum pay is still a big ask. **GODS AND KINGS/ISTOCKPHOTO**

ferent States or regions and State-level minimum wages. The principle is that the State governments' wage fixation should not be lower than that of NMW. The Code leaves a lot to the discretion of the administrators to determine minimum wages: this is not a good legal principle as temporal or spatial differences will emerge.

Implementation, a challenge

The aspiration of the Government to universalise minimum wage poses challenges not only to its conception but most importantly to its implementation. The Office of the Commissioner of Maharashtra observed in 2011 that the multi-functioning, meagrely staffed labour inspectorate in the State would take

three years for to make one visit per inspector of the 5,062 sites in the non-universalised minimum wage system. Minimum wage observance is enhanced when collective organisations of workers are involved and freedom of association is respected. But ruling dispensations seek to dismantle labour inspection and discourage freedom of association.

The Code labels inspectors as "facilitators" and provides for web-based transparent and accountable inspection and a responsive prosecution system. The organisational measures to reform inspection and prosecution prevent harassment, remove discretion at the lower levels and pave the way for a persuasive/educative system. But the reforms shift the probability of incidence of discretion to the higher officials in the hierarchy, hence abuse is still possible. More importantly, the Code dilutes their functions and powers by removing the time of entry of inspectors/facilitators and their power to make inquiries of inspection employers and their agents if necessary. These and other measures to liberalise labour inspection system are in utter violation of the ILO's Labour Inspection Convention 1947 (C101).

Similarly a formal mode of payment is unlikely to be successful for several reasons, primarily the lack of adequate banking/digital infrastructure, awareness on the part of workers and inspection mechanisms. Envisaging digital payments to construction workers or even domestic workers in rural areas shows up its impracticality.

Having ratified ILO's Discrimination (Employment and Occupation) Convention 1958 in 1960, India enacted the Equal Remuneration Act much later, in 1976 (ER Act), to prohibit discrimination in wages and recruitment against women.

The Code carries forward the prohibition clause concerning wages and leaves out the one concerning recruitment. This is a serious blow to gender equality and needs to be addressed promptly by the Government. Credible research has revealed various acts of discrimination against flexi-category workers such as casual and contract, and caste/religion-based discrimination in the labour market. The Code could have laid the basis for many more historic proclamations concerning equal basic labour market rights such as equal employment opportunities and equal pay for work of equal value cutting across various identities. If the Wage Code is aspirational, why not fly high?

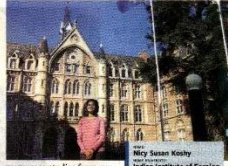
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POSTCARD FROM... LILLE

The complete package

Networking opportunities, job offers, French classes, and lively debates — all part of a short MBA exchange programme



My Susan Kinley
Indian Institute of Foreign Trade, New Delhi
XSEG School of Management, France (Lille Campus)
MBA

IESSEG School of Management, France, is a prestigious institution which imparts quality education in management, specifically in international business. IESSEG has triple accreditation from EQUIS, AMBA and AACSB, and has two campuses: one at Lille and another in Paris.

I was at the Lille campus, the oldest of the two, as part of the student exchange programme sponsored by my home university, Indian Institute of Foreign Trade, New Delhi, to pursue the third trimester of my MBA. I was also selected to the Grande Ecole programme here. IESSEG belongs to the Conférence des Grandes Ecoles (CGE), a French national institution, established in 1973. Conditions of entry to the CGE are strict, and the member institutions and the degrees they award are highly regarded by academia and the industry alike. It was a tremendous experience, where I got to meet budding professionals from universities in Australia, Canada, Argentina, and Korea. There is also a huge community of Indian students from various institutes such as the IIMs, XLRI, SP Jain, NMIMS, and more, making it hard to feel homesick.

Pedagogic style
The skill imparting techniques used at the school were unique. There were several world-renowned faculty, including French diplomats and persons of eminence in public service, with proven ability in the field of management. The course content and syllabus were also different. Critical management problems are framed as subjects. Knowledge was imparted intensively through group work, presentation, debate and continuous assessment. Our deliberations involved

many case studies from current problems happening in the world.

In between, there were also discussions about business challenges and opportunities in various countries. In this era of globalised business, the networking opportunities given to the students of this programme is a tremendous advantage. IESSEG offers many courses in management for international students, in French and English. Knowledge in French is an advantage, but not a must. Non-French-speaking students have separate classes for French. IESSEG offers various graduate, post-graduate and Ph.D. programmes.

In partnership with IESSEG's Alumni Network, the school organises meetings throughout the year between its students and professionals from across business sectors. The campus recruitment team holds career fairs where students are offered internships (6 months), gap

years (voluntar), apprenticeship contracts, consulting projects or job offers from major brands.

Lille, the scenic city, is the capital of the Hauts-de-France region in northern France. A cultural hub and bustling university city today, it was once an important merchant centre of French Flanders, and many Flemish influences still remain, being well connected with the Eu-

rope is truly just a train ride away. Exactly why students head out to neighbouring Belgium, Luxembourg or Amsterdam, for weekend getaways!

The author is a first-year MBA student at the Indian Institute of Foreign Trade, New Delhi.

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Management competence



Xavier School of Management announces admission to postgraduate diploma in management for working executives and business owners for batch 2018-21. The school has redesigned this three-year AICTE approved, evening post-graduate diploma programme on weekends. The programme is structured to enable working executives and business owners to develop managerial and business skills. It aims to provide maximum interaction opportunities with renowned faculty, industry experts and peers. There is also scope for knowledge application to real-life business settings and decisions. Candidates are to be selected through written aptitude test on 8 April. Those who have appeared for XAT, GMAT, CAT, etc., in the last two years can send the copy of the scores along with the application. Personal interviews are to be held from 7 to 17 April at the campus.

Candidates having three years bachelor's degree or equivalent recognised by deemed university and a minimum work experience of two years in managerial roles prior to 30 April are eligible to apply. They must have 50 per cent or more (or its equivalent GPA).

The fee is Rs 11 lakh, payable in instalments as decided by the institute. The programme is scheduled to commence from May. For details visit: <http://www.xlri.ac.in/academic-programmes/school-of-business/bme-overview.aspx>

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Biz mantras on XLRI day

OUR SPECIAL
CORRESPONDENT

Jamshedpur: Have a problem-solving attitude, re-design organisational structure according to present-day needs and select the right set of employees.

These were three mantras to success told to aspiring corporate honchos by chairman of Manipal Global Education and president of All India Management Association, T.V Mohandas Pai, who spoke at the 62 annual convocation of XLRI here on Saturday.

This year, XLRI conferred the prestigious Sir Jehangir Ghandy Medal for Social and Industrial Peace on Pai, also a Padma Shri.

Natty in black gowns and yellow sashes, 524 alumni of XLRI attended the event.

The elite cradle conferred

medals and certificates on 359 students of two-year postgraduate diploma in management, 116 students of 15-months postgraduate diploma in general management, 10 students of fellow program in management and 39 students of 2015-18 batch of PG diploma in business management (evening) program.

Harshit Kumar Agarwal of business management received the best all-round students award. Arunabha Aich of human resource management, Ajit Kumar S. of business management, Ajit Kumar of general management program and Subrata Basak of business management (evening) program topped in their respective streams.

Five students were especially felicitated for undertaking social initiatives under a State Bank of India programme.



GOOD JOB: Padma Shri TV Mohandas Pai with XLRI's Kriti Tuteja who bagged a medal for social initiatives at the B-school convocation in Jamshedpur on Saturday.

Picture by Bhola Prasad

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Five students of XLRI, Jamshedpur, set out on a bike rally from the IIM Calcutta campus for a tour of the Northeast. The bikers will cover 3,200km. The tour ends on March 23. "They will go up to (Olympic bronze winner) Mary Kom's academy in Imphal. During the tour, aimed at raising funds for Ekjut, an NGO working for infant nutrition and health, we will stop over at IIM Shillong and IIM Guwahati," said Nithin Livingstone, a student of XLRI, Jamshedpur, who is a

member of the organising committee.

The initiative named "Garlanding India", was conceived by Uday Damodaran, professor of finance at XLRI, Jamshedpur. The bike rally also aims to raise funds for the kids studying in various sports academies such as Mary Kom Regional Boxing Foundation and Olympic bronze winner Yogeshwar Dutt's Wrestling Akhara and Olympic Gold Quest.

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Thank you, wonder women

They say, behind every successful man there's a woman. We say, behind every successful woman there's a woman too. On International Women's Day, The Telegraph talks to achievers who remember with gratitude the women who have been the wind beneath their wings. Guess who wins hands down? The mother!

RAFIA NAAZ, 21

Yoga teacher & college student, Ranchi
She: She is a popular yoga teacher despite fundamentalist fatwas, and a firebrand student leader pursuing MCom from Marwari College who speaks her mind on issues ranging from triple talaq to women's education. She bagged over 52 medals and certificates of appreciation in yoga at national and international events.

Her women

■ **Mother Jamila Khatoun:** "She and my father Rizauddin Khan have stood behind me when conservatives were against my pursuing yoga. Yoga has nothing to do with religion. It's all about health and well-being. My mother understands this."

■ **Sister Rabea Naaz:** "She is my biggest fan"

RUMI KUMARI, 20
Counsellor, receptionist, college student, Ranchi

She: This girl from Burmu in Ranchi ran away twice when she was not even 10 and her father Sanicharwa Mahto forced her to work as a domestic help in Simdega and Patna. A self-made girl, she requested her block education officer to enrol her in Kasturba Gandhi Girls' Residential School. Now a political science undergrad at Ramakrishna Singh Yadav College in Ranchi, she is a receptionist at NGO Vikas Bharti at Bariahi, and counsels girls who have survived trafficking, child labourers and school dropouts. She also campaigns against underage marriage.

Her women

■ **Mother Lalo Devi:** "She never wanted me to work as domestic help, but couldn't go against my father. When I wanted to study, she was my rock. When my father fixed the wedding of my underage brother for dowry, she convinced him not to."

■ **NGO worker Suman Guha Halder:** "I was very shy. She taught me how to put my views across and speak for others"

PREMLATA AGARWAL, 54

Everester, Padma Shri, Jamshedpur
She: Hailing from a conservative Marwari business family and married to an anchor at a young age, Premilata was a homemaker for decades till she met India's first woman

Everester Bachendri Pal. Naturally fit and athletic, Premilata trained hard to become the oldest woman Everest in 2011 at age 48 and gradually the first Indian woman to scale all Seven Summits. Now, she conducts adventure and fitness classes for women.

Her woman

■ **Mentor Bachendri Pal:** "She has had the deepest impact in my life. She showed me the road to my dreams. I was a homemaker, but she was the one who instilled confidence in me that I could do anything, even scale the Everest. No dream too high. That was it"

BIYOT PROJNA TRIPATHY, 54

Filmmaker & writer, Jamshedpur
She: Biyot Projna's documentary, *Ladakh—The Land of Mystery*—won two National Awards (best film and best production). She's written two novels and short story anthologies.

Daughter of a professor father and a communist mother, she is a feminist and a traveller and has raised my two daughters to be feminists too.

Her women

■ **Maternal grandmother Padmavati:** "I saw her farm, fish and milk a cow, all considered men's jobs. Though a villager, she listened to the All India Radio news every day and so was very well informed. If I looked good, she'd call me Reta Paria (India's first Miss World). From her I learnt that a woman could do anything"

■ **Hollywood actor Marilyn Monroe:** "She was a woman ahead of her times. She knew what she wanted and was confident about her body"



MILES TO GO: A bader at Godhar colliery of BCL in Jharia, Dhanbad, takes her daily basket to a waiting truck on International Women's Day on Thursday. Poorly paid and overworked, women like her have no idea of what the day means. (Gautam Das) ■ See Metro 10

SUMAN PRASAD, 28

Artist, art school founder, Jamshedpur
She: Suman and her three sisters lost their father early and have grown up the hard way. But she went ahead to become a live artist whose energetic performances on the canvas are much sought-after at XLRI, NIT and corporate office events. She also runs her academy, FlaminArt, in Uliyan, Kadma.

Her woman

■ **Mother Lakshmi Devi:** "It wasn't easy for a homemaker with four daughters to lose her husband at a young age. But, somehow mom realised I loved to paint even before I did. When I was in Class VI, she admitted me to Jamshedpur School of Art in Kadma, but I left it as I wanted to play. She dragged me to the art school again. And here I am!"

Dr NEHA PRIYADARSHINI, 35

First IVF clinic founder, Dhanbad
She: Neha founded Savvik, the first in-vitro-fertilisation clinic of Dhanbad. Doing her MBBS from PMCH, Priyadarshi went on to do her PG from Jawaharlal Nehru Medical College from Wardha in Maharashtra and later topped the IVF exam held by Indian College of Obstetricians and Gynaecologists in Mumbai. Back in Dhanbad, she opened Savvik in 2015.

Her woman

■ **Mother Dr Shivani Jha:** "She's a well-known gynaecologist who first pointed out to me the pain of Dhanbad women who face problems in getting pregnant. Not all can go to metros for infertility treatment"

COMPILED BY VIJAY DEO JHA, ANTAKEB ROSE & PRADUMAN CHOUBEY; PICTURES BY BIKLA PRASAD

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GOOD
MORNING

EVENTS

■ **Elixir, an entrepreneur-ship conclave at XLRI, 9.30am.**

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DARE TO CARE: Padma Shri Simon Oraon (right) at the inauguration of the XLRI conclave, 'Elixir 2018', on its campus in Jamshedpur on Friday. Picture by Bikla Prasad

Simon fires water salvo at govt

OUR SPECIAL
CORRESPONDENT

Jamshedpur: Padma Shri Simon Oraon on Friday blamed the Jharkhand government for depleting water table and water crisis during summer in the state.

He said ill-planned construction of big dams, digging of tube wells and deep boring facilities had contributed to water scarcity in most of the districts.

The 65-year-old native of Bero block in Ranchi, popularly known as the waterman of Jharkhand due to his massive tree

planting and water conservation efforts, was addressing the first edition of two-day entrepreneurship conclave "Elixir 2018", organised by XLRI on its campus.

"Sarkar khali yehana kaaj mein bogati hain, dam banakar, koo to rishabhanti karti hai. Jis jagah mein zarrar nahin hain waha banati hain.... tube well our boring

well se pani ka level niche chala gaya hain. (The government schemes are made only on papers. They plan dam at wrong places and people are displaced. Tube wells and boring facilities have only led to depletion of water table and increase in parched villages)," Oraon, who had refused Padma Shri three times before finally accepting it in 2016, said.

He said simple means of preserving natural resources and water conservation could bring greenery.

"Jhar nullah mein check dam, har gaon mein doobah, har 2-3 ghur mein kas se jal sankat dur ho sakta hai. Jungle bachana bhi zaruri hain. (There should be check dams in every nullah and drains to preserve rain water. Small ponds should be constructed in every village and every 2-3 houses should have a well. All these are necessary to preserve water resources. Cutting

down forest for mining and other industrial use should be stopped," Oraon said.

On the first day of the two-day conclave aimed at changing the mindset of the youth on opportunities in entrepreneurship (corporate services) Sunil Bhaskaran urging youths not to be afraid of failure while venturing in entrepreneurship.

"The demographic dividend could be utilised only through inculcating entrepreneurial attitude among youth. The young people should see opportunity in every problem the nation is encountering. If this happens, our dream of becoming a global economic power can be realised," Bhaskaran said.

XLRI director Father E. Abraham emphasised on changing the pattern of business education and the need to inculcate entrepreneurship among students.

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XLRI TIES UP WITH MNC TO INVITE APPEALING IDEAS

Ace an ad with 'Axe effect'

OUR CORRESPONDENT

Jamshedpur: Do you find certain perfume ads overtly sexist or provocative? Now it's your turn to break the mould and design an appealing ad for one of the established perfume brands, Axe.

The Marketing Association of XLRI, popularly known as MAXI, has joined hands with Hindustan Unilever (HUL) to conceptualise an advertising campaign Breaking Ad inviting college students from across the country to come up with catchy advertisements on the new pocket-sized perfume pack Axe Ticket.

The theme of the ad campaign is 'ticket to fame'.

"Maxi has joined hands with HUL to give a platform to students to express their creativity and at the same time change the concept of advertisements," said Anuvab Banerjee, an executive member of Maxi, adding the winner would get a cash prize of Rs 75,000.

The event is divided in two rounds. In the first round each team, with a maximum of three members, will have to design a print ad on Axe Ticket that must be suitable for an advertising space in a common daily. It must also contain a brief description of how the team plans on promoting their ad on Facebook.

In the second round a

video advertisement (maximum of 4 minutes) will have to be shot along with a storyboard of the ad content and a PowerPoint presentation detailing the steps of the promotional strategy.

All submissions will have to be made on maxi@xlri.ac.in. While the last date of submission of print ads is Sunday noon, the video ad needs to be submitted latest by March 22.

"In both the rounds, the ad must convey AXE Ticket's proposition of forming a connection with a woman and must stand apart from its other ads in the 'The Axe Effect' campaign. Entries containing any sexual innuendos, profanity and the likes will be

disqualified. The ads will also be judged on the basis of creativity, content and social media reach," added Banerjee.

All entries will be screened by a panel of HUL managers and then those that clear the screening will further be uploaded on MAXI's Facebook page. The ad that gets the highest number of likes and is truly appealing will be adjudged the winner.

"Corporates generally pay agencies to create an ad and in this case they can choose from a large number of entries with minimal cost involved. Maxi will also try and increase the number of tie-ups in a year for such campaigns," said Banerjee.

PUBLICATION: The Telegraph
DATE: 17 March 2018
EDITION: Jamshedpur
PAGE: 10

XLRI degree day next week

OUR SPECIAL CORRESPONDENT

Jamshedpur: The time of the year has finally arrived when another batch of B-school students will step out into the corporate world to prove their mettle.

Premier B-school XLRI is gearing up to host its 62nd annual convocation ceremony at Tata Auditorium on March 24.

On the occasion as many as 525 students — 359 students of postgraduate in business management and human resource management, 115 students of 15-month PGDM (general management), 12 students of fellow programme in management (FPM) and 39 students of 2015-2018 batch of postgraduate diploma in management — will receive their graduation certificates and medals.

"Convocation is considered the most significant event in an academic year," said XLRI director Fr E. Abraham.

Tata Steel global managing



XLRI, Jamshedpur

director T.V. Narendran, who is also the chairman of the board of governors at XLRI, said for the last six decades XLRI had steadfastly held on to its mission of proffering world-class education.

"XLRI diligently strives to create a learning environment while underscoring the need for all-round development," added Narendran.

This year the B-school will confer the prestigious Sir Jehangir Ghandy Medal for Industrial and Social Peace to Padmashri TV Mohandas Pai, chairman of both Manipal Global Education and Aarin Capital and also the president of All India Management Association (AIMA).

PUBLICATION: The Telegraph
DATE: 21 March 2018
EDITION: Jamshedpur
PAGE: 12

FROM APRIL, SOLAR PANELS WILL PRODUCE 320KW POWER

XLRI to switch on its sunny self

ANTARA BOSE

Jamshedpur: This B-school can give lessons in climate course correction. XLRI is looking at a carbon neutral campus by 2020.

Starting out with small initiatives such as a biogas plant and bicycles for students to commute on campus, XLRI is now looking at switching on a game-changer.

The B-school campus at Circuit House Area is installing solar panels on rooftops of a number of buildings on its premises, both on its old and new campuses. Being installed by Mumbai's Clean Max Solar, XLRI will generate 320KW of solar energy starting next month, amounting to 14.5 per cent of the total power consumption on the B-school campus.

Father Nelson D'Silva, faculty member of XLRI who's also looking after XLRI's green initiatives, said they had tried to use the maximum space possible to lay solar panels.

Since it is a 60-year-old building, the old campus wasn't designed for laying solar panels, but they did so whenever they could. But, the buildings at the new global campus have made most use of it.



TAPPING ENERGY: Newly installed solar panels on the roof of XLRI's Learning Centre-1 in Jamshedpur on Tuesday. Picture by Bhola Prasad

There is also a proposal to make Tata Auditorium run on solar power.

Like a true-blue business school, XLRI managed to initiate the solar project at no cost, the deal being the institute would buy power from Clean Max Solar and leave maintenance jobs to the company.

"We had to make changes on ter-

aces to lay panels comfortably. We trimmed trees to let in maximum sunlight. In some areas, we replaced water tanks too. As of now, the plan is to generate 320KW but in future we will try to increase it. We couldn't use every rooftop because of the existing architecture but we have maximised the use of space," Father Nelson said.

On how their journey started, Father Nelson said that in 2015, a Hyderabad agency surveyed the XLRI campus to recommend green initiatives and make the campus carbon neutral.

"We are also replacing mercury vapour lamps on campus with LED ones. In the past year, XLRI installed infrared sensors in its washrooms to stop unnecessary power consumption when they are empty. Some washrooms will now have microwave sensors as infrared ones don't respond in high temperature. A plan to install such sensors and LED bulbs in the library is also in the pipeline," he said.

XLRI had planned rainwater harvesting but a hydrologist suggested it was not needed as the campus was near the river, he said.

He added that some B-schools made studies "paperless", but this was not feasible for the institute or students. "An actual management book may cost Rs 350 but its e-book Rs 800 for 400 days. A book will stay with us for life, not an e-book," he said.

Do you want your college or school to follow the XLRI example? Tell tkhand@abpmail.com

PUBLICATION: The Telegraph
DATE: 24 March 2018
EDITION: Jamshedpur
PAGE: 8

GOOD MORNING

EVENTS

■ Annual convocation of XLRI at Tata Auditorium, 4.30pm.

PUBLICATION: The Telegraph
DATE: 27 March, 2018
EDITION: Kolkata
PAGE: 15

— **CAMPUS BUZZ** —

LET'S MOVE IT



(Top) The eastern segment of the second edition of Garlanding India — a cross-country bike tour by students of XLRI to raise funds for social causes — was flagged off in Calcutta recently.

PUBLICATION: The Telegraph
DATE: 29 March 2018
EDITION: Jamshedpur
PAGE: 9

XLRI course

■ **JAMSHEDPUR:** XLRI announced its PG Diploma in Management (PGDM) for working executives for batch 2018-21. The last date for applications is March 31.

PUBLICATION: The Times of India
DATE: 10 March 2018
EDITION: Jamshedpur
PAGE: 2

Expert tips on saving nature to bizmen

TIMES NEWS NETWORK

Jamshedpur: Environmentalist Simon Oraon on Friday said there is a need to preserve natural resources for the future generations and that preservation of land, water and forest is essential for the health and happiness of the community.

While inaugurating the first edition of Entrepreneurship Conclave — Elixir 2018 — at XLRI School of Management on Friday, Padma Shri awardee Oraon advised the young entrepreneurs to work on sustainable model of growth and development.

He said, "Water, forest and land in villages have to be used judiciously or else the villagers will suffer just like the urban population."

He added that fast pace of the development in the urban centres have negatively impacted the environment but now it's high time to ensure the same model of development is not replicated in the villages or else the sheen of the village life will be lost.

Emphasizing on a balanced lifestyle, Oraon, popularly known as the waterman of Jharkhand and an environmentalist and social worker, advocated for minimum use of water in our day-to-day life to avert



Simon Oraon (2nd from left) and other guests at the inauguration of Elixir '18 at XLRI in Steel City on Friday

the growing threat of water crisis in the country and across the world.

Vice president of Tata Steel (corporate services) Sunil Bhaskaran said, "The demographic dividend could be utilised only through inculcating entrepreneurial attitude among the young people." "It is time that young people see an opportunity in every problem that the nation is encountering. If this happens, then our dream of becoming a global economic power could be achieved," he added.

XLRI director E Abraham emphasized on the change in pattern in business education and the need for inculcating entrepreneurship among the students, during his inaugural speech.

PUBLICATION: The Times of India
DATE: 25 March 2018
EDITION: Jamshedpur
PAGE: 3

India to become \$10 tn economy by 2030: Pai

TIMES NEWS NETWORK

Jamshedpur: Padma Shri T V Mohandas Pai said on Saturday Indian economy is growing fast and will become an USD 10 trillion economy by 2030 but warned that challenges ahead are crucial.

Delivering a speech on the theme 'Leadership in the age of disruption' at the 62nd convocation of XLRI-Xavier School of Management, Pai, who is the chairman of Manipal Global Education and Aarin Capital, said: "The world shall witness trade wars between the developed and developing countries in the immediate future as countries like India that have the potential and willingness to grow shall outdo several European countries in their march towards attaining the ambitious goal of rich economies."

"Keeping in tune with the future scenario that shall be the age of disruption, we need to develop a leadership that is not only competent and receptive to the challenges but equally smart and adaptive to the situation," Pai said. He added that the problem solving attitude, having right set of people in the decision making loop and ability to reconstruct the organizational structure should be the fundamentals of a successful business leader.

PUBLICATION: The Times of India, Education Times
 DATE: 26 March 2018
 EDITION: New Delhi
 PAGE: 1

> Part-time PGDM

Applications are invited for XLRI - Xavier School of Management's postgraduate diploma in management (PGDM)



programme for working executives and business owners for 2018-21. It is a three-year, part-time weekend programme

■ **ELIGIBILITY:** Bachelor's degree or equivalent in any discipline recognised by a university or a deemed university and a minimum work experience of two years in managerial/supervisory/ executive/ownership role prior to April 30, 2018

■ **FORM:**
<http://www.xlri.ac.in/academic-programmes/school-of-business/bme-overview.aspx>

■ **DEADLINE:** March 31, 2018

PUBLICATION: The Times of India, B-School
 DATE: 28 March 2018
 EDITION: Mumbai
 PAGE: 1

NLDIMSR: Education as the biggest enabler to nation building

Committed to creating future business leaders by providing value-based quality education, the interest of the student is at the heart of N. L. Dalmia Institute of Management Studies and Research

N. L. Dalmia Institute of Management Studies & Research (NLDIMSR) is under the aegis of the Niranjali Dalmia Educational Society, which was established by Founder-Chairman the late Niranjali Dalmia in April 1982. NLDIMSR is an ISO 9001:2008 certified institute, which is affiliated to the University of Mumbai and approved by AICTE and the government of Maharashtra.



Hon. Secretary Shashish Dalmia

International institutes with a good blend of industry and academic experience. It is Mumbai's first institute to have 12 Terminal Bloomberg Lab and probably the largest one in India. The B-School has a complete CISCO Wi-Fi enabled campus and a digitalized library.

The highly researched course curriculum provides a holistic perspective of innovative thinking, a key to adding business value in today's fast-changing and competitive environment. In order to develop a sense of responsibility in its students, the B-School has introduced MSR (My Social Responsibility) rather than CSR (Corporate Social Responsibility).

NLDIMSR is amongst the very few institutes in India that admits only meritorious students without any management quota.

■ **USP of NLDIMSR**
 The hallmark of the institute is the transparency in admission through national level aptitude tests such as CAT, CET and XAT examinations. The NLDIMSR selection process is designed to provide each applicant a fair chance for admission.

The institute has the best, state-of-the-art infrastructure which transmits positive energy and creates a conducive environment for learning. The highly qualified faculty teams are alumni of prestigious national as well as



small incubation centre to incubate startups and impart the necessary skills and training with the help of industry experts and accomplished alumni who encourage and motivate students to make a difference in the long run. The B-School plans to introduce several new courses in the next 23 months.

The institute has tied up with Virginia Tech, which is amongst the top technological institutes in the world.

TOWARDS HOLISTIC DEVELOPMENT

NLDIMSR completely understands the need for holistic development and hence has a host of extra-curricular activities, which include paper presentations, where the students are invited from across India to come and present their papers.

The judges involve top-notch executives. Events like Shikhar National Level



Paper Presentation on the topic of Macro Economics, Mulyankan by the Finance Forum, Mantsandhan and Utkarsh by HR Club, Mirage and Maadhyam by the marketing conclave are some of the very popular activities.

PLACEMENTS & INTERSHIPS

NLDIMSR has an excellent placement record. Every year, top MNCs and blue-chip companies visit the campus for placements. The academic rigor equips the students and helps them achieve excellent placement. All students get an equal opportunity for placement and the institute strives to offer them placement of their choice, profile and location. The institute encourages students to not only be the best among employees, but also encourages them to become entrepreneurs, creating wealth for the nation in turn.

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 EDITION: New Delhi
 PAGE: 1



WHERE TO STUDY

INSTITUTES FOR ENTREPRENEURIAL MANAGEMENT:

- Xavier School of Management (XLR), Jamshedpur, offers a full-time six-month Post Graduate Programme for Certificate in Entrepreneurship Management (PGCEM).
- Entrepreneurship Development Institute of India, Gandhinagar, offers a two-year, full-time, residential Post Graduate Diploma in Management-Business Entrepreneurship (PGDM-BE).
- SP Jain Institute of Management and Research, Mumbai, offers Start Your Business Certification Program (SYB), Grow Your Business Certification Program (GYB), The Entrepreneurial Manager (TEM).
- Narsee Monjee Institute of Management Studies, Mumbai, offers MBA in Social Entrepreneurship.
- Xavier Institute of Management and Entrepreneurship, Bangalore, offers one-year Entrepreneurial Development Programme (EDP).
- Nirma Institute of Management, Anandabad, offers regular two-year MBA specialising in Family Business & Entrepreneurship.
- Amity Business School, Noida, offers MBA in Entrepreneurship.
- IIM, Bangalore, offers specialisation in Entrepreneurs & Family Businesses.
- IIM Udaipur, offers Management Development Program for Women Entrepreneurs.
- National Institute for Entrepreneurship & Small Business Development (NIESBUD), Delhi, is an apex institute in the area of entrepreneurship and small business development under the Ministry of Micro, Small and Medium Enterprises, Government of India. It oversees the activities of various institutes and agencies engaged in entrepreneurship development, particularly in the area of small industry and small business. It also provides numerous training and development courses for budding entrepreneurs and small businesses.

PUBLICATION: Tribune, Job & Careers

DATE: 21 March 2018

EDITION: New Delhi

PAGE: 3

COURSE CRUISING

Diploma in management
XLRI announces admission to Post-Graduate Diploma in Management (PGDM) for working executives & business owners (three-year part-time weekend programme) for 2018-21.

Eligibility: Candidates who have written any of the well-established management entrance examination (e.g., XAT, GMAT, CAT, etc.), in the last two years should send the copy of the scores along with the application. Candidates having three years Bachelor's degree or equivalent in any discipline recognised by a university or a deemed university and a minimum work experience of two years in managerial/supervisory/executive/ownership role prior to 30th April, 2018

are eligible to apply. Candidates who have completed the four-year Bachelor's degree in any engineering discipline from a university or deemed university are also eligible to apply. The candidate must have a score of 50 per cent or more marks (or its equivalent GPA) in the above programmes.

How to apply: Online. Check website for details.

Deadline: March 31, 2018

Check out: <http://www.xlri.ac.in/>

B.Tech, B.Arch and L.L.B admissions

SRM Institute of Science & Technology welcomes students for B.Tech, B.Arch and L.L.B with international career opportunities.

Eligibility:

■ For B.Tech programmes

Candidate should be above 16 years of age as on July 31 of the calendar year.

Must have completed higher secondary exam with minimum 50 per cent aggregate in the current academic year with Physics, Chemistry and Mathematics, as major subjects in regular stream state board within India, CBSE, ISCE, Matriculation or NIOS, etc.

■ For B.Arch

Candidate should be above 16 years of age as on July 31 of the calendar year.

Must have completed higher secondary exam with minimum 50 per cent aggregate in the current

academic year with English and Mathematics.

A pass in National Aptitude test in Architecture (NATA) conducted by the Council of Architecture.

■ For L.L.B

Candidate should be above 16 years of age as on July 31 of the calendar year.

Must have completed higher secondary exam or equivalent as per Bar Council of India (BCI).

How to apply: The online application is for admission to programmes offered in SRM IST Chennai, SRM University-AP Amaravati and SRM University-Haryana Sonepat.

Application Form Fee is ₹1,100 and it is non-refundable.

Deadline: March 31, 2018

Check out: srmuniv.ac.in

Msc programme
UK's University of Southampton invites applications for MSc in Sustainability programme.

Eligibility:

International students must hold a Bachelor's degree or equivalent approved by NARIC of UK and IELTS or equivalent score, 6.5 average, minimum of 6 in each individual component.

How to apply: Online.

Deadline: June 30, 2018.

Check out:

https://www.southampton.ac.uk/geography/postgraduate/taught_courses/msc_sustainability.page

PUBLICATION: Udit Vani

DATE: 10 March 2018

EDITION: Jamshedpur

PAGE: 5

युवा उद्यमियों को छोड़ना होगा असफल होने का डर : भाष्करण

► एक्सएलआरआई में
दो दिवसीय उद्यमिता
कांफ्रेंस 'एलिक्सर'
शुरू

जमशेदपुर : विभिन्न देशों यथा चीन, कोरिया और जापान की आर्थिक मजबूती का एक बड़ा कारण वहां के उद्यमी हैं। वहां के ज्यादातर लोग उद्यम में लगे हैं और इनकी संख्या काफी ज्यादा है। हालांकि अब भारत में उद्यमिता को लेकर बेहतर माहौल बना है और युवा उद्यमियों को इसका फायदा उठाना चाहिए, उक्त बातें टाटा स्टील कॉर्पोरेट सर्विसेज से वीपी सुनील भाष्करण ने कही। वे एक्सएलआरआई में आयोजित दो दिवसीय 'एलिक्सर' के उद्घाटन सत्र को संबोधित कर रहे थे। उन्होंने कहा कि भारत में युवा उद्यमी फेल होने से डरते हैं और यही कारण है कि वे कोई भी उद्यम शुरू करने से पहले काफी सोच विचार करते हैं, जबकि अन्य देश में युवा उद्यमी बार बार फेल होने पर भी नया उद्यम शुरू करने से नहीं डरते हैं।



रातों रात सफलता का कोई शॉर्टकट नहीं

स्टार्ट अप विशेषज्ञ व स्टार्टअप विद रविरंजन के संचालक रविरंजन ने विद्यार्थियों को संबोधित करते हुए कहा कि देश में कई स्टार्ट अप आइडिया सामने आ रहे हैं। यही नहीं झारखंड से भी कई नये आईजियाज निकल रहे हैं। उन्होंने कहा कि युवा नया सोच तो रहे हैं, पर जमीनी तौर पर उसे लागू करने में हिचकते हैं। यही कारण है कि स्टार्टअप की संख्या कम है, रवि रंजन ने कहा कि कोई भी स्टार्ट अप रातों रात सफल नहीं होता, इसमें समय लगता है और इसके लिए सही जानकारी और मेहनत की जरूरत होती है।

बाजार में भ्रम पैदा कर रहे कृषि उत्पाद

कृषि वैज्ञानिक व स्टार्टअप से जुड़े मनीष कुमार ने कहा कि रासायनिक खाद का बढ़ा बाजार है। वे कई तरीके का भ्रम किसानों के बीच पैदा करते हैं। प्राकृतिक खाद से भी बेहतर उत्पादन संभव है। देश में हजारों किसान प्राकृतिक खाद का इस्तेमाल कर खुशहाल हैं। इसलिए रासायनिक खाद के प्रयोग से बचना चाहिए और प्राकृतिक खाद को बढ़ावा देना चाहिए।

भाष्करण ने कहा कि युवा उद्यमियों को सरकार और कॉर्पोरेट स्तर पर मिलने वाली मदद की भी जानकारी नहीं है, जिस कारण वे इसका लाभ नहीं ले पाते हैं। उन्होंने कहा कि देश की आर्थिक मजबूती के लिए युवा उद्यमियों का सामने आना जरूरी है, इससे रोजगार के अवसर तो पैदा होंगे ही देश भी मजबूत होगा। इस मौके पर पद्मश्री और जल पुरुष के नाम से विख्यात सिमोन उरांव ने प्राकृतिक संपदा का

जिक्र करते हुए इसके उपयोग व संरक्षण की जरूरत बतायी। उन्होंने कहा कि अब गांव और प्रकृति को ओर लौटने का समय आ गया है। जल, जंगल, जमीन को संरक्षित कर ही खुशियां मिल सकती हैं। श्री उरांव ने सभी से प्रकृति आधारित रोजगार से जुड़ने का आह्वान किया। एक्सएलआरआई के निदेशक फादर ई अब्राहम और प्रोफेसर विश्व बल्लभ ने भी अपने विचार रखे।

PUBLICATION: Udit Vani

DATE: 25 March 2018

EDITION: Jamshedpur

PAGE: 5

एक्सएलआरआई के दीक्षांत समारोह में 524 को मिले मेडल व सर्टिफिकेट



2015-18 पीजीडीएम-बीएम के 39 विद्यार्थी शामिल थे।

सत्र 2016-18 में दो वर्षीय पीजी डिप्लोमा इन ह्यूमन रिसोर्स मैनेजमेंट (एचआरएम) के टॉप 5 विद्यार्थियों में अरुणाभा आइच व अनामिका क्रमशः पहले व दूसरे स्थान पर रहे जबकि मेधा असावा

और एस आनंद संयुक्त रूप से तीसरे स्थान पर और अनघ अग्रवाल व पोथाप्रगादा मालिनी चौथे व पांचवे स्थान पर रहीं। इसी तरह दो वर्षीय पीजीडीबीएम में एजीत कुमार एस, फैजान सरवर, हर्षित कुमार अग्रवाल, अभिराम एचके व ऋषि सिंह टॉप 5 में रहे।

इसी तरह पीजीडीबीएम में टॉप 5 में अजीत कुमार, आशिष गुप्ता, अभिनव डिमरी, सायन सेन व दिनेश कुमार के अलावा तीन वर्षीय पीजीडीबीएम इवनिंग प्रोग्राम में सुब्रत बसाक, अभिनंदन सिंह, अभिमन्यू कुमार सिंह, अन्यन्या दास व चिरंतन बंदोपाध्याय टॉप 5 में रहे। इस मौके पर संस्थान के 49 वर्षों से चल रही परंपरा के तहत कार्यक्रम में उपस्थित मणिपाल ग्लोबल एजुकेशन एंड आरिन कैपिटल के चेयरमैन और एआईएमए को अध्यक्ष पदमश्री टीवी मोहनदास पाई को सामाजिक व औद्योगिक शांति के लिए प्रतिष्ठित सर जेहांगीर घांटी मेडल प्रदान किया गया।