



XLRI in News

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Banking on natural farming methods

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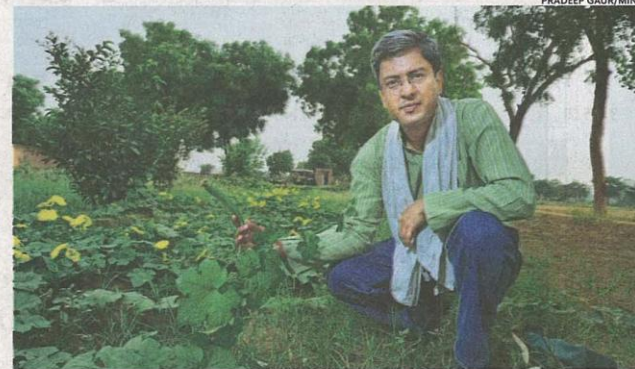
Gurugram-based Deepak Gupta regularly gets his hands dirty harvesting vegetables and grains. It is quite a career switch for the 44-year-old owner of Organic Maati farm, who, until two years ago, was busy making spreadsheets and PowerPoint presentations as a deputy general manager in corporate banking.

Genesis from banker to farmer: An XLRI alumnus (1996 batch), Gupta was working with ICICI Bank in Canada when his wife and he first started having organic food. Twelve years later, when they decided to move back to India in 2011 to be closer to his parents, they wanted to continue eating healthy. Gupta started sourcing food from organic producers.

"Initially, we wanted to increase the consumption of organic food and organic products for our family and friends. But then we realized that the farming community needed help to grow organic food," says Gupta. He travelled to villages in Haryana, Uttarakhand and Madhya Pradesh, met farmers to find out why they were using chemicals, and understood supply-chain issues.

In 2012, he set up Organic Maati, a self-funded venture that now employs four full-time farmers to produce organic food on 42 acres of leased land in Haryana. It took him another four years, till April 2016, to hone a sustainable business model, quit his job and become a full-time "urban" farmer.

Doing the homework: He networked, tak-



Organic Maati's Deepak Gupta has found a sustainable business model for his farm.

ing part in exhibitions, interacting with other urban farmers, and meeting Subhash Palekar, an agriculturist and long-time proponent of natural farming. "I did not do any formal course in farming. But my farm visits taught me a lot. There is only one way to learn—get your hands dirty."



Modelling a business: Organic Maati depends on a farm rental system. For Rs60,000 a year, subscribers can rent a 1-acre plot. The fee includes the cost of electricity,

seeds and farm labour, and the harvest is divided equally between the farm and the subscriber. Gupta sells his portion to B2B customers—cafés and restaurants which use organic products, such as Bueno Café, and

organic vegetable retailer Sanesa Farms, both located in Gurugram. They now have 42 subscribers.

The new worklife: As a banker, Gupta's responsibilities involved lending to large corporate organizations. His day would be filled with meetings and presentations. But he would be able to switch off from all this on weekends. "However, there are absolutely no weekends in farming. Rather, they are even more hectic as subscribers visit more often on weekends. During sowing or harvesting season, I work on the farm from 6am onwards," he says.

The good, the bad, the ugly: Any new initiative comes with challenges, and Gupta's journey is no exception. Many of the early subscribers, he says, confused organic pro-

duce with exotic produce. "We had to create awareness that naturally produced food is not always beautiful; rather, it is more rustic and not visually appealing," explains Gupta.

The other side of the business—the farmers—also needed to be convinced about the viability of the business model. "We assured landless farmers that in this model they would not be held responsible for the produce—if it

is a bad crop, no one is going to make them pay. We stayed away from production incentives, and instead give them a fixed salary, a place to stay and job security—so all they

need to concentrate on is using their knowledge of farming," he adds.

Insights: "I knew from the beginning that it is a social enterprise. I cannot keep benchmarking it to my corporate salary. It is going to be a long process of value creation," says Gupta. He says knowledge of his resources, what he would need, and how much output he could expect, helped him calculate the optimal price for subscriptions—ensuring subscribers weren't discouraged, and it didn't become a loss-making endeavour. "I had to use my banking knowledge to create an economically sustainable model for what I believed in. It is not a romantic pursuit. I am also creating economic value here," he says.

Green Thumb is a series that aims to understand why people with corporate lives give up their jobs to become urban farmers.

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Manu Ahuja appointed Jubilant Ind chief executive

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NEW DELHI

Jubilant Industries Ltd on Thursday named Manu Ahuja as chief executive and managing director of the company.

The appointment is effective from 10 May.

Ahuja has an MBA in marketing and finance from XLRI Jamshedpur, and a Bachelor of Engineering in electronics from Thapar Institute of Engineering, Patiala.

He joins Jubilant from ASSA ABLLOY Asia Pacific, the world's largest supplier of lock and security solutions, where he served as president for South Asia for more than seven years and oversaw operations in 18 countries. In his previous assignments, Ahuja has worked with Compaq, Whirlpool and Akzo Nobel. He started out with Coats Viyella, a thread maker. The Jubilant board welcomed his appointment and said Ahuja "will take the business to greater heights".

Ahuja said he is excited about the prospect of "building a world class organisation".

"With strong and trusted brands, excellent technical competence and a dominant position in the polymers business, I am excited at the prospect of building a world class organisation," he said.

Jubilant Industries offers technology-based products and solutions to customers in India as well as globally.

The promoters of HT Media Ltd, which publishes Mint, and Jubilant Industries are closely related. There are, however, no promoter cross-holdings.

Debate over jobs growth to intensify before polls

Varying data adding to confusion over employment generation under NDA govt

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The jury seems to be still out on the number of jobs created in 2017. Varying, and equally confusing, job creation data are being thrown up every other day, each contradicting the other by a fair margin.

While the Centre for Monitoring Indian Economy (CMIE) claims that the country added just 1.43 million jobs in 2017, noted economist Surjit Bhalla indicated, in one of his recent columns, that the numbers could well be about 15 million. The government, and policy think tank NITI Aayog, seem to have taken a middle path with claims of 7 million job creations during the year.

The government numbers were reached by extrapolating data from state-run social security bodies, while CMIE used a household survey. Bhalla used a part of the CMIE data, besides publicly available numbers from social security bodies such as Employees' Provident Fund Organisation (EPFO) and Pension Fund Regulatory and Development Authority (PFRDA), to arrive at his figures.

The stakes are, in fact, so high that CMIE managing director Mahesh Vyas countered Bhalla's claims. In response, the economist has thrown an open challenge to debate the job creation numbers with Vyas.



It is, therefore, pertinent to ask how reliable India's job creation data really is, more so, as the contradictions have dominated the political discourse over the past four years, and would only intensify in the run-up to the 2019 Lok Sabha polls. This, at a time when more than 12 million Indians enter the labour market every year.

"Job is a vital economic need, but it has a political and social side, too. When a political party comes to power by making employment growth an election agenda, people

will expect, debate and criticize if it falls short. In the last four years, the jobs debate has grown in proportion. From pure value-per-

Contradictions over number of jobs created have dominated the political discourse over the past 4 years

spective, this debate is good for the country," said K.R. Shyam Sundar, a labour economist and professor at XLRI Jamshedpur.

Right now, however, the question is not about jobs, but about formal jobs, and the payroll data released recently by

the government point to the fact that formal jobs are growing, says Manish Sabharwal, chairman at staffing company TeamLease Services.

Are formal jobs growing in India?

► 12 million people are entering labour market every year

► Govt claims 3.46 million jobs were created between Sep 2017 to Feb 2018

► GST demonetization pushed informal economy to formal economy

► Government planning to count informal jobs to show employment growth

NAVEEN KUMAR SAINI/MINT

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तारापोर स्कूल में यंग लीडर्स फेलोशिप प्रोग्राम लांच

लाइफ रिपोर्टर जमशेदपुर

तारापोर स्कूल एग्रीको में स्कूल यंग लीडर्स फेलोशिप प्रोग्राम लांच किया गया। इस मौके पर उक्त फेलोशिप प्रोग्राम से संबंधित जानकारी देते हुए स्कूल की प्रिंसिपल एमी बिलिमोरिया ने कहा कि तारापोर स्कूल की स्थापना के 14 साल पूरे हो गये हैं। स्कूल के 14 साल पूरे होने को लेकर समाज के मेधावी बच्चों की बेहतरी के लिए एक प्लेटफॉर्म तैयार किया गया है, जिसके तहत स्कूल प्रबंधन व एक्सएलआरआई के बीच करार किया गया है। इस करार के तहत शहर के अलग-अलग स्कूलों के 15 बच्चों का चयन किया जायेगा। चयनित बच्चों को एक्सएलआरआई के विद्यार्थियों व प्रोफेसर द्वारा अलग-अलग प्रोजेक्ट वर्क पर काम करने का मौका मिलेगा। साथ ही जिन 15 बच्चों

का चयन किया जायेगा, उन्हें बारहवीं के बाद की पढ़ाई के लिए स्कॉलरशिप भी दी जायेगी। स्कूल प्रबंधन समिति के चेयरमैन बेली बोधनवाला ने बताया कि इस तरह के प्रोग्राम के जरिये स्कूलों में एक स्वस्थ प्रतिस्पर्धा की भी शुरुआत होगी। जिसके बाद चयनित बच्चों को एक प्लेटफॉर्म मिलेगा जहां वे ग्रुप में कोई बेहतर प्रोजेक्ट पर काम कर सकेंगे।

स्कूल में बोयी जायेगी लीडरशिप की बीज

कार्यक्रम के दौरान एक्सएलआरआई के डीन एकेडमिक्स प्रो आशीष कुमार पाणी व प्रो जीतू सिंह भी उपस्थित थे। आशीष कुमार पाणी ने अपने संबोधन में कहा कि यंग लीडर्स बनने के लिए जरूरी है कि स्कूली जीवन में ही बच्चों में लीडरशिप की भावना जागृत की

एक्सएलआरआई प्रबंधन से करार, 15 चयनित बच्चों को मिलेगी प्रोत्साहन राशि



एग्रीको तारापोर में यंग लीडर्स फेलोशिप प्रोग्राम लांचिंग के मौके पर स्कूल के शिक्षक-शिक्षिकाएं व अन्य.

जाये। इसके लिए एक्सएलआरआई करने के लिए प्रयासरत है। उन्होंने कहा बच्चों में लीडरशिप पैदा कर दिया जाये कि अगर स्कूल में पढ़ाई करने वाले तो वे आगे चल कर काफी बेहतर प्रबंधन शहर के स्कूली बच्चों को मदद

परफॉर्म कर सकते हैं।

10 वीं, 11 वीं और 12 वीं के बच्चे ले सकेंगे हिस्सा

:इस फेलोशिप प्रोग्राम में शामिल होने के लिए किसी भी मान्यता प्राप्त स्कूल के दसवीं, ग्यारहवीं और बारहवीं के विद्यार्थी www.taraporeschool.com से फॉर्म डाउनलोड कर सकते हैं। फॉर्म डाउनलोड करने के बाद प्रिंसिपल से अनुमति लेकर वे इस प्रोग्राम का हिस्सा बन सकेंगे। उन्हें अलग-अलग पैमाने पर परखने के बाद ज्युरी मेंबर द्वारा कुल 15 विद्यार्थियों का चयन किया जायेगा। फॉर्म जमा करने की अंतिम तिथि 20 मई तय की गयी है। 16 जून को लिखित परीक्षा होगी। पर्सनल इंटरव्यू राउंड 23 जून से शुरू होगी। चयनित बच्चों को 4 माह की ट्रेनिंग दी जायेगी। जनवरी में सभी चयनित बच्चों को स्कॉलरशिप प्रदान किया जायेगा।

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XLRI goes green with solar power, sets up solar plant to meet energy requirement

Jamshedpur, May 22 : XLRI (Xavier School of Management), the oldest and one of the premier management schools has adopted rooftop solar power in association with CleanMax Solar.

CleanMax has installed a solar plant of 326 kWp which will meet 14% of the school's power requirement. The installation is expected to generate 453,140 kWh per annum and will abate up to 3260 tons of carbon dioxide every year. Based on the 'pay as you go' or com-

monly known as 'OPEX' model, CleanMax Solar has provided solar power to XLRI at a tariff, cheaper than the grid tariff, thereby ensuring savings of over Rs 10.3 lakh per annum.

Sharing his thoughts on the recent association, Gajanan Nabar, CEO, CleanMax Solar, said, "We are proud to be partnering with an esteemed institution like XLRI in its journey to achieve its sustainability goals. Through this association, we have helped over 30 educational institutes of India reduce



their carbon footprint and electricity costs. We plan to equip other educational institutes across the country to help them achieve

their sustainability goals."

He further added, "Our institutional clients include, IIT BHU, Manipal Education and

Medical Group, National Institute of Technology, Surathkal (NITK), Pune University, Aligarh Muslim University among others. Educational institutes going solar and reducing their reliance on traditional power, is a major step towards the Government's renewable vision." Fr. Nelson D'Silva, faculty member XLRI who is actively involved in XLRI's green initiatives, commented, "Adopting rooftop solar energy is a socially responsible step and ensures

financial benefits which can be passed on to the development of the institute. We are extremely happy to be associated with CleanMax Solar to implement solar rooftop project at our campus. We have tried to use the maximum available space to lay solar panels on the rooftops. Besides achieving our sustainability goals, as an educational institute, we also hope to create awareness about renewable energy among our students and hundreds of visitors."

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ENTREPRENEURSHIP

Uid you know that Facebook, Google, Word-Press and Snapchat were all started by students? Starting a business while still at school or college isn't easy, but it provides the best building blocks for any future entrepreneur. While working for others will give you experience, hands-on learning is always best. And when your brainchild also becomes your source of income, the dedication you put in is not clocked by office hours — that is where success lies.

Googled? Now Origoon

Abhik Saha is only 16 but he has already developed eight apps (available on Google Playstore) as well as Origoon, a search engine that gives personalised and human curated results by using social media. His introduction to web design at school when he was 13 sparked off his interest and he taught himself programming. With a little help from online tutorials, he built basic software, learnt app development and tackled logical problems. He then decided to create a personal programming language, which he calls lino.

While researching for lino, he realised that he spent more time looking for appropriate information than learning — a problem many of us can identify with. He built Origoon as the solution. "The aim was to build a search engine that reduces spam and irrelevant content, and also values good content from small websites. The use of AI (artificial intelligence) along with human ranking signals was the concept behind the development of Origoon," says Abhik, an alumnus of Don Bosco English Medium School, Odisha, in North Bengal.

Origoon had its early beta launch in 2017. Now, his search engine gets a daily traffic of at least 5,000 visitors, mostly from abroad.

Code on mobile

Ankush Chugh, 24, is the CEO of Dcoder — a mobile code compiler where one can execute code snippets and learn algorithms on one's mobile. While he was studying engineering in Jaipur, Ankush felt the lack of a laptop to practise his coding on. That is when he came up with an app through which you can learn to code anytime, anywhere. With Dcoder's compiler, one can learn programming in more than 12 programming languages.

"Since everyone owns a mobile and my app allows people to code on the go, this will save time and be convenient," says Ankush, who joined a firm after graduation but left soon after to invest time in developing his app. Right now Dcoder has 8 lakh users, mostly from abroad.

Upcycled decor

Somwrita Gupta started her business at 19 while still a student at Jadavpur University, Calcutta. Papercup is a product design company that sells a variety of things — from notebooks to fridge magnets, fashion accessories to home decor items and coffee mugs to hand painted kettles — online (www.papercup.in). Started as a hobby, she grew increasingly serious about the business and went for a course in Entrepreneurship Management to XLRI, Jamshedpur, after graduating from "It was a diverse batch of budding entrepreneurs and established ones, including a 44-year-old classmate from whom I learnt a lot," says Somwrita.

From poetry slams to exhibitions, campaigns to charity events,

Young guns

In business, starting early gives you a distinct advantage, finds Santana Fell



Papercup goes beyond the usual to sell their products. They have also started retailing through some bookstores and cafes in Calcutta.

Café queen

Siddhika Ghosh Chaudhuri started the Wise Owl Cafe in Calcutta when

having to burn a hole in your pocket," she says.

While recruiting for her coffee shop, Siddhika found that most hotel management graduates were not interested in joining a stand alone restaurant. They were only interested in five star hotels — possibly because these paid handsome wages. So Siddhika set up her hospitality institute, Krystal School of Excellence, that had very reasonable fees. She hoped that would encourage its passants to accept the modest pay at stand alone restaurants.

Augmented reality

Kanav Singla, the CEO of Adlaid — a platform for augmented reality technology — started his business when he was 21 and a student of IIT Delhi.

While helping out friends who owned a start-up, he got to meet a lot of people in the e-commerce and business sector. He realised that these people needed a platform to showcase their innovative products but no one had put that technology on the map for them. So he decided to start his own augmented reality platform where you could visualise your future product in a real environment to see if it would be worth the purchase.

"In college I got a lot of exposure to big CEOs of huge corporations since many IIT alumnus are in big positions. I had personal access to them so I could keep in contact and ask them about their business and know-how. That helped me a lot," says Kanav. Adlaid caters to industries such as furniture, real estate, lifestyle, gaming, gifting and home decor.

Find a date

Rahul Maheshwari, 23, started his first venture while still studying at Hansraj College in Delhi but did not find his niche until he joined the match-making industry.

"I worked in the dining space for quite some time and I figured out a loophole. I realised that many people like to meet prospective dates and have a one-on-one conversation instead of interacting virtually as is the norm these days. That is when I decided to start Speed Meet and give people that space and that chance," says Rahul, who has organised 85 speed dating meets till date.

Speed dating is a new way of meeting like-minded people. At

DREAMCATCHERS: Clockwise from left Ankush Chugh, Abhik Saha and Somwrita Gupta



she was 21 years old, right after graduating from the Indian Institute of Hotel Management in the city.

"When I was working on the idea of the cafe, there weren't many coffee shops in Calcutta that provided breakfast, lunch and dinner. I wanted to offer fresh food as well as a place where you could chill, without

these moats, you are introduced to single people of various age groups. There is a strict screening process that allows the right sort entry while keeping out the creeps, the lame of most match-making sites.

All these youngsters found a gap in the market and innovated to fill it. A smart way of doing business.

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XLRI boost to young leaders

OUR CORRESPONDENT

Jamshedpur: Schoolchildren across the steel city will finally be able to take a break from their hectic study schedules and work towards addressing global issues.

For the first time students of Classes X, XI and XII will be able to take part in the Young Leaders Fellowship Programme, which was launched by Tarapore School, Agrico, and XLRI on Thursday.

Principals of several schools along with faculty members of XLRI were present at the inaugural session.

"The more we discipline children they lose their willingness to experiment. The challenge is to find the right



LEAD ROLE: Former XLRI faculty member Jitu Singh addresses students at Tarapore School in Jamshedpur on Thursday.

Picture by Bhola Prasad

balance between discipline and freedom to experiment,"

said former faculty member of XLRI Jitu Singh.

Young Leaders Fellowship Programme is a four-month leadership programme from August to December, where schoolchildren across Jamshedpur will get a platform to understand the underlying problems surrounding government, industry and society and accordingly come up with new-age solutions.

To apply for the fellowship programme, a student has to download a form from the school website www.taraporeschool.com. Filled-up forms must then be mailed at youngleaderfellowship@taraporeschool.com by May 20.

Final 15 students will qualify for the fellowship pro-

gramme based on a written test and an interview on June 16 and June 23, respectively.

Post June 30, the selected students will start working on one theme from topics like e-waste, agriculture and tribal welfare. They will be guided by XLRI students and faculty members and also taught about entrepreneurship and leadership. In the end they have to submit a project report and each student will receive a certificate and scholarship for college-level education.

"Here we are not judging the students based on their academic background. All we want is to study their thoughts on addressing social issues," said principal of Tarapore School Amy Billimoria.

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JUSCO EXECUTIVE PLANS E-LEARNING FOR TRIBAL HAMLET, ASKS XLRI STUDENTS TO HELP

Village kids, adults to get school in a computer



TECH BOON: Children with their parents at the community hall in Chhota Talsa. Telegraph picture

OUR SPECIAL CORRESPONDENT

Jamshedpur: Lacking even a primary school, a hilly tribal village some 17km from here, will soon become arguably the only village in the state where children and adults get e-learning.

A long drive to scenic Chhota Talsa, Sundernagar, in Jamshedpur block, by an executive of Tata Steel subsidiary, Gaurav Anand, 41, with his family, last month, set the ball rolling.

Flanked by hills, Chhota Talsa has dismal literacy figures of 55.89 per cent, 10 notches below Jharkhand's 66.4 per cent. Male literacy is 66.19 per cent. Female literacy is barely 46, meaning more than half of the women can't read or write.

During his visit, Anand, while interacting with villagers — most from the Santhal tribe — was struck by three

things. One, the village with 150 children did not have a school and children had to walk at least 5km on hilly terrain to reach the nearest schools, forcing many, especially girls, to drop out.

Two, adults and children were genuinely interested in education. Three, tribal villagers here did not drink.

An impressed Anand, who is Jusco chief manager, environment and sustainability, came home with two ideas. Whether e-learning for the village was feasible with him and his wife Jyotsna, 36, as teachers for starters. And, whether XLRI students could go to Chhota Talsa as part of their existing village exposure tours to help Chhota Talsa youngsters get face-to-face classroom education once a month.

"I am a BTech and my wife has a political science honours degree. We can put our education to good use if we

can teach even a handful of tribal children through e-learning," Anand, a father of two girls, studying in LKG and Class V at JH Tarapore School, told this paper.

"With this idea in mind, I planned the e-Shiksha project," he said. "I will donate a computer equipped with a web camera and internet to the village community hall and my wife and I will teach villagers, adults and children alike from my home (Professional Flats, Kadma) over internet. Villagers, including former mukhiya Kanhu Murmu, have supported us. We will install the infrastructure in the village by May and after gathering textbooks of various classes hope to start e-learning for children and adults in July. Investment won't be much, around Rs 40,000," said the Jusco official, who already donated some books of fiction,

textbooks and competitive exam books to villagers in a recent visit. "We will also give career tips to older children."

His own efforts apart, Anand held talks with students of XLRI's Social Initiative Group for Managerial Assistance (Sigma), a students' outfit, on the viability of B-school students going to Chhota Talsa.

XLRI student and Sigma member Pravesh Jain said, "Yes, we had a talk with Jusco executive Gaurav Anand and are excited about it."

Praising the initiative, former mukhiya Kanhu Murmu said the nearest schools, either in Nandup in Sundernagar or Bindapur in Gamharia block of Seraikela-Kharsawan, were both 5km away. "As the terrain is hilly, many small children can't walk the stretch. We are really happy with the proposed e-Shiksha project."

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7 WONDER WOMEN, WHO GAVE BIRTH TO STEEL CITY ACHIEVERS, FELICITATED

When mighty moms take centre stage

OUR CORRESPONDENT

Jamshedpur: What better way to celebrate Mother's Day than honouring the mighty moms of the steel city?

Recognising the contribution of mothers in raising their children, **The Telegraph**, in association with Super Power detergent powder, Chhaganlal Dayaljee Jewellers, GIIT Professional College and Hotel Jiva, hosted an event titled The Mighty Mom at a hotel in Sakchi on Sunday.

The event had East Singhbhum DC Amit Kumar as chief guest and Everest and Padma Shri Premrata Agarwal, XLRI professor Sanjeev Varshney and social worker Alokanda Bakshi as guests of honour.

But, the real stars of the show were the seven mighty moms.

They were Anjali Chatterjee, mother of

Indian Idol fame and singer Rajdeep Chatterjee; Meena Bose, mother of Limca Book of Records holder for the smallest love story book and writer Ajitabha Bose; Sweety Chatterjee, mother of Swachh Bharat crusader Mondrita Chatterjee; Lakshmi Prasad, mother of artist Suman Prasad; Shashi Singh, mother of badminton player Adya Singh; Sangeeta Verma, mother of sport climber Aman Verma; and Salma Hansda, mother of promising archer Luthru Hansda. All the seven recipients were given a stole and a certificate.

"Many mothers in villages are not even aware about Mother's Day. The idea behind this is to respect mothers for all the sacrifices they make for their children," said DC Kumar.

Alokanda Bakshi said motherhood wasn't restricted to biological relationship. "Mother's Day is a celebration of

maternal bonding," she added.

Felicitated mothers were overcome with emotion.

"A mother always wants her children to succeed in life. Nothing matters more than seeing one's child stay healthy and happy. I am truly grateful for this honour," said Anjali Chatterjee.

Their children were also equally overwhelmed. Teen archer Luthru Hansda said, "Today (Mother's Day) I promised my mother I will make her proud by taking part in the Olympics and winning gold."

Students of GIIT Professional College also staged cultural performances to entertain mothers with solo and group songs, Bollywood dances and a funny skit. A fun game was also held where blindfolded children had to identify their mothers only by touch. All mothers received roses.



EVERYDAY ICONS: Deputy commissioner Amit Kumar gifts a certificate to Meena Bose, one of the mighty moms, as Premrata Agarwal looks on. Picture by Bhola Prasad