

XLRI IN NEWS

SEPTEMBER 2014

1
Dr Verghese Kurien memorial oration

XLRI- Xavier School of Management, is all set to organize the first-ever "Dr Verghese Kurien Memorial Oration on Sustainable Development" in memory of the Founder of AMUL Dr Verghese Kurien, otherwise known as "the Milkman of India" on September 8 at the XLRI Campus, Jamshedpur.

This debut oration on Dr Kurien aims to inspire budding aspiring business leaders and young professionals to help shape an inclusive and just society whilst inculcating the values and entrepreneurial spirit of 'Father of the White Revolution'.

The oration is to be delivered by Dr P Sainath, Eminent Journalist & Ramon Magsaysay Awardee for Journalism, Literature and Creative Communication Arts. Dr Sainath calls himself a 'Rural Reporter' and as a journalist focused on social problems, rural affairs, poverty and the aftermaths of globalization in India. Dr Sainath would deliver the oration on the topic "Unequal is Unsustainable".

Nirmala Kurien, only daughter of Dr. Verghese Kurien is to be also present on the occasion.

Fr. E Abraham, S. J. Director of XLRI commented, "Dr. Verghese Kurien was a thinker, social sector revolutionary, who ideated the world's biggest agricultural development programme turning India into one of the largest milk producers in the world. Instituting this oration is our humble endeavor to pay respect to the great visionary by inspiring budding social entrepreneurs with his values and entrepreneurial spirit."

"Dr. Verghese Kurien Memorial Oration on Sustainable Development is our humble initiative to pay tribute to the great visionary," said Prof Madhukar Shukla, Chairperson of XLRI's Fr Arrupe Center for Ecology & Sustainability. "With this annual oration, we aim to inspire and inculcate values of entrepreneurial spirit in budding business leaders and social entrepreneurs", he added.

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DR. VERGHESE KURIEN MEMORIAL ORATION
XLRI HOLDS maiden event

"True democracy will emerge only when we allow the people to manage. And only when the people begin to take control of their lives will rural development gain momentum, when goods and services produced by rural areas will get better terms of trade than goods and services produced in the cities. Only when our farmers are involved in the processes of development will they be able to command their destiny. True development is the development of women and men."

Dr. Verghese Kurien, one of India's premier B-Schools organized the first-ever "Dr Verghese Kurien Memorial Oration on Sustainable Development" to the Founder of AMUL Dr. Verghese Kurien, popularly known as "the Milkman of India". Ms. Nirmala Kurien, the daughter of Dr. Verghese Kurien was present at the event as the guest of honour.

The oration was delivered by Dr. P Sainath, Eminent Journalist & Ramon

Magsaysay Awardee for Journalism, Literature and Creative Communication Arts. Dr. Sainath, calls himself a 'Rural Reporter', has extensively worked in rural areas and closely studied government policies. The event began with the welcome address by Prof. Madhukar Shukla, Chairperson of XLRI's Fr. Arrupe Center for Ecology & Sustainability and convener of the oration. "We decided to institute this oration to create a platform to listen to and learn from thought-leaders, social entrepreneurs, development sector professionals and policy makers who have made significant contribution to the idea of a empowered, prosperous and sustainable society."

Dr. P Sainath in his lecture on the topic "Unequal is Unsustainable", said, "According to survey figures on an average on any given 100 day 4,600 Indian farmers will commit suicide, 46-70,000 will attempt suicide, 200,000 will give up farming and 1000s will leave



country side for search of job in the urban areas". The three 'giant crisis' that the country is facing today are -- water, agriculture and health. In his address, Fr. E Abraham, S. J. Director of XLRI said, "XLRI's relation with Dr. Verghese Kurien goes back to last over 22 years. Dr. Verghese Kurien, as we all know was a renowned Indian social entrepreneur and is best known as the 'Father of the White Revolution' for his billion litre idea or operation food

~ the world's biggest agricultural development programme." He remembered Dr. Kurien for his faith in the ability of the ordinary people who can achieve extraordinary results.

The guest of honour, Nirmala Kurien said, "I thank XLRI for arranging 'Dr Verghese Kurien Memorial Oration' and Dr. P. Sainath for delivering the lecture". She shared with the audience some personal experiences and memories of her father.

3
EXECUTIVE CORNER

4
XAT 2015

XLRI - Xavier School of Management will conduct the Xavier Aptitude Test (XAT) 2015 on January 4, 2015. The last date of applying is November 22, 2014. XAT will be conducted from 47 centers all across India. The test will also be held in two international cities of Dubai and Kathmandu. Candidates holding a recognized Bachelor's Degree in any discipline or equivalent from a recognized university or a deemed university or completing their graduation by June 10, 2015 are eligible to appear for XAT 2015.

XAT 2015 will have 3 hours duration and the test will be divided into two parts. The first part will consist of multiple-choice questions on data interpretation and quantitative ability, analytical reasoning and decision making ability and verbal and logical ability and the time allotted will be 2 hours 20 minutes. The newly introduced 40 minute essay section includes essay writing and general awareness. The details of XAT 2015 are available at <http://xatonline.net.in>.

T. V. NARENDRA managing director, Tata Steel India and South East Asia has been appointed chairman of XLRI, Jamshedpur governing board. He joined the board earlier this

5
XLRI OFFERS CERTIFICATE IN ENTREPRENEURSHIP MANAGEMENT

XLRI - Xavier School of Management, a premier B-School, inaugurated the 5th batch of its postgraduate programme for Certificate in Entrepreneurship Management (PGP-CEM) at XLRI's Entrepreneurship Development Centre (EDC) in XITE campus, Gamharia. The new batch consists of 66 students shortlisted on the basis of a rigorous selection process. While half of the students are from Jharkhand, the balance is drawn from different parts of the country including as far as Jammu & Kashmir, on the one hand, and Tamil Nadu and Kerala on the other.

The inaugural ceremony was graced by Fr E Abraham, director of XLRI, Fr E A Augustin, director of XITE, Fr S George, Dean (Admin) - XLRI, prof MG Jomon, associate dean (Corporate Programmes) of XLRI and Prof Prabal K Sen, chairperson of entrepreneurship development centre (EDC) of XLRI.

The postgraduate programme for Certificate in Entrepreneurship Management (PGP-CEM) is a full-time six-month programme in the domain of entrepreneurship management was designed and developed by Entrepreneurship Development Centre (EDC) of XLRI in 2010 to provide competency-based education to the eligible candidates with a view to promote entrepreneurship in the country.

Besides the usual inputs on functional areas of business like finance, marketing, human resource management (HRM) and strategy, the curriculum will also include some specific fields of interest in the context of entrepreneurship in India like technopreneurship, family business and agripreneurship. Social enterprises having evolved as a distinct form of entrepreneurship in the country, a separate course has been designed to analyze the features of this form of business too.

6
Dr Verghese Kurien Memorial Oration on Sustainable Development held at XLRI

XLRI Jamshedpur, one of India's premier B-Schools organized the Dr Verghese Kurien Memorial Oration on Sustainable Development. The oration is dedicated to the Founder of AMUL Verghese Kurien, popularly known as 'the Milkman of India'. Nirmala Kurien, the daughter of Verghese Kurien was present as the guest of honour. The oration was delivered by P Sainath, Eminent Journalist and Ramon Magsaysay Awardee for Journalism, Literature and Creative Communication Arts. Prof Madhukar Shukla, Chairperson of XLRI's Fr Arrupe Center for Ecology and Sustainability and Convener of the oration was also present. E Abraham SJ, Director of XLRI, was also present at the event.

7
एक्सएलआरआई में पीजीपी- सीईएम का नया सत्र

भारत का प्रमुख बी स्कूल जेवियर्स स्कूल ऑफ मैनेजमेंट ने पोस्ट ग्रेजुएट प्रोग्राम फॉर सर्टिफिकेट इन इंटरप्रेनियरशिप मैनेजमेंट (पीजीपी - सीईएम) शुरू किया। यह पाठ्यक्रम गमहरिया स्थित एक्सआईटीई परिसर के एक्सएलआरआई के एंटरप्रेनियरशिप डेवलपमेंट सेंटर में शुरू किया गया है। इस बार उपरोक्त पाठ्यक्रम में झारखंड के अतिरिक्त, कश्मीर और केरल के विद्यार्थी भी दाखिला ले चुके हैं। उद्घाटन समारोह में एक्सएलआरआई के एस. जे. डायरेक्टर फादर ई अब्राहम समेत कई अन्य अधिकारी उपस्थित थे। पीजीपी - सीईएम 6 माह का पाठ्यक्रम है और इसका उद्देश्य युवा उद्यमियों को तैयार करना है। इसके अतिरिक्त, संस्थान ने 24 अन्य पाठ्यक्रम भी तैयार किये हैं।

8
Expanded role

Narendran: on board

The governing board of XLRI - Xavier School of Management has elevated T.V. Narendran, managing director Tata Steel India and South East Asia as its chairman. Narendran, succeeded H. M. Nerurkar, and earlier this year, he had joined as a member of the board.

1. The Echo of India, September 7
2. The Echo of India, September 14
3. The Asian Age, September 8
4. Deccan Herald, September 4
5. Afternoon, September 3
6. New Indian Express, September 15
7. Salam Dunia, September 1
8. Business India, September 1

1 XLRI presented Khitij 2014



CII-YI student committee of XLRI-Xavier School of Management, organized Khitij 2014 at XLRI campus. Khitij, the annual flagship event of CII-YI student committee of XLRI is a unique platform that provides children from tier-2 and 3 schools, in and around Jamshedpur, to showcase their extra-curricular talents.

"Khitij brings together the school children from the different strata of society and provides them with an equal opportunity to shine. This was the highest ever turnout for the event. The underlying message through this event to each child is to let them know how special and talented they are in their own way. It is only about recognizing the talent, believing in oneself and working hard to achieve one's goals", said Anita Israni, Secretary CII-YI, XLRI.

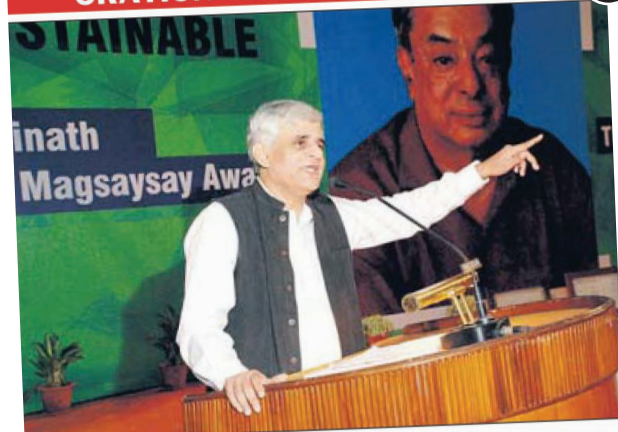
A number of extra-curricular and cultural events were organized at Khitij 2014 - namely dancing, painting, quiz, street play, picture story and talent show. 'Writing as story from a picture' was a unique creative event which tested the imagination skills of the young school students. The dance competition was organized for two separate categories - juniors and seniors. The level of preparation and the skills of the kids left the judges amazed. The young children performed 'Street Play' that brought to

the forefront their creativity. Judges and audience alike were overwhelmed with the performance of the teams. The children smartly faced the quiz competition and showcased their competency in both academics.

The winners of the scholarship award are Nid Kumari from Gyande High School, Rahe Srivastava from ABS Ra Mandir Middle School, Deeksha Sahu from S Kaigidhar Middle School, Yamini Kumari from RA High School, Javeria Iqbal from Kerala Public School and Shubha Shank Sharma of AIWC Centre Excellency.

The scholarship winners were felicitated at the closing and prize distribution ceremony along with the winners of the other competitions in presence of members of XLRI, CII officials from Tinseltown of India Limited. To inspire the children, all the 500 participants were awarded with special gifts along with participation certificate. The Chief Guest, J Venkatraman, Tinseltown of India Limited, said on the occasion, "The young people must grab the opportunities and chances present in life. He was also of the view that platforms like Khitij must be used for nurturing the talents and personalities of the kids while also thanking the participants and the organizing team".

2 ORATION TRIBUTE TO KURIEN



acclaimed journalist and Ramon Magsaysay award winner P Sainath addresses the first edition of Dr Verghese Kurien Memorial Oration at XLRI on Monday.

Speaking on sustainable development, Sainath presented sorry figures even after the "happy" 100 days of the new government.

"People are celebrating the achievements of 100 days of the new government, but here is hardly anything to celebrate in a country where farmers commit suicide and

thousands are forced to migrate to cities in search of jobs," said Sainath. According to him, inequality in India had been at its peak in the past 15 years. He also explained how water scarcity was a big crisis not because of poor rainfall, but due to improper use of groundwater.

XLRI principal Father E Abraham, deans, faculty members, students and Nirmala Kurien — the daughter of Verghese Kurien — attended the oration. Picture by Bhola Prasad

3 Fake Accounts may Cloud 'Jan Dhan' Plan

Attached insurance cover gives rise to duplicates, which may be as high as 1/5th of newly opened a/cs, experts call for proper screening

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Kolkata: Prime Minister Narendra Modi's financial inclusion drive is off to a flying start, but some who enrolled under the Pradhan Mantri Jan Dhan Yojana may have accounts elsewhere and could have been persuaded to open new ones because of the attached insurance cover. This could account for about a fifth of the newly opened accounts, top bankers said, although there's absolutely no way of knowing for sure yet.

On the launch day, August 28, banks opened 1.5 crore accounts through 77,852 special camps held across the country, finance minister Arun Jaitley said. That exceeded the 1 crore target.

The programme is aimed at making financial services available to every household instead of taking a village-based approach followed by the previous Manmohan Singh-led United Progressive Alliance government. Some senior bankers estimate those who already have accounts at 15-20% of the total. "At

present, we are opening new accounts under the Jan Dhan scheme for everyone who is coming to us. The screening will be done later," United Bank of India executive director Deepak Narang told ET. "A survey has to be done at the rural level to identify the financially excluded population."

The programme is aimed at making financial services available to every household instead of taking a village-based approach followed by the UPA government

received new accounts. This is going to be a game-changer," Srivastava said. The accounts come bundled with ₹1 lakh accidental insurance cover, a ₹5,000 overdraft (after six months of operation), a micro-pension and a RuPay debit card. What's more, Prime Minister



dental insurance cover. It's also not clear as to who is going to foot the bills for the insurance premium and other costs to keep accounts running. "The government needs to spell out clearly who are the targeted people for this scheme," said HK Pradhan, professor of finance and economics at XLRI, Jamshedpur. "If banks try to merely achieve the target without proper screening, the entire purpose of the new drive will be defeated."

The government appears to be in the process of developing an integrated portal for household information based on the 2011 census. Sources close to the development said the information would be reconciled with the district-level database and banks' existing deposit account holders. This integrated database will provide information on the progress of financial inclusion and build credit information.

According to minority affairs minister Najma Heptulla, about 42% or 10 crore households out of 24.64 crore don't have access to banking facilities. About 45% of 16.76 crore rural households and 33%

of 7.88 crore urban households don't have bank accounts. The accounts will allow easier transfer of benefits. "We disburse 90 lakh scholarship schemes for minority communities across the country. With this facility, we will be able to transfer the money with transparency," Heptulla said.

The programme is a critical part of the fight against poverty, Prime Minister Modi said at the inaugural in New Delhi. "Crores of Indians are still outside the ambit of organised financial system even after 45 years of bank nationalisation. I call it financial untouchability. Gandhiji ended social untouchability, it is our mission to eradicate this kind of untouchability to eradicate poverty," he said.

XLRI's Pradhan has recently launched Sanchetana, a financial literacy initiative. He welcomed the aims of the programme. "When every household gains access to banking, receives cash transfers under several welfare programmes and benefits from a range of financial products, they will be able to come out of the grip of moneylenders," he said.

4 DR VERGHESE KURIEN ORATION TODAY AT XLRI

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5 XLRI holds Dr Verghese Kurien Memorial oration

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1. The Echo of India, September 28
2. The Telegraph, September 9
3. The Economic Times, September 1
4. New Indian Express, September 8
5. The Financial Express, September 15

