



# XLRI

# Press Releases

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Press Release

## **XLRI Holds 1<sup>st</sup>-ever 'MathSport Asia 2018' Conclave**

### ***First of its Kind Conference Defining the Role of Mathematical and Statistical Analysis in Sports***

18th December, 2018: **XLRI- Xavier School of Management** recently organised the **1<sup>st</sup>-ever 'MathSport Asia 2018' Conclave** from 10th - 12th December, 2018. The three-day long conference held at XLRI Campus, Jamshedpur showcased research related to mathematical modelling in sports is first of its kind to be held in India.

'**MathSport Asia 2018**' is the inaugural conference of a series of biennial conferences that will be held across Asia, under the aegis of *MathSport Asia* – a group of academicians and practitioners interested in the promotion and development of the application of mathematics, statistics and computing in sports in Asia.

The conference was participated by leading researchers in the field of sports analytics like, **Prof. Tim Swartz of Simon Fraser University, Canada; Prof. Steven Stern of Bond University, Australia; Prof. Dries Goossens of Ghent University, Belgium and Prof. Nobuyoshi Hirotsu of Juntendo University, Japan** and practitioners from the field of sports analysis like **Mr Kokum Weeratunga from Victoria University/ Tennis Australia, Mr. Ramakrishnan, S from Sportsmechanics India Pvt Ltd, Mr. Gaurav Khilari from Jamshedpur Football Club, Mr. Amit Kini from Sportzinteractive and Mr. Sanjog Gupta from Star Sports** as speakers.

The three-day long conference had experts discuss on various topics like – *Mathematical Models in Sports; Performance Measures and Models; Optimization in Sports; Statistics and Probability Models; Match Outcome Models; Competitive Strategy; Game Theoretical Models; Optimal Tournament Design and Scheduling; Decision Support Systems; Analysis of Rules and Adjudication; Econometric Modeling of Sports; Analysis of Sporting Technologies; Mathematics Education and Sport; Computationally Intensive Methods; Financial Valuation in Sports; E-sports (gaming) and Betting and Sports.*

The event kick-started with the inaugural session, where delivering the Welcome Address, **Fr. E. Abraham S.J., Director, XLRI** said, *"Sports in India is both big business and democracy in action. Cricket, football, hockey and recently kabaddi have become a craze generating large revenues. Mathematics on the other hand impacts our daily life and fosters the development of new techniques to solve problems for individuals, businesses, and governments. Mathematics also plays a large role in the efficacy of sports. Coaches across sports are constantly trying to find ways to get the most out of their athletes, and the most ingenious coaches turn to mathematics for help. One of the earliest and most successful applications of algorithmic thinking has been in professional sports. Our professors of XLRI have started this very unique MathSport Asia 2018, the first of its kind in Asia. It was heartening for us to see an overwhelming response to MathSport Asia from around the globe."*

At the session, explaining the journey how Mathsport was brought to Asia and directly to XLRI Jamshedpur, **Dr. Uday Damodaran, Professor, XLRI and Conference Chair** said, *“Asia, the largest and most populous continent on Earth, has a long tradition of sports. Traditional Asian Sports like wrestling and archery survive even today in forms unchanged over centuries. The globalization of sport has brought new sports, coaching techniques and methods to the continent. MathSport Asia seeks to play the role of a catalyst in encouraging the use of Mathematical and Statistical Analysis in Sports in Asia by organizing Conferences and Workshops, by encouraging research in the area and facilitating its dissemination. MathSport Asia will also seek to promote the teaching of mathematics and statistics using sports. Despite being the first conference of its type, the response we received was overwhelming.”*

The first keynote speaker on the Day 1, **Prof. Tim Swartz of Simon Fraser University, Canada** discussed about his contribution in sports analytics over the last 20+ years; which was followed by the technical sessions where researchers from different parts of India and abroad presented papers on mathematical applications in sports like football, tennis, chess, cricket and even on e-sports. A question answer session was held with **Jamshedpur Football Club and former Australian World Cup/ EPL great Tim Cahill**. While answering the questions of the researchers, he explained about the role of analytics in football.

The speaker for the next session was **Prof. Steven Stern of Bond University, Australia**. *Prof. Stern is the current custodian of the Duckworth-Lewis-Stern method used in cricket.* He gave a presentation on rescheduling targets in truncated matches.

The Practitioners’ Session in the evening, titled ‘*Sports Live*’ had professionals talking sports analysis. At the session, presentations were by **Mr. Amey Kolekar of High Performance Centre (HPC) of Tata Steel Sports Academy** and **Mr. Gaurav Khilari, Video Analyst, Jamshedpur Football Club**. The day’s events concluded with stadium visit to the Tata Steel Sports complex.

The Second Day’s events comprised of Plenary Sessions by **Prof. Dries Goossens of Ghent University of Belgium**, who talked on scheduling of Belgian soccer league; and **Prof. Nobuyoshi Hirotsu of Juntendo university of Japan**. He delivered a talk on applying game theory in different sports.

The Technical Sessions, where researchers from around the globe presented research papers and discussed on sports like cricket, football, cycling, fan engagement in social media, athletics, rugby etc.; was followed by a Talk Session by **Mr. Ramakishan, CEO, Sportsmechanics India Pvt. Ltd., the first person who brought Maths to Sports in India**. He delivered talk on *“Birth and Growth of Sports Technology and Analytics in India”*. The session was followed by a presentation by **Mr. Amit Kini of Sportzinteractive** on Fan Engagement in sports.

The concluding event of the day was a demonstration of **“Sekkora”** - *an indigenous tribal game of Jharkhand.*

The Day 3 of the conference commenced with a Plenary Talk by **Kokum Weeratunga, Data Scientist, Game Insight Group (GIG), Victoria University, Australia and Tennis Australia** where he shared how practitioners use data analytics to come up with a prescription that can be helpful in strategy formation in different sports. The Second Plenary Talk Session of the day was delivered by **Mr. Sanjog Gupta of Star Sports**, where he explained how sports analytics has changed the way in which sports is presented before TV audience especially with reference to cricket.

In the Technical Sessions, researchers brainstormed in discussions and presented research papers on mathematical application in sports like Cricket, netball, tennis, European Football etc. The event concluded with a visit to JRD Tata Sports Complex for Indian Super League Soccer Match.

### **About XLRI**

XLRI-Xavier School of Management, Jamshedpur is a premier, private management institute in India founded in 1949 by Fr Quinn Enright, S.J. in the 'steel city' of Jamshedpur ([www.xlri.ac.in](http://www.xlri.ac.in)). Over the last six decades, the institute has grown into a top-ranking business management school of international repute with a wide portfolio of management programs and research publications. Its alumni are spread around the globe and have demonstrated responsible business leadership in their organizations. XLRI continually strives to contribute its mite to the professional growth and management of numerous organizations and institutions across industry sectors. XLRI has been awarded two prestigious International Accreditations, viz., AACSB - The Association to Advance Collegiate Schools of Business and AMBA - Association of MBAs. XLRI has also earned the National Board of Accreditation (NBA) accreditation.



PRESS RELEASE

## **XLRI Holds '27<sup>th</sup> Annual JRD Tata Ethics Oration on Business Ethics'**

6<sup>th</sup> December, 2018: **XLRI- Xavier School of Management** recently hosted the '**27<sup>th</sup> Annual JRD Tata Oration on Business Ethics**' on November 29<sup>th</sup>, 2018 at XLRI Campus in Jamshedpur.

This year, **Dr. Jennifer J Griffin - Raymond C Baumhart, S.J., Professor of Business Ethics and Professor of Strategy, Loyola University Chicago, USA** delivered the oration on the topic – '**Ethics in Action: Corporate Social Responsibility in the 21st Century**'.

Dr. Jennifer Griffin's oration speech stressed on various steps towards effecting ethics into action – in particular emphasizing on ethical leadership. She talked about Corporate Social Responsibility and its role in creating a sustainable future. Dr. Griffin pointed out how ethical actions and true CSR can guide a leader to do the 'right thing' and work towards creating a future for his/her employees and society by leveraging various entities like corporations, Market, Government.

Dr. Griffin elaborated how an organization can function and make a positive difference through ethical actions and adopting the right mindset towards Corporate Social Responsibility. Talking about role of corporations, she said, "*Businesses can, and do, multiply positive spillover effects within local communities by transferring skills and expertise, incubating new businesses, and encouraging other businesses to co-locate. Clusters of small and large businesses in urban and rural areas support artisans, farmers, and skilled trades. Together they build soft and hard infrastructure: roads, telecom, information services, education creating shared prosperity.*"

Defining the role of Ethical Leadership, she advised the future business leaders at XLRI to be creative and make wise choices in selecting business partners, as their actions can help create an inclusive and prosperous future for the community and world at large.

The session was attended by **Mr. T. V. Narendran** (Chairman, Board of Governors, XLRI & MD, Tata Steel Limited), **Fr. E Abraham, S. J.** (Director, XLRI), **Dr. Ashis K. Pani** (Dean [Academics], XLRI) and **Fr. Oswald Mascarenhas, S.J.** (JRD Tata Chair Professor of Business Ethics at XLRI).

In his welcome address, **Fr. E Abraham, S. J. Director of XLRI** said, "*Globalization has further enhanced the importance of ethical moral compass in business. Globalization means that business strategy and business ethics cannot be separated from each other. Corporations have entered a new era, the "prove-to-me" era. Unethical practices and organizations are not being shrugged off anymore and even reputed organizations and some outstanding CEOs are being named, shamed and fined or imprisoned for their ethical lapses world over. The culture of an organization is established by the tone set at the top. Chief executives must lead by example.*"

*"XLRI has always emphasized on the importance of adopting an ethical code of conduct within the corporate world. We believe that no management education curriculum is entirely complete, unless*

*and until the students are instilled with a set of values that are necessary decision-making ingredients for the corporate manager today. In 1991, XLRI, in association with a few select Tata Group Companies, established the XLRI-JRD Tata Foundation for Business Ethics to mark their long-standing commitment and contribution to business ethics in India. The Foundation seeks to address itself by publicly affirming the imperative need for adopting ethics in business and striving to shape an enabling eco-system to foster ethical practices in business. Mr. JRD Tata, himself a role model extraordinary, as the first orator, set the bar high for the successive Ethics orations for over two decades. We are extremely happy to have Dr. Jennifer J. Griffin to deliver the 27th 'Annual JRD Tata Oration on Business Ethics' this year," Fr. Abraham further said in his address.*

In his address, **Fr. Oswald Mascarenhas, S.J. JRD Tata Chair Professor of Business Ethics at XLRI** shared report of the recent scholarly activities of Tata XLRI Ethics Research Center (TXLERC). He said, *"XLRI is perhaps the only B-School in India that has a sponsored chair for Business Ethics. This Chair has enabled XLRI to make Business Ethics a 'core course' taught for all students in the HRM, BM, GMP, BM Weekend and VIL programs, and also design and conduct several MDP Programs at XLRI, and in-company Ethics Programs. Throughout the year, we have conducted various training programs not only at XLRI, but at different institutes and companies across the country. It is heartening to see many companies are partnering with TXLERC to provide training in business ethics to their employees."*

### **XLRI - JRD Tata Foundation in Business Ethics**

XLRI- Xavier School of Management, in association with a few select Tata Group Companies, established in 1991 the XLRI - JRD Tata Foundation in Business Ethics, to mark their long-standing commitment and contribution to business ethics in India. The Foundation seeks to address itself by publicly affirming the urgent need for ethics in business and the need to bring about a conducive culture in which it can thrive. The activities that are envisaged by this Foundation are an annual 'JRD Tata Oration on Business Ethics', recognition and presentation of the 'JRD Tata Award for Business Ethics' to an eminent person who has distinguished oneself in business ethics, and the setting up of the JRD Tata Chair in Business Ethics at XLRI for the advancement of research in this field.

XLRI is the first B-school in the country to introduce a core course on *"Managerial Ethics"* for both its HRM and BM programmes. Each year, XLRI confers a medal on the best student in Managerial Ethics at the institute's annual convocation.

### **About XLRI**

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management of numerous organizations and institutions across industry sectors. XLRI has been awarded two prestigious International Accreditations, viz., AACSB - The Association to Advance Collegiate Schools of Business and AMBA - Association of MBAs. XLRI has also earned the National Board of Accreditation (NBA) accreditation.

## **XLRI Hosts ‘International Conference on the Changing Nature of Careers’**

24th December, 2018: **XLRI- Xavier School of Management** recently organised the ‘**International Conference on The Changing Nature of Careers: Implications for a Sustainable World**’ on 14th - 15th December, 2018. The conference, anchored by the Centre for Human Resource Development (CHRD) of XLRI, was co-chaired by **Prof. Michael Arthur (Suffolk University, USA), Dr. Anneleen Forrier (KU Leaven, Belgium), and Dr. R K Premarajan (XLRI, India).**

The two-day long conference witnessed eminent scholars from India and other countries and industry practitioners brainstorm on the changing nature of careers through paper presentations, expert talks and panel discussions.

Elaborating about the conference, **Dr. R K Premarajan, Chairperson, Centre for HRD, XLRI and Co-chair of the Conference** said, *“A woefully inadequate focus on industry-academia collaboration is indeed holding back effective interventions premised on sound theory in the field of career and talent management. With this Conference, we sought to balance inspiration and implementation by linking practitioners from the world of corporate careers and scholars from the world of academics to share their ideas and experiences.”*

The event kick-started with the inaugural session, where delivering the Welcome Address, **Fr. E. Abraham S.J., Director, XLRI** expressed hope that the conference would provide the platform to re-invent traditional career and workplace models, thus making it easier for people to utilize new skill-sets and leverage new roles within organizations. In his address, he said, *“Discussions about the employment impact of change have often been polarized between those who foresee limitless opportunities in newly emerging job categories and prospects that improve workers’ productivity and liberate them from routine work, and those doubting Thomases that foresee massive labour substitution and displacement of jobs. Academics, chief executives and labour leaders hold strong and diverse views on the debate, as do policymakers. While forecasts vary by industry and region, momentous change is underway. Ultimately, it is our actions today that will determine whether that change mainly results in massive displacement of workers or the emergence of new opportunities in the workplace.”*

**Dr. Anneleen Forrier, Professor, KU Leaven, Belgium and Co-chair of the Conference** delivered the Keynote Address and spoke on ‘Employability in a Shifting Global Employment Arena’. In her address, she said, *“The nature of the employment relationship itself is becoming more short-term and flexible, leading to the emergence of contingent work and the so-called ‘gig economy’. Hence, the Conference aims to examine how these changing work relationships impact careers.”*

On the occasion, there was a book signing event by Michael Arthur of his recent book ‘An Intelligent Career Taking Ownership of Your Work and Your Life’ co-authored with Svetlana N. Khapova, and Julia Richardson.



The first day of the conference held multiple Paper Sessions, where researchers and academicians from India and other countries presented papers on topics – ‘Cities, Clusters and Careers’, ‘Women’s careers: Opting in versus opting out’ and ‘Career Transitions in unpredictable times’.

The Practitioners Sessions provided platform for Industry experts to exchange views and share their experiences. The first session on the topic ‘Multiple Perspectives on Career and Talent Management’ was participated by Gaurav Lahiri- Partner, Deloitte, Madhu Veeraraghavan- Director, T.A. Pai Management Institute, Sumit Neogi- VP, HR, Reliance Industries, and Shatrunjay Krishna- Korn Ferry; Nishith Mohanty- CHRO, Manipal Group while the second session, on the topic ‘Career and Talent Development Challenges in a Gig Economy’ was participated by Dipti Sharma- Accenture, Ajay Sonkar- Adobe, Arinban Gupta- Aon Consulting Pvt. Ltd., Tooba Modassir- Citi Bank, Sachin Vohra and Nitin Nangia- Qness Corporation and Sandeep Olkar, Wipro.

The final session of the day was the Panel Discussion. Chaired by Dr. Munish Thakur, XLRI, the panelists at the session were Dr. Tammy Allen, University of South Florida and Dr. Lillian Eby, University of Georgia, who discussed on the topic ‘Publishing Career Research in High Impact Journals’.

The second day of the conference commenced with Keynote Address by **Dr. Michael Arthur, Professor Emeritus at Suffolk University and Co-chair of the Conference**. He spoke on the topic ‘**Career Ownership and Changing Employment Relationships**’. The other sessions of the day consisted of – 5 Paper Sessions and the Plenary Session.

At the Paper Sessions, researchers and academicians presented papers on topics – ‘Career Orientation’, ‘Changing Employment Relationships: Perceived Organizational Support’, ‘Changing Employment Relationships: Managing Talent and New Ways of Working’, ‘Career Development and HRD Challenges’ and ‘Education and careers’.

The Plenary Session, chaired by Prof. Michael Arthur was participated by eminent speakers like – Madhavi Lall, CHRO Deutsche Bank; Dr. Lillian Eby, University of Georgia; Dr. Tammy Allen, University of South Florida; R Sridhar, CHRO ITC and Dr. Jelena Zikic, York University who discussed on the topic ‘Career and Talent Management Challenges: Linking Theory and Practice’.

The two-day long conference concluded with a Post Conference Workshop by Dr. Michael Arthur on ‘The Intelligent Career Card Sort (ICCS) Career Exploration System: Its Application in Businesses and B-Schools’. The workshop gave a demo of ‘Intelligent Careers’ - a tool used to find the right job for the right person.

Talking about the conference, **Co-chair Conference and Professor Emeritus at Suffolk University, Dr. Michael Arthur** stated *“A shifting global employment landscape has serious implications for careers in both developed and emerging economies, as jobs become increasingly complex, uncertain and challenging. Thus, understanding how people adapt to the changing nature of work and shape their careers is a central focus of the conference. If the world is to become a safer place, we need to invest more deeply in the careers of its workers and help them become more successful - not only in their careers but in their contributions to a wider peace. It will be a peace nurtured by shared*



*understanding across nations - where career opportunities are open to all people, and markets are responsive to the skills those people can bring."*

### **About XLRI**

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## **XLRI Hosts National Conference on Entrepreneurship, Innovation and Society in Shillong**

24th December, 2018: *The Centre for Global Management and Responsible Leadership at XLRI-Xavier School of Management, Jamshedpur* recently conducted the ‘**National Conference on Entrepreneurship, Innovation and Society**’ in collaboration with St Antony's College, Shillong from 13th to 15th December in Shillong.

The three-day conference was inaugurated by **Sri Lakhmen Rymbui, Education Minister, Meghalaya** who was present as the Chief Guest. In his address at the conference, Sri Rymbui said that *the conference was a timely initiative*. He stressed that *today's entrepreneurs need to innovate and work towards the betterment of the society*. He said that *there are several opportunities in India and the problem of unemployment could be addressed if students innovate and identify entrepreneurial opportunities*. Emphasizing that *every student has a hidden potential*, he hoped that *the conference would help the students identify their hidden potential to become successful entrepreneurs and create more employment for others*.

The conference witnessed over 60 eminent scholars and industry practitioners from the region brainstorm on the opportunities of Entrepreneurship and Innovation, especially in the North East India through research paper presentations, expert talks and panel discussions.

The conference was participated by dignitaries like, **Mr. Pradeep Kumar Sarmah** (*Founder, Rickshaw Bank*), **Mr. Biswajit Bordoloi** (*Founder, Axum Agri*), **Mr. Robert G Lyngdoh** (*Former Minister, Meghalaya*), **Mr. Rathinda Nath Roy** (*Facilitator of Learning, Strategic Thinking and Change*), **Dr. Madhukar Shukla** (*Professor- XLRI, Jamshedpur*) and **Dr. Pingali Venugopal** (*Professor- XLRI, Jamshedpur*) amongst others.

Talking about the conference, **Dr. Pingali Venugopal, Coordinator, Centre for Global Management and Responsible Leadership at XLRI** said, *“Through this conference, we aimed to draw out strategies and opportunities of Entrepreneurship and Innovation in the North East India. In all we had 25 research papers covering various issues of North East. It is heartening to see the active participation from the experts from the region to come forward and take part in the conference.”*

A post conference Workshop on Case Method for faculty and doctoral students of North-East was also organized on December 15th. The Workshop emphasized on developing cases specific to the North East context.



### **Centre for Global Management and Responsible Leadership (CGMRL), XLRI**

CGMRL; with the objective of promoting global, ethical, and sustainable business practices through the development of the requisite academic, curricular and outreach support for students and executives interested in global ethical business; was formed in 2010 at XLRI, Jamshedpur, India. CGMRL conducted two National Conventions during 2012 and 2013 to ‘share case studies on Responsible Leadership’. Case studies from the two conventions were analyzed to develop a framework for Responsible Leadership. Subsequent to the insights gained from the two National Conventions on Responsible Leadership, conferences focusing on sectorial issues were conducted; the first on “Agri-input Management strategies for Sustainable Agriculture” was held in 2014-15 followed by a conference on e-waste management in 2015-16 and an International Conference on Responsible Marketing in 2016-17.

### **XLRI- Xavier School of Management**

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## **XLRI FELICITATES ITS ILLUSTRIOUS ALUMNI AT ‘DISTINGUISHED ALUMNUS AWARDS’**

### **On The Occasion Of ‘Annual Alumni Homecoming 2018’**

**1<sup>st</sup> December, 2018:** **XLRI- Xavier School of Management** today hosted ‘**Distinguished Alumnus Awards Ceremony**’ to felicitate its illustrious alumni on the occasion of ‘**Annual Alumni Homecoming 2018**’. This year **8** distinguished alumni of the institute received the **Distinguished Alumnus Awards** in **5** categories.

The two-day long celebration of XLRI’s ‘**Annual Alumni Homecoming 2018**’ is being held on 1<sup>st</sup> – 2<sup>nd</sup> December, 2018. This year, XLRI is celebrating the Annual Homecoming for the **16<sup>th</sup> year**. Over 250 XL Alumni participated in this year’s Homecoming held at XLRI Campus, Jamshedpur.

The highlight of XLRI Annual Alumni Homecoming, the ‘**Distinguished Alumnus Awards Ceremony**’ was hosted today at the Tata Auditorium. **Fr. E. Abraham S.J., Director, XLRI; Mr. Rana Sinha, National President of the XLRI Alumni Association** and **Prof. Pranabesh Ray, Chairperson, Alumni, XLRI** were also present on the occasion.

#### **The Winners in different categories of ‘Distinguished Alumnus Awards’ 2018:**

Distinguished Alumnus Award (Practicing Manager)	<b>Ms. Debarati Sen, MD - India Region, 3M (PGDBM- 1992)</b>
	<b>Ms. Leena Nair, Chief HR Officer, Unilever (PGDPMIR- 1992)</b>
	<b>Mr. Sandeep Kataria, Country Manager &amp; CEO, Bata India Ltd (PGDBM- 1993)</b>
Distinguished Alumnus Award (Young Achiever)	<b>Mr. Deepak Garg, CEO &amp; Director, Sany Heavy Industry (PGDGMP- 2005)</b>
Distinguished Alumnus Award (Entrepreneur)	<b>Mr. Shwetank Jain, Founder &amp; CEO, P2 Power Solutions Pvt. Ltd. (PGDBM- 2010)</b>
Distinguished Alumnus Award – (Allied Fields)	<b>Ms. Odette Katrak, Soft Skills Trainer, Writer and Social Change Activist (PGDPMIR- 1986)</b>
	<b>Mr. Guilherme Vaz, Independent International Development Consultant (PGDPMIR- 1980)</b>

**At the Award Ceremony, Fr. E. Abraham S.J., Director, XLRI- Xavier School of Management and former student of XLRI (PGDPMIR- 1978) was felicitated with the Lifetime Achievement Award for his contribution in the management education sector.**





This year's Homecoming saw reunion of the batches of 1993 and 1968 celebrate their Silver and Golden Jubilee respectively while the 1970 and 1978 batches joined for their 48th and 40th year celebrations.

Commenting on the Annual Alumni Homecoming, **Fr. E. Abraham S.J., Director, XLRI** said, *"The Annual Homecoming is one of the most prestigious and important events for XLRI. Our 16000+ alumni are the torch-bearers of XL-Culture and have taken the vision and mission of XLRI to the world. They are the role models for our present and future students and are the ones who truly inspire them to carry forward their legacy. It is a proud moment for us to welcome them back to the campus and felicitate them for their achievements."*

**Mr. Rana Sinha, National President, XLRI Alumni Association** said, *"Coming back home is a great joy but seeing the changes and the growth of the campus gives greater joy to the alumni returning after a long gap. The occasion helps us reconnect with old friends and old haunts and savour the new campus, which continues to retain the old culture and spirit. This is the 16th Homecoming and now this event has become the flagship alumni event, which everyone looks forward to."*

**Prof. Pranabesh Ray, Chairperson - Alumni, XLRI** commented, *"Our Alumni have always made us very proud. As torchbearers of the spirit of 'Magis', they have served as notable ambassadors of XLRI in both work and public spheres."* Prof Ray also urged the illustrious XL Alumni fraternity to live their work-life as role models both at the workplace and in the community at large.

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