

# XLRI

## Press Releases

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Press Release

## Social Entrepreneurs to Discuss on 'Building Social Entrepreneurship Ecosystem' at XLRI

***At the '8<sup>th</sup> National Conference on Social Entrepreneurship' on 29<sup>th</sup> - 31<sup>st</sup> January***

27<sup>th</sup> January 2016: Around 150-170 social entrepreneurs, development sector professionals, academicians and students to discuss on the theme - ***"Social Innovations: Changing Lives and Society"*** at the ***'8<sup>th</sup> National Conference on Social Entrepreneurship'*** organized by **XLRI- Xavier School of Management**.

The 3-day conference to be held from **29<sup>th</sup> to 31<sup>st</sup> January, 2016** aims to provide a platform for showcasing, knowledge sharing and building the social entrepreneurship ecosystem.

Explaining the theme, **Prof Madhukar Shukla, Chairperson of XLRI's Fr Arrupe Center for Ecology & Sustainability and the coordinator for the conference** said, *"India, with its myriad problems of providing access to basic provisions (e.g., education, healthcare, energy, livelihoods, information, etc.) to its vast population, provides immense opportunities for such innovations. Many social entrepreneurs and ventures have designed and implemented solutions to social problems, which are unique and scalable/ replicable. The essence of social entrepreneurship is to identify gaps in the provision of social goods and services, and to design innovative and scalable/ replicable solutions to bridge those gaps. By addressing the issues which are relevant to the society, these social innovations make an impact on the lives of people."*

The Keynote Speaker will be **Prof. Anil Gupta** (IIMA, Executive Vice Chairman - National Innovation Foundation & Founder – Honey Bee Network). The Conference will also feature an Open House interaction with **Mr. Anshu Gupta** (Founder – Goonj, and Magsaysay Awardee, 2015).

Other speakers and panelists at the event to include - **MV Ashok** (Chief General Manager, NABARD), **Ajith Basu** (Chief Program Executive, Agastya International Foundation), **Biplab Ketan Paul** (Director, Naireeta Services), **Dhruv Lakra** (Founder & CEO, Mirakle Couriers), **Franz Gastler** (Founder & ED, Yuwa India), **Nalini Shekar** (Co-Founder, Hasiru Dala Wastepickers' Collective), **Nitin Agrawal** (COO & CFO, Intellegrow), **Dr. Pradip Sarmah** (Founder, Rickshaw Bank & ED, Center for Rural Development), **PR Ganapathy** (President, Villgro Innovation Foundation), **Dr. Rangan Varadan** (Founder, Micrograam), **Umadevi Swaminathan** (Managing Director, RUDI Multi Trading Company Ltd) among others who would share their experiences, issues and challenges.

Various sessions would be held at the conference:

- Inaugural Panel: Support Ecosystem for Social Innovations



- ICT for People and Development
- Innovations in Education Delivery
- Interventions for Youth Transformation
- Innovations in Farm Support
- Collectives as Entrepreneurs
- Livelihoods on the Fringe of Society
- Investing in Development

The conference is organized by ***Fr Arrupe Centre for Ecology and Sustainability (FACES)*** and ***SIGMA***, XLRI's students' committee for social initiatives.

### **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 organisations and institutions across industry sectors.



## **Pre-event Press Release: MAXI Fair**

**XLRI Jamshedpur, 5<sup>th</sup> January 2016:** XLRI, the premier B School in India is all set to host the 37<sup>th</sup> edition of MAXI Fair, one of the **biggest and most respected marketing events in the B-school circuit** on the **16th and 17<sup>th</sup> of January, 2016**. The disguised marketing research fair, organised by the Marketing Association of XLRI, also known as MAXI is one of the biggest events in Jamshedpur attracting footfalls of over 7000 people from all sections of society last year. Despite this being the 37th Edition, this two day marketing extravaganza shows no signs of a midlife crisis and continues to carry on the legacy and promises to build on the innovations it has introduced over the years. With key attractions this year like **ace comedian Raju Srivasatav**, drone show, a street magic show by **Babban Khan** and for the very **first time in Jamshedpur – Laser Tag**, the 37<sup>th</sup> edition promises to be the biggest and grandest MAXI Fair ever.

Conceptualised by XLRI faculty Dr. Sharad Sarin in 1979, MAXI Fair gives students an opportunity to learn the fundamentals of market research hands-on and enables them to come up with insights. With a mission to popularise the discipline of marketing at the institution, the event will witness students conducting research in disguise for various firms to study trends in market and consumer behaviour. **The research will be conducted on a sample size of more than 5000+ people through elaborate games designed by the students.**

So far, corporate giants like **Hindustan Unilever, P&G, Cadbury, Nestlé, Coca-Cola, Pepsi, ITC, the Tata Group, Star TV** etc. have presented their problems to XLRI at previous editions of the fair with the solutions going on to set corporate strategies for these behemoths. This year, **PepsiCo, Hindustan Unilever, Marico, Cadbury and The Tinsplate Company of India** will be partnering MAXI Fair for conducting consumer research.

For the very first time, the global Market Research giant- Nielsen has agreed to be the official market research advisor for the event this year and will be working closely with the students on the research. The association with Nielsen, a first in this country, adds immense credibility to the analytics and also provides tremendous learning opportunity for the students.

The fair which is the biggest student organised Marketing Fair in India shall be inaugurated by **Dr. V K Saraswat, Former head of the DRDO and current Member, NITI Aayog** and shall also witness a first of its kind drone show in Jamshedpur.

After having achieved the Guinness World Record last year, Team MAXI plans to provide **free internet to all fair visitors via Wi-Fi** this year, keeping in mind this year's theme, **DIGITAL INDIA**.

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**About MAXI:** The Marketing Association at XLRI was established in 1971 under The Societies Act of India and is one of the oldest student committees in India. It is a student committee that annually organizes an annual digital marketing event (Legalize), a number of marketing talks, interactive sessions and events and MAXI Fair. It also has a place in the Limca Book of Records for its outstanding online presence.

## **Press Release: Reflections-'16 by Samarthya**

The 4<sup>th</sup> Flagship Conference - Reflections, which aims at bridging the gap between parents and children as well as teachers and children was held on 16<sup>th</sup> January, Saturday at XLRI by Samarthya. Samarthya, the youth wing of CEMLR is an initiative taken by the students of XLRI to help students realise their full potential by focussing on social and emotional learning.

The conference revolved around the theme of 'Let's Talk' and included sub themes of 'Once Upon A Time', 'Relationships' and 'Cyber Safety'. Present on the dais were Ms. Ratna Sinha, Chief HRM, Tata Metaliks Limited, Dr. Sanjay Agarwal, Head of Psychiatry Department at TMH, Ms. Rajani Shekhar, Principal, DBMS English School, Mr. Chandan Jha, IPS and Faculty Coordinator, Prof. Irudayaraj. Their speeches, intercepted by videos and interactions were refreshingly honest and full of wisdom with them citing trust, reasonable expectations, mutual respect, praise, inculcating accountability and most of all communication as the cornerstones of the parent child relationship. Samarthya's well-wishers and constant pillars of support Ronald D'Costa Sir, Sr. Doris, and Uma Irudayaraj Ma'am graced the occasion with their presence. Striking the right balance between overprotectiveness and over involvement on one end of the spectrum to a lack of visible care or concern on the other hand as alsoteachers stepping up to the role of emotional care givers when the parents sometimes faltered was touched upon. The ease of being the victim of a Cyber Crime, the relevant precautions and the remedies were dealt with by Mr. Jha.

Focussed Group Discussion, Team Building Activities and a Cyber Security simulation game were on the platter for the day. To jumpstart the flow of communication all the groups consisted of both adults and children and were randomised. The FGDs, highlighting the parallels and the differences between the past and the present generation in terms of demands, choices and career dilemmas saw the parents, teachers and children actively interacting and expressing their point of view. The Team Activities were designed to be simple, fun and interactive team and relationship building activities. The Cyber Security Simulation game was an interactive online game educating the students and their parents about the way to safeguard one from online dangers by making well thought out and informed decisions.

The conference ended with various people sharing their experiences and learnings of the conference. One student said, 'At first it felt bad that they separated us from our friends but learning to interact with unknown people was a unique experience'. Another said, 'Watching people of my parents age so sportingly engage in activities and behave like



children was fun to watch and made me feel like talking with my parents more'. A parent spoke about realising the need for more quality engaging time with her children as opposed to just the normal everyday conversations. A teacher quipped, 'It was just the right mix of fun and learning.'

Subsequently, Dr. Agarwal summed up the proceedings of the various FGDs in a delightfully entertaining manner using examples ranging from philosophy to pop culture to drive home his point. The parallels between generations and the need for parents not to project their fears onto their children and allowing them to make their own independent decisions and supporting them regardless of the outcomes were the major themes dealt with during the FGDs.

The consensus after the event seemed to be that it was an interesting interactive learning experience peppered with the right dose of fun to keep it interesting.

#### **About Samarthya:**

Samarthya, The Human Potential Centre, is an initiative taken by the students of XLRI to help school students realize their full potential by focusing on their social and emotional development. It is the youth wing of Centre for Education Management, Leadership and Research (CEMLR) at XLRI.

#### **About XLRI:**

XLRI Jamshedpur is a premier, private management school in the country founded in 1949 by Fr. Quinn Enright, S.J. in the Steel city of Jamshedpur, Jharkhand. Over the last few decades, XLRI has striven to contribute its best to the professional growth and management of innumerable institutions that serve the public, especially organized industry, labour, service agencies engaged in rural development, education, health and other public systems.

## **XLRI Organised '7<sup>th</sup> National Industrial Relations Conference'**

**11<sup>th</sup> January, 2016:** XLRI- Xavier School of Management, one of India's premier B-Schools, recently hosted the '**7th National Industrial Relations Conference**' on 9<sup>th</sup> and 10<sup>th</sup> January, 2016 at XLRI Campus, Jamshedpur. The theme of the conference was '**Changing IR, Changing times: Make in India and Ensuing Labour Reforms**'.

The 2-day conference was inaugurated by **Shri P.P. Mitra, Principal Labour & Employment Advisor, Ministry of Labour and Employment, Government of India** and **Prof. Kuriakose Mamkootam, Director and Professor, School of Business, Ambedkar University, Delhi** in presence of **Mr. T. V. Narendran, Chairman, Board of Governors at XLRI & MD - Tata Steel India and South East Asia** and **Fr. E. Abraham S.J. Director, XLRI**.

In his inaugural address, **Shri P.P. Mitra**, the Guest of Honour at the inaugural session, said that *the main focus of the ministry is labour reforms and see that all rights of the labour must be respected*. He further said that, *the Union government plans to issue an 'Unorganised workers identification number (UWIN)' for unorganised workers to ensure them best benefits of government welfare and industrial policies and this will be a landmark for implementation of government policies for unorganized workers*.

At the conference, **Mr. T. V. Narendran** emphasized on the increasing need for collaboration between the management and the union and said that, *'It is fundamental as to how the management and the union can learn from each other and work together which would help to cope up with challenges'*.

Prof. Mamakootam spoke on the *Make in India* campaign, globalization and Labour Reform and the changing IR scenario.

**Prof. K. R. Shyam Sundar, Professor, HRM Area, XLRI** said, *"The conference provided a platform for scholars, practitioners and government representatives to discuss the character of globalization, the challenges that confront management, trade unions and the government in the wake of significant changes that have been taking place in the context of globalization and also reframe the perspectives, approaches, and strategies of the social actors. The mixture and diversity of perspectives showed the tremendous learning experiences and restructured positions of the stakeholders."*

Eminent academics, industry and trade union representatives participated in panel discussions and discussed on - **"Make in India: Indian Labour Reforms and Perspective from global Best Practices"**, **"Industrial Relations in Unorganized Sector"**.

*"The key messages that arose out of the deliberations are, viz. the need to have policies to address the rising inequities in the labour market, to continue the restructuring of the perspectives by the stakeholders, to create a more inclusive labour movement, to realize the*



*importance of workers in the rural areas and in the informal economy to ensure Make in India campaign a success, social dialogue is necessary to create a just and efficient industrial relations system and the need to understand the complex dynamics of labour market in order to design policies relating to skilling and work and employment generation”, Prof. Shyam Sundar further added.*

The conference also witnessed paper presentations on topics ***like - “Make in India - Indian Labour Reforms and Perspectives from Global Best Practices”, “Industrial Relations in the Unorganized Sector”, “Emerging Issues in Industrial and Employment Relations in India”.***

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## **XLRI Announces Admission to e-MDP Course in Digital Marketing for Working Executives**

13<sup>th</sup> January, 2016: **XLRI- Xavier School of Management**, one of India's premier B-Schools in technical collaboration with **Talentedge**, one of India's leading online interactive education companies launches a **Specialized Online Certificate Programme in Digital Marketing** for professionals who are employed into marketing, advertising, branding, communications or sales domain.

**The registration to the course is open till 31st of January, 2016.** Applicants can register online through the link: [http://sat.xlri.ac.in/emdp/emdp\\_reg.php?emdpid=E815](http://sat.xlri.ac.in/emdp/emdp_reg.php?emdpid=E815).

This e-MDP Course has been carefully designed with the objectives to provide an in-depth understanding of what constitutes digital marketing and the skills required to run a digital marketing program, and to help understand the role of digital marketing in the larger context of marketing, business and industry and be exposed to the strategic use of it as a measurable, actionable and effective marketing program.

The programme aims in training candidates to: (i) understand the basics of digital marketing; (ii) develop a comprehensive digital marketing strategy; (iii) appreciate how to use new media such as mobile, search and social networking; (iv) know the measurement techniques used in evaluating digital marketing efforts; (v) learn the importance of ongoing reading and following of industry publications given the dynamic and rapidly changing digital landscape; and, (vi) understand the ethical and legislation impacting digital marketing.

Speaking about the program, **Prof. Arpita Srivastava, Faculty, Marketing Area at XLRI-Xavier School of Management** said, *"In today's world social media and digital marketing is playing a vital role. Business Heads and others those who are into the marketing of their product will get an insight on innovative marketing channels and leverage the online medium for growth of their business. Using case-based pedagogy, along with live lectures, interactive sessions, project work etc are integral part of this course to ensure active participation. The programme is specially designed for professionals managing the marketing function, as well as those looking forward to in the larger context of marketing, business and industry, and be exposed to the strategic use of it as a measurable, actionable and effective marketing programme"*.

The course module spread across 15 weeks (4 months) will be held through LIVE lectures by XLRI faculty that will be beamed online via internet to student desktops/laptops or classrooms using Talentedge's Direct To Device platform. Beside lectures, case studies,



interactive sessions, project work and class exercises, students would also get an opportunity to work on live projects and presentations.

**Mr. Aditya Malik, CEO Talentedge** said, *“We are pleased to launch the Executive Programme in Digital Marketing in our bouquet by combining Talentedge’s technological prowess with XLRI’s expertise. Candidates will undergo an enriching experience through this direct-to-device education suite with real-time interactive and participative virtual classroom sessions. The short duration multi-functional Digital Marketing programme will enable participants to gather a comprehensive understanding of the dynamic digital world while enabling career progression for them. Talentedge’s technology would enable the learners to attend the programme from any location, as long as they are connected online”.*

The course fee for the programmes is **Rs. 70,000+ Tax** and is payable over 2 easy installments.

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**EXLINK**  
FACE OF XLRI TO THE WORLD



## **XLRI Celebrated 37th MAXI Fair**

21<sup>st</sup> January 2016: The **37<sup>th</sup> XLRI MAXI Fair**, the annual disguised Market and Consumer Behaviour Research Fair conducted by the **Marketing Association at XLRI (MAXI)** concluded recently with great fanfare at **XLRI- Xavier School of Management**. The event was held on 16<sup>th</sup> and 17<sup>th</sup> January, 2016 at XLRI Campus, Jamshedpur. Bank of Baroda was the Title Sponsor of the event.

Coveted as one of the biggest marketing event in the B-school circuits, **MAXI Fair 2016** was themed on the **‘Digital India’**. Keeping in sync with the theme of the event, for the first time the entire Fair Grounds at the XLRI Campus was enabled with Free WiFi.

Known for its innovation and legacy, **MAXI FAIR 2016** conducted Marketing Research for some of the top FMCG companies like HUL, Mondelez, Marico & PepsiCo Limited and ventured into research for Business to Business Category for the first time in association with The Tinplate Company of India (TCIL).

MAXI Fair 2016 partnered with Ola Cabs for a remote controlled Race Track that was designed by the MAXI member students of XLRI.

Another highlight of the event was the "Cleanathon" as a part of the ‘Banega Swachh India’ campaign in association with the leading hygiene product brand Dettol to carry forward responsibility towards a cleaner India.

Laser Tag, Unmanned Aerial Vehicle (Drone) show were the key attractions for the first time at the event. India's famous Street Magician, Babban Khan, keeping a few tricks up his sleeve was another key puller.

Events like Miss Jamshedpur - a talent hunt completion, Cooking without Fire - a cooking contest and drawing competition for school children all across the city were organised on both days of the event. ‘Court Marshall’ – a play was performed by members of DRACULA- the Dramatics Club of XLRI.

The MAXI Fair 2016 concluded with a live performance by one of India’s most loved comedian **Raju Srivastava, aka Gajodhar Bhaiyya**.

### **About MAXI:**

The Marketing Association at XLRI was established in 1971 under The Societies Act of India and is one of the oldest student committees in India. It is a student committee that annually organizes an annual digital marketing event (Legalize), a number of marketing talks, interactive sessions and events and MAXI Fair. It also has a place in the Limca Book of Records for its outstanding online presence.



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Press Note

## Academicians Discuss on ‘Ewaste Management’ at XLRI

20<sup>th</sup> January, 2016: **XLRI – Xavier School of Management** very recently organized the *National Conference on E-waste Management* along with Co-Chairs from **University of Queensland, Australia** and IIT, Kharagpur.

The two-day conference was focused on building a circular economy to ensure that the e-waste is recycled, reused and reduced to avoid ending up into landfills, which has been causing environmental and health hazards. Eminent Academicians including **Prof. Anthony Halog, Geography Planning and Environment Management, University of Queensland, Australia, Prof. Brajesh Kr. Dubey, Environmental Engineering Division, Dept. of Civil Engineering, IIT, Kharagpur, Dr. Pranabesh Ray, Dean [Academics], XLRI, Prof. Pingali Venugopal, Chairperson, Centre for Global Management and Responsible Leadership (CGMR), XLRI** and Industry Stalwarts like **Mr. Shreekant Mokashi, Chief (Group Information Services) Tata Steel** among others discussed on perspectives from the industry stalwarts and the Ethical dimensions of e-waste. Towards this goal, some of the obstacles and solutions were discussed in small group workshops. Additionally research papers covering different themes of e-waste were presented at the conference.

The conference deliberated the ways on improving the collection rate and recycling process. One important point of discussion was models of integrating informal sector along with formal sectors to improve the collection rate. Another point covered was reviving the repair sector to increase the reuse.

Since one of the major obstacles to manage e-waste safely and effectively is the lack of reliable data that poses a challenge to (a) policy makers wishing to design an e-waste management strategy and (b) to industry wishing to make rational investment decisions; the conference had discussed models on estimating the extent of e-waste being generated.

Prof. Pingali Venugopal, Chairperson, Centre for Global Management and Responsible Leadership (CGMR), XLRI commented, *“Changing consumer mindset is paramount to address the core of the problem, so studies understanding the consumer behaviour from different parts of the country were presented. One of the important behaviours identified was that discarded electronic products stored in homes are more than that in the landfills. The “e-waste” stored in the house would eventually end up in landfills. That is, the actual amount of e-waste, after adding the waste stored in the houses, could be threefold.”* The conference concluded that the potential e-waste problem is more than what is reported.

Some suggestions identified in the Action plan were:

- Newer products which are renewable and with more environment friendly parts (e.g. modularization of parts) can be designed and developed.
- As it would be costly to build an integrated recycling plant, it is suggested to divide the processes involved in recycling into smaller processes and encourage small entrepreneurs to participate in the recycling.



- An App to coordinate with e-waste collectors for discarding electronic products should be developed.
- Finally there is a need to change the mindset of the consumers. This could be done by sensitizing young children and students about the problem of E-Waste and inculcate good habits towards the disposal of electronic gadgets.
- Although government need not invest much money in this area, but the government should act as a facilitator to ensure coordination and communication among various stakeholders so that the e-waste recycling industry develops and flourishes including recovery of precious rare earth metals and creating job opportunities.
- Research institutes should be made partner with the industry to help develop newer technologies for better resource recovery from e-waste.
- Develop programmes such as “Skill India” to train the informal sector for better resource recovery from e-waste (especially on collection and dismantling) in an environmental safe and responsible manner.
- A comprehensive integrated program need to be developed which should be facilitated by government agencies with the assistance from institutes such as IITs and XLRI/IIMs.

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Press Release

**Shri P.P Mitra, Principal Labour and Employment Adviser,  
Ministry of Labour & Employment, Government of India to  
Inaugurate the “7<sup>th</sup> National Industrial Relations Conference” at  
XLRI**

***The Two-day conference to be held on 9<sup>th</sup> & 10<sup>th</sup> January is themed on  
“Changing IR, Changing times: Make in India and Ensuing Labour Reform”***

8<sup>th</sup> January, 2016: XLRI- Xavier School of Management is to host the ‘7<sup>th</sup> National Industrial Relations Conference’ on *9<sup>th</sup> and 10<sup>th</sup> January, 2016* at XLRI Campus, Jamshedpur. The theme of conference is “Changing IR, Changing times: Make in India and Ensuing Labour Reform”.

***Shri P.P Mitra, Principal Labour and Employment Adviser, Ministry of Labour & Employment, Government of India*** would be inaugurating the conference in presence of ***Mr. T.V. Narendran, Managing Director, Tata Steel & Chairman, Board of Governors, XLRI; Fr. E. Abraham S.J. Director, XLRI; Dr. Pranabesh Ray, Dean [Academics], XLRI- Xavier School of Management*** and ***Mr. Patrick Ruether, Dy Resident Representative Program, Director Social Justice and Democracy, Friedrich-Ebert-Stiftung.***

Conducted by Fire@x, under the guidance of ***Dr. Pranabesh Ray, Dean [Academics]*** and ***Professor HRM at XLRI***, the National Industrial Relations Conference is a premier student organised event in the field of Work and Employment Relations, that aims to provide a common platform to Industry and sector experts from diverse fields of law, labour management, worker rights representatives as well as academicians and students from leading higher study institutions across India.

***Dr. Pranabesh Ray, Dean [Academics], XLRI*** commented on the occasion, “*The conference would serve as an opportunity to bring to the fore pressing issues like the changing workforce dynamics, decline of trade union membership and contextual challenges faced by policy makers in the present times. The event would be a great opportunity to gather fresh and multiple perspectives on topics of employment relations from industry leaders, and academicians.*”

Besides Speakers’ Addresses, the event line-up for the conference would also include Panel Discussions and Paper Presentations. The Panel discussions would be centered on the themes - “*Make in India- Indian Labour Reforms and perspective from global best practises*” and “*Industrial Relations in Unorganised Sector*”. Paper Presentations on the tracks - “*Make in India – Indian Labour Reforms and perspectives from global best practices*”, “*Industrial*

*Relations in Unorganised Sector” and “Emerging Trends in Industrial and Employment Relations” would be organized.*

The esteemed speakers and panelists at the event, are to include - **Mr. Sharad Patil**, Ex-Director General, Employers' Federation of India; **Dr. S.K. Sasikumar**, Sr. Fellow V.V. Giri National Labour Institute, Government of India; **Dr. Krishnamurthy**, Director, Industrial Relations Institute of India; **Ms. Christine Nathan**, Former ILO/ACTRAV Senior Specialist; **Mr. Karthik Sekhar**, General Secretary National Confederation of Unites, India, Deputy President for Professionals & Managers in UNI-APRO; **Com. Jnan Sankar Majumdar**, National VP, Centre of Indian Trade Unions (CITU) and other dignitaries.

**Suyash Hassija, Secretary – Fire@x** said, *“The conference would see participation from delegates from various esteemed institutions across the country and he looks forward to the support and participation from the local residents of Jamshedpur, as well.”*

**About Fire@X:** The Forum for Industrial Relations at XLRI (FIRE@X) serves as a platform for discussion, promotion and dissemination of ideas about industrial relations. In its 19 year history it has emerged as the hub of all IR related activities at XLRI. Starting out simply as a platform for discussing labour law and IR, FIRE@X has evolved into one of the leading collegiate societies on Industrial Relations.

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Press Note

## **XLRI to organise ‘National Conference on Ewaste Management’ on 13<sup>th</sup> – 14<sup>th</sup> January**

***In Collaboration with Univeristy of Queensland, Australia and IIT, Kharagpur***

11<sup>th</sup> January, 2016: E-waste has become a major environemntal conern today and more improtantly increasing everyday as people are not aware that they are contributing to the e-waste temselves. The global volume of discarded e-waste by 2017 will weigh almost equivalent to 200 Empire State Building, New York.

Today people want the latest model of mobile and discard a mobile they purchased just recently. Similarly many electronic gadgets are discarded even when they are in good condition. Many of these discarded products end up in landfills and contaminat the environment with many of the hazardous materials in these products. The e-waste problem is amplified by the illegal dumping of dysfunctional products from developed countries under the pretext that the products for re-use. The products ending up in landfills are dismantled by unorganised people in dangerous and inefficent conditions adding toxic material to the environment. Ewaste however has a great potential of meeting the needs of rare metals for future if it is properly recycled.

It is therefore important to create awareness and educate people about e-waste management. It is in this context that ***Center for Global Management and Responsible Leadership at XLRI – Xavier School of Management, Jamshedpur*** along with *Co-Chairs from Univeristy of Queensland, Australia* and **IIT, Kharagpur** is organising a **National Conference on E-waste Management** during **January 13-14, 2016**. The conference will also have a workshop to identify strategies to manage e-waste. The conference will conclude with “preparation of an action plan for managing e-waste”.

**Mr. Shreekant Mokashi, Chief (Group Information Services), Tata Steel** would be the Guest of honour at the Inaugural function of the conference would be held on Jan 13 and deliver the inaugural address.

The conference has received research papers covering different themes of e-waste. Thirty research papers would be presented over the two days.

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

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 are being planned; the first on “Agri-input Management strategies for Sustainable Agriculture” was held in 2014-15. In the current academic year a conference on e-waste management is being proposed.

### **Conference Chair**

Pingali Venugopal, CGMRL, XLRI, Jamshedpur, India

### **Co-Chairs and Key note speakers**

Anthony Halog, Geography Planning and Environment Management, University of Queensland, Australia

Brajesh Kr. Dubey, Environmental Engineering Division, Dept. of Civil Engineering, Indian Institute of Technology, Kharagpur, India.

### **Conference themes**

- **Macro perspective**
  - a) Demand and supply side factors contributing to e-waste
  - b) E waste environmental impacts
  - c) E-waste as a resource
  - d) E waste Regulations: International and National
  - e) International trade and e-waste
- **User's perspective**
  - f) Consumerism and e-waste
  - g) Knowledge and attitude towards e-waste
  - h) Repair versus upgrading
- **E waste management**
  - i) Formal and Informal sectors in managing e-waste
  - j) E-waste management in Developing and Developed countries
  - k) Collection and recycling processes
  - l) Education on e-waste management
  - m) NGO initiatives
  - n) Future innovations