



XLRI

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**Entrepreneurship for
a Sustainable Planet**
9th National Conference on Social Entrepreneurship
Jan 27th – 29th, 2017



FR. ARRUPPE CENTRE FOR
ECOLOGY & SUSTAINABILITY
XLRI - Xavier School of Management



Press Release

XLRI to host '9th National Conference on Social Entrepreneurship'

18th January 2017: The '**9th National Conference on Social Entrepreneurship**' is being hosted by **XLRI- Xavier School of Management** on **27th to 29th January, 2017**.

Around 150-170 social entrepreneurs, development sector professionals, policy makers, academics and management students are expected to assemble and confabulate on the theme - "**Entrepreneurship for a Sustainable Planet**" at the 3-day conference to be held at XLRI Campus in Jamshedpur.

Elaborating upon the theme, **Prof. Madhukar Shukla, Chairperson of XLRI's Fr Arrupe Center for Ecology & Sustainability and the coordinator for the conference** said, "*Since mid-20th century, following the industrial and post-industrial revolution the size and scale of human enterprises have grown exponentially. However, this growth has also subjected nature, and the manifold benefits it provides to humanity, to an increasing risk. Over the last few decades, we have witnessed increasing depletion of forests and natural resources, decline in animal population and extinction of species, increasing pollution of air and water resources, extreme weather conditions, etc. The 21st century presents humanity with a dual challenge to maintain the balance of nature in all of its many forms and functions and to create an equitable home for people on a finite planet. While the interdependence between the social, economic and environmental agendas is gradually being recognized at the highest levels (as defined in the Sustainable Development Goals), over the years, numerous entrepreneurial individuals have been experimenting and developing models of sustainable living. The learnings from such existing benchmarks and models is extremely relevant to inform development strategies, economic models, business models and lifestyle choices.*"

"*The two-fold purpose of the conference is to showcase innovative social entrepreneurial ventures by individual entrepreneurs, NGOs, corporates, and government agencies, and to provide a common platform for development sector professionals for sharing experiences, issues and knowledge,*" Prof. Shukla further added.

The Keynote Speaker will be **Mr. MV Ashok** (*Chief General Manager (Economic Analysis & Research), NABARD HO*).

Among the eminent speakers at the conference are **Anshu Gupta** (*Founder – Goonj*) and **Harish Hande** (*Founder & Chairman, SELCO Solar India*) both of whom are recipients of Ramon Magsaysay Award; **Joe Madiath** (*Founder & Chairman, Gram Vikas*). He is also the recipient of Kyoto World Water Grand Prize and UNESCO's global award for his work on water



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and sanitation issues; **Poonam Bir Kasturi** (Founder & Director, Daily Dump) who is the recipient of “Social Entrepreneur of the Year Award 2016” given during World Economic Forum.

Other speakers and panelists at the conference to also include - **Ashish Gupta** (Founder, Jaivik Haat), **Birupakshya Dixit** (Programme Coordinator-India, Practical Action), **Chami Devi Murmu** (Convener, Sahayogi Mahila Samiti), **Kalyan Akkipedi** (Founder, Proto Village), **Laxman Singh** (Secretary and Founder, Gram Vikas Navyuvak Mandal, Laporiya), **Vimlendu Jha** (Founder & Executive Director, Swechha), **Rahul Banerjee** (Social Activist, Khedut Mazdoor Chetna Sangath), **Hemant Pinjan** (CSR Specialist, Watershed Organisation Trust - WOTR) among others who would share their experiences, issues and challenges.

Various sessions would be held at the conference:

- Options for Clean Energy
- Rejuvenating Land & Biodiversity
- Initiatives in Managing Water Resources
- Technological Solutions for Sustainability
- Models for Sustainable Agriculture
- Creating Sustainable Communities
- Upcycling Waste to Resource
- Promoting Sustainability Mindset & Practices

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

The conference registration details and forms are available at:

<http://tinyurl.com/9thNCSE-Registration>

Further details of the conference are available at:

- Conference Weblog: <http://9th-ncse-at-xlri.blogspot.in/>
- Conference FB Page: <http://www.facebook.com/9thNCSE>
- Conference Schedule: <http://tinyurl.com/9thNCSE-Schedule>
- Conference email: seconference@xlri.ac.in

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). 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.

XLRI hosted International Conference on Responsible Marketing

Launched XLRI e-waste policy at the conference

XLRI - Xavier School of Management in collaboration with *La Trobe Business School, Melbourne, Australia* recently organised ‘International Conference on Responsible Marketing’ on January 23-24, 2017.

The two day conference was inaugurated by **Mr. Anand Sen** (*President, TQM and Steel Business, Tata Steel*). In his address, Mr. Anand Sen emphasized the need to promote responsible consumption and reduce wastage. Key note addresses were delivered by **Fr. Oswald Mascarenhas, S.J.** (JRD Tata Chair Professor of Business Ethics at XLRI), who spoke on the topic of “*Responsible Marketing in a Turbulent market*” and **Mr. B. Hariharan** (*Vice President, ITC Hotels*) who explained how *ITC is “Designing & Marketing Responsible Luxury”*.

Elaborating about the conference, **Dr. Pingali Venugopal, Coordinator, Centre for Global Management and Responsible Leadership at XLRI and the coordinator for the conference** said, “*Sustainability has become a major concern for the UN. Marketing is being blamed for all the ills in society - be it excessive consumption, environmental degradation or unethical behaviours such as price wars, selective advertising, and deceptive marketing. It is in this context, we had organised the conference with the aim to consolidate research in this area and develop a framework for Responsible Marketing.*”

“*Socially responsible marketing is critical of excessive consumerism and environmental damages caused by corporations. It is based on the idea that market offerings must not be only profit-driven, but they must also reinforce social and ethical values for the benefit of citizens, including those in the bottom of the pyramid. Responsible Marketing also means that these values are communicated and enforced by everyone in the organization. While, marketers who are pursuing a socially responsible agenda understand that such efforts do not automatically translate into increased revenue or even an improved public image, research and experience suggest that organizations that consistently exhibit socially responsible tendencies may eventually gain a strong reputation that could pay dividends in the form of increased customer loyalty*”, he further added.

On the occasion, Mr. Anand Sen and **Fr. E. Abraham, S.J. Director, XLRI** launched an ‘***e-waste Policy***’.

This e-waste policy has been developed by the Centre for Global Management and Responsible Leadership, XLRI as an offshoot of the *Conference on e-waste Management* organized by CGMRL, XLRI in January 2016. XLRI has tied up with JUSCO to dispose its e-waste in an environmentally friendly manner. After the launch of the e-waste policy, X-Lead and Sigma the student bodies would spearhead the e-waste collection and disposal drive in XLRI.

Fr. E. Abraham, S.J. Director, XLRI said, “*We are happy to associate with the La Trobe Business School, Melbourne, Australia for the conference. Like XLRI, the first B-School in India to endorse*

the Principles of Responsible Management Education (PRME) under the UN Global Compact, La Trobe Business School is the first in Australia to sign PRME.”

The conference discussed about the theoretical underpinnings of the multi-dimensional nature of sustainability, the ethical issues of buyer and seller information asymmetry, the consumer awareness, knowledge and behaviour towards sustainable consumption. Subsequently the conference focussed on the experiences of the companies involved in responsible marketing as well as the involvement of larger organisations in Cause Related Marketing and Corporate Social Responsibility. In addition, organisational issues for building a culture in the organisation and sectorial applications were discussed.

Around 56 papers, from different business schools in India, Australia, USA, Canada and the neighbouring countries were presented at the conference. The researchers felt that consumers are aware of sustainability and environmental concerns, however, price still governs behaviour and there is a need to work on better technologies and education to promote sustainable consumption. Companies on their part are working towards building a culture of sustainability within their organisations though there could be a conflict with short term profitability. Strategies to build sustainable practices in organisations were discussed.

CGMRL which organised the conference was formed in 2010 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. CGMRL conducted two National Conventions during 2012 and 2013 to ‘share case studies on Responsible Leadership’. Case studies from the two conventions were analysed 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.

A two day Faculty Development Programme on Responsible Marketing was also conducted to help faculty and doctoral students develop curriculum and cases for teaching Responsible Marketing. The faculty development programme attended by 19 participants was conducted by faculty both from XLRI and LaTrobe University.

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Hughes Global Education India and XLRI, Jamshedpur Collaborate to Launch Direct to Desktop Executive Development Management Programmes for Working Professionals

23 January, 2017: **Hughes Global Education India Ltd. (HGEIL)**, the education business Subsidiary of Hughes Communication India Ltd (HCIL) and **XLRI- Xavier School of Management**, one of India's premier B-Schools have joined hands to launch '**Direct to Desktop' Executive Development Programmes** for working professionals and self-employed.

Currently only two short duration e-MDP courses are being offered under this Direct to Desktop (D2D) programme - **Executive Development Programs in Human Resources Development (EDPHRD)** and **Executive Development Program in Strategic Management (EDPSM)**.

The **Executive Development Programs in Human Resources Development (EDPHRD) Programme** aims at providing basic knowledge and better understanding of HRD theory and practices for HR/HRD professionals and line managers who are associated with HRD activities in their respective organizations. The last date of application for the course is **31st January, 2017**.

The **Executive Development Program in Strategic Management (EDPSM) Programme** intends to explicate the role of industry analysis, innovation focus and resource based thinking in strategizing for growth. Many leaders and managers implicitly use the resource based logic in making strategic decisions. The last date of application for the course is **27th February, 2017**.

The fees for both the courses amount to **Rs. 77,000 + taxes payable in two installments**.

Prof. Ram Kumar Kakani, Associate Dean (VIL), XLRI commented, "*XLRI's Virtual Interactive Learning Programmes have been designed for Working Executives to upgrade their business acumen, hone their managerial skills that would add value to them personally as well as professionally in their careers without leaving their jobs, cities and families. HGEIL is one of our existing technical partners. By leveraging the complimentary capabilities of each other, we look forward to successfully delivering high quality Programs to working professionals.*"

A spokesperson from Hughes Global Education India Ltd. (HGEIL) commented, "*Direct to Desktop study has now-a-days been quite familiar in the education industry. It has eased the trouble of travelling to a specific study center. Students can now attend class sitting at their home on their PC/Laptop using broadband connection. Live classroom sessions enable the*

For EDPSM: <http://www.hugheseducation.com/xlri-jamshedpur/edpsm>.

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About Hughes Global Education

- Hughes Global Education India Ltd. (HGEIL) is the education business Subsidiary of Hughes Communication India Ltd (HCIL).
- HGEIL pioneered 'Class Apart Learning' using technology in 2001 and built a country wide network in Premium Management and Technical Programs for working executives
- The platform IOL, Interactive Onsite Learning is a state of art technology platform, simulating a live classroom with all its interactions and peer learnings.
- HGEIL today commands more than 50% market share in Class Apart Learning in India for working executives, with more than 2500 students enrolling every year.
- 50+ cities across India
- 85+ classrooms across India
- 2500+ students per year
- 25000+ alumni base of HE

XLRI to Host ‘International Conference on Responsible Marketing’

19th January, 2017: Socially responsible marketing is critical of excessive consumerism and environmental damages caused by corporations. It is based on the idea that market offerings must not be only profit-driven, but they must also reinforce social and ethical values for the benefit of citizens, including those in the bottom of the pyramid.

Responsible Marketing also means that these values are communicated and enforced by everyone in the organization. While, marketers who are pursuing a socially responsible agenda understand that such efforts do not automatically translate into increased revenue or even an improved public image, research and experience suggest that organizations that consistently exhibit socially responsible tendencies may eventually gain a strong reputation that could pay dividends in the form of increased customer loyalty.

It is in this context that the *Centre for Global Management and Responsible Leadership at XLRI, Jamshedpur* in collaboration with *La Trobe Business School, La Trobe University, Melbourne, Australia* is organizing the ‘**International Conference on Responsible Marketing**’ from **January 23-24, 2017** to consolidate research in this area and develop a framework for Responsible Marketing.

“*We are happy to inform that we received 43 papers from researchers from across the country as well as USA, Canada, Australia and South Asian countries,*” said **Dr. Pingali Venugopal, Coordinator, Centre for Global Management and Responsible Leadership at XLRI.**

The themes of the conference include:

Responsible Marketing Conceptual Foundations, Ethical and Legal issues, Consumer insights, Entrepreneurial experiences, organizational issues, Cause Related Marketing and Sectorial Applications.

Mr. Anand Sen, President, Tata Steel is to be the Chief Guest and deliver the Inaugural address.

Another highlight of the conference would be launching of XLRI e-waste policy by Mr. Anand Sen and Fr. Abraham, Director XLRI.

This e-waste policy has been developed by XLRI as an offshoot of the *Conference on e-waste Management* organized by the Centre for Global Management and Responsible Leadership, XLRI in January 2016. XLRI has tied up with JUSCO to dispose its e-waste in an environmentally friendly manner. After the launch of the e-waste policy, X-Lead and Sigma the student bodies who would be spear heading the e-waste collection and disposal drive in XLRI would hand over some e-waste to JUSCO as a symbolic beginning of the collection drive.

A pre-conference two day faculty development workshop on Responsible Marketing was also held to help faculty develop cases on responsible marketing. The workshop was attended by around 12 faculty members.



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