



XLRI

Press Releases

Jan. 2018

- Leadership Talk With Akash Gautam ----- 1
 - English Fair----- 2
 - XLRI Hosts 2nd National HR-IR Conference-----4
 - Maelstrom 2018 ----- 6
 - XLRI Celebrated MAXI Fair 2018 ----- 7
-

XLRI Hosted Leadership Talk With Akash Gautam

16th January 2018: The 1st leadership talk of the year 2018 in the flagship **XLS-XLRI Leadership series 2017-18** and the fifth in the current series was delivered by *popular Motivational speaker, corporate trainer and blogger*, **Mr. Akash Gautam**. The leadership Talk was organized by PGDM-GM batch of XLRI was held on 15th January, 2018 at XLRI Campus in Jamshedpur.

Mr. Akash exhorts people to be Happy, Energetic & Focused. His Events are **Motivation minus the boring Gyaan**; & are of the sarcasm and humor genre. He believes in the motto of 'Life' & 'Living Life Better.

Addressing the students of XLRI in a power packed session Mr. Akash talked about the need for happiness in people's life. He stressed upon the importance of maintaining a balanced personal life in order to achieve success in the corporate world. He kept the students engaged as he uncovered the mantras for a successful life - Career, fitness, relationships, hobbies and spirituality – and the need to diversify your investment of time and energy amongst these five areas. He talked about how meditation helped him improve his life and encouraged the students to leverage the power of meditation for better concentration in MBA and post MBA life.

A healthy mind and a healthy body increases concentration and motivates a person to put in 100% in whatever they do. He shared anecdotes from his personal life to stress upon the importance of staying happy and healthy. The best part of the event was the humorous way in which he engaged the audience and kept the essence of talk alive. He closed out the session by telling the audience that they need to identify the momentum that keeps them moving and learn to use that to their benefit.

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 might 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.

For further information, please contact:

Debaparna Bhattacharya
Ketchum Sampark
9831957377

POST-EVENT PRESS RELEASE

Title: English Fair – Enjoying the sound of Words!

XLRI Jamshedpur, 20th January, 2018: Samarthyia is a student-run body in XLRI which was founded to help school students achieve their true potential. Samarthyia wishes to make student so empowered that they wouldn't need handholding, so independent that they can choose their preferred door of opportunity. The theme for this year, 'Education for all' falls in line with the motto of the larger organisation, XLRI, this committee is a part of, 'For the Greater Good'.

2018 is the second consecutive year of *English Fair* which took birth from the idea that no student deserves to have an opportunity snatched from him/her just because he/she is not familiar with a language. *English Fair* was held on 20th January 2018 at Loyola High School (Hindi), Jamshedpur. The event saw participation from a total of 210 students from 7th, 8th and 9th classes. The entire lot was divided into groups of 6, with one team leader who took the group around, visiting each stall.

This year, the students of Samarthyia prepared many small fun events that would start to get rid of the thinking process that English, as a language, is something to avoid or run from if any break comes draped in the language. The English language is an important medium of communication, the knowledge of which will ensure that future rejections do not happen because of 'communication problems'. There were only 2 overarching 'nots' at *English Fair* – 'Do not be afraid to try or make a mistake' and 'Do not shy away from asking questions or learning'. Beyond that, give your best!

The focus of *English Fair* was increasing familiarity with the language through the means of fun events. Just a Minute played out in its normal form; another version of it had a twist – speak for a minute about a photograph that is shown to you, talking about what you have seen or what it reminds you of. Sentence Chains was a simple way of linking sentences and changing the tenses as the sentence grew longer. A quiz checked the students' competency with spellings, grammar and understanding of the convoluted language of riddles. Draw as directed, fondly called *DaD*, had 4 students describing the shapes in the photograph shown, without explicitly giving out the name of the object. Games like Mirroring and Courtesy Café was designed to familiarise the students with the norms of the language like, "Hi! How are you", "Hello, I am good. Thank you for asking. What about you", "I am doing great! A pleasure to meet you". Tongue Twister was the stall where you got to see the young kids get competitive. The last stall encouraged the group to ask questions in English to their friend in a game of 20 questions.

Students were seen frowning and thinking of what words or phrase to use. We ensured that they were given immediate feedback on all things they spoke and personal attention as it was needed. Just 25 XLRI students were able to touch the lives of 210 students who felt much more confident today to try their hands at speaking English again. In fact, some of the students asked if Team Samarthyia could make it a monthly event as they found this to be a fun way of learning! The victorious smiles on their faces when they got a question right or correctly remembered a word is what will encourage Samarthyia to include more students under the ambit of *English Fair in the years to come*.

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.

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

The model of Samarthya consists of group sessions delivered by a team of Samarthya facilitators for classes of school students in Jamshedpur. Team conducts sessions for XLRI staff kids to hone their leadership and academic skills.

The teenage years are the formative years and it is in these years that we usually learn the most important lessons of our lives. Today's teenagers have their plate more than full. Not only do they need to deal with academic calendars and multitude of extra-curricular activities, but also they need to cope with myriad emotions as they evolve into strong and mature adults.

PRESS RELEASE

XLRI Hosts 2nd National HR-IR Conference

XLRI Jamshedpur, 21st – 2nd January, 2018: A nip in the air, and excitement on the faces, marked the inception of the first day of the 2nd National HR-IR Conference, a landmark affair. XLRI has been a premier B-School and a traditional forerunner for Management Education in Human Resources in all of Asia Pacific. Keeping with that spirit, SAPPHIRE, in association with SBI, provided a platform for this marquee event to take place, with Al Neda Travels as the Travel Partner.

In line with its theme, '**Fortifying the Future: Managing the Changing Workforce and its Needs**', the conference witnessed participation from Industry stalwarts, Academicians, Government officials, Researchers and Students from the top B-Schools of the country. The session was inaugurated by Mr. Inderjeet Sengupta, CHRO Johnson and Johnson, who gave the keynote a personal touch by stressing on the importance of human resource and business through life examples.

The theme for IR Panel was introduced by renowned Professor P.K. Padhi of XLRI Jamshedpur who briefed about the IR theme i.e. **Consolidation of Labour Laws** to the audience.

The first panel discussion for the day on the theme **Emerging Workforce and its Impact on Human Resources**, was chaired by Professor Raghuram Tata of XLRI Jamshedpur, with the other panelists including Dr. Shalini Lal (Founder, Infinity OD), Mr. Inderjeet Sengupta (CHRO Johnson and Johnson), Mr. Indrajit Gupta (VP HR SREI Financial Services) and Mr. Avijit Shastri (XLRI Alumnus and Independent Consultant). Dr. Shalini followed the proceeding after Mr. Tata, by focussing on the two major trends which will be the push in the new era: expectations from the emerging workforce and meeting an era of rapid disruptions. She mentioned the growing need for organisations to be more agile and take liquid structures, which was re-emphasised by Mr. Avijit Shastri who mentioned the need to ensure business continuity while changing the structures. He considered the open mindedness of the millennials, a plus point since experimentation is a welcome shift from the existing risk averse workforce. He also pointed out the heavy dependence of the current workforce on information and the need to deal with contingencies. Mr. Inderjeet Sengupta emphasised on leveraging on the wisdom imparted by seniors, that can provide them with clear thought process to maintain a balance of command in organisations and experimentation. Mr. Indrajit Gupta, threw light on the numerous HR challenges, engaging the workforce being the major one. Speaking about how in the current arena, the employees don't leave organisations, they leave managers, Mr. Indrajit mentioned the need to bridge the gap between the two generations and a need to redesign the current hiring systems, to change the hiring experience.

Day 2 of the 2nd National HR-IR conference held at XLRI began on a bright, sunny Sunday morning. The venue was packed with students, academicians and industry experts who gathered to discuss and deliberate on the various issues being faced by the Indian IR community. XLRI has been a premier B-School and a traditional forerunner for Management Education in Human Resources in all of Asia Pacific. Keeping with that spirit, SAPPHIRE, in association with SBI, provided a platform for this marquee event to take place, with Al Neda Travels as the Travel Partner.

All the events were in line with the theme, '**Fortifying the Future: Managing the Changing Workforce and its Needs**', the list of both the participants as well as the speakers was a diverse mix of those in the world of scholarship as well as those in the world of practice.

The theme for IR Panel '**Consolidation of Labour laws and its Impact on the HR & IR Scenario in India**' was introduced by renowned Professor P.K. Padhi of XLRI Jamshedpur on Day 1 itself. Day 2 began with a panel

discussion on theme and was chaired by Professor Paramjyot Singh of XLRI Jamshedpur, with the other panellists including Mr. Raghunath Pandey (Trade Union Leader, JUSCO), Mr. Rahul Sapkal (Professor, Maharashtra National Law University) and Mr. Saurabh Anand Prakash (Lawyer, Supreme Court of India). Mr. Paramjyot Singh introduced the topic to the panel members to begin the proceedings.

The discussion revolved around the key problems that the industry faces. The panellists spoke about the Chinese model of exploitation of the workers, mentioning that Indian workers are not marginalised and the sanctity of democracy is maintained. They spoke about the in-formalization of the labour workforce, and highlighted the probable changes that the Consolidation of Labour Laws may have.

The second session of day 2 was power packed with student delegates where the renowned Professor EM Rao of XLRI Jamshedpur, took an interactive session on the required **Labour Reforms in the Indian Labour Laws** and provided his guidance to the students entering the HR industry. He raised the key areas where reforms are required and provided his perspective on the proposed reforms for the same. The session could clarify certain basic doubts of the students of different colleges.

Post this the third round of **HR Triathlon**, a student event was conducted, which saw participation from students across the top B-Schools of the country followed by the **Battle HR Royale finale**.

After the valedictory speech, prizes were distributed to the winners of the HR Triathlon event along with the winning team of Battle HR Royale. The conference ended with a Vote of Thanks by Colin Koshy Panicker, Secretary, SAPPHIRE at XLRI.

About Sapphire: SAPPHIRE, Students Association for Promotion of Personnel Management, Human Resources and Industrial Relations, was incubated in 1989 to promote Human Resource Management and act as an interface between the academia and industry.

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, labor, service agencies engaged in rural development, education, health and other public systems.

Maelstrom 2018: XLANC brings adventure and fun to XLRI campus

Maelstrom- the flagship event of XLRI Adventure and Nature Club, returned for its second edition on 7th January 2018. It was a day full of thrilling activities and fun games.

The day kicked off with Bungee Basketball and Rifle Shooting which attracted students in huge crowds. Paintball and Meltdown saw enthusiastic participation from dozens of teams. All-Terrain Vehicle thrilled the more adventurous of the lot. Over 500 students, faculty and staff thronged the football ground to partake in the fun.

“At Maelstrom this year, we have endeavoured to colour the canvas as vividly as possible with copious shades of energy and enthusiasm. We are excited to provide our fellow batch mates with this opportunity to unwind and stimulate their thrill-seeking zeal”, commented Pranav Pal Singh, the secretary of XLANC.

Partners including TSAF, IOCL and Double Down were thanked by XLANC for their support.

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.

About XLANC: The XLRI Adventure and Nature Club (XLANC) is one of the most active clubs on campus. Its vision is to help students develop leadership skills and managerial acumen through outdoor activities. It provides the students with activities like Dalma trek, Everest base camp trek, rifle shooting, horse riding, laser tag and many more. All in all, it is the club which keeps the students sane and healthy to pursue excellence in every sphere; for a healthy body houses a healthy and productive mind.

XLRI Celebrated MAXI Fair 2018

18th January 2018: The **39th 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 13th and 14th January, 2018 at XLRI Campus, Jamshedpur.

Coveted as one of the biggest marketing event in the B-school circuits, **MAXI Fair**, the mela-like event has been organized annually by the students of the Marketing Association of XLRI (MAXI) for the past 38 years to conduct consumer research. By collecting accurate and reliable customer data for the biggest names in the industry via digital games and contests, the students provide insights to corporates that are applied by the firms to improve live market products. With a 10,000-strong crowd descending upon the Fair-grounds from across the city of Jamshedpur across the two days of the Fair, companies would be hard-pressed to find a more willing target group of consumers to analyze.

This year, MAXI Fair witnessed footfall exceeding 8000 mark. Across the two days various events were conducted like- Masterchef and Kids' Fashion Show on the Day 1. While for the Fashion Show, parents flocked the fairground with their little fashionistas, Masterchef saw 8 home cooks battling it out on the fairground for the coveted title.

Two new events were introduced this year at MAXI Fair 2018 – 'Jamshedpur's Favourite Family' and 'Healthy Jamshedpur, Happy Jamshedpur' were held on the Day 2. Both the events were received enthusiastically by the citizens of the Steel City. 'Healthy Jamshedpur Happy Jamshedpur' event comprised of a Yoga, Zumba and fitness session. This early morning affair was well-attended by people of all age groups, showcasing the increasing health consciousness amongst the average Jamshedpur citizens. Art Attack drawing competition was organised for kids of the 5-15 age group, more than 150 little Picassos queuing up to showcase their prowess. With Classmate art supplies being used all across, the children brought out their imaginations with brilliant colours. Dance competition was also held for children at the event. The 80+ participants performed western and Indian dance form in solo or group performances. 'Jamshedpur's Favourite Family' event had families unite and fight it out against other clans in a bid to win not just the title but also take away bumper offers like Tata Steel Pravesh Doors, washing machines, mobile handsets and the like. It was a one of a kind event where all three generations came together to stake a claim to the bounty.

One of the biggest attractions of the two-day extravaganza was the comedy night by widely beloved comedian-actor-poet Shailesh Lodha of Taarak Mehta ka Oolta Chashma fame. Mr. Lodha had the crowd in splits with his relatable yet funny accounts of everyday life interspersed with thought-provoking poetry.

At the heart of it all, MAXI Fair is a matchless opportunity for corporates to carry out disguised marketing research. The results eventually dictate several aspects of the final product – right from the packaging to the means of distribution employed. Previous editions have provided

some brilliant insights to the research partners – for instance, a popular beverage company decided to implement packaging design changes based on MAXI Fair research whereas another FMCG firm also changed their business strategy to launch Nestea based on MAXI Fair’s results.

The effectiveness of this method of marketing research can also be seen from the fact that almost all of the premier b-schools across the country and some foreign universities as well have replicated this event to great success. Philip Kotler, the ultimate marketing guru, also showered praise on this innovative method of understanding consumer behaviour.

With research partners such as FMCGs, auto companies and consumer healthcare giants lining up to be part of the Fair and reposing their faith in the effectiveness of this method of analyzing consumer behaviour, MAXI Fair 2018 is keeping up with the times by going digital. Be it the queueing system being used to send people to the gaming tent or even the games being used to collect data for the research problems, MAXI Fair continues to evolve and stand the test of time.

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.

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.