



XLRI

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Press Release

XLRI Celebrates 10th Year of Jamshedpur JoyFest: Daan-Utsav

1st October 2018: **XLRI- Xavier School of Management** commemorates the spirit of Joy of Giving for the 10th year with the entire city of Jamshedpur. The **10th Jamshedpur JoyFest: Daan-Utsav 2018** is conducted by SIGMA (Social Initiative Group for Managerial Assistance), XLRI under the stewardship of Prof. Madhukar Shukla from 2nd to 8th October, 2018 is based on theme – ‘*Donate for Dignity*’.

The festival is celebrated by coming together of communities, corporates, NGOs, educational institutes and common people of Jamshedpur.

This year’s Daan Utsav includes donation drive initiatives like – “Vastra-Samman” – donation of clothes, blankets, shawl, bed sheets, etc.; “Ann-Daan” – donation of Dry Ration for the marginalized; “Donate a School Kit” – A complete school kit for a child; “Toys Collection Drive” – toys and board games for children in aanganwadis, orphanages and schools; and. “Grameen Suvidha” – Utility items for rural households, e.g., plastic sheets, mosquito nets, comb, hairbrush, nail-cutter, sewing kit, iron /multi-vitamin tablets, etc.

Talking about the plans of this year’s festival, Prof. Madhukar Shukla said, “*We have been receiving wide-support from organisations, schools and common citizens. However, besides donation and collection of materials, giving one’s time, skills and knowledge is something very important that one can give and should be encouraged.*”

Providing career guidance to students in less resourced schools, financial literacy to informal sector workers, nutrition and health awareness information to poor community, blood check-up for anemia and iron deficiency for female maintenance and domestic staff, spending a day/ time with residents of old-age homes, orphanages and cancer patients are some of the activities planned to be held during the festival.

XLRI students will perform nukkad naataks across the city to create awareness for importance of giving.

For details on Jamshedpur JoyFest: Daan-Utsav 2018, one can contact at –

JamshedpurJoyFest@xlri.ac.in | <https://www.facebook.com/JamshedpurJoyFest> | Mob: 91 - 7976645098/ 91 -9431113764/ 91 -77382130297738213029

About SIGMA, committee XLRI: **Social Initiative Group for Managerial Assistance**, popularly known as **SIGMA**, was founded in year 2002 to work towards the social causes in and around Jamshedpur. The committee has taken up various social causes over the time, resulting in the reputation that is now associated with it. The SIGMA team also works in coherence and collaboration with the NGOs, and all the other concerned parties to make a better living for those around us. From the smallest acts of helping to the larger efforts in conducting city-level donation drives, the team works towards the social causes covering varying segments of the society.

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.

PRE-EVENT PRESS RELEASE

Title: Disha – Career Counselling Session at XLRI

XLRI Jamshedpur, 26th October, 2018: Samarthya is organizing the fifth edition of Disha – Jamshedpur’s biggest career counselling workshop for school students on 28th October 2018 at XLRI. Lack of knowledge and awareness is an issue that is prevalent in our society and leads to uninformed decisions which in turn causes a plethora of problems. Disha aims to tackle this issue by the horns. A huge information gap exists when students make career related decisions. This gap between their awareness of the careers open to them, the careers which are uniquely right for them, and the career the society leads them to think is their only alternative – is a major cause of concern. This not only expands the horizon of possibilities for the youth but also helps the cause of a developing country like India. Many schools from Jamshedpur are invited to participate in this event. Any number of students can be accompanied by their teachers and parents. To throw more light on the diversity of career paths, students of XLRI will be there to help by answering all questions and concerns of students and their parents regarding various careers. The students will be guided through the requirements of various courses and the requisite preparation for their entrance examinations. Disha will also conduct profiling tests that will help in understanding one’s persona and will aid in making career related choices. Teachers who play a crucial part in developing the youth are important guests to the event.

Growing leaps and bounds every year, Disha promises to be bigger than last year. The event celebrates compassion and love for the community. We hope to reach out to more students so as to bring a change in the lives of the young adults of our country. A career can be a major source of satisfaction in our fleeting lives – we are working to increase the percentage right from the very beginning of the career choices.

Following are the details of the event:

Event	Disha 2018
Conducted by	Samarthya, XLRI
Date	28 th October, 2018
Timings	10.00 a.m. to 1.00 p.m.
Venue	Learning Center 2, XLRI, Jamshedpur

In case of any queries, kindly drop a mail at samarthya@xlri.ac.in or contact any of the undersigned:

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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 for Research, Training, Education and Leadership (CeRTEL) 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.