



# XLRI

# Press Releases

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Press Release

## XLRI organized 6th National Conference on Social Entrepreneurship

6<sup>th</sup> February, 2014: XLRI-Xavier School of Management recently organized the “6<sup>th</sup> National Conference on Social Entrepreneurship (XLRI NCSE 2014)” at XLRI Campus, Jamshedpur.

The National Conference on Social Entrepreneurship is a flagship event of XLRI that seeks to underscore XLRI’s mission on being a management school with a difference and uphold its commitment to inculcate a sensitive social conscience within future business leaders in the making. The primary purpose of the Conference is to provide a common platform to the practitioners (*social entrepreneurs, CBOs/NGOs, Government Agencies, Academics, Funding Agencies, Support Organisations and Corporate*) for active interaction and learning from each other.

Organized under the aegis of Fr. Arrupe Centre for Ecology and Sustainability by the student committee SIGMA, the conference’s theme for this year was “**Rethinking Development: Strengthening the Grassroots**”, aimed aims to explore and create a platform to showcase and learn from initiatives and social ventures which are promoting a holistic and “ground-up” model of development.

The three days long event was inaugurated by **Fr. E. Abraham S.J., Director of XLRI, Prof. Madhukar Shukla, Chairman, NCSE** and *the members of SEEDS, a local NGO working for the development of communities.* The XLRI NCSE 2014 witnessed the inaugural session discussing on the topic ‘**Voices from the Grassroots**’ where the local villagers shared their experiences and opinions on what development actually means to the rural population. The speakers very gently touched upon the humble aspects of their lives related with Natural Resources, Livelihood through Farming, Community Mobilization, Evils of Alcoholism, Rural Healthcare and Entrepreneurship.

The inaugural day of the conference also held two other sessions- the first one being ‘**Building Self-Reliant Communities**’ which had speakers like **Dr. Joe Madiath, Executive Director, Gram Vikas**, who explained that though self reliant communities can sound almost impossible in today’s world and how they can be attained by following the principle of No exclusion; **Michelle Chawla, Co-Founder, Tamarind Tree**, who highlighted the works by farmers of 3 groups namely Nomad, Tamarind Tree and Gandhiana collectively built self reliant communities and **Stan Thekaekara, Founder, Just Change India**, who had the audience captivated with his take on the topic. The other session, ‘**Creating Markets and Boosting Local Economy**’ which witnessed speakers like **Prema Gopalan, Executive Director Swayam Shikshan Prayog, Umadevi Swaminathan, MD, Rudi Multi Trading Company** and **Prabaleen Sabhaney, Head-Corp Comm & Public Affairs, FabIndia.**

The Day 2 of XLRI NCSE 2014 started with the session on ‘**Leveraging Indigenous Resources**’, where **Mr. Anshu Gupta, the Founder director of Goonj** playing the role of moderator & speaker gave a brief scenario of the current trends that are taking place in India regarding resources & CSR



activities. The other speakers of the session were **Dr. Marcella D'Souza, Executive Director, Watershed Organization Trust (WOTR)** who spoke on *'Leveraging Local Resources for Sustainable Development in Rural India in Semi-Arid Regions'* and described the problems faced by women in these regions & the amount of efforts they had to put in to get the basic necessities of life like water, food, etc. She also showed the effects of Watershed development & how it had improved the conditions of the people during droughts; **Mr. Kalyan Akkipedi, the founder of "ProtoVillage"** shared his experiences in managing the huge task of making a prototype of an "Adequate" village cluster which would act as a replicable model for integrated rural development. The session also discussed on the various problems faced by the people in villages in the usage of natural resources and how the communities managed sustainable agriculture and the ways in which the different innovations in the field of agriculture had been impactful.

The other sessions of second day of the conference were on - *'Promotion of Entrepreneurship at grass roots level'* where **Prof Prabal Sen** emphasized on the importance of promoting entrepreneurship in India, **Mrs. Lakshmi Venkatesan, Founding Trustee of Bharatiya Yuva Shakti Trust** talked about the building blocks of socio-economic development & the power of qualitative data in encouraging people. Other speakers in the session were **KC Mishra, Founder-Director, eKutir** and **Mr. Neichute Duolo, Founder & CEO, Entrepreneurs Associate**. The session on Community Managed Healthcare Systems had erudite speakers such as **Dr. Anand Bang, Research & Medical Officer at S.E.A.R.C.H., Mukti Bosco, Co-Founder of Healing Fields, Drs. PK Tripathy & Nirmala Nair, the founders of Ekjut along with Anirudh Kumar, Programs Manager of Jamkhed Project** who discussed on various strategies involved in building such a healthcare system crucial for the development of EME's like India; whereas the panel discussion session of the day focussed on *'Experiments, Innovations and New Prototypes'* which brought into limelight the initiatives and ventures taken by these very individuals for decentralised development. The speakers- **Prakhar Bhartiya, Founder of Youth Alliance, Pradeep Ghosh, Founder-Director of OASiS, Prof DV Ramana, Business on Street, XIM Bhubneshwar and PP Verma, Secretary, Jharkhand Alternative Development Forum** brought to the fore these initiatives which can help strengthen the grassroots. The day culminated with a documentary- *'The Power of Community: How Cuba Survived Peak Oil'* which brilliantly showcased the hardships and struggles as well as the community and creativity of the Cuban people during the economic crisis, which they call "The Special Period."

*"Democratizing Information and Media"* was the first session of the final day of the XLRI NCSE 2014 which threw open the floor with **Mr. Shubhranshu Choudhary, founder of CG Net Swara, an innovative audio news service**, who emphasized on the role of "democratizing our communication system" in order to make the voices of the weaker sections heard, giving examples of regions like Chaibasa and Singbhum, where people speak in local languages like Ho which are then converted to Hindi and English by CG Net Swara and then transmitted as audio news. **Mr. Pritam K. Nanda, the regional manager for Digital Green, a knowledge platform that allows farmers to share their best practices within their community** spoke about empowering various activists in the villages to facilitate this



knowledge transfer through Digital Green, whereas **Mr. Osam Manzar, owner and founder, Digital Empowerment Foundation** talked about eradicating information poverty.

The session on **'New Routes to Financial Access'** discussed on the importance of the availability of credit and other financial products to rejuvenate the local economy and fuel local entrepreneurship. The speakers, **Mr. Abhishek Sinha, co-founder and CEO, Eko Financial Services** explained how his organization channelizes credit and banking facilities at the next door grocery store to households effectively through mobile phone. *"Technology does not discriminate, it gives the same value and behaves the same way with everyone"*, he commented. The other speakers, **Mr. Shashi Bharat, Manager, AID India**, enlightened the audience with the works of AID India in Jharkhand in providing various facilities to three of the most remote districts of the state and **Mr. Ramakrishna N K, co-founder and CEO, RandDe.org, an online portal** explained how his organization connects the rural in need of micro credit with the lenders through a network of partner NGOs.

**Prof. Madhukar Shukla, Chairperson of XLRI's Fr Arrupe Center for Ecology & Sustainability and the coordinator for the conference**, said on the occasion, *"During last several years, we have seen that growth merely in terms of higher GDP or per capita income does not necessarily trickle down to impact the lives of people. Therefore, there is a need to also look at alternative decentralized models and approaches to development. Through this conference, we aim to provide an opportunity to showcase such ventures and initiatives, and provide a platform for their replication through partnerships."*

**About XLRI:** XLRI is a premier, private management institute in India founded in 1949 by Fr Quinn Enright, S.J. in the Steel city of Jamshedpur, Jharkhand. Over the last six decades, XLRI has helped shape responsible business leaders who serve organizations of repute across the globe. As an institution, XLRI continually strives to contribute its mite to the professional growth and management of innumerable organizations that serve the public - especially organized industry sectors, labour welfare, service agencies engaged in rural development, education, health and other public systems.

*Press Release*

## **XLRI to host “XLerate 2014” – India’s first ever sports fest exclusively for one year MBA students**

***The competitive sporting event is to be held on 1<sup>st</sup> & 2<sup>nd</sup> March at XLRI, Jamshedpur***

25<sup>th</sup> February, 2014: **XLRI- Xavier School of Management** is all set to host “**XLerate 2014**” – ***Sports Festival for 1-year MBA students from premier B-schools across India*** on 1<sup>st</sup> and 2<sup>nd</sup> March at XLRI Campus, Jamshedpur. The sporting meet shall be witnessing executives from premier management institutes across India, such as *IIM Calcutta, IIM Ahmadabad, ISB Hyderabad, ISB Mohali, IIM Indore, Great Lakes Chennai and SP Jain, Mumbai* battle against each other on the field.

The two-day long sporting meet, organized by the PGDM(GM) students of XLR, will include events like – *Cricket, Football, Basketball, Volleyball, Tennis, Badminton, Table Tennis, Chess, Carrom, Tug of War and Athletics.*

As part of ‘**XLerate 2014**’, an online **Case Competition** has been organised among the various B-Schools in various fields of management like Finance, Marketing, HR and IR. The prelim rounds are ongoing currently, while the Final is to be held at XLRI Campus, Jamshedpur on 1<sup>st</sup> and 2<sup>nd</sup> March. The winner will be awarded with cash prize and certificate.

**The Moment** – exclusive online sports photography competition is also being organized on the occasion with the aim to test one’s acumen in photography that would capture spirit of **XLerate**. The winners will be awarded with cash prize and certificate.

*“XLerate promises to be a yearly meeting ground for executives pursuing 1 year MBAs that would showcase their talent at the highest level. The meet would put the managerial acumen and strategic skills of future leaders to test on the sporting field as against the boardroom”* **Dr. Pranabesh Ray, Dean, XLRI** commented on the occasion.

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### **Quote from Fr. E. Abraham, S.J, Director of XLRI on Interim Budget- 2014**

It is heartening to note that expenditure on education has increased almost eight-fold in the last 10 years to reach Rs.79, 251crores this year. Whilst the number of schools, colleges and universities have increased manifold in the last decade it is definitely a matter of grave concern that a large number of the new educational institutions in the government sector have major lacunae vis-a-vis governance resulting in gross misapplication and wastage of public funding. It is high time that the audit of the education sector is done with more rigor by the Comptroller and Auditor General (CAG) of India and corrective measures be implemented to stem the public funds leakage.



## **XLRI Placement Report – CRP 2014**

### **Placements at XLRI defy hard times – Places 100% of the batch in 3.5 days**

XLRI- Xavier School of management has achieved 100% placement for its current outgoing batch of 2012-14.

The Final Recruitment process saw participation from 103 recruiters which included over 32 new recruiters and 254 offers were made for a batch of 245 students over a period of 3.5 days.

- *Against the backdrop of a slow-growing global and domestic economy, XLRI has successfully placed its high-caliber students from its Business Management and Human Resource Management programs.*
- *Participation by a large number of reputed organizations year-after-year for recruitment bears testimony to the reputation of XLRI as a trusted management school.*
- *BFSI and Consulting firms recruited in large numbers with around 50% of the Business Management students being offered roles in the Finance and Consulting domains.*
- *XLRI's unrivalled reputation for its Human Resources Program was clearly visible as the HR students secured excellent job offers across sectors viz. Consulting, FMCG, General Management and other sectors in large numbers.*
- *79 students were offered PPOs (Pre-Placement Offers) from their summer internships, a near 25% increase over the past year with the students from XLRI proving their mettle in the industry yet again.*
- *The median salary of the batch was over 16.25 lakhs per annum.*

### **Finance**

In continuation with the trend from the recently concluded Summer Internship Placements the CRP was marked by an overwhelming presence of recruiters from the financial sector domain. Recruiters from the BFSI space included Aviva, Axis Bank, Bharati Axa, BNP Paribas, Citibank, Creador, CRISIL, Development Bank of Singapore, Deutsche Bank, Goldman Sachs, HDFC, HSBC, ICICI Bank, IndusInd Bank, ING Vysya Bank, JP Morgan Chase, Nomura, Standard Chartered, UBS and Yes Bank. ICICI Bank was the largest finance recruiter. HDFC Bank offered roles in its Treasury department. Corporate Banking roles were offered by Citibank and HSBC among others. Creador, a Private Equity Firm offered a niche role.

### **Marketing /Operations and Human Resources**

The FMCGs have been the forte of XLRI over the years. This year was no different and XLRI has again re-established its strength as an FMCG destination. Asian Paints, Castrol, Coca-Cola, Colgate Palmolive, GSK CH, HCCB, ITC, Johnson & Johnson, L'Oreal, Marico, Mars, Mondelez, Nestle, P&G, Pepsi, Puma, Reckitt Benckiser, Unilever among others offered roles in Sales and Marketing and HR functions. ITC was the largest recruiter in the FMCG space.

The chemicals giant DuPont offered its marketing leadership development role at XLRI.



The pharmaceutical and medical sector was strongly represented by participation from majors like Bebitz, Bioxcel, Dr. Reddy's, Medtronic, Ranbaxy and Sanofi. The media sector too made its presence felt with Set India, Star TV and Times Innovative offering roles in their Sales and Marketing function. Airtel, Cisco, Ericsson and Vodafone represented the Communications and the Networking space while Philips, Samsung and Videocon were the recruiters from the Consumer Durables sector here at XLRI.

Bosch, Crompton Greaves, Siemens, Shell and Trident recruited students from the HR function.

DTDC, ITC, JSL, Lodha Group and Tata Steel offered operations related roles including supply chain and procurement.

### **General Management**

General Management once again was one of the preferred sectors on campus with major industry players like Aditya Birla Group, Hinduja Group, Mahindra & Mahindra, Reliance Industries, RPG and TAS offering a large number of roles in this area.

### **Consulting**

The consulting domain saw the participation of industry majors such as Accenture Strategy, Capgemini Consulting, Cognizant Business Consulting, Deloitte, Ernst & Young, Everest Group, Hay Group, iCRM, KPMG, McKinsey & Co., Price Waterhouse Coopers, The Boston Consulting Group, TSMG and Vector Consulting. Ernst & Young offered its prestigious transaction advisory role. International roles were also offered to students.

### **Technology**

Technology and ecommerce were the other highlights with some of the key recruiters being Amazon, EXL, Flipkart, Jabong, Microsoft, Sandisk, TCS, UST Global, Virtusa and Wipro who offered roles in program management, sales & marketing, HR and operations.

### **About XLRI**

XLRI – Xavier School of Management (formerly known as XLRI – Xavier Labor Relations Institute) is a premier, private management institute in India founded in 1949 by Fr Quinn Enright, S.J. in the Steel city of Jamshedpur, Jharkhand. Over the last six decades, XLRI has helped shape responsible business leaders who serve organizations of repute across the globe. As an institution, XLRI continually strives to contribute its mite to the professional growth and management of innumerable organizations that serve the public - especially organized industry sectors, labor welfare, service agencies engaged in rural development, education, health and other public systems.