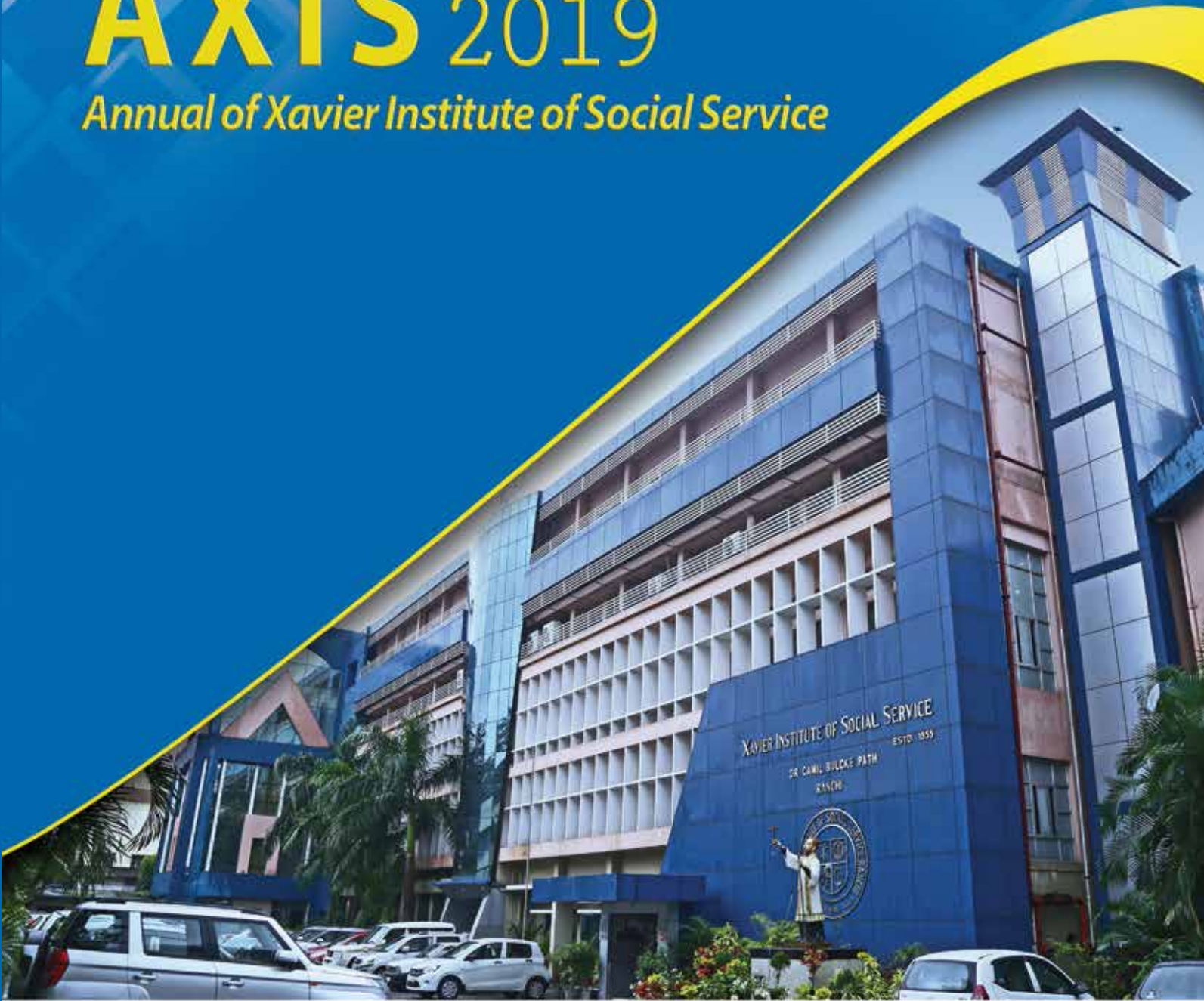


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AXIS 2019

Annual of Xavier Institute of Social Service



XAVIER INSTITUTE OF SOCIAL SERVICE, RANCHI

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FROM THE EDITORS' PEN

Educating the mind without educating heart is no education at all


– Aristotle

Welcome to the 2019 edition of AXIS – the *Annual of Xavier Institute of Social Service (XISS)*, Ranchi. It captures the activities carried out by various PGDM programmes, departments and centres during the academic year 2018-19. The report also presents the plan of action for the next year.

Human beings do not behave in society impulsively or instinctively. They behave in a way according to which they are trained. Therefore, education as a process of training should be aimed at bringing about changes in the behaviour of the members of the society. It should enable every individual to effectively participate in the activities of the society and to make positive contribution towards its all round progress including serving the nation and making efforts to bring pride to its great culture, tradition, value system and pluralistic – ethos. Thus in a nutshell, we may say that there are two main objectives of education – (i) to teach and train us how to make a living, and (ii) to teach us how to live with humaneness and citizenship. Out of these major goals of education – developing humaneness, citizenship and productive employment – hardly any goal is achieved at present.

Management studies in India were largely restricted to the Indian Institutes of Management (IIMs) and some top private institutes a decade back. The demand for management graduates soared as the economy grew leading to a spurt¹ in the new private and government-backed institutes. But in the absence of competent faculty and industry training facilities, most B-schools began churning out graduates who were far from being job-ready leading to serious problems with placements across various streams of management studies². This is evident from the 2017-18 data available with the All India Council for Technical Education (AICTE), the apex body of technical and management institutes, which has revealed that battling with vacant seats and a dip in campus placements, more than 100 business schools offering MBA degrees and post-graduate diplomas in business administration applied for closure in 2017-18 (Pandey, 2018). Looking into the current state of affairs the apex regulatory body (AICTE) in order to offer affiliation, has started taking





steps to emphasize on good quality education and not just focus on numbers. These include mentorship for accreditation, curriculum reform, teacher training, induction programme for students and industry association among others.

Accordingly, the B-schools around the country in order to continue their affiliation with AICTE have been reinventing the pedagogy of management education keeping in line with the guidelines issued by the apex regulatory body. Besides inculcating good management education for developing managerial skills, the standard B-schools have also started training their students in terms of leadership, research competence and self-development for producing leaders and entrepreneurs of the future generation for solving the growing human problems.

The Management Education at XISS goes beyond the above-mentioned goals and objectives. Besides blending professionalism and academics together, the teaching and training programmes of our Institute also speak of sustainability, social justice and empowering the poor. It provides holistic and value ethics and character building. In other words, it not only inculcates “skill-set” among the students but also “mind-set” to live creatively, responsibly and harmoniously in the society. Thus, XISS believes that although it is important to have knowledgeable professionals who are independent thinkers but it is more important to have responsible citizens and good human beings, who are so badly needed in these times of socio-political ferment and economic distress.

Academic excellence has always been the goal of Management Education at XISS along with the social field work experience for practical exposures and realization of various situations beyond classroom teachings as is evident from the annual reports of all the five academic programmes. Keeping abreast with new knowledge XISS is frequently interacting with its alumni working with the industry, organizations and the corporate world in order to revise the curriculum to suit the requirements of modern business practices and also to keep pace with the emerging trends in research. The focus therefore, is to develop leaders with the right combination of the knowledge, skills, values, and practical orientation in order to equip themselves with the right vision of a world class manager. Thus, XISS delivers quality in terms of a skilled and industry-ready workforce without diluting its vision and mission. Moreover, the students are put through rigorous, practically oriented assignments, projects and case studies where they get enough opportunities to display their innovative skills. Such opportunities to each student also get offered when they get attached to a particular industry/organization for ‘Summer Internship Projects (SIP)’. The academic excellence is further reflected in the Institute’s research and planning activities that evaluate many development projects of national and International agencies and disseminates such knowledge through publications. This is also followed by the regular publication of the peer-reviewed, thematic and quarterly research journal of the Institute “*Jharkhand Journal of Development and Management Studies (JJDMs)*” which continues to be in the UGC list of approved journals. Similar thing could be said about the International Conferences, paper presentations at seminars/conferences and the publication of books and articles by the faculty members and students. In the similar vein, the training and development



of the professionals from the Government and the Non-Government Organizations, the Community Based Organizations (CBOs) as well as the Corporate Organizations have the same thrust of deep knowledge and experience based learning and grassroots level involvement for solving the rural and urban problems like dealing with water resources management, projects or programmes for livelihood promotion and entrepreneurship development (EDP); and finally the outreach programme of Childline at the Institute bears the testimony to its upholding the child rights and dignity.

Good education is that which enlightens students to become good human beings and empowers them to act as catalysts to reform the society. XISS believes that the prevailing social economic and political problems in the society are more due to the non-participation of the educated human beings. Thus, value laden education, moral/ethical science, gender equality, character building for good leadership, national integrity, inclusive education and the idea of global citizenship in the management educational programmes is the need of the hour. These could bring about a change in the pattern of social relationships and help us in getting rid of the existing social, political and economic problems.

XISS has always been striving to improve its all round quality for successfully demonstrating its commitment of grooming the “*Professionals with a Difference*”. It is a matter of pride that XISS has been serving the nation for more than last six decades in terms of promoting equitable justice and well-being of people. We believe that our mission of “*Putting the Last First*” becomes universal and helps to transform our society into a more just and egalitarian one. We hope that the activities bearing the testimony to the vision and mission of the Institute vibrate and spread more in the coming years.

Patron : Fr. Alexius Ekka, S.J. (Ph.D)

**Prof. (Dr.) Ramakant Agrawal
Prof. Sushil Ranjan Roy
Dr. Sudeep Kumar**

10th April, 2019

58th Annual Convocation Day

Endnotes

- 1 There are over 3,000 Management Institutes recognized by AICTE offering MBA and post-graduate diploma courses across the country.
- 2 In 2016-17, just 47% of nearly 150,000 MBA graduates managed to get campus placements – a dip of 4 percent points over the previous year. The drop in placements for post-graduate diploma holders was 12 percent points.

References

Pandey, N. (2018, April 25). 101 management schools apply to shut shop as business is bad. *Hindustan Times*, New Delhi. Retrieved from <https://www.hindustantimes.com/education/101-management-schools-apply-to-shut-shop-as-business-is-bad/story-JtBUmkWjVshXlaGlBy1ESL.html>.

DIRECTOR'S REPORT OF THE INSTITUTE – 2019

■ Fr. Alexius Ekka, SJ (PhD)

Director – XISS

The Academic Year 2018-2019 began on 16 June 2018 with Dr. W.R. Reddy, (IAS), Director General NIRDPR, Hyderabad as the Chief Guest.

Other dignitaries at the occasion were Fr. Joseph Marianus Kujur, SJ (PhD), Chairman of XISS – GB, Fr. Pradeep Kerketta, SJ, Assistant Director, Heads of the Departments and the Faculty Members. In his keynote address Dr. Reddy, the Chief Guest said that we all, particularly the students, must use the full potential that we have as human beings, which we use only fractionally. This fact was admitted by the great scientist Albert Einstein too. Since we have but one life to live, we must live it well and maximise our potential. Secondly, dreaming big is not enough without being realistic. Thirdly, we must be passionate in whatever creative work we are engaged in; and finally we must smile in life and not be tight-lipped. Fr. Joseph Marianus Kujur, SJ, the Chairman of the XISS – GB thanked the Chief Guest for sharing his insights into the moulding of the professionals in the management education. He also welcomed the students and encouraged them to make best of their education at the Jesuit B-School.

This annual report consists of 5 major sections – (1) Thanks, Welcome and Congratulations, (2) Governance and Academic Restructuring, (3) Reports of various Programmes, (4) Achievements and Awards, (5) XISS in the global scenario and (6) The Future Action Plan.

I. Thanks and Welcome

During the year the Faculty, Project Officers, Staff and Students thanked the following persons at their superannuation in the Institute: Mr. Sher Bahadur Singh, security guard, Mrs. Lydia Minj, cleaning staff and Mr. Peter Mundu, an office staff. Similarly, the following persons were employed on contract: Prof. Prashant Kumar Jha, Department of Finance, Ms. Kamla Ekka, the cleaning staff and Mr. Rajesh Kumar



Gurung, the security guard. And finally the following were made permanent: Mr. Adiya Raj, Mr. Akash Bhuinya and Mr. Harsh Vardhan as Assistant Project Officers in the Department of Research and Planning. Others who were made permanent in their jobs were: Ms Alka Kiran Kujur, Library Assistant, Mr. Aungrah Ashutosh Kujur, Senior Technical Assistant, Prof. Rishi Dwivedi, Programme for Finance Management, Mr. Christopher Crasto, Maintenance Officer and Ms. Shamida Lakra, Assistant Librarian.

The Institute congratulates the following persons for being awarded the **Doctoral Degrees**: (1) **Dr. Bhabani Prasad Mahapatra** by Berhampur University Odisha on the thesis – *Sustainable Food and Nutritional Security in Orissa: A Research Study on Nayagarh District*; (2) **Dr. Tina Murarka** by Ranchi University on the thesis – *The Analysis of Financial Management of Life Insurance Companies of India: A Case Study of India*, and (3) **Dr. Arana Kausar** by Ranchi University on the thesis – *Role of Public Sector Banks in Industrial Development of Jharkhand: A Case Study of Bank of India*. The Institute wishes them well for a successful academic career.

II. Governance and Academic Restructuring

New Leadership in the Academic Streams

The academic year 2018-2019 made a special beginning with the new set of the Heads of the various academic programmes. They were – **Dr. Ramakant Agrawal** of Human Resource Management, **Dr. Himadri Sinha** of Rural Management, **Dr. Mahua Banerjee** of Information Technology, **Dr. Pinaki Ghosh** of Marketing Management, **Dr. Arup Mukherjee** of Finance Management and **Dr. Pramil Panda** of the Department of Research and Planning. Under their leadership a lot of new initiatives have been taken in their respective streams and in the Institute as a whole. These will be highlighted in the reports of their respective programmes. In the academic year 2018-2019 the total number of students has been 325 with the stream wise break up as 74 in Human Resource Management, 74 in Rural Management, 59 in Information Technology, 59 in Marketing Management and 59 in Finance Management. The Personnel Rules – 2018 were made available to the employees of the Institute during the year.

NBA Accreditation

A long felt need of National Board of Accreditation process was started during this academic year. After the preliminary discussion and understanding of the process among the Faculty members the **Steering Committee** for NBA Accreditation was constituted of the following members: (1) **Prof. Dr. Alexis Ekka, SJ**, Ex-Officio Chairman, Steering Committee, (2) **Prof. Dr. R.K. Agrawal**, Head of the Human Resource Management Programme, Member; (3) **Prof. Dr. Himadri Sinha**, Head of the Rural Management Programme, Member; (4) **Prof. Dr. B.P. Shrivastava**, Registrar, Member; (5) **Prof. Dr. Amar E. Tigga**, Chief Co-ordinator Central Placement Cell, Member; (6) **Dr. Mahua Banerjee**, Head of the Programme for Information Technology, Member; (7) **Dr. Arup Mukherjee**, Head of the Finance Management Programme, Member; (8) **Dr. Pinaki Ghosh**, Head of the Marketing Management Programme, Member and (9) **Mr. B. Sebastian**, Finance Officer, Member. It was decided that **Fr. Pradeep Kerketta, SJ**, Assistant Director and **Fr. Xavier Soreng, SJ**, would collaborate in the process. And it was resolved that by June 2021 or before the NBA Accreditation must be completed.

In pursuance of the above decision **Dr. Nimesh Miglani**, General Secretary, Sunrise Technical Education Promotion Society (STEPS), New Delhi was invited at XISS on 5-6 February 2019 as a consultant to explain in detail to the Faculty Members of XISS about the entire NBA Accreditation process. It was followed up by two more days of briefing on the NBA Accreditation by **Dr. Sandeep Grover** along with Dr. Nimesh Miglani on 18 and 19th February 2019.

III. Reports of Various Academic Programmes

1. Human Resource Management

The tenor and variety of academic and non-academic programmes and activities of the Programme of Human Resource Management during the academic year 2018-2019 under the leadership of **Prof. (Dr.) Ramakant Agrawal** has been as follows: first in the area of academic activities there were as many as 6 **Industry-XISS interface** programmes organized in the Institute that were highly interactive. The annual **Awanish Dev Memorial Lecture** on the topic *Realigning ER strategies for Sustainable Manufacturing Excellence* held in Kolkata was part of the Institute's academic co-curricular activity. Second was the **Industrial Camp** organized for the students who interacted with the practicing managers of the plants, paid visits to the factories, learnt the production processes and interacted with the workers. The annual programme of **Rural Retreat and Rural Exposure** including the **Social Service Field Work** of the students was carried out with great vigour and variety under the guidance of **Dr. Shyamal Gomes**. These activities have been integral to the professional management education of the HR students. The **Industrial Visits** of the students to different parts of the country under the supervision of **Dr. Kumar Mohit Spring** gave them a wider understanding of the management practices. The presence of the XISS alumni in many of the organizations was also highly motivating. In the **Placement Scenario** too the Human Resource Management Programme has been very successful with 58 placements as on date with the average pay package of Rs. 8.5 lakhs per annum. The involvement of the HR faculty in academic pursuits have been quite commendable with Research Publications, Paper presentations and Special talks given at various places related to human resource management in the country. The students too have been very enterprising in various co-curricular and extracurricular activities during the year winning many awards and accolades. And finally, the HR Programme did well in organizing condolence meetings for the late Dr. R.K. Biswas, HOD of the PMIR in 1980s and 1990s and for Mr. Indranil Gupta an outstanding alumnus of the Institute, who graduated in 1991.

2. Rural Management

“Putting the last, first” has indeed been the main driving force of the Programme of Rural Management given to the Institute by late **Fr. Michael Van den Bogaert, SJ**, the pioneering Director of the Institute. In the new dispensation of Dr. Himadri Sinha, the Rural Management Programme has shown newer thrusts and greater commitment in **academics** as well as in **learning through exposure programmes** and **alumni-XISS interface**. The ingenuity of the Rural Management Programme is seen in articulating the **emerging challenges** of rural development and responding to them in a spectacular manner through the constitution of the **Board of Studies, revision of the course curriculum** and initiating the RM Programme into the process of **NBA accreditation**. Similarly, it has shown a remarkable academic collaboration nationally and internationally. In the academic front, two students of the

second year – Ms Kanaya Mahanti and Mr. Debdorshi Malakar participated in the summer course at the **University of Antwerp** on the topic *Europe: Diversity and Migration* from 26 June to 6th July 2018. Under the leadership of Dr. Himadri Sinha as Co-Principal Investigator, the RM Programme has received an international research study in association with **Warwick University, UK** on *Efficiency of DDUGKY Skill Development Programme of GOI*, The study will continue for next 24 months. The RM Programme further organized **Institutional Visits, Urban Field Works, Rural Camps, Agricultural Field Works, Study Tours** and the **Summer Internship** Programmes. Consequently, it registered **98.6% campus placements** for 72 students out of the total 74 students. The two remaining students have plans for higher education. The **Alumni interface** of the students has been spectacular too at Delhi, Jaipur, Dehradun, Bhubaneswar, Vishakhapatnam, Hyderabad, Gadchiroli (Maharashtra), Ahmednagar and Anand enriching the students' rural management skills locally and globally. In sports the **RM boys won the championship** in the interclass **basketball tournament**. The Faculty of the RM Programme have also held various prestigious posts in the Special Task of the Govt. of India with many publications to their credit including paper presentations at national and international seminars and conferences.

3. Information Technology

The IT Programme has amazingly proved its relevance with varied career options at XISS. Thanks to the new leadership under **Dr. Mahua Banerjee** and her team, the Programme for Information Technology has made a remarkable achievement registering almost 100% intake of the students. It has further shown an improved change in the course curriculum as it aims at making the budding professionals to be aware of the facts, frameworks and theories of management, strives to develop the skills and techniques that lie at the heart of technology and inculcates values, attitudes and beliefs that make a human being live more sustainably. The summer internships with handsome stipends have provided shop floor training to the students and made them suitable for campus placements, wherein 81% students have been selected for various jobs till date. The industrial tour organized for the students under the supervision of **Prof. S.R. Roy, Dr. Madhumita Singha** and **Dr. Rik Das** further enhanced the knowledge of the technology driven industries. This was further augmented by the industry interface at Jamshedpur. The social field works at schools for the deprived sections have inculcated human values of service, empathy and respect in the students. To brighten the management education in information technology, the guest lecturers from various industries have done their best. During the year the Programme for Information Technology also made a significant IT Infrastructure Upgradation through the configuration HP desktop 280 G3 (Corei7/8GB/1TB/W10-PRO). The students' achievements have been phenomenal too in all aspects – curricular, co-curricular and extra-curricular activities. The students have been no less than anyone. Similarly, the achievements of the Faculty in research, publications and paper presentations in the national conferences and seminars have contributed to the knowledge creation in the field of Information Technology.

4. Marketing Management

Under the new leadership of **Dr. Pinaki Ghosh** the Programme of Marketing Management has also seen innovative changes and improvement in the **course curricula** as well as in the **teaching – learning pedagogy**. It has inculcated right blend of theory and practice including the learning

styles. This necessitated the updating of the syllabus based on the industry expectations and other stakeholders' feedback like the recruiters, the alumni and the ranking institutions that visit XISS. It needs to be mentioned that in the process the Marketing Management Programme introduced **new courses** making the discipline of marketing more relevant. Apart from the regular classes the various activities of the stream have shown further development in key areas like the **Alumni Connect Program**, the **Industry Academics Networking and the Marketing Club**. The system of **Live Projects** has been very productive in knowledge generation like in the Colgate Palmolive where 10 students were involved. Training programmes too have helped the students deepen the knowledge in marketing like in **Digital Marketing, Retail Operations and Running Promotion Campaign and Business Analytics**. In the **Industry-Programme Interface** a galaxy of 10 guest lecturers from both the **alumni** and the **non-alumni** were invited practically every month to speak on subjects, topics and issues pertaining to marketing management. Among the many student-centred innovative modules **MARKBUZZ** has been the official **Marketing Club of XISS** started by the Marketing Management Programme. It aims to enhance the marketing skills of the students through the best practices adopted by various organizations by conducting guest lectures, panel discussions, contests and programs. And while the rural camps have given a grass-roots marketing exposure to the students, the industrial tours have helped them to familiarize with the culture and climate of the organizations they visited in the country. No doubt the Marketing Management Programme has registered **90% placement** including a record number of **8 PPOs**. The faculty have also done a couple of book reviews and publications.

5. Finance Management

It is unique to notice that the Programme of Finance Management, under the leadership of **Dr. Arup Mukherjee**, gives equal emphasis to **rural exposure** of the students in their management education followed by their **industrial visits** in the country. Another feature of the Finance Management Programme is the **student friendly innovative approach** to learning through **quizzes and panel discussions**. In this regard a quiz event named "**XIGYASA**" was organized with 50 teams participating from various colleges like IIT Kharagpur, IIM Ranchi, BIT Mesra, St. Xavier's College, Ranchi, NLSIU Ranchi including XISS. The **panel discussion** was on the topic *Career Opportunities and Challenges in Mutual Fund Industries*. The panelists consisted of eminent speakers from renowned financial institutions. Similarly, a **talk** was organized on Income Tax by a high ranking personality, **Shri R.N. Sahay, Principal Commissioner Income Tax**. Other speakers were also from high positions with rich knowledge on the topic. The **alumni interactions** have been very useful also in the mutual sharing of knowledge and experiences with the students. Besides the class room learning, ample opportunities have been provided to the students to participate in the **seminars and conferences** in various parts of the country besides their participation in **competitions and management fests**. This is again quite unique that the faculty and the students have teamed up together to present papers at various occasions. And while Dr. Amit K. Giri had a privilege of teaching at the **Antwerp University, Belgium**, **Dr. Rishi Dwivedi** and **Dr. Bhaskar Bhowani** published a couple of articles. The sports and cultural events of the Institute have brought out the talents of the students, so much so that the **Girls' Team** of Finance Management Programme **won the Girls' inter-class basketball championship**. With the unique learning ambiance and commitment of the Faculty, the placement in the Finance Management Programme has been **100%**. Hearty Congratulations.

6. The Central Placement Cell

As noticed above, the newer thrusts brought in the management education coupled with innovative learning styles, the overall placement scenario in 2019 has been very satisfactory including **100% placement in the Finance Management Programme**. Other Streams also have outstanding placement scenario –**Marketing Management 96.4 Rural Management 98.6%, Human Resource Management 86.1% and Informational Technology 81.1%** with an **overall 92.6%** The Institute congratulates **Dr. Amar E. Tigga**, the Chief Placement Coordinator of the Central Placement Cell and his team of Placement Officers – **Ms. Aditi Mehrotra** and **Ms. Koyel Mukherjee**. The Departmental Placement Coordinators also deserve high appreciation for their respective roles in the placement system. The Institute expresses gratitude to the **recruiters** who provide **important feedback** to improve the quality of the students' subject matter knowledge, business awareness and the much desired their communication skills. Their suggestions also help to revise and update the course curriculum as well as the pedagogy adopted in management education.

7. Department of Research and Planning

Dr. Pramil Kumar Panda took over the reins of the Department of Research and Planning last year from Dr. Himadri Sinha, who became the Head of the Programme for Rural Management as seen above. Dr. Panda has led the Department quite well with wide ranging research projects. On account of his expertise, he has been involved in the Institute's **academic activities** besides coordinating the research studies. The Research Associates and Project Officers of the Department have engaged in seminars, conferences and workshops pertaining to the subject matter of their research projects. Some of them have also teaching assignments in the Institute and have rendered their services in the **Rural Camps** of the students of Rural Management. During the year as many as **8 research projects were completed** covering various Districts, Blocks and Villages of states like Jharkhand, Chhattisgarh, Haryana and Bihar. Similarly, there are **6 ongoing projects** in Gujarat, Chhattisgarh, Assam, Jharkhand and Andhra Pradesh. Besides the above mentioned completed and ongoing projects the Department has a **Project Liaison Cell** under the care of **Mr. Ajit Tirkey**. It facilitates liaising with the clients, preparation of project proposals and expediting the recovery of pending dues from the client organizations. This cell has applied for **18 projects** of which **6 are related to social impact assessment, 4 to socio-economic survey, 2 to baseline survey, 4 to impact evaluation and 2 to audit of toilets**. The Department of Research and Planning has plans to search projects for knowledge creation to augment the academic needs of the Institute.

8. Department of Research and Publication

Ever since the Department of Research and Publication was started in 2002 it has facilitated in independent research, publication of the Institute's academic journal and engaging in academic activities like teaching and organizing seminars and workshops. It is a **matter of pride** that in May 2018 the **Standing Committee of UGC has retained the *Jharkhand Journal of Development and Management* under its approved list of journals**. The journal number of JJDMS is 48435 under **Social Science Category**. After receiving the approval from ICI office, preparations are afoot to get the **JJDMS indexed in the ICI database**. As regards the publication of JJDMS, there were four quarterly issues in 2018. Similarly, four quarterly issues have been planned for the year 2019. In the

year 2018-2019 the Department has published three books and done a couple of reviews. Efforts are being made for more publications by the faculty members of the Institute. Dr. Sudeep Kumar is also engaged in guiding the Rural Management students in their summer internships, dissertations and term papers. He has also successfully guided PhD scholars.

9. Library and Documentation

With the joining of Mrs. Shamida Lakra, as Assistant Librarian a lot of changes have been brought about in the Institute's Library. It has now both **digital as well as print volumes** that include books, journals, magazines, CDs, DVDs, e-journals, e-Books and newspapers to mention a few. Plans are under way to **automate the library with KOHA software** to computerize the routine work as well as provide library services like check in, check out, web OPAC, book renewal, fine collections etc. Recently the Department of Library and Documentation organized two days orientation programme on online journals database. "**Business Source Elite**" of EBSCO were conducted successfully for the faculty and students. Similarly two days orientation programme was organized on **complementary online Sage Journal and Business Case Studies Review by SAGE** for the Faculty members and students.

10. Department of Entrepreneurship Development

In the current academic year the Department of Entrepreneurship Development was engaged in **Entrepreneurship Awareness Camps (EACs)** for the final year students of 7 polytechnics of Jharkhand. The objective of the programme was to create awareness among the faculty and students of Engineering and Science courses about the various facets of entrepreneurship as an alternative career option. The programme was sponsored by the Department of Science and Technology, Government of India under National Implementing and Monitoring Agency for Training (NIMAT Project) in association with Entrepreneurship Development Institute of India (EDII). Further the Department conducted two **Faculty Development Programmes (FDPs)** on entrepreneurship for two weeks each. This was to train the resource persons in guiding and motivating young science and technical persons to take up entrepreneurship as a career. This programme was sponsored by National Science and Technology Entrepreneurship Development Board, Department of Science and Technology, Government of India in association with Entrepreneurship Development Institute of India. Mr. Harpreet Ahluwalia, the Programme Coordinator also participated along with the Institute's faculty members in the **Startup India Jharkhand Yatra** held last year.

11. Development Resource Centre

Two main components of Development Resource Centre (DRC) of XISS have continued to operate as their names indicate. They are **Enhancement of Livelihood Opportunities** in the selected blocks of the South Eastern region of Chotanagpur in the State of Jharkhand, supported by **CONFERENZA EPISCOPALE ITALIANA**. In the present year the DRC of XISS conducted **programmes for convergence and linkages** of the VOs and CBOs with the Jharkhand State Livelihood Promotion Society (JSLPS) with income generating activities. Similarly, it conducted workshops for these grassroots agencies on **Cluster development, Convergence with JSLPS and Linkages with IGAs** The second is the **India Development Gateway Initiative (InDG: Vikaspedia project)** supported by the Department of Electronics and Information Technology (DIETY) under Ministry of Communication

and Information Technology. It is monitored by C-DAC Hyderabad. This project has come to an end as XISS the Nodal Agency for Vikaspedia web portal has successfully accomplished its target as a State Nodal Agency for the Vikaspedia Project (201302019). The Institute expresses its gratitude to the Govt. of India for selecting XISS as the State Nodal Agency.

12. Childline Ranchi

Childline Ranchi is functioning since 2001 under the Ministry for Women and Child Development, Government of India. **XISS as a nodal agency** for Childline Ranchi is facilitating in the rescue of lost, missing, runaway or victimized children and their rehabilitation. During the period April 2018 to February 2019 Childline Ranchi has **intervened in 595 cases** of core child protection issue. It includes cases like child labour, child marriage, sexual abuse, physical and emotional abuse, child trafficking, corporal punishment and beggary etc. Childline Ranchi under XISS conducts **regular awareness and training programmes** for teachers, NGOs for child care and police associated with child protection etc.

IV. Achievements and Awards

The Institute has been put at **36th position in all India B-School ranking by National Human Resource Development Network (NHRDN)** for the year 2018-2019 among 50 top B-Schools of the country. Similarly, for the same year the Institute has been ranked at **6th position by NHRDN in the Eastern India**. Further **The Chronicle** conferred **Certificate of Excellence to XISS as A+++ category and ranked 6th in the B-School Survey 2019**.

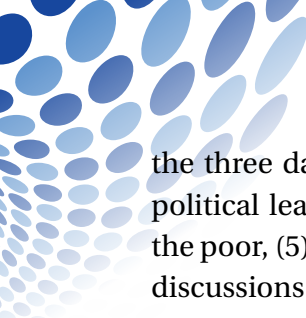
XISS also received **India's 2018 Education Excellence Award by Berkshire Media LLC, USA for India's best Human Resource and Rural Management Institute in East India Region** at a glittering ceremony at Hotel Leela at Mumbai on 8th March 2019. The Director, Fr. Alex Ekka, SJ had personally gone to receive the award at the function.

V. XISS in the Global Scenario

As the Co-ordinator of Jesuit Higher Education in Ranchi Province **Fr. Alex** was a delegate at the **International Conference of Jesuit Higher Education Institutions at Duesto University, Bilbao in Spain** from 8-12 July 2018 along with 50 other Jesuit Principals, Deans and Vice Chancellors from India. The entire Assembly consisted of 300 Jesuits and their collaborators from all over the world. The dignitaries at the inaugural function consisted of the **King Felipe VI of Spain, Fr. Arturo Sosa, the General of the Society of Jesus and Fr. Michael Garanzini, SJ, the Secretary of Jesuit Higher Education**. *Transforming the World Together* was the theme of the conference. During



India's Educational Excellence Award-2018



the three days assembly the six thematic areas presented were: (1) Jesuit leadership (2) civic and political leadership, (3) environmental and economic justice, (4) educating the marginalized and the poor, (5) inter-religious dialogue, and (6) peace and reconciliation. After the presentations group discussions took place in search of new possibilities of collaboration to face these challenges.

The most awaited session was the **official launching of the International Association of Jesuit Universities (IAJU) by Fr. General** who read out the Charter and the Strategic Plan of IAJU and signed it along with Fr. Michael Garanzini and the representatives of six Jesuit Conferences (Provinces and Regions of South America, Europe, Asia Pacific, South Asia, USA and Canada and Africa and Madagascar). The Charter reads: “*IAJU is an Association of Jesuit Catholic Universities and Institutes of higher education. Founded in 2018 and approved by Fr. General, Arturo Sosa of the Society of Jesus, the IAJU is recognized as the international advisory and coordinating body to the Secretariat of Jesuit Higher Education and, through him to Father General and his Assistants in matters related to higher education and the intellectual apostolate.*” By virtue of being a Jesuit organization, XISS is a member institution of IAJU.

VI. The Future Action Plan

The very first action plan for XISS in the coming days is to enter into the process of **National Board of Accreditation** comprehensively and judiciously, so that the Institute is able to complete the process before 2021 and obtain the required accreditation.

Simultaneously, the second task that lies forward is to understand the **Charter of IAJU** and how XISS can integrate its vision, mission, goals and objectives in the Institute’s own vision, mission, goals and objectives in the days to come. In this regard we expect greater collaboration and networking with other Jesuit higher education institutions both in India and abroad to implement the task forces adopted by all. And thirdly, we need to **expedite the work of the new campus for XISS University** on the Ranchi Tata Highway at Namkom.

I would like put on record the commitment and support of the faculty, project officers and the staff in the running of the Institute. I am also thankful to all for various initiatives taken in the academic and non academic matters of the Institute. I also thank the Alumni Association of XISS (AAXISS) for its support to the Institute. I encourage it nevertheless to expand the membership drive and engage in its various activities in all its chapters in the country. Finally, let us all commit ourselves to the well being and growth of the Institute as per the newly adopted vision and mission of XISS that is to make it a centre of academic excellence for creating a just and humane society.



HUMAN RESOURCE MANAGEMENT PROGRAMME

■ Prof. (Dr.) Ramakant Agrawal
Programme Head

1. INTRODUCTION



The incumbent Heads of various departments passing on the baton to the next set of Heads in the august presence of Director and Asst. Director

The new Academic Session 2018-19 started with the reintroduction of rotation system for the Headship of the Academic Programmes of XISS, Ranchi. Consequently the new departmental heads were inducted in five academic programmes.

The new academic session was inaugurated by Dr. W. R. Reddy (IAS, 1986 batch, Kerala Cadre), Director General, National Institute of Rural Development and Panchayati Raj, Hyderabad. This was followed by a 3-day Induction Programme for the new batch of HRM students. Once the induction was over, the normal classes began in full swing.

The HRM programme has undertaken a number of activities during the Academic Session 2018-19, a brief description of which follows.

2. ACADEMIC ACTIVITIES

Maruti Suzuki India Limited (MSIL): Mr. Salil Bihari Lal, General Manager-Human Resource, MSIL visited XISS on 23 August, 2018 to deliver a talk on (a) **Maruti Incidence 2012** and (b) **Industrial Relation as Strategic Partner for Company's Inclusive Growth**. He was ably assisted by Mr. Akshay Rakshit Francis and Ms. Azra Nigar. It was a highly interactive session and the students as well as the faculty members both participated in it very actively.

Uflex India Ltd: Mr. Prashant Sharma, Head, Global Talent Management, Uflex, NOIDA visited XISS on 24 August, 2018, to make a presentation on **HR Trends and Expectations of Employer from Newer Generation HR Professionals**. He was ably assisted by Mr. Amandeep Singh, Corporate HR, Uflex India Ltd, NOIDA. Students and faculty members made full use of this golden opportunity to learn about the latest HR Trends and how emerging cutting-edge technologies may impact the future of HR as a profession.

Mr. Karunesh Prasad, Founder, Change et. al., delivered a lecture on **Consumerization, Talent Management and Importance of Infrastructure and Technology** on 22 November, 2018 at XISS, Ranchi.

Mr. Puneet Aneja, CHRO, Hanu Technologies, spoke on **The evolution of HR** in the past 20 years and business ethics and value system in the modern day world on 16-February 2019.

Mr. Sidharth Ghosh, Head IR, Reliance Industries Ltd, took a session on Importance of Analytics in an HR's career on 15 February, 2019. Students of HRM-I attended the session. Mr. Bradley Menzes, Executive Trainee, RIL, assisted him during the session.

Mr. Musharraf Hussain, Department Head, Corporate HR, Maruti Suzuki India Ltd (MSIL), and Mr. Gavin Dominique Xavier, Manager (HR), Castrol India Ltd, spoke to HRM-I students during their Induction/Orientation Programme on 18 June, 2018.

Mr. Rajneesh Singh, CEO, Simply HR conducted **HR Lab** for 19 students of HRM-II on 18-19 August 2018 at XISS. The HR Lab covered many topics like Culture Building, Talent Acquisition, Branding, Training and Development, Rewards, Restructuring and IR Management.

Sixth Awanish Dev Memorial Lecture: Dr. Fr. Alexius Ekka, S.J., Director, Prof. S. R. Shauq, former HoD/HRM and Prof. (Dr.) R.K. Agrawal attended 6th Awanish Dev Memorial Lecture on **Realigning ER strategies for Sustained Manufacturing Excellence** on September 1, 2018, at JW Marriott, Kolkata. After the opening remarks by Dr. Fr. Alexius Ekka, S.J., Director XISS and Trustee, Awanish Dev Memorial Trust, top managers from MSIL, ITC and RPG group delivered the three keynote addresses on the topic. Two Panel discussions, one among practising managers and the other among management students, were also held. Senior managers from well known companies like Wipro, Himadri Chemicals, ITC, TIL and an academician from IIM Calcutta participated in the first Panel Discussion. The theme was Employee Engagement towards Building Sustainable Employee Relations. The theme of student Panel Discussion was Redefining ER strategy in Digital Era. Miss Powlami Das represented XISS in the discussion which was attended by students from XLRI Jamshedpur, IIM Ranchi, IIM Shillong and XIMB Bhubaneswar.

NBA Accreditation Conference at Delhi: A 3-day Conference titled "4th World Summit on Accreditation 2018 (WOSA 2018)" was organised by NBA in association with AICTE at New Delhi from 7-9 September 2018. The Conference was inaugurated by Mr. Prakash Javadekar, Minister of HRD, Government of India. He informed the delegates representing over 650 colleges from across the country that the Ministry of HRD had proposed to make accreditation mandatory from academic session 2022-23. An Institution which fails to secure accreditation will not be allowed to take fresh admissions from Academic Session 2022-23. He also informed that accreditation was already mandatory for Institutions seeking to start new programmes and increase student intake in existing

programmes. Acclaimed speakers from around the world spoke in various technical sessions during the conference. WOSA 2018 was an attempt to explain the rationale behind key data points that NBA would seek and verify before accreditation is granted to a Programme. It explained the possible ways in which Institutions could generate required data points. It categorically stated that any Institution which did not have a workable data generation system today would need at least two years of relentless effort to have a workable system of data collection and dissemination in place.

HRM Programme Meetings : The programme has been holding a series of meetings to decode Self-Assessment Report (SAR) of National Board of Accreditation, Delhi to figure out the HR programme's preparedness to apply for accreditation. We attended a two day workshop on NBA Accreditation on 18-19 February 2019 in the Institute. Dr. Nimesh Miglani and Dr. Sandeep Arora conducted the workshop to help the Institute's Faculty Members understand various aspects of NBA Self-Assessment Report. The participants were near unanimous about the high quality of facilitators and the ease with which they explained the SAR parameters and clarified most of the doubts of the participants.

3. INDUSTRIAL CAMP

An Industrial Camp for first year students was organised from 27 February, 2019 - 07 March, 2019. Two groups under the supervision of Dr. Kumar Mohit Spring visited various industrial units located in Jamshedpur, Muri and Ramgarh areas. They were **JSPL- Patratu, Hindalco- Muri, Tata Tinplate- Jamshedpur, CCL- Barka Sayaland Kujju Mines, and Tata Steel, Jamshedpur**. In the forenoon session, students interacted with the practising managers of the plant. In the afternoon, they paid visits to the factory, learnt the production process from Plant Manager, interacted with workers and enquired about their life at the plant.

4. RURAL RETREAT AND RURAL EXPOSURE

Rural Retreat and Exposure for first year students was organised from 27 February, 2019 - 7 March, 2019 simultaneously with the Industrial Camp. The Retreat and Exposure were organised at two organisations. First was Society for Rural Industrialisation (SRI), Ranchi from 27 February, 2019 - 2 March, 2019 and the second at Animation Rural Outreach Service (AROUSE) Gumla from 4-7 March, 2019. The retreat was supervised by Dr. Prof. Shyamal Gomes.



An elderly lady being felicitated by Dr. Prof. Shyamal Gomes during Rural Retreat



Nukkad Natak being performed for social awareness by first year students during Rural Exposure

The purpose of rural retreat was to help students feel and understand the challenges of rural life. Apart from doing meditation, prayers, rock climbing, and team building activities, students visited villages and conducted surveys. The Retreat part of the activity included, among others, Yoga, Rock climbing, Meditation & Prayers, SEVA (Self Evolvement & Voluntary Actions), Rural Life Counselling, Leadership & Team Building Exercises and Cultural activities. The Exposure part of the activity included Village Visits, Interaction with the members of Self-Help-Groups, Kisan Club, Rural Entrepreneurs and Community Leaders. Village survey was also undertaken during the retreat through Participatory Rural Appraisal (PRA), Shramdaan, and *Nukkad Natak* (Street Play). It was aimed at conducting Strength-Weakness-Opportunities-Threat (SWOT) analysis of the village. Students identified and suitably rewarded those villagers who had done outstanding work for their village. Fr. Xavier Soreng, Superior, XISS helped Dr. Gomes in organising the activities. He also delivered a motivational talk.

Training of Trainers

XISS-SRI-Youth for Jobs Training of Trainers by second year students (30 November, 2018 - 01



Distribution of certificates among successful trainees of Jobs for Youth

December, 2018): 37 students of Learning and Development Elective imparted training to 35 trainees and trainers. The main areas of training were Effective Communication, Human Resource Management, Negotiation and Writing Skills, Computer Security, Time Management and Personality Development. Besides the 12 trainers at SRI, 23 physically challenged youth also received training during the training period. Certificates were awarded to all the trainees after the end of the training programme. Dr. Prof. Shyamal Gomes supervised the Training of Trainers.

Social Service Field Work

Social Service Field Work is an integral part of our Program. First Year students are sent to seven different humanitarian and philanthropic organisations in and around Ranchi thrice a week where they contribute to the overall efforts of the social service being done by the organisations. Their contributions range from imparting education both technical as well as general, help them realise their potential and hold functions on Republic Day, Independence Day, Women Empowerment Day, Environmental Awareness Day Jharkhand Foundation Day and *Swachh Bharat Diwas*. Students' contribution to enhance the quality of life of the physically, mentally and visually challenged inmates of St. Michael's School, Bahu Bazar; Braj Kishore Netraheen Balika Vidyalaya, Bargaon and Cheshire Home and Guru Nanak Home Bariatu are remarkable and praiseworthy.

5. INDUSTRIAL VISIT

Three groups of students visited a number of industrial houses in NCR Delhi, Bangalore and Calcutta to have a first-hand exposure of the functioning of their corporate offices, and to learn about the various ways in which HR has evolved.

Kolkata Industrial Tour

A group of 24 students from 2nd year went to Kolkata for Industrial Tour. The Tour duration was 22 September-01 October 2019. Prof. Dr. Shyamal Gomes was the accompanying Faculty-in-charge of the group. The group paid visits to 23 companies and made pre-placement presentations during the Tour. Students made presentations in **Tega Industries, Himadri Chemicals, Dr. Lal Pathology Laboratories, L&T India Power Corporation, TCS, Reliance Jio, HDFC Bank, AXIS Bank, Bandhan Bank, Positive Strokes, Marathan Electric Motors India Limited, Flipkart, Tata Sky, Deloitte India Ltd, Berger Paints, Fullerton** among others. Apart from making presentations in small groups of 4 members each, the group of 24 students along with Faculty-in-charge visited five manufacturing plants. They were **Exide's Haldia Plant, Hindustan Unilever's Detergent Factory at Haldia, TIL Limited, Castrol India Limited and Linde India Limited**. During their factory visits they also interacted with the Practicing Managers, Senior Managers - HR, and the Trade Union leaders to understand the current business management strategies as well as Human Resource Practices in the Corporate Organizations. The officials of the companies where the students visited were quite satisfied with the performance of XISS alumni and hoped that it would continue to be so in the future.

Bangalore Industrial Tour

A group of 27 second year students went to Bangalore for Industrial Tour. The Tour duration was 24 September-02 to October 2019. Dr. Kumar Mohit Spring was the accompanying Faculty-in-charge of the group. The group paid visits to a number of industrial organizations. Prominent among them were: **Mylan Industries, Fincare Small Finance Bank, Allergan India Pvt. Ltd., Honeywell, Synopsys India Pvt. Ltd., Solara Active Pharma Sciences, Syngene International, SEBI, Redmart, GE Alstom, Wipro Ltd, Elan Professional, Jayanti Group, Prestige India Pvt. Ltd., Global Shiksha, Himatsingka Seide Ltd., TCS Ltd, GeneralElectrics(X-Ray) and Mahindra Finance Ltd.**

An Alumni Meet was organised by AXISS Bangalore Chapter on 29 September 2018. The Meet was organized by Mr. Amitabh Das (Vati Consultancy), Mr. Ranjit Singh (SOLARA) and Mr. Prabhash Nirbhaya (Flipcarbon). The Meet provided a golden opportunity for students to interact with distinguished members of the alumni and learn the tricks of the trade.



Students visiting Himatsingka Learning Academy, Bangalore during their Bangalore Industrial Tour

Delhi Industrial Tour

One group of 25 second year students went to Delhi for Industrial Tour. The Tour duration was 23 September to 01 October, 2019. Prof. Nidhi Shukla was the accompanying Faculty-in-charge of the group. The group visited 7 industrial plants during the period. They also visited 22 companies for making presentations. Major industrial plants where they visited were **Maruti Suzuki India Limited, Exide Industries Ltd. and**

Uflex Ltd. They also visited Training facility of ITC Hospital. An Alumni Meet was organised by AXISS on 29 September at Radiance Motel, Chhattarpur, Delhi.

Two panel discussions were held during the Meet. The first was on “Emerging Expectations from Budding Professionals” and the second was on “Impact on Work Culture in the Era of Digitalisation”. The Meet provided a golden opportunity to our students and Faculty Members to interact with distinguished members of the alumni. The Meet was also attended by Director, Dr. Fr. Alexius Ekka, S. J. and Prof. Ramakant Agrawal, Head of the HR Program.

6. PLACEMENT

Final Placement

58 students from the batch of 2017-19 got placed in 26 companies. The compensation package ranged from 3-13 lakhs per annum, with median compensation of Rs. 8.5 lakh per annum. There were nine Pre Placement Offers from **Tata Steel, HDFC Bank, ITC, Vedanta (HZL), and Maruti Suzuki India Ltd.**

Other than these the students were placed in **Volvo Eicher, Reliance Retail, Tata Motors, Godrej and Boyce, Korn Ferry Consulting, Siesta Hospitality, Walmart, Jubilant Life Sciences Limited, Samasta Microfinance, Fincare SFB, Hero Motorcorp, IHCL(Taj), Aarti Industries, Cadila Pharma, Vedanta, Lixil Water Technology, ICICI Bank, HIL (CK Birla Group), ITC Foods, Addverb Tech Pvt ltd, Hindustan Unilever Limited, Reliance Industries Limited, Coromandel International, ICICI Lombard, Sambandh Finserve Pvt. Ltd.**

Summer Placement

55 students have been placed so far. 42 of them have been placed with stipend and 13 without stipend. A galaxy of companies have offered summer internships to our students. They are **Reliance Industries Ltd, Maruti Suzuki India Ltd, HDFC Bank, Hero Motocorp, PWC Pvt. Ltd., Flipkart, Tatasteel, Vedanta, ONGC, ITC, Wipro, Tata Motors, Glenmark, Jubilant Life Sciences, Byjus, MetLife, Uttam Galva Steels Ltd, Eupheus, Allergan, TIL, Max Hypermarket Ltd, Arista, Aarohan Mutual Fund, Coromandal International.**

7. FACULTY ACHIEVEMENTS

Dr. Prof. Shyamal Gomes

- ▶ Prof. (Dr.) Shyamal Gomes successfully guided his first Ph.D scholar Mr. Rakesh Dixit from ICFAI University Jharkhand. The Thesis titled “Strategic Manpower Planning Pace’s SME’s Sustainability: an empirical study of Jharkhand Region in Eastern India” is completed and going to be submitted for Evaluation by April 2019.
- ▶ Prof. (Dr.) Shyamal Gomes has been supervising another Ph.D scholar of ICFAI University Jharkhand, Mr. Rakesh Ranjan. The Topic is “Impact of Employee Engagement on their career development: A study in selected manufacturing Industries of Western Odisha”.
- ▶ He also worked briefly as Acting Controller of Examination in the Institute from September 1-31 December 2018.



Prof. Mrs. Mary Bodra

Book Chapter

- ▶ Bodra, M.S. (2018). Leadership and Innovation in HRM for a Sustainable World: Case Study of GE. In Alexius Ekka and Himadari Sinha (Eds.), *Leadership, Innovation and Management Education for a Sustainable World* (pp. 161-190). Ranchi: Xavier Institute of Social Service. This edited volume is an account of the papers presented in the International Conference on the theme “*Management Education Leadership and Innovation for a Sustainable World*”. Organized by XISS Ranchi Feb., 15-16, 2017.

Nominated as member of the Society of World Vision India

- ▶ Prof. Mary Bodra has also been nominated as member on the Society of World Vision India on August 25th, 2018 and has also been selected as the member in the India Resource Development Committee. World Vision, which is a charitable organization registered as a society under The Tamil Nadu Societies Registration Act, 1975 with its national office at Chennai and carries out various charitable activities.

Dr. Mrityunjoy Roy

- ▶ Attended an online course on HR Analytics from IIM Rohtak from January, 2018 to June, 2018.

Prof. Mrs. Nidhi Shukla

- ▶ Attended the 8th National HR Conference at XLRI on 19-20th January 2019 with the theme “Building an Agile Future: Curating the new business landscape.”
- ▶ Attended a Management Development Programme on “Multivariate Data Analysis” organized by Vinod Gupta School of Management, Indian Institute of Technology, Kharagpur from 5-10th June, 2017.

Prof. Indrani Ghatak

- ▶ Submitted Ph.D. Thesis titled “Perception and Experiences of Married Women About Domestic Violence: A Study in Durgapur, West Bengal” on 28.02.2018 in Department of Sociology, the University of Burdwan under the supervision of Dr. Ananda Mohan Kar, Assistant Professor, Department of Sociology, the University of Burdwan.
- ▶ Participated in a two-day’ Workshop on “Application of SPSS to Quantitative Data Analysis” on 07- 08 May 2019. The Workshop was organised by the Department of Social Work, Visva-Bharati, Sriniketan.
- ▶ Took up a course on Social Work at XIDAS, Jabalpur from 25 February to 02 March, 2019.
- ▶ Presented a paper titled “Exposure of Children to Domestic Violence: A study in Kolkata” on 25.09.2017 at National Seminar on “*Development and Challenges: Issues and Prospects*” organized by AMIK Institute of Management Sciences and Technology, City Centre, Durgapur, West Bengal. The paper has been published in the *Proceedings of the Seminar* in the form of an Edited Volume by New Delhi Publishers, New Delhi (ISBN: 978-93-86453-03-7).

Dr. Prof. Ramakant Agrawal

- ▶ Participated in a number of TV talk shows on topical issues
- ▶ Wrote 3 critical analysis on issues related to Indian economy for the daily Hindustan.
- ▶ Attended the 6th Avanish Dev Memorial Lecture on Employee Relations at JW Marriot, Kolkata on 01 September, 2018.
- ▶ Attended the World Summit on Accreditation 2018 (WOSA 2018), organised by (NBA) in association with AICTE at New Delhi from 7-9 September, 2018.

Prof. S. R. Shauq

- ▶ Attended the 6th Avanish Dev Memorial Lecture on Employee Relations at JW Marriot, Kolkata on 01 September, 2018.

8. STUDENTS' ACHIEVEMENT: CURRICULAR AND CO-CURRICULAR ACTIVITIES

Our students actively participate in academic, co-curricular and extra-curricular activities regularly and add to the rich academic and non-academic heritage of the HR program. In the current academic year, our students brought laurels to the Institute in the following activities:

- ▶ **NIPM Quiz:** 8 students of HRM-II participated in the regional round of NIPM Quiz competition held in Ranchi on August 18, 2018. Ms. Prasashti Priya and Ms. Sakshi Tanwar won the regional round. Ms. Ankita Deshmukh and Ms. Manasvi Sharma were the first runners up. Ankita and Manasvi participated in the finals of NIPM quiz held at Pune on August 27 and they secured fourth position. Ms. Powlami Mukherjee and Ms. Megha Majumdar were the second runners-up in the event. Ms. Mukta Purohit, Ms. Khushboo Yadav, Mr. Ankit Dungkung and Ms. Ria Mallick also participated in the quiz. The program of HRM takes this opportunity to thank AAXISS, Ranchi to sponsor the travel and living expenses of participating students.
- ▶ **MANAGE Hyderabad:** National Institute of Agricultural Extension Management (MANAGE), Hyderabad, a unit of Ministry of Agriculture and Farmers' Welfare, Government of India, organised a Business Fest **Krishi Chanakya Khoj: A Social Idea** on 24 August -25 August, 2018. The event was based on live case studies. Mr. Vaibhav Singh and Ms. Shipra of HRM-I bagged the First Runners Up prize for their case study on how to increase farmer's income through innovative agricultural practices. They also attended a workshop on **New MSP Policy-Prospects and Challenges**.
- ▶ **Debate Competition:** HRM-II students bagged the First and the Second Prizes in the Debate Competition on **Breastfeeding is the Best Economics** conducted by Save the Children Foundation and organised by the Department of Rural Management, XISS, Ranchi on 11 August 2018 at XISS. Ms. Tanisha Garg of HRM-II won the first prize whereas Ms. Shikha Upadhyay of HRM-II won the Second Prize. First year students Riji Cyriac and Rishu Kumari also participated in the debate.
- ▶ **Case Study Competition** at IMI Delhi: Ms. Anmol Kaur Viridi, first year student, won the first prize in the case competition on Employee Attrition in Mining Sector. The competition was organised by IMI, Delhi during IMI's Annual Festival *Kritva* on 10 February, 2019.

- ▶ **Hero Campus Challenge**, Case Study Competition: Three first year students participated in a case competition on Changes in the Two-wheeler Industry.
- ▶ **HR Case Study**: Ms. Ankita Rajiv Deshmukh was the finalist in IIM Inside HR Case Study.
- ▶ **Inter-College Competition**: Ms. Khushboo Yadav bagged the second prize in Inter-college Enigma competition organised by EMBARK, XISS
- ▶ **Tata Steel-a-thon**: Four first year students participated in Tata Steel-a-thon at Beldih Club, Jamshedpur on November 05, 2019. The topic was Corporate Social Responsibility and it was organised by Tata Steel, Jamshedpur.
- ▶ Student Participant during 6th **Awanish Dev memorial Lecture**: Ms. Powlami Mukherjee represented XISS, Ranchi in the Student Panel Discussion on Employee Relations held at JW Marriot, Kolkata on 01 September, 2018.
- ▶ **Annual Zonal Meet of Rotary Club**: Six students participated in Annual Zonal Meet of Rotary Club.

Conclaves

- ▶ **CII Conclave**: Confederation of Indian Industry (CII), Jharkhand in collaboration with program for HRM, XISS, Ranchi organised a one-day Conclave on Employee Relations Strategy for Sustainable Business Growth on October 06 at XISS Ranchi. First and second year students of HRM along with Faculty Members participated in the Conclave.
- ▶ 20 students of first and second years along with Prof. Nidhi Shukla attended a 2-days workshop on **HR-IR summit at XLRI**, Jamshedpur on 24-25 November, 2018.
- ▶ Another Conference was held at **XLRI Jamshedpur on HR-IR** at XLRI, Jamshedpur on 19-20 January, 2019. 50 students, mostly from first year, along with Prof. Nidhi Shukla attended the conference.

9. STUDENTS' ACHIEVEMENT: EXTRA-CURRICULAR ACTIVITIES



Students of HRM are all rounders as they are not only good in studies but also in extracurricular activities. They have proved it time and again and this year was no different. They bagged loads of prizes in different events during Panache the Annual Fest of XISS which took place from 09-11 March, 2019. They also won a lot of tournaments.

Winners during Panache 2019: Mr. Joy Soreng and Mr. Shubham won the Crossroads. The Group Dance competition, “On Your Toes”, went to

Samiksha, Aleena, Jesil, Suman, Ankita Deshmukh and Ankita Esther. Aleena and Samiksha bagged the top honours in the Fashion Show; whereas Aleena and Ashfi won the Tug of war competition. Ria Malik won the debate competition. The topic of the debate was “Is India ready for live-in relationship.” Vijeta Dubey won the prestigious Walk the Ramp event. Miss Annie, Ria Chhibber and Sandhya won the first runners up prize in “Antakshari” whereas Devyani and Arisha bagged the second runners up trophy in the event named Blind Artist.



Sporting Events: The Basketball team from HRM reached the finals where the players put up a spirited fight against the champions from RM Department. The team comprised Shashank, Abhinav, Piyush, Robin, Arvind, Nikhil, Aviraj, Sashwat, Aneesh and Saurav. The cricket team from HRM-1 also reached the finals. The team comprised Shubham Raj, Shashank, Piyush, Abhishek, Sashwat, Aneesh, Anshuman, Robin, Ajit, Kunal, Prateek and Swapnil. The department

congratulates the boys for having put up a great show in both Basketball and Cricket matches.

10. TRIBUTE



Dr. Prof. R. K. Biswas, former Head, Programme of Personnel Management, breathed his last on 08 January, 2019 in Bangalore. A condolence meet was organised in the Institute's auditorium on January 9, during which he was paid rich floral tributes. His invaluable contribution to the department was acknowledged by the Director and Faculty Members of the HRM program. The meeting was chaired by Director, Dr. Fr. Alexius Ekka, S.J. May the Almighty give strength and courage to his family to see through this difficult phase.



Mr. Indronil Gupta, an alumnus of our Programme, died on 16 March, 2019. His sudden demise shocked the entire HR fraternity. He was a very bright and successful HR professional and was always a well wisher of his *alma mater*. May his soul rest in peace. May God give strength and courage to his family to see through the difficult times.

11. ACKNOWLEDGEMENTS

I wish to sincerely thank my esteemed colleagues in the HR program and also other programs for giving more than a hundred percent to improve the academic and extra-academic profile of the HR program. I am sure that their efforts will bear fruit in near future.

I wish to thank the Dr. Fr. Alexius Ekka, S.J., Director, XISS, for entrusting the headship of the HRM programme to me at a time when we are facing a lot of regulatory challenges. I take this opportunity to assure him that I will try my best to come up to his expectations.

I sincerely thank Prof. S. R. Shauq for deftly handling the HR program as Head for almost 14 years. Your services to the programme have always been valuable and will remain so for all times to come.

I would like to thank my students who are trying very hard to excel in studies. They know that in the present world, the things that matter most after character and integrity are skills and knowledge. That is what precisely they are here for and they are trying to do their best to acquire them. They would be professionals of their own kind, the parallel of which would be difficult to find. They would prove to be in a class of their own.



AXIS 2019 Annual of Xavier Institute of Social Service



PGDM Human Resource Management Programme - Batch 2017-19



RURAL MANAGEMENT PROGRAMME

■ Prof. (Dr.) Himadri Sinha
Programme Head

A. Introduction

‘**P**utting the last first’ has been the main driving force for XISS since the time of our former Director Late Dr. Fr. M.V.d. Bogaert, S.J. The Programme of Rural Management had the most opportunity to translate this tag line into reality. The programme has played a pivotal role in uplifting the marginalized the deprived and the socially excluded sections of the rural community and putting them in the forefront of development. The programme gratefully acknowledges the visionary and dynamic leadership and the continued support and guidance of our Director Dr. Fr. Alex Ekka, S. J. and Assistant Director Fr. Pradeep Kerketta, S.J.

After serving in the institution for 38 years of which 14 years as Head of the Programme of Rural Management, Prof. Dr. M. H. Ansari superannuated on 31st March 2018. The RM programme acknowledges his great contributions in the field of Rural Development and wishes him a happy and peaceful retired life. However, he continues to serve the programme as adjunct professor till now.

Dr. Himadri Sinha the former HOD- Research and Planning of XISS has been appointed as the new Head of the Programme for Rural Management with effect from 1st April 2018. The Director, XISS organized a grand installation ceremony for all new HODs. We express our deep gratitude to him for bestowing this honour.

B. Challenges of Rural Management


a. Emerging challenges: The field of rural management is dynamic and the challenges of development are changing faster than ever before. Though XISS has been the first institute in India to introduce the PG course in Rural Development way back in 1975, the context and realities of development have changed since then. Globalization and open market have increased the stress of farmers and rural masses. The digitalization of information has erased the communication gap in terms of time and distance. But the gap between the rich and the poor has been widening despite digital and information explosion. Challenge of climate change, increasing loss in agriculture, shrinking job opportunities in spite of GDP growth and religious intolerance are fragmenting the societies and thereby a stumbling block to collective progress and development. These demand our urgent attention. Therefore, revisiting the current course curriculum and aligning it to the current context of development becomes paramount important.

b. Responses of RM Programme : To accommodate the growing changes in the field of development and to address the current challenges of the development, a thorough revision of the current course curriculum becomes necessary. The RM programme has taken two major decisions for taking it forward:

- i. Formation of Board of Studies (BoS) :** The RM programme has constituted a Board of Studies (BoS) under the Chairmanship of the Director Dr. Alex Ekka S.J. and Dr. Himadri Sinha, Professor and Head, Programme of Rural Management as the convenor. BoS includes ten external members, two members from the RM programme and Director, XISS. Faculty members of the RM programme are invitee members to the BoS. External members comprise Dr. S.B. Agnihotri (Former Additional Chief Secretary of Odisha & the HoD, CITARA, Mumbai, IIT), Prof. V. Xaxa (Former Director of TISS, Guwahati), Prof. D. Suar (Former Head-HSS, IIT, Kharagpur), Prof. Jean Dreze (Visiting Professor, Ranchi University). Dr. H. Dayal (Director, Institute of Public Finance, Government of Jharkhand), Dr. S. Das (Asso. Director, SIRD, Odisha), Dr. Sudhir Sinha (Alumni & CSR Guru), Prof. G. Sadhu (IIHMR), Mr. M. M. Chowdhury (Alumni & Director, NEEDS) & Mrs. Malini Gupta (CSR Head- JCB). The BoS will meet twice a year to review all course curriculum and advice the RM programme in all matters of course revision. The first BoS meeting will be held on April 26 & 27, 2019 at XISS.
- ii. Course Revision :** The RM programme has revised the course curriculum during the past six months, which will be presented before the BoS. The course revision was based on the feedback of stakeholders such as, recruiters, alumni and parents, current students, and the academic and the industrial fraternity. All concerned faculty members put their efforts to incorporate various suggestions made and revised the course curriculum.
- iii. NBA Accreditation :** The RM programme has initiated the process of NBA Accreditation and updating all necessary document as per the prescribed guidelines. We hope to apply for the NBA accreditation during 2020-21.

C. Academic Collaborations

- i. International Collaborations :** ESRC (Economic and Social Research Council) of the United Kingdom has approved a joint research project of Warwick University of UK and Xavier Institute



of Social Service (XISS). The project title is '*Identification of factors affecting successful outcomes in the DDU-GKY Indian skills programme for unemployed young*'. The project duration is 24 months. Dr. Clare Lyonette of Warwick University and Prof. Himadri Sinha are the joint Principal Investigators of the project. Two research scholars of Warwick University will work as Research Associates on the project. One of them is Mr. Bhaskar Chakrovorty (alumnus of Rural Management programme). The project area will include DDU-GKY project running under BRLPS (in Bihar) and JSPLS (in Jharkhand). The project will facilitate wide-scale academic exchange between XISS and Warwick University. A team of Warwick University will be visiting XISS from 29 April to May 4, 2019.

- ii. **National Collaborations:** An MoU has been signed with IPE Global to work on nutrition and allied issues. The Faculty and the students of XISS can participate both in research and implementation of nutrition projects along with IPE Global. IPE Global will mobilize such projects and XISS will support them through academic inputs.

D. Academic Activities

1. **New Batch:** A batch of 75 students were inducted through three (3) days induction cum orientation programme during June 18-20, 2018. Students were introduced with the course curriculum, manual of procedures and various facilities of XISS. The Alumni interface was one of the key events of the orientation programme. Two of our distinguished alumni Ms. Ranjana Kumari and Mr. Sumitro Roy addressed the new batch and discussed the challenges and opportunities of the developmental field.
2. **Students' Exchange Programme :** Ms. Kanaya Mahanti and Mr. Debdorshi Malakar of Rural Management Programme (Batch 2017-19) participated in the summer course on the topic '*Europe: Diversity and Migration*' (25 June – 6 July 2018) at Stadscampus, University of Antwerp, Belgium. The course focus was on Europe related diversity and migration issues, based on a mixture of theoretical, practical and empirical insights from an interdisciplinary perspective to provide insights, information, and tools based on empirical case studies and several field visits. The summer course was funded by the USOS scholarship, covering travel, accommodation and subsistence allowance to attend the course. The programme is coordinated by Dr. Anant Kumar. The RM programme extends its heartfelt thanks to Dr. Anant for organizing this so efficiently every year.
3. **Institutional Visits (IV) :** The purpose of institutional visits is to provide focused exposures pertaining to major developmental issues. The first year students were divided into two groups for this purpose. The objective of the first visit was to orient the students with the development of agriculture and allied activities. One group visited Krishi Vigyan Kendra (KVK) Divyan, Ranchi and another visited KVK (Hazaribagh). The visit took place on 25 August 2018 under the supervision of Dr. N. Sahoo and Dr. S. K. Prasad respectively.

The second Institutional visit was held on 23 November 2018. The purpose of the visit was to learn from women development activities and other social empowerment works of NGOs. One group under the supervision of Mr. Sanjay Verma visited 'Preriton Ki Rani Sadan', Chanhoo, Ranchi district. The Sisters of the Queen of the Apostles of Ranchi province are working mainly

among the tribal population and the scheduled caste communities and are committed to the development of these poor, vulnerable and the unorganized section of the society. The sisters are involved in diverse ministries such as education, health, social development, caretaking of girl children and blind children. The other group visited Srijan Foundation under the supervision of Dr. R. S. Verma. Srijan foundation has been working towards women empowerment, social and economic empowerment of weaker sections in Ramgarh district. Students were exposed to the multiple interventions of this organization through presentation and experience sharing. They also had a field visit at Kujju, where they interacted with adolescent girls for whose empowerment this organization is working. It was a day visit full of learning.



Students' visit to KVK, Divyan, Ranchi

4. Urban Field Exposures (UFE) : First year students of Rural Management have undergone *Thematic Field Work* in different groups in ten slum centres of Ranchi town. Students devoted their afternoon session for two hours with the slum community to understand their socio-economic conditions. Also they learnt rapport building through group activities, mobilizing community members, understand their feeling and knowledge, develop an attitudinal and behavioural change, understand the sociological aspect of the community, literacy, health and social well-being. Students facilitated the local community towards health and sanitation, child rights and taught hygienic practices. Practical action is helping the student to improve the standard of living in the slums by focusing on the following key areas :

- ▶ Improvement of reliable, safe and clean water access
- ▶ Improvement of sanitation
- ▶ The promotion of safe hygiene practices

Table 1: Group wise distribution of slum centres

Sl. No.	Group	Slum Centre	Title
1.	Pragati	Mahadeo Toli	No Child Left Behind: A study on the Child Rights in Mahadeo Toli slum of Ranchi.
2.	Samvedna	Kalam Kocha	A study on the behavioural aspects of people and attitude regarding waste disposal and sanitation in Kalam Kocha slum.
3.	Prayatana	Lowadih Akhra Kocha	A study on community health and garbage disposal practice in Lowadih Akhra Kocha of Lowadih slum.
4.	Karuna	Akhra Kocha	A study on community health, garbage disposal practice and its effect on the health of local residents of Akhra Kocha slum.

Sl. No.	Group	Slum Centre	Title
5.	Sahara	Karam Toli	Slum as a set of informal and unorganized economy: A study of livelihood opportunities of the urban poor.
6.	Asha	Kathar Gonda	A study on waste disposal practices of the resident of Kathar Gonda slum.
7.	Vikas	Makchund Toli	A Study on sanitation and hygiene practices prevailing in Makchund Toli slum.
8.	Nirman	Samlong Slum	A study on child health and hygiene practices in Samlong slum.
9.	Jyoti	Hatia Talab	A study on cleanliness and hygienic behaviour of the people of Hatia Talab slum.
10.	Pravah	Chunna Bhatta	A study on sanitation and daily hygiene practices in Chunna Bhatta slum area.

The UFE was coordinated by Mr. Sanjay Verma.

5. Rural Camps: Altogether twelve rural camps were held as part of rural exposures for developing rural understanding and gaining practical insights for rural development. Six camps – three each for the first and the second year students were held during 4th to 13th October 2018 and



Rural Camp at Ambatoli, Nehalu, Bero



Rural Camp at Jahanabaj, Bero



Rural Camp at Bartua, Ormanjhi



Rural Camp at Jahanabaj, Bero

similarly six more camps were held during 25 February to 6 March 2019. The detailed objectives of the camps are given in Table 2. On November 13, 14 & 16, 2018, both the first year and the second year students presented their findings to the faculty members for their feedback. These presentations enhanced their understanding of rural realities. Inter camp exchanges were also found to be mutually beneficial for all students. The camps were supervised by Prof. H. Sinha, Prof. K. K. Bhagat, Dr. S. K. Prasad, Dr. Anant Kumar, Dr. N. Sahoo, Dr. R. S. Verma, Dr. P. K. Panda, Dr. A. Singh, Mr. S. Verma, Mr. A. Dey, Mr. Aditya Raj, & Mr. Harshvardhan.

Table 2: Rural camps and the objectives

Year	Village Camp Sites	Block	Objectives
First	Jahanabaj	Bero	First Camps (October 2018): 1. To build rapport with the villagers 2. To carry social workers for village development 3. To conduct a socio-economic study Second Camps (Feb-March 2019): To learn and conduct participatory appraisal in the studied villages
	Bartua	Oarmanjhi	
	Nehalu (Ambatoli)	Bero	
Second	Jamuni	Bero	Third Camps (October 2018): To prepare case studies by using participatory appraisal methods. Fourth Camps (Feb-March 2019): To prepare project plan through participatory methods and approaches
	Semra	Bero	
	Gadri	Bero	

6. Agriculture Field Practical : Agriculture Field Practical (AFP) took place during Mid-September to November 2018. Prof. H. Sinha conducted eight practicals which included the visit of IINRG (Formerly Indian Lac Research Organization) and Horticulture Research Centre Eastern Region at Palandu. The remaining practical classes were conducted at the Agriculture Training Centre, Namkom. These practicums were based on agriculture production and Lac cultivation. The duration of the practical sessions was 35 hours.

Dr. Alok Pandey conducted the practical sessions on Livestock production and dairy processing. The duration of these practicum was 6 hours. Students visited Animal Farm of BAU and Medha Dairy plants.

7. Study Tour : Study tour provides ample exposure to the students to be acquainted with various types of organizations spread across our country and various development interventions they are engaged in. This year students were divided into three groups viz. North, West, and South. The North group consisting of 24 students visited 12 organizations in five states – Rajasthan, Uttarakhand, Delhi, UP and Haryana under the supervision of Prof. Himadri Sinha. The West group comprising 25 students visited ten (10) organizations in two states of Maharashtra and Gujarat under the supervision of Prof. K. K. Bhagat. Likewise, the South group consisting of 24 students visited 16 organizations under the supervision of Dr. Anant Kumar in three states viz. Odisha, Andhra

Pradesh and Telangana. The study tour was held from 9 December to 22 December 2018. This year altogether the students visited 38 organizations during the study exposure.

Besides visiting the organizations, the students also attended four alumni meets during the tour. The details of which are given below in Section F.

Table 3: List of organizations visited by Tour Groups according to their major activities

Sl. No.	Major Activities	Organizations Visited by Tour Groups		
		North	West	South
1	Natural Resource Management	1. Foundation For Ecological Security (Ajmer), 2. PSI & 3. Navdhanya (Dehradoon)	1. FES (Anand) 2. Social Centre (Pune) 3. Hiware Bazar & 4. Hind Swaraj Trust & 5. Xavier Institute of Natural Resource Management (Ahmednagar)	
2	Research & Capacity Building Society/ Institutions	4. Aravali (Jaipur)	6. NDDDB (Anand)	
3	Integrated Rural Development, Health & Women development	5. Prayatn & 6. Cecoedecon (Jaipur)	7. Search (Gadhchiroli, Maharashtra)	1. CHAI (Secunderabad) 2. District Child Protection Unit (Puri),
4	Child Rights & Child Protection	7. Unicef (Jaipur)		3. Child Welfare Committee (Puri), 4. Child Home (Puri), 5. SOS Children's village (Bhubaneshwar), 6. MV Foundation (Secunderabad)
5	Human Rights, Women Rights & Legal Aid	8. Rural Litigation & Entitlement Kendra, & 9. Pragati (Dehradoon), 10. ISI (Delhi)		7. LAYA (Visakhapatnam)

Sl. No.	Major Activities	Organizations Visited by Tour Groups		
		North	West	South
6	CSR	11. Spark Minda (Greater Noida) & 12. JCB (Faridabad)	8. Sula Vineyard (Nasik)	8. TSRDS (Bhubaneshwar)
7	Livelihood Promotion & Skill Development		9. Anandan Smart Village (Warora, Maharashtra) 10. Lok Biradari Prakalp (Hemalkasa, Maharashtra)	9. OLM (Puri), 10. Upasana Education Trust (Puri), 11. OM Gayatri Jute Cluster (Puri), 13. ORMAS (Bhubaneshwar), 14. Srujanvani (Visakhapatnam)
8	Management Institute & Rural Development Institutes			15. NIRD & 16. MANAGE (Ranga Reddy District)

8. Summer Internship Programme (SIP) and Dissertations

As per the academic practices and academic calendar of the RM programme, the students at the end of the first year were sent to the SIP for two months from 20 April to 19 June 2018. SIP consists of two parts – firstly for organizational training (OT) for 15 days in which students are acquainted with the organizations, their work culture, functioning and secondly, for engagement in the dissertation for the remaining period, in which they conduct field study, based on the topic assigned to them by the respective organization.

After the completion of both the aforesaid activities, they submitted their interim reports to the concerned organization and prepared their dissertation report upon their return to the Institute. All



Students at JCB HQ, Faridabad with Ms. Malini Gupta CSR-Head



Students with ISI Director



Students at JCB



Student's of South Group



the reports of dissertation work were submitted to their respective guides and later presented to all the faculty members for receiving feedbacks and improvement instructions.

This year, Dr. P.C. Deogharia, Associate Professor & Head, University Department of Economics, Vinoba Bhave University, Hazaribag-825301, Jharkhand was invited as an external examiner for conducting viva-voce.

This entire experience was enriching for the students who came across the varied working modules, ethics, and functioning of the respective companies, which benefitted them with research and analytical skills including the ground reality. These skills teamed up with hard work put up by the students helped them to nurture the professional in them while looking forward to working for society. SIPs were carried out in various corporate organizations, NGOs, Government and the semi-government organizations.

The organizations involved during SIP not only took these students under their wing for training and dissertation work but also provided them with boarding and lodging as well as a stipend. As the output of SIP, few students even received Job offers. The SIP was co-ordinated by Dr. Sant Kumar Prasad.

Table 4 : List of the organizations where students were placed for SIPs during April 2018- 2019

Sl. No.	SIP Organisations	No. of Interns
1	Techno Serve India	2
2	Jaipur Rugs	4
3	Sun Pharma	6
4	PSI, Dehradun	12
5	Ultratech Cement	4
6	FES	6
7	Jharkhand State Livelihood Promotion Society	11
8	Bihar Rural Livelihood Promotion Society	2
9	Jubilant	4
10	Vedanta	2
11	NFI	4
12	E&Y	1
13	XISS-NDDB	6
14	Save the Children	1
15	CINI- Tata Trust	4
16	ADANI	2
17	TSRDS	3

E. Placement

Programme of Rural Management assisted the students of rural management to be placed in different organisations. The current final year batch has 74 students. Four (4) students have been placed through PPO on the basis of their outstanding performance during the summer internship.

Out of the remaining 70 students, 68 students participated in various recruitment interviews which took place during placement seasons. During phase I (24th October to 5th December 2018), 16 organisations participated in the placement process (Adani, Arohan, Bandhan Bank, BFIL, BRLPS, FES, Jaipur Rugs, ICICI Lombard, JK Agro Genetics, JSLPS, Jubilant, OLM, Rajivika, Samastha, SOSCV, and Vedanta). These organisations have recruited 53 students, out of which 26 are female and 31 are male students.

The second phase of the placements began on 11 Feb 2019 with JSLPS, which visited for the second time this year, and recruited six students, followed by HCL and JCB. At the time of this report going to press, 72 out of 74 students have been placed through XISS assistance. One student has applied to Abdul Latif Jameel Research Lab for Research Associateship, and the other has plans for higher studies; hence, they did not appear in any placement interview. Therefore, till date, 98.6% RM students were placed through the placement process.

This placement process has been coordinated by Dr. Raj Shree Verma, Department Placement Coordinator, Rural Management under Dr. Amar Tigga, Coordinator, Central Placement Cell.

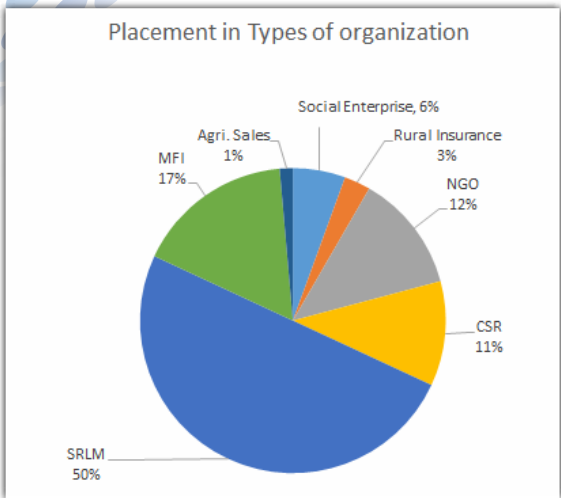


Fig 1. Type of organizations where students are placed

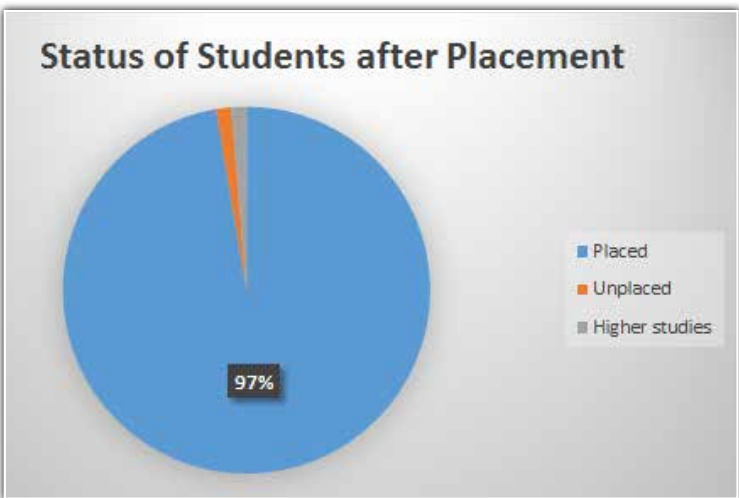


Fig 2. Status of students after placement

F. Alumni Interface

1. Alumni Meets : The Central Alumni Meet of Delhi Chapter of AAXISS was held in Delhi on 29 September 2018. Prof. Himadri Sinha, HoD, RM and Dr. S. K. Prasad attended the meet on behalf of the RM programme along with the Director XISS, and HODs of other programmes.

Besides the above the Alumni of Rural Management also organised four alumni get togethers with the final year visiting students of Rural Management during their Study tour. The students North



Alumni Meet at Viswa Yuva Kendra, Delhi

group along with Prof. Himadri Sinha attended the Alumni Meet at Jaipur on 13th December which was attended by 17 alumni working in Jaipur, and in Delhi on 19th December which was attended by nearly 55 alumni working in Delhi NCR region at Viswa Yuva Kendra, Delhi. Similarly, the students of the South group along with Dr. Anant Kumar attended the Alumni Meet held at Bhubaneswar, which was attended by 25 alumni. And finally, the students of the west group along with Dr. K. K. Bhagat attended the Alumni Meet held at Anand on 21 December where nearly 20 alumni attended the meet. These meets motivated the current students greatly and helped them to understand the future of Rural Management with clear perspectives. Coming together of these 117 alumni have been a great encouragement for the RM programme and shows our solidarity and WE feeling with their *Alma Mater*.

2. **Alumni Interface with the Students :** The RM programme also arranged students alumni interface at the Institute. During these interfaces, Mr. Jasbir Singh Khurana, Secretary, AAXISS, Mr. Sumitro Roy from IPE Global, Mrs. Ranjana Kumari and Mr. Mahadeo Hansada (Save the Children Fund) interacted with the students and boosted their morale.

G. Industry/ Developmental Professionals/ Academicians Interface

From the 2018-19 session, the RM programme has initiated an interface of students of RM with external worlds, which includes developmental professionals and personalities from industry and various academic fields on Thursday afternoons. However, during July and August 2018, these interfaces were held on Fridays in order to adjust with the availability of the resource persons. Dr. K. K. Bhagat and Dr. Anant Kumar have organised three monthly seminars from July to November 2018 and one during January 2019.

- a. Mr. Manish Kumar, a visiting management consultant from the USA, delivered a lecture on ***'Digital health in low resource settings'*** on 13th July 2018.
- b. Ms. Sarika Pradhan, Additional Secretary, Department of Rural Development, Govt. of Sikkim delivered a case story on ***'Promoting Sustainable Rural Livelihoods through innovative governance models'***, on 24th August 2018. Sikkim received several best performing awards in various years for its rural development works and programme implementation from the Govt. of India.
- c. Mr. Asish Kumar Padhi, General Manager, NABARD, Ranchi delivered a lecture on ***'Role of NABARD in securing rural prosperity'*** on 22nd November 2018.
- d. Dr. Radhika Borde from the University of Prague delivered a lecture on ***"The Anthropocene in Jharkhand: issues on mining and sanitation"***, on 30th January 2019 at 2.30 pm at XISS auditorium.

H. Students' Achievements

1. **Games and Sports :** Students of both the years played the league match of XISS Basket Ball tournament this year. The first year class won the



RM-I Basket Ball Team

tournament and became the Champion after defeating the HRM-I in a huge margin of 38-12 baskets. Students of the RM Programme played the games with the feelings of mutual respect and relation as the games were played not for bn victory or defeat, but for bringing equanimity between defeats and wins.

2. Various Achievements of Students of RM

S. No.	Name	Event	Date	Place	Position/Award
1.	Md. Farhan Khan	1. Million dollar Pitch (PANACHE 2019) 2. Case study (B-TRIX) 3. XISS Basketball Tournament 2019	09-03-19 16-03-19 January 2019	XISS Ranchi BIT Mesra XISS Ranchi	2nd 2nd • Basketball Champion • Man of the match • Player of the tournament
2.	Pushpanjali	4. Million dollar Pitch (PANACHE) 5. Case study (B-TRIX) 6. Debate- PANACHE 2019	09-03-19 16-03-19 10-03-19	XISS Ranchi BIT Mesra XISS Ranchi	2nd 2nd 2nd
3.	Riddhima Arora	Panache Ramp walk	11-03-19	XISS Ranchi	First runner up- Ms. Panache
5.	Shilpi Shrivastava	Click-o-maina by Embark		XISS Ranchi	2nd
6.	Abhishek Tigga	Carrom, Sportaract	14-01-19	JAP Ground, Ranchi, Rotaract	2nd
7.	1. Farhan Khan 2. Sheikh Jahan Zaib 3. Roshan Pratik Aind 4. Ankit H. Kindo 5. Abhishek Kerketta 6. Anshu Cyril Toppo 7. Atul Kr. Sinha 8. Ashok Kr. Manjhi 9. Sumit S. Tirkey	XISS Basketball Tournament 2019	January 2019	XISS Ranchi	Winner (RM1)
8.	1. Ankit H. Kindo 2. Simmy Kumari 3. Pragya Verma 4. Abhishek Tigga 5. Aishwarya Verma	Marketingcompetition Markbuzz		XISS Ranchi	Best stall of the event

S. No.	Name	Event	Date	Place	Position/Award
9.	1. PragyaVerma 2. SimmyKumari	Face painting competition, PANACHE 2019	10-03-19	XISS Ranchi	1st
10.	1. Sunny Jaiswal 2. VinayakRambhatla 3. MukeshNayak 4. Sumit S. Tirkey 5. Abhishek Kerketta 6. Roshan Pratik Aind 7. Naumaan Iqbal 8. Aditya	Tug of War-PANACHE 2019	10-03-19	XISS Ranchi	1st
11.	Abhishek Kerketta	Futsal- PANACHE 2019	10-03-19	XISS Ranchi	Runner up
		Tug of war- AMIPHORIA 2019	16-03-19	Amity University, Ranchi	Runner up
		Tug of War- PANACHE 2019	10-03-19	XISS Ranchi	1st
		XISS Basketball Tournament 2019	January 2019	XISS Ranchi	Winner (RM1)
12.	Hrishikesh	BaitheBaitheAntakshari competition- PANACHE 2019	10-03-19	XISS Ranchi	1st
13.	Roshan Pratik Aind	Futsal- PANACHE 2019	10-03-19	XISS Ranchi	Runner up
		Tug of war- AMIPHORIA 2019	16-03-19	Amity University, Ranchi	Runner up
		Tug of War- PANACHE 2019	10-03-19	XISS Ranchi	1st
		XISS Basketball Tournament 2019	January 2019	XISS Ranchi	Winner (RM1)
14.	1. Pallavi Kumari 2. Ankita Sonkar 3. Ananya Basha	Rangoli – PANACHE 2019	09-03-19	XISS Ranchi	1st
15.	1. Monika Kumari 2. Sujata Soni 3. Khyati Pandey	Rangoli – PANACHE 2019	09-03-19	XISS Ranchi	2nd
16.	Sheikh Jahan Zaib	RUN-A-THON PANACHE 2019	09-03-19	XISS Ranchi	1st

GLIMPSES OF VARIOUS ACTIVITIES



Md. Farhan Khan & Ms. Pushpanjali at Million dollar Pitch (PANACHE 2019)



PANACHE RAMP WALK- RIDDHIMA ARORA (First Runner Up)



ON YOUR TOES (PANACHE 2019) - RITU PARAMHANS



CLICK-O-MANIA BY EMBARK - SHILPI SHRIVASTAVA



RUN-A-THON PANACHE 2019 - Sheikh Jahan Zaib



RM - I - The Basketball Champion

3. Students' Publications

Book Review

- (i) Sen, S. (2018). Book Review of “Strengthening Decentralisation through PRIs and SHGs” by Suit Kumar Paul. *Jharkhand Journal of Development and Management Studies*, 16(3), 7859-7861 (a student of 2018-20 batch).

Articles in National/International Journals

- (i) Abid, S. (2018). Prospects and Challenges of Renewable Energy with Special Reference to Biomass Production in Jharkhand. *Jharkhand Journal of Development and Management Studies*, 16(4), 7933-7942 (a student of 2017-19 batch).
- (ii) Mandal, N. (2018). Farmers' Suicide in India: Causes and Remedies. *Jamshedpur Research Review- Government Registered Multidisciplinary International Research Journal*, 7(31), 14-25 (a student of 2017-19 batch).

I. Achievements of Faculty Members

a. Special Task of Govt. of India, Honours, and Nomination

- i. Prof. H. Sinha was invited by Govt. of India as a member of 4 members committee for selecting the best performers among States and Districts for awarding **National Award for Best Performance in MGNREGA, Good Governance and Transparency and Creative Interventions in development schemes** during April to June 2018. The selected States and the Districts were awarded by the Prime Minister of India on 14th September 2018 at Vigyan Bhawan in Delhi.
- ii. Dr. Sant Kumar Prasad has been nominated as one of the Board members of PCPNDT State Level Advisory Committee, Directorate of Health and Family Welfare, Government of Jharkhand.
- iii. Dr. Anant Kumar was nominated as the member, **Expert Committee by the Rehabilitation Council of India**, New Delhi for development of training programmes for Rehabilitation Counselors, Vocational Counselors, Placement Officers, Employment Officers, and Rehabilitation Social Workers in October 2018.
- iv. Dr. Anant Kumar was appointed and participated as an **Expert for Personal interview** for admissions in MBA programme of Lalit Narayan Mishra Institute of Economic Development and Social Change, Patna held during 25-28 June 2018.
- v. Dr. Anant Kumar was appointed and participated as an **Expert member of Regional Jury Panel** for Plan India Impact Award 2018.

b. Publications

Journals (International)

1. Novotny, J., Ficek, E., Hill, J. K. W. & Kumar, A. (2018). Social determinants of environmental health: A case of sanitation in rural Jharkhand. *Science of the Total Environment*, 643(1 December 2018). Pp. 762-774.

2. Kumar, A. (2018). A demand for a national commission for men in India: A Rationale And Its Possible Consequences: New Male Studies. *An International Journal*, 7(1). Pp. 76–80.
3. Nayar, K. R., Nair, A. T., Shaffi, M., Swarnam, K., Kumar, A., Abraham, M. (2019). Methods to overcome vaccine hesitancy. *The Lancet* 393(10177):1203-1204, DOI: 10.1016/S0140-6736(19)30218-1

Journals (National)

1. Kumar, A. & Panda, P.K. (2018). Ethnicity, Religion, and Identity Politics among Tribes in Jharkhand". *Economic and Political Weekly*, 53 (39).
2. Verma, S.K. & Paul, S.K. (2018). Non-Timber Forest Products (NTFPs) and Women Livelihood: A Case Study of Tribal Women of Bishunpur block of Gumla district, Jharkhand. In S. K. Paul (Ed.), *Women Empowerment: Challenges and Strategies* (pp. 181-206). Delhi: Arpan Publications.

Books

- i. Sahoo, N. (2018). *Rural Development and Livelihoods in India*. New Delhi: New Century. ISBN-978-81-7708-441-2
- ii. Sahoo, N. (2018). *Disaster Management and Sustainable Development*. New Delhi: New Century Publishing House. ISBN-978-81-7708-447-1.

Newspaper:

1. Anant Kumar. सुखी एवं स्वस्थ बने झारखण्ड. Prabhat Khabar, 15 November 2018.

c. Conference Papers

- i. Dr. R. S. Verma presented a paper on - “She” image of Indian farmer” at Economics Department of Naba Ballygunge Mahavidyalaya, Kolkata, at an ICSSR sponsored one day National Seminar on “Rural Development in India-Problems and Prospects” in collaboration with the Bengal Economic Association on 1st September 2018

d. Lectures, Seminars & Symposium

- i. Dr. K. K. Bhagat delivered a talk on Corporate Social Responsibility on 4th May 2018 at Benares Hindu University, Varanasi.



Dr. H. Sinha visiting Kama Reddy district of Telangana for GoI best performing district evaluation along with DC- Kama Reddy



Dr. N. Sahoo at International Training on Innovative Community Development Models conference at Yogyakarta, Indonesia



Dr. N. Sahoo at UNISDR's held in Ulan Bator



Prof. Himadri Sinha addressing at National CSR Conclave & Award at Ahmedabad

- ii. Dr. K. K. Bhagat delivered a talk on Research Methodology on 23rd September 2018 at Vinoba Bhave University, Hazaribagh.
- iii. Dr. K. K. Bhagat delivered a talk on Qualitative Methods on 19th January 2019 at Academic Staff College, Ranchi.
- iv. Dr. H. Sinha delivered a lecture on Research Methodology for Ph. D. Studies at ICFAI University, Ranchi on June 12, 2018.
- v. Dr. H. Sinha Chaired the session on CSR Masterclass at the National CSR Conclave of Gujarat, Govt. of Gujarat, held on 22nd February 2019 at Ahmedabad.

- vi. Dr. N. Sahoo participated in UNISDR's Asian Ministerial Conference on Disaster Risk Reduction (AMCDRR 2018) which was held in Ulaan Baator, Mongolia from 3-7 July 2018. Dr. N. Sahoo presented an Official Statement on Urban Risk Reduction Issues in the context of Ranchi City.
- vii. Dr. N. Sahoo participated in an International Training on Innovative Community Development Models organized by Asian Productivity Organization (APO), Japan which was held in Yogyakarta, Indonesia from 22-26 Oct. 2018.

J. Looking Beyond

According to our government claims, our population below the poverty line is now less than 26% and un-electrified 18,000 villages (out of 5,76,000 villages as in 2014), have been electrified during the last five years, the per capita income has increased from 88,533 in 2014-15 to 1,12,835 in 2018-19 (27.4% during the past four years as compared to 37.6% during 2009-10 to 2014-15). Likewise, several development indicators like rural infrastructure, health, and educational services have shown impressive results. But when compared to the rural sector of developed countries we have miles to go. Therefore, to achieve the goal of poverty free rural India, the programme will continue to train and prepare able rural managers who will continue to serve the nation by developing rural India through their commitment and dedicated service with professional skill and competency. The endeavour of the programme can be summed up in the words of Og Mandino – *“Always do your best. What you plant now, you will harvest later.”*



AXIS 2019 Annual of Xavier Institute of Social Service



PGDM Rural Management Programme - Batch 2017-19



INFORMATION TECHNOLOGY PROGRAMME

■ **Dr. Mahua Banerjee**

Programme Head

1. Introduction

Information Technology is pivotal in ensuring success of recent disruptive trends driving the Fourth Industrial Revolution. It has assorted applications in all verticals of business functions for extraction of revenue generating insights. Hence, the role of technology aware professionals becomes imperative to break new grounds for enhancing productivity and outreach of any organization.

The Programme of Information Technology of XISS has a long glorious history in educating young minds, conducting innovative skill enhancements and offering services to the deprived & the marginalised people of the country since its inception in 1988. The programme has a group of highly qualified, energetic, dedicated and experienced faculty members as the supervisors, in an environment rich in advanced laboratory and all latest support facilities. It has witnessed several administrative and academic activities. This report is a sketch of all the activities carried out from June 2018 to March 2019 and also the activities to be carried out in near future.

2. PGDM IT Curriculum

‘Information’ which now-a-days is considered to be a factor of production needs to be managed most effectively and efficiently in all business organizations. Since, Information Technology (IT) has been the buzzword in recent years, hence it is opening up a range of lucrative prospects for professionals. Core IT and IT support, form a big part of the employment circle in today’s digital

world. As the IT field plunges into our everyday life with smart devices, a multitude of job domains and profiles are being discovered constantly. Thus, the IT field is expanding at enormous speed to open up many opportunities for aspirants.

The PG Diploma in Information Technology Programme has been designed to suit this varied needs. The course offers an opportunity to move to or upgrade in this popular profession. The program gives a complete understanding of the broad conceptual and theoretical elements involved in the Techno managerial aspects of the IT professionals. The programme is designed to:

- ▶ Make the budding professionals to be aware of the facts, frameworks and theories of management (knowledge – the “knowing” component).
- ▶ Develop the skills, capabilities and the techniques that lie at the heart of the techno-management domain (skills – the “doing” component).
- ▶ Inculcate values, attitudes and beliefs that go on to build a true human being for a sustainable world (attitude – the “being” component).

Keeping exactly these in mind, the curriculum for the Post Graduation Diploma in Management-Information Technology (PGDM-IT) was being updated with extensive deliberations.

3. Summer Internship

The Summer Internship Programme, which is an integral part of the PGDM - IT programme, provides an opportunity to apply concepts learnt in the class rooms to real business situations. Students are placed in various organizations as Summer Interns for a period of six to eight weeks. During this period a student works on a study being assigned to him or her by the organization and later prepares a dissertation report on that study.

In 2019, the students found summer internships in organisations like Change ET Al, Eupheus Learning, Mecon, Indian Oil, Wikata Consulting, L & T Technology Services, Techstern Solutions, Oyster Connect.com, Digiconnectt, Tata Steel, Talent Blazer, etc.

The highest paid stipend is Rs.20,000, till date. Few more organisations are in process to recruit for the internship.

The studies undertaken during the summer internships will be related to:

- ▶ Software Project Management
- ▶ Software Development
- ▶ Quality Management
- ▶ Tele Communication Services etc.
- ▶ Database Design
- ▶ Human Resource Information Systems
- ▶ Enterprise Resource Planning
- ▶ Geographic Information System
- ▶ Knowledge Management
- ▶ Human Resource Management

4. Campus Recruitment Programme

The programme has witnessed a very good placement of a batch of 59 students. Six students have opted out from the Placement process. As on 5.4.2019, 43 students (81%) have found quality placements in more than 20 organisations like Change Et Al, Tata Consultancy Services, Cholamandalam Finance and Investment, Odhisha Livelihood Mission, ICICI Prudentials, Pragmaam Data Technologies Private Limited, Ujjivan Small Finance Bank, Fincare Small Finance Bank, Satya Micro Capital Ltd., CIBC, WNS Global, Bandhan Bank, Techstern Solutions, Bharat Financial Inclusion Limited, Eupheus Learning, Siesta Hospitality, Foundation of Ecological Security, Teqforce, Talentpod, Your Own Room, etc. The highest package for this year is 8 lakhs per annum.

A few more companies are in the process to visit the institute shortly. The students, The Central Placement Cell members headed by the Central Placement Coordinator & the Departmental Placement Coordinator left no stones unturned to achieve this success.

5. Industrial Tour

The PGDM-IT programme also organized industrial visits for the second year students from 22nd September to 2nd October 2018. The batch was divided into three groups. First group visited Delhi NCR, the second group visited Bengaluru & the third group visited Kolkata respectively during this period. Prof. Sushil Ranjan Roy led the Delhi NCR group. The companies visited were JCB, Hero Motocorp, Ameriprise Financial, Samsung R/D, Zephyr, Ministry of IT: Suchna Bhawan, Maruti Suzuki India Ltd.



Students visiting in JCB, Faridabad during the Industrial Tour



Students in TCS Innovation Labs, Kolkata

Prof. Madhumita Singha led another group of students to Bengaluru. They visited ATLAS LOGISTICS P. LTD., APTEAN, Tata Consultancy Services, Hindustan Coca-Cola Beverages Pvt. Ltd., ADOBE, Tech Mahindra and Payjo.

The third group was led by Prof. Rik Das to Kolkata. The companies visited by the group were Insync, Netscribes, Paharpur Cooling Tower, CESC, TCS Innovation Lab, Linde, Emami Cements and HDFC Bank.

6. Industry Interface

The industry academia relationship is one of the major needs in professional courses which help the students to have an understanding of the business processes. The students of the First Year need to participate in this activity by visiting few local and nearby industries. This activity known as Industry Interface has been done in two phases, this year. In the first phase the students visited Jamshedpur.



Students' visit in ISWPL, Jamshedpur

The students visited Indian Steel & Wire Drawing Plant Ltd., Tinsplate Company of India Ltd, Tata Power and Tata Motors Ltd.

Dr. Mahua Banerjee, Prof. Sushil Ranjan Roy and Mr. Himanshu Mohanta accompanied the students during the visit to Jamshedpur.



Students visiting JSPL, Patratu

In the second phase, the students visited Jindal Steel & Power Ltd. (JSPL), Patratu and Indian Institute of Coal Management, Kanke in Ranchi.

The students were accompanied with Prof. Satya Narayan Singh, Prof. Madhumita Singha and Mr. Himanshu Mohanta during the local visits in Patratu and Kanke.

The students learning, experiences, awareness of corporate cultures through visits and interactions are recorded by the students through individual reports. These reports are evaluated as one of the components of this interface.

7. Social Field Work

Keeping the Vision and Mission of the institute in mind the programme has re-organised the Social Field Work by introducing the services towards the students of the Primary and the Secondary Schools. The Ist year students were engaged in teaching the children apart from the existing services rendered to the society by them. The



Students engaging classes in Rajkiya Uchha Balika Vidyalay, Bariatu



Republic Day Celebration in LEBB High School

PGDM-IT programme had obtained permissions from the concerned authorities to render services to

- ▶ LEBB School
- ▶ Balika Shiksha Bhawan
- ▶ Chhotanagpur Girls High School
- ▶ Rajkiya Uchha Balika Vidyalay, Bariatu.
- ▶ The students also continued their services towards CIP, Kanke.

Apart from the above mentioned services the students were instrumental in organising several blood donation camps in the city throughout the year under the guidance of Dr. Viprav Thakur. The awareness programme of blood donation was another major activity taken by the students time to time.

8. Guest Lectures

The modern education system has made guest lecture an important part of the learning strategies. In order to enhance the knowledge of the students in the contemporary field the programme has organised several guest lectures. Many of the lectures were in virtual platform through Video Conferencing. Eminent speakers were alumni, industry persons in key positions, academicians etc. throughout the globe.

The following were the lectures delivered by the speakers in the different sessions:

- (i) Mr. Gurprit Singh, Senior Manager HR, Tinplate Company of India Ltd., Jamshedpur delivered a lecture on *“Industry Expectations from Managers”*.
- (ii) Mr. Atul Pandharpurkar, Vice President (IT), Emami Cement Ltd., Kolkata had engaged a session on *“OCM Challenges during ERP implementations”*.
- (iii) Mr. Samar Banerjee, Associate Vice President & Head (HR), Emami Cement Ltd., Kolkata and a senior alumnus of the institute delivered a lecture on *“Emerging Jobs and the opportunities for IT”*.

The above three guest lectures were delivered during the Orientation Programme of the 1st year students in June, 2018.

- (iv) Mr. Kanish Mohan, Director, Project Management ECM, Excelsa Technologies, Michigan, USA and an Alumnus PGDM – IM (2001 – 2003) delivered a lecture on *“Business Process Mapping and Strategic Consulting”* on 13th June, 2018 through Video Conferencing.
- (v) Mr. Ambarish Ganguly, Senior Consultant, Tata Consultancy Services, Kolkata and Data Science Consultant engaged a session through Video Conferencing on *“Introducing Data Science Competition and Collaboration Platforms”* on 4th August, 2018.
- (vi) On 25th August, 2018 another Video Conferencing session was engaged by Mr. Bhaskar Maddala Senior ICT Executive, Business Leader and Digital Evangelist, Melbourne, Australia on *“Good, Bad and Ugly of Service Marketing”*.
- (vii) The students of Information Technology had a session with Mr. Karunesh Prasad, Founder and Chief Executive Officer of Change et al, Singapore. His rich & vast experience in GE as Global and Regional Head in India, Belgium, Singapore and USA in roles like Global Head for Quality, Regional Head of HR, Global Head for Culture Integration and many others and an alumnus of the institute guided the students for their future endeavors through live examples and vivid Question – Answer rounds.
- (viii) Mr. Ankit Modi, AI Scientist (B.Tech. & M.Tech. from IIT Kanpur) and a founding member of Qure AI had a session on *“Managing Artificial Intelligence: The Qure Story”* on 23rd November, 2018. He shared the insights of Artificial Intelligence and contribution to the

detection and cure of brain tumors. His research has contributed in using AI concepts to augment and cure brain tumors. The session provided an insight on application of AI to the students.

- (ix) Mr. Umang Kumar from TALWAR Financial Services and a member of Corporate Club LIC of India had delivered a session on “*Growth and scope of Insurance Sector in India*” on 6th November, 2018. His valuable interactions enlightened the students on Insurance & the indispensable role of IT in Insurance Sectors.
- (x) Mr. Rakesh Singh, the Senior Project Manager of ODISHA LIVELIHOOD MISSION(OLM) (the Alumnus of XISS 2011-13) guided the students for their future endeavours and gave many live examples from his life on 12th December, 2018.
- (xi) On 12 February 2019, the students had an interactive session with Mr. S.K. Ehsan Ali, an alumnus of PGDM-IT Batch. He is currently working with Cholamandalam Investment and Finance Company as a Regional HR Manager. He talked about industry relevant experience throwing a guiding light on the career prospects and opportunities present in the various sectors for the students of Information Technology.
- (xii) Dr. Sisir Dutta, Sr. Faculty of IICM on 25th February, 2019 had an interactive session on “*Essence of Business Process Re-engineering*” which enlightened the students on applications of BPR in coal industries.
- (xiii) Mr. Gautam Gopal, Director – Marketing of TalentBlazers addressed the first year students of the PGDM-IT programme on *Digital Marketing* in which he enlightened the students on conventional and non-conventional ways of marketing, different marketing channels available in the digital space, search engine optimizations etc. on 15th March, 2019.

9. Industry Institute Collaboration

As the need for technology intervention is only going to go up educational institutes are interested for collaborations with industries to acquaint the students with real time projects. The PGDM-IT programme is in the process of collaboration with an Industry, Change et. al. Change et. al. has been growing continuously and has invested a lot on technology by creating Bridge et. al. and acquiring Cloud HR Technology. All the companies are headquartered in Singapore. Founder, CEO and a very senior alumnus Mr. Karunesh Prasad, has shown keen interest for collaboration with XISS IT Programme. A meeting with the members of the PDGM-IT programme and Prof. Amar Tigga was held on 21st November, 2018 to discuss about the collaboration. He desired that as a part of the collaboration, continuous projects would be provided which students could work on under the supervision of a professor from the Programme. These are not confined to summer internship as such. In return, the company would like to recruit the students whom they have seen in action. He had also shown keen interest to provide continuous pipeline of projects for students to work on real-life projects which focus on specifically Artificial Intelligence and Machine Learning. As an initial step, two students Ms. Anisha Kundu and Mr. Navdeep were recruited for Final and Summer Placements respectively, apart from other two students of HRM and Finance. The selected students started their work from the 1st week of January, 2019.

10. IT Infrastructure Upgradation

The computer lab comprising of 100 machines have been upgraded in the last week of June as per the following configuration:

HP desktop 280 G3 (Corei7/8GB/1TB/W10-PRO)

The entire lab was in operation by end of June, which was used by the 1st & 2nd year students from all the streams. The timely up gradation of the lab has helped to conduct the lab classes on time as per the academic calendar.

The video conferencing facilities were extensively used not only for guest lectures (as mentioned earlier) but also for campus recruitment processes for students of all the programmes. The Video Conferencing facility has mobilized the placement of the institute significantly.

11. Students' Achievements

The students of the programme have been very enthusiastic in all co-curricular and extracurricular activities. Their sincere and devoted participation in many events like Panache 2019, Basket ball Tournament, Cricket Tournament etc. fetched not only some awards but also a learning to work in team. The following section depicts few of their achievements in different activities.

Atul Kumar was felicitated at IIT Kharagpur on an event from 1 st to 3 rd of February 2019, for being the campus ambassador for entrepreneurship cell over the last 2 years. The dignitaries present were: Mr. Sundar Pichai (CEO, Google), Mr. Rajat Sharma (Founder, India TV), Mr. Kanwal Rekhi (Founder, TIE), Mr. Sam Pitroda (Advisor to the PMO and Chairman, National Innovation Council), Mr. Amod Malviya (CTO, Flipkart), Mr. Mahesh Murthy (Founder, Pinstorm. Co-founder, Seedfund) Mr. B.K. Chaturvedi (Padma Bhushan Awardee, former Cabinet Secretary), Mr. Arjun Malhotra (Co-founder HCL), Mr. Rajesh Balpande (Co-Founder Bookmyshow.com)

Rehan Moini was awarded Certificate of Appreciation, for his contribution towards organizing several programs for the welfare of the society, by the Director of RCSR, on 1st July 2018.

Anisha Kundu's Research Paper entitled "Automated Attendance System for Efficient Employee Management: A Biometry Based Approach", co-authored by Akshat Gupta, iPrimed Education Solutions Pvt. Ltd, Bengaluru, Karnataka, India and Dr. Rik Das, Programme of Information Technology, Xavier Institute of Social Service, Ranchi Jharkhand, India, has been accepted at the International conference on Society and Business in the new Millennium, jointly hosted by ICAI Business School, Kolkata and Lincoln University College, Malaysia.

Anisha Kundu attended 3 days' Training and Orientation Programme of Change et al, organized a 3 day offsite agenda in Chennai, India, from 13th to 15th February 2019. Sharing about all the



Students participating in Rangoli competition of Panache 2019

recent achievements, laying strategies and building new objectives were few of the highlights which were discussed during these days. Anisha Kundu, being selected as a Senior Management Trainee, Change et al, in the final placement procedure, attended the event and was oriented towards the vision and mission of the organization.



Pulse Group in Panache, 2019

Sonal Aakancha Singh, along with all the other group members of the official dance club of XISS-“Pulse”, secured the 1st prize in the group dance competition for the 2nd consecutive time. The dance competition - “On Your Toes”, was held on Panache 2019.

Kunal Pandey and his group not just participated but also bagged the winner’s prize in one of the most Hyped and Buzzed show in Panache, 2019 in the Fashion Show with a prize money of Rs.10,000.00.

Richi Sasmita Kerketta secured the gold medal and a cash prize of Rs. 3000/- as the 1st prize of Run-a-thon, organized by Panache 2019.

Vishalakshi also came with flying colors and received a bronze medal and a cash prize of Rs. 1000 for securing the 3rd position in the “Run-a-thon” event of Panache 2019.

Shruti Agrawal in the event : Food fest (ITSY BITSY) prepared a delicious meal comprising: biscuit train, biscuit pudding and fruit punch which made her eligible for the winning prize, awarded by the Master Chef of Radisson Blu.



Students in Fashion Show during Panache, 2019

Swaranjit Banerjee’s team FRAGLIFIRES won the “Lan Gaming” in Panache’ 2019.



Runners at the Tug of War event at Panache, 2019

Swaranjit Banerjee was awarded the first prize in Photography contest organised by Rotaract Club of Social Revolution on the occasion of World Photography Day on 19th August,2018 for the contest titled “The Real Jewels of India”.

Rishita Mukherjee, Beauty Das and Swati Singh received the runner up award in the event Dress Making Competition in Panache’2019.

Minakshi Mohapatra, Swena Shree and Snigdha Sajjal were the part of the winning team ‘Josh’ in the Tug of War event of Panache 2019. Apart from this, IT girls’ group ‘Team Warzone’ became

Runners Up on this event portraying their skills amid several skilled competitors. The participants of the Runner Up Team were: **Richi Sasmita Kerketta, Deepika Kumari, Arpita Arpan, Puja, Manjusha Bara, Neha Kumari, Ankita Gupta, Apoorva Shrey and Rimi Panda.**

The Boys' team of the PGDM-IT programme, "the Tech Warriors" marked as the runner up at the "Tug of War" event in the last day of Panache' 2019. The participants were **Mandeep Kr. Kushwaha, Pavitra Rana, Rakesh Kumar, Shubham Bajaj, Naveen Kumar, Sourav Kumar and Navdeep.**

Inter Departmental Tournament

The Basketball tournament had a spellbinding start with loud cheers and whistles on 11th Jan 2019. The IT programme teams of both girls and boys were ready to exhibit their performance and be a resilient for their contenders.

The boys' team was all exuberant and reached in the Semi-Finals where they had mind boggling match against the HRM team. The participating members of the second year students were Partik Patel, Deepchander Minz, Nikhil Kumar, Alok Kumar, Aniket Kumar, Apurv Vats, Vivek Pratik Subarno, Vijay Lakra.

The girls' team performed overwhelmingly well by winning 3 matches against RM, HRM and Marketing and secured a position in the finals where they had a tenacious one-on-one fight with the Finance team and held the position of runner-up in this inter-departmental tournament marking a sparkling end to this sprightly event. The participants were Minakshi Mohapatra, Richi Sasmita Kerketta, Puja, Manjusha Bara, Neha Payala, Snigdha Sajjal, Poonam Patel, Megha Singh, Rimi Panda.



Basket Ball runners up Girls Team

CRICKET TOURNAMENT - February 2019

A spellbinding finale was witnessed in XISS Inter Department Cricket Tournament where the Programme of Information Technology withheld the winning trophy. The tournament finale which was held on 2nd February between IT-II and HRM-I experienced astounding performance by both the teams, wherein the IT department batted in the 1st innings and put up a score of 124/5 in 10 overs setting a target of 125 for the opponents. HRM-I in response could record only 70/10 in 9 overs.



Basket Ball runners up Girls Team

Aman Tushar Minz made a stunning half century and also won the title : Man of the Match and Man of the Series.



The wickets taken were **Mukul-3, Aman-2, Vikrant-2, Ashish-2 and Ahmed-1.**

The strategy of the winning captain – **Vikrant** was appreciated by everyone. This Finale was thoroughly relished by everyone vibrant with the sportsman spirit.

The participants the match were Vikrant Kumar Vicky (Captain), Chandrakant Banjare (Vice Captain), Vivek Pratik Subarno (Wicket Keeper), Aman Tushar Minz, Shwet Kumar, Ashish Verma, Pratik Patel, Apurv Vats, Mukul Ekka, Ahmed Sadiqqe, Rehan Moini, Ankit Vijay and Aniket Kumar.

Winners of Cricket tournament of XISS

Students’ Official Clubs & Magazines

1) Embark, the talent management club of XISS

Shruti Agarwal, Anisha Kundu, Rehan Moini and Debjyoti are the active members of this club who had given their full dedications in organising the events hosted by the club like “Click-o-mania”(24th June 2018), “Corporate Roadies”(11th October 2018), “Enigma 2.O”(1st February 2019). Their valuable contributions made these events a successful one with outstanding results.

2) RCSR, The Rotaract Club of Social Revolution

Ishan Bhardwaj (President, RCSR), Anisha Kundu (Club Editor, RCSR), RehanMoini(Board of Director, RCSR),Nikhil Kumar the active members of this club gave their full dedication in organising the events hosted by the club like “SPOTRACT 3.0”(13th and 14th January 2019), “Donation Drive”(2nd December 2018), “Health and Awareness Programme”(28th October 2018), “Free Health Check-up Camp”(1st July 2018). Many students volunteered for all these events and with full determination organised and made these events a great success. Starting from participation to organising every minute detail was taken care of by them due to which the events turned out to be very successful.

3) Obscura- The Media Club, XISS


Active members of the club: **Puja, Aniket, Deepak Rajak, RehanMoini and Sonam Jaiswal** were felicitated during the Panache 2019, for their sincere dedication.

4) TechNext – IT Club

Being recognized as one of the official clubs of XISS, the active members of Club TechNext were **Puja, Ashish Verma, Anisha Kundu, Rehan Moini, Debjyoti and Vijaya Ranjan.** They supported it full functioning and launched its second edition on August 2018 and third (latest) edition on January 2019.

12. Faculty Achievements

- (i) Dr. Mahua Banerjee, Associate Professor and Programme Head of PGDM (IT) has carried out collaborative research work with Prof. Saurav Ghosh, Associate Professor, A.K. Choudhury School of Information Technology, University of Calcutta, Dr. S. Khatua, Assistant Professor, Dept. of Computer Science, University of Calcutta and Dr. Sudeep Thepade, Professor, Department of Information Technology, PCCOE, University of Pune. She has proposed a classification model for dermoscopic images for early recognition of skin cancer. The



research paper implementing and describing the model was presented in International Conference on *Recent innovation in Electrical Electronics & Communication Engineering (IEEE, ICRIEEECE'2018)*, July 27-28, 2018, Kalinga Institute of Industrial Technology, Bhubaneswar, India.

- (ii) Dr. Mahua Banerjee, Associate Professor and Programme Head of PGDM (IT) is co-editing a volume entitled *“Emerging Trends in Disruptive Technology Management for Sustainable Development”*, CRC Press, Taylor and Francis. The other editors of the volume are Dr. Rik Das, Assistant Professor, of Department of PGDM (IT), XISS and Dr. Sourav De, Associate Professor and HOD, Department of Information Technology, Cooch Behar Govt. Engineering College, Cooch Behar, India. The book comprises of collection of original research papers from contributors in India and abroad. The book is in the final stage of editing and is expected to be published by June, 2019.
- (iii) Dr. Mahua Banerjee has attended **CII 2018** Conference in Kolkata held during 18-19 September, 2018. It was the CII 17th. Conference of the East having the theme *“Sustainable Profit through Digital Transformation”*.
- (iv) Dr. S.N. Singh, Professor, Programme of PGDM (IT) has carried out research work to propose a fusion based model for content based image classification. His research work is published in an edited volume entitled *“Feature Dimension Reduction for Content-Based Image Identification”*, IGI Global in 2018. He has also carried out research work on recent trends in content based image classification. His research article is accepted with an edited volume entitled *“Intelligent Multimedia Data Analysis”*, De Gruyter, Germany and is published in March'2019.
- (v) Dr. S.N. Singh, Professor, Programme of PGDM (IT) has examined a Ph.D Thesis entitled *“Generalization of Association Scheme and their Applications”* from Vinoba Bhave University, Hazaribagh, Jharkhand.
- (vi) Prof. Sushil Ranjan Roy has participated in **INFOCOM 2019**, held in Kolkata during 6th.-8th. December'2018 on the theme *“When Digital Becomes Human”*.
- (vii) Dr. Madhumita Singha, Associate Professor, Programme of PGDM (IT) has carried out research using soft computing techniques for issues and challenges in software quality prediction. Her research article embracing the work is published in *“International Journal of Advances in Computer Science and Cloud Computing”* in November, 2018. Dr. Singha has also proposed a framework for sustainable software development model. Her work is published in edited volume by Alexius Ekka and Himadri Sinha entitled *“Leadership, Innovation and Management Education for Sustainable World”* in April, 2018. The volume has been published by Xavier Institute of Social Service, Ranchi.
- (viii) Dr. Madhumita Singha, Associate Professor, Programme of PGDM (IT) has attended **CII 2018 Conference** in Kolkata held during 18-19 Spetember, 2018. It was the CII 17th. Conference of the East having the theme *“Sustainable Profit through Digital Transformation”*.
- (ix) Dr. Viplava Thakur, Assistant Professor, Programme of PGDM (IT) has organized blood donation camps on 25th. November, 2018 and 15th. February, 2018. Dr. Thakur has

participated in an International Conference at Institute of Science and Management, Pundag, Ranchi. Dr. Thakur has also organized a program for upliftment of mentally deprived human beings at Central Institute of Psychiatry, Ranchi on 17th. November, 2018.

- (x) Prof. Sarbjeet Prasad, Assistant Professor, Programme of PGDM (IT) was invited as a Resource Person for Refresher Course in Information Technology organized by UGC-Human Resource Development Centre at Ranchi during 04.01.2019 – 24.01.2019.
- (xi) Dr. Rik Das, Assistant Professor, Programme of PGDM (IT) is awarded PhD (Tech.) in Information Technology on 160th. Annual Convocation of University of Calcutta, held on 07.01.2019.
- (xii) Dr. Rik Das, Assistant Professor, Programme of PGDM (IT) has **filed a patent** for which the specifications are published in Patent Journal, Government of India on 19th. October, 2018. Dr. Das has carried out collaborative research work with Dr. S. Bhattacharyya, Dr. J. Platos and Dr. V. Snasel of VSB Technical University of Ostrava, Ostrava, Czechia in the domain of computer aided diagnosis of skin cancer at an early stage. Dr. Das has also collaborated with Dr. A.E. Hassanien of Cairo University, Egypt for this research. The research work is published in *Proceedings of International Conference on Advanced Machine Learning Technologies and Applications*, Springer on March, 2019.
- (xiii) Dr. Rik Das, Assistant Professor, Programme of PGDM (IT) is invited as program Committee Member of “10th. International Conference on Awareness, Science and Technology” to be held on October 23-25, 2019, Iwate Prefectural University, Morioka, Japan. He has also received an invitation as Program Committee member of “CSI - West Bengal State Student Convention 2019 (CSI-WBSSC2019)” to be held on 31st. March, 2019. Dr. Das is invited as Technical Committee Member in eHaCON 2019 International Ethical Conference to be held on August 22-25, 2019, Institute of Engineering and Management, Saltlake, Kolkata, India. He has successfully served as Technical Program Committee Member in “Fourth International Conference on Research in Computational Intelligence and Communication Networks” held on November 22-23, 2018, RCC Institute of Information Technology, Kolkata, India.
- (xiv) Dr. Rik Das, Assistant Professor, Programme of PGDM (IT) has published an edited volume entitled “*Feature Dimension Reduction for Content-Based Image Identification*”, IGI Global, Hershey, Pennsylvania, USA in 2018. He is editing two more volumes with De Gruyter, Germany and CRC Press, Taylor and Francis which are likely to be published by June’ 2019.
- (xv) Dr. Rik Das has also contributed two articles in a popular e-magazine entitled “*Analytics India e-magazine*” on “*Recent trends in data analytics, and high end computing*”. The articles got published in February, 2019 and March, 2019 respectively.

Faculty Publications

Articles

- (i) Shrivastav, M.K., Dwivedi, R.K. & Singha, M. (2019). Issues and Challenges in Software Quality Prediction using Soft Computing Techniques. *International Journal of Advances in Computer Science and Cloud Computing*, 6(2), 17-21.

- (ii) Singha (Neogi), M. & Bhattacharjee, B. (2018). VOSDM4S: A Framework for Sustainable Software Development Model. In Alexius Ekka and Himadri Sinha (Eds.), *Leadership, Innovation and Management Education for a Sustainable World* (pp. 105-125). Xavier Institute of Social Service, Ranchi.
- (iii) Das, R., De, S., Bhattacharyya, S., Platos, J., Snasel, V., & Hassanien, A. E. (2019). Data Augmentation and Feature Fusion for Melanoma Detection with Content Based Image Classification. In the *Proceedings of International Conference on Advanced Machine Learning Technologies and Applications* (pp. 712-721). Springer, Cham.
- (iv) Das, R., De, S., & Singh, S.N. (2019). A Study of Recent Trends in Content Based Image Classification, *Intelligent Multimedia Data Analysis, 2*, 65-94, De Gruyter, Germany.
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Book Published

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Patent Specification

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13. Conclusion

The PDGM Programme of Information Technology has dedicated intellectuals and resources to nurture aspirants as budding techno-managers with its unique programme. It has offered knowledge and skills explaining business orientation of the technology aspects. It has left no stone unturned to create professionals who can leverage business with the power of Analytics based Information Technology.

The Programme fosters latest trends in its domain and strives to adopt and practice the same in its pedagogy. As a result the programme is in process to constitute a Board of studies which will be instrumental in designing the course curriculum. This will be a step towards the NBA accreditation process. The department always encourages innovation by engaging into collaborative research work with Industry and its counterparts. It has made its own mark in its own right by aspiring towards excellence with dedication and perseverance.

Hence, the Faculty of Information Technology places on record its deep sense of gratitude to all internal and external faculty members as well as the support staffs who have rendered their valuable, sincere and dedicated supports..

I also put on record my sincere appreciation for the unflinching support of Dr. Fr. Alexius Ekka, S.J., Director, XISS. My sincere thanks to Fr. Pradeep Kerketta S.J., Asst. Director, XISS, for his support in all academic and non academic matters.

I also take this opportunity to extend my gratitude to all the faculty members and guest faculty members who constantly supported all the activities of the programme. Without their dedicated support the department cannot achieve its success.

Special thanks to the Central Placement Coordinator and his team for enhancing the placement of the department.

I take this opportunity to thank all the graduating students for being so hardworking and receptive. On behalf of all members in the programme and your juniors I wish you all success in all your future endeavours.

Last but not the least, I extend a heartfelt thanks to all the Faculty members of other PGDM Programme for their priceless, sincere and dedicated support which carved the path for reaching to a greater height.



AXIS 2019 Annual of Xavier Institute of Social Service



PGDM Information Technology Programme - Batch 2017-19



MARKETING MANAGEMENT PROGRAMME

■ **Dr. Pinaki Ghosh**
Programme Head

The Programme of Marketing of Management has completed another successful and an eventful academic year 2018-2019. This year the department experienced a significant contribution from the faculty & students members, in all the facets of curricular, co-curricular and extracurricular activities round the year.

This year the PDGM-Marketing Programme along with the other four Programmes of Human Resource Management, Rural Management, Information Technology and Finance Management had the change of the Programme Heads.

1. The Curriculum

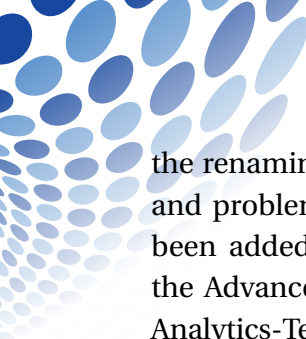
The PDGM-Marketing Programme, as always has inculcated the practice of proper amalgamation of theory and practice. This has been done through a rightful blend of pedagogy which aims at a learning which enables students to bring theoretical and practical constructs closer. To practice this the PDGM-Marketing has to revisit the pedagogy and the curriculum periodically which it did before the start of the new session.

2. Updating of Syllabus

This year also the Programme for Marketing came together to identify the gaps in the current areas of subjects offered in our syllabus. This was made based on industry expectation and other stakeholder feedback like our recruiters, alumni and the rating organizations which visit XISS.

In this review process certain subjects were introduced and some existing subjects were renamed with fresh content. Looking at the time availability in certain trimesters some subjects were even split into suitable portions and offered in different trimesters to ensure proper coverage.

In this process in the academic year 2018-19, the new courses that have been introduced are Business Analytics-I, Business Analytics-II, Human Resource Management II. The purpose of



the renaming and adding the courses has been to make the courses on statistics more application and problem centric rather than just tool based. In case of the HRM-II course some topics have been added to make the course more appropriate. The PDGM-Marketing Programme also split the Advanced Business Analytics course into Advance Business Analytics and Advanced Business Analytics-Technical. The ABA-Tech course was aimed to make the students aware about the latest developments in the area of Data Science tools like Python & Machine learning.

3. Induction and Orientation of First Year Students

The new batch of the Marketing students was welcomed on the 18th June 2018 in the common program involving all the streams at the auditorium, the first year students were initiated to a three-day departmental induction program. In the beginning of the programme the students were made to understand the Department's history and were introduced to the faculty members of the department. Later sessions were engaged by the department's faculty members on rules and regulations, code of conduct, different subject orientation as well as on internship and placement. In the second and third day of the induction program guest speakers from the industry were invited to speak to the students. In one such exposure to students **Mr. Saswat Mazumdar, Regional Head of Reliance Nippon Insurance** shared his experience and explained the students about the corporate expectations from the management students. On the next day, **Mr. Satyesh Kumar Singh, Senior Manager at MJunction** a subsidiary of Tata Jamshedpur was invited for the guest talk. He is an alumnus of the batch 2011 of the PDGM-Marketing Programme of Marketing of our Institute.

4. Academics

After the 3 days of orientation and Induction of the students, the first year classes began. This academic year onwards all classes from Monday to Friday were held till 3.30 pm for a proper coverage of the Course Curriculum. The Saturdays have been engaged for extra classes and project work. On the 25th June the second year students joined the institute after summer training and the fourth trimester classes began from there on. For the second year students the class routine was arranged from 9.00 AM to 4.45 PM with the scheduled breaks. As per the curriculum there were 9 papers offered to the 1st Year and 8 papers to the 2nd Years. Mixed pedagogy was used to cover the papers including class room lectures, cases studies, group discussion and field based project assignments.

5. Programme Activities

The PDGM-Marketing Programme decided to focus on three key areas for development of the programme and the students of the institute. The three Key areas which were taken as goals are

- i. Having a structured “**Alumni Connect Program**” and also involving them in adding value to the course curriculum and students through a unique “**Alumni Mentorship Program**”.
- ii. Improving the holistic learning opportunities of the students through a structured “**Industry Academic Networking**” with companies on a long term basis.
- iii. Creating an exclusive **Marketing Club** for the members of the Programme of Marketing with multiple objectives of brand Visibility of the programme, helping the students to have a platform to share and learn from live projects, case studies, industry interactions, guest speeches, events, product launches and many more.

It gives happiness to say that the 1st Initiative under the name of the **Alumni Connect Program** has been successfully implemented. In a span of three days we were able to connect 300 alumni (out of 700 odd alumni passed out so far) through a dedicated marketing departmental social media platform. We have successfully rolled out a database capture form online for the alumni to share their details for our database. The second initiative **Alumni Mentorship Programme** is being developed soon. This will help us to get the help of the alumni in placement preparation, company interface, guidance and talks on specific areas / topics.

As part of the second initiative, the programme head made a presentation to the President, Jharkhand Chamber of Commerce and Industries to explore a scope for a long term association with the Chamber of Commerce. A formal proposal has been sent spelling out the areas of programme engagement. This will help the students to get involved in live projects, be part of product and brand launches, solve business problems and get more aligned to the market requirements.

The launching an all exclusive **Marketing Club of XISS** under the name **MarkBuzzz**, as part of the third initiative, has already been completed. The launch event took place on 25th August 2018.

6. Freshers' Party –“KSHITIZ -2018”

The PDGM-Marketing Programme of XISS hosted an official Freshers' Party –KSHITIZ-2018 for the new batch 2018-20 on 18th July 2018, The theme of the programme was “ Colours of India’. In this event, programmes by both the Junior and Senior students were performed. These included Group dance, Song Numbers, Skit and many more. **Mr. Mikhil Pranay Singh** was chosen **Mr. Fresher** and **Miss Tanya Agarwal** was chosen Miss Fresher of the Marketing Programme .

7. Independence Day Celebration

Like previous years, the PDGM-Marketing Programme organized one hour long Independence Day celebration in the Institute's campus. The Director of the Institute hoisted the National Flag followed by the singing of the National Anthem and release of Balloons as a symbol of freedom. The rest of the programme was held in the auditorium. There were several performances in the form of skit, songs and dance numbers. The programme was managed by the first year marketing students. The event started at 8.00 am and ended at 9.00 am.

8. Live Project

A group of 10 Marketing second year students were offered live project by **Colgate Palmolive** from 13th to 15th August 2018 for understanding the consumer behaviour and generate business for the company. This also helped the students to learn as to how FMCG companies operate. The students were able to successfully complete the project at different locations in Jharkhand. The students have received a good feedback from the company for their efforts in the project.

Again in the month of January 2019, 2 students of the Marketing – I were offered live project. They worked in the project from 22nd January to 27th January 2019.

9. Training Program

Apart from the normal classes, it is important to acquaint the students about the latest development of the industry. Keeping this in mind the PDGM-Marketing Programme organized **two** trainings



Mr. Arup Mondol conducting workshop on Business Analytics for Marketing-1 Students

through the newly installed video conferencing facility. The first training program was a 2-hour VC lectures on “**Digital marketing**” from “**Skill Garage**” a Digital marketing Training outfit. Based on the interest 40 students of marketing stream both from 1st and 2nd Year attended the session.

The second training program was by Colgate Palmolive on “**Retail Operations and Running a Promotion Campaign**” for a selected group of 10 students who later on were offered the live project to work for the company.

Another such program was conducted by the PDGM-Marketing Programme on “**Business Analytics**”. It was a Workshop which was organized by Makeintern.com, workshop partner with **15 Summit IIM Indore Event**. It was a 2 - day workshop, where many areas were covered related to business analytics. The Workshop was organized by **Mr. Arup Mondal, Alumnus of IIT Kharagpur**.

Workshop Speaker Mr. Arup began the discussion with basics of analytics, explaining, how business analytics focuses on developing new insights and develop understanding of business performance based on data and statistical methods. Also, discussion on extensive use of statistical analysis, including explanatory and predictive modelling, and fact-based management to drive decision making was made.



Mr. Roy made the students delve into the skills, technologies and practices for continuous iterative exploration and investigation of past business performance to gain insight and drive business planning. Then techniques of Analytical Models, like, Regression (Linear and Logistic Regression), Decision trees (CART, Boosting, Bagging, etc) and clustering (K-Means, Hierarchy) were discussed in details. Discussion was extended to Different Time series Models like, H-W model, ARIMAX (autoregressive integrated moving average exogenous), ARIMA (autoregressive integrated moving average) and ARFIMA (autoregressive fractionally integrated moving average).



Group Photograph of the Marketing-1 Students after the Business Analytics Workshop

The students got to know the scope of business analytics in present times and how companies like IBM, Accenture, and Deloitte are using business analytics tools and coming up with decisions that are useful and profitable.

Further, Mr. Roy discussed collaborative filtering for solving questions (collaborative filtering is a method of making automatic predictions (filtering) about the interests of a user by collecting preferences or taste information from many users (collaborating).)

The resource person also introduced the students with different analytical tools like Python, R, SAS, SPSS, Excel, Tableau, Apache Spark, Rapid Miner, and KNIME out of which Python was discussed in detail.

He explained about how to work in Python and what are the specifications with respect to operations on Python software. Python is an interpreted, high-level, general-purpose programming language. Python has a design philosophy that emphasizes code readability, notably using significant whitespace.

10. Guest Lectures

The PDGM-Marketing Programme in its quest to make the students attuned to the industry expectations organized a series of guest lecturers both from the alumni of the PDGM-Marketing Programme, other programmes and as well non-alumni corporate resource persons. The following is the snapshot of the guest lecturers organized so far. This excludes the list of Alumni who delivered their talk during the induction ceremony.

Table 1. Snapshot of the guest lectures organized

Sl. No.	Name	Alumni/ Non Alumni	Date	Topic
1.	Mr. Himanshu Shankar Management Trainee Tata Motor Finance	Alumnus (Department of Marketing, 2016-18)	14th July 2018	Career in Sales and Marketing and current expectations of the corporate world.
2.	Mr. Prateek Singh Senior Manager HDFC Bank, Kolkata	Alumnus (Department of Marketing, 2011-13)	21st July 2018	Importance of Summer training and different opportunities for marketing students
3.	Mr. Akshay Rakshit Manager-HR Maruti Suzuki Manesar Plant	Alumnus (Department of HR -2013-15)	27th July 2018	Use of Data in Business and importance of MS-Excel for students. Also oriented the students on how to approach their corporate careers.
4.	Mr. Kunain Akhtar Senior Manager HCL Technologies Gurgaon	Alumnus (Department of Marketing, 2012-14)	22nd August 2018	Different sectors in business and the required skills. Highlighted the importance of Data Analytics.

Sl. No.	Name	Alumni/ Non Alumni	Date	Topic
5.	Mr. Jagannath Ojha Lead Retail Operations(Corporate Ops) Landmark Group, Bangalore, Karnataka	Non Alumnus	13th September 2018	Retailing Scenario in India and Future trends
6.	Mr. Kushagra Verma Manager, Tata Motors, Patna	Alumnus 2012-2014	6th October 2018	Insights on Digital marketing, Business Analytics and Current Industrial Trends
7.	Mr. Bhaskar Dibya	Alumnus 2014-16	6th November 2018	Gave insights into his work in “Shuttle”-a transport based start up and also explained his area of work in the field of business analytics
8.	Mr. Venketesh Singh Lead Associate-Marketing Tata Power Mumbai	Alumnus 2014-16	2nd November 2018	Shared his learning “so far from the industry”, “Data Analytics and its importance to the Marketing Students”.
9.	Mr. Abhishek Lal Manager	Alumnus 2009-11	4th February 2019	Shared insights on Demand Waterfall, Inbound and Outbound Logistics, Marketing Automation, CRM
10.	Mr. Shan Prabhakaran, Manager –Digital Interventions Mahindra Automotive	2011-13	15th February 2019	Discussed on Start Up ideation Process referring to the innovative project of “Smart Shift” of Mahindra and Mahindra. In this business case formation, scale and investments were also brought forth.

11. LAUNCH of MARKBUZZ – The official Marketing Club of XISS

Mark Buzz is an initiative of the Programme of Marketing Management of XISS, Ranchi which was officially launched on 25th August, 2018. It aims to enhance the learning of the marketing students regarding best practices and trends adopted by various organizations by conducting guest lectures, panel discussions, events, contests and programs.

In order to mark the launch of the marketing club two events were organized on the same day namely: **MARKET KING** and **MARKET CONNECT**.

CA Ranjeet Garodia, now ex-President -Jharkhand Chamber of Commerce was invited as the Chief Guest of the programme. Mr. Gautam Borah-Vice President Customer Operations-Vodafone and



President –Federation of Jharkhand Chamber of Commerce and Industries speaking on the MarkBuzz Launch



Key Entrepreneur Speakers on the Launch event of MarkBuzz



The Market King event involving a competition

Mr. Awadh Poddar, Owner- Premsons Motor were the other special invitees of the programme. The programme was graced by the Director of the Institute Rev. Fr. Dr. Alexius Ekka S.J. along with Dr. Pinaki Ghosh, HOD- Marketing, Prof. A.R. Bodra, Ex-HOD-Marketing, HODs of other departments and invited honourable guests of the occasion,

MARKET CONNECT event was about building a bridge between the current industry practices and the theories taught in classes. It had an experience sharing session where the entrepreneurs shared their ideologies, viewpoints and success mantras.

Another event on this day of the launch of MarkBuzz was **MARKET KING** which aimed to test the business skills of the students. It saw participation from various colleges including XISS, Ranchi, BIT-Lalpur and St. Xavier's College, Ranchi. The participants were provided with facilities and infrastructure in order to set up their stalls. The participants had to compete against each other with their respective business ideas. Later they were evaluated by the judges on the basis of various parameters such as cost of investment, return on investment, etc. In order to cheer the participants and the visitors, a flash mob was performed by the students of the PDGM-Marketing Programme. The event was a huge success with a footfall of an excess of 450 participants and visitors.

12. Panache 2019

Under the leadership of Prof. Anmol Roshan Bodra three major events were organized in the annual management fest of XISS- Panache 2019. They were Cross road, Fashion Show and Tribal Extravaganza. All the three events gathered a lot of fan following and was a favourite among the participants. The

students of the Marketing Programme wholeheartedly contributed in the events both as volunteers as well as participants.



*Participants performing one of the tasks in
CROSSROADS 9.0*



*Participants being put through a test
of endurance, stamina and speed in
CROSSROADS 9.0*



The Final Stage in the Fashion Show Contest 2019

Cross Roads 9.0

In the Fashion Show event the Institute witnessed spectacular display of fashion from various participants of both the gender. This event was also applauded and appreciated by many among the audience

Fr. Dr. Alexis Ekka, the Director of the XISS also took his turn to walk the ramp with one of the judges of the event.

The Third event was the Tribal Extravaganza which was a unique presentation of tribal culture. In this event the audience were able to experience true tribal culture and art forms. This event as many years has provided a platform to showcase talent and make the world aware about such an existence.

Mark Buzz –The Marketing Club of XISS

Mark Buzz also came about with two events worth Rs. 40,000.00 prize money namely the Game of Brain and the Million Dollar Pitch. The Game of Brain was a competitive event on Business Quiz and Marketing Case Study while the Million Dollar Pitch was an Business Plan contest.



Fr. Dr. Alexius Ekka during the Fashion Show -2019



Prof. Mary Bodra and Prof. A.R. Bodra along with other participants in the Tribal Extravaganza



Contestant presenting during one of events of Mark Buzz in Panache 2019



Prize winners of the Game of Brain Contest in Panache 2019 with the Judges

13. Rural Camp, 2019

The Programme of Marketing Management organized the “Rural Camp” for its 1st year students (2018-20 batch) from February 25th, 2019 till February 28th 2019 at Khunti and Gumla. The objective of the rural camp was to sensitize the students towards the poor and marginalised living in the rural areas. It was also aimed to make the students understand the rural economy and dynamics of rural markets and analyze the marketing opportunities of rural products and services the region.



Marketing-1 Students involved in the Rural Camp in Gumla

Dr. Pinaki Ghosh, Dr. B.P. Mahapatra and Dr. Tina Murarka camped with 30 students in Khunti whereas, Dr. Amar E. Tigga and Dr. Pooja camped with 29 students in Gumla.

The students carried out various tasks assigned to them with great zeal and enthusiasm. They got an exposure about the rural environment, the potential and challenges of these regions and aligned this visit to the programme's objectives.

14. Industrial Visit



Marketing-1 students and faculty meeting with the Panchayat Functionaries during the Rural Camp at Khunti

The students of the second year (2017-19 batch) had their industrial visit/Corporate interaction program from 24th September 2018 to 3rd October 2018. The students in three different teams visited New Delhi-NCR, Mumbai and Kolkata. The students who went to New Delhi-NCR were led by Dr. B.P. Mahapatra; Mumbai group was led by Prof. A. R. Bodra where as the Kolkata group was led by Dr. Pinaki Ghosh.

The Delhi team led by Prof. Dr. Bhabani Prasad Mahapatra along with 20 students visited New Delhi from 21st September 2018 to 2nd October

2018. The group visited the following companies: **JCB India Limited, Heromoto Corp, Analytics Vidya, Oberoi group of hotels, Maruti Suzuki India Limited, Sennheiser, HCL, Polycab wires, Landmark groups, Vox populi, BBDO** to name a few.

The Mumbai team was led by Prof. Anmol Roshan Bodra. Some of the companies visited by the Mumbai team were **Godrej & Boyce Mfg. Co. Ltd., IOCL, ICICI Lombard, City Bank, Pepsico, HPCL, AB INBEV, Raymonds, Mahindra & Mahindra, Tata Power, Capital First.**

The Kolkata team was led by Dr. Pinaki Ghosh along with 19 students visited the following Companies: **HDFC Bank, Emami Limited, Flipkart, Axis Bank, Medica Superspeciality Hospital, HDFC AMC, CESC, Tata Sky, Tata Motors Insurance, Lindey Group, BPCL, ITD Cementation, Emami Cement, J.W. Marriot Hotels, TIL Ltd., Emami Ergo, Grand Hotels.**

The industrial visit helped the students to familiarise themselves with the culture and climate of the organizations visited. The fruitful interactions that they had during the period of their visit to different



Marketing-II students during the Industrial Visit 2018



Marketing-II students in Corporate visit during Industrial Visit 2018

companies provided them a practical insight about the business environment. Their interactions with the practising managers were quite enriching as it provided them practical exposure about their domain.

The students also made presentations about the Institute, its PDGM programmes and the various activities and achievements of the Institute to the various companies.

Alumni meets were also organized in these three locations which provided the students an opportunity to interact with their alumni and learn from their varied experiences.

15. Placement

Summer Placement 2019

Until now 96% students have been placed in their Summer Internships with different companies. With few more companies lined up the programme expects to achieve 100% summer placement very soon.

Final Placements, 2019

The Programme of Marketing Management achieved 96% placements as on 2nd April, 2019. Few more students are expected to be placed by the end of their program. More than 20 companies came for the campus recruitment. Some of the prominent organizations where the students got placed are **HDFC, ICICI Lombard, Dell, Prism Johnson, Aditya Birla, Cavinkare, ICICI Securities, Netscribe, Reliance retail, Airtel, HDFC AMC, Crompton Greaves, Bandhan Bank, Pantaloons, UTI, Times Internet, Cholamandalam** to name a few. This placement season a record number of 8 PPOs was offered to the final year students from Aditya Birla and HDFC Bank.

There was an increase in the highest package of the Programme of Marketing Management which was almost two folds as compared to the last year. This year the highest CTC offered was Rs. 14.5 lakhs which is the highest in the history of the department.

The programme expresses its gratitude towards the relentless efforts of Dr. Amar E. Tigga, Professor in the Marketing Management Programme, who is also the Central Placement Coordinator of the institute for his hard work put in for the placement of the students.

16. Academic Achievements of Faculty Members of PGDM-Marketing

Promotion

Dr. Amar Eron Tigga has been promoted to the post of Professor in the year 2018.

Prof. Bhabani Prasad Mahapatra was awarded Ph.D. in Economics by Berhampur University Odisha on 7th February 2019. The title of the Ph.D. thesis “**Sustainable Food and Nutritional Security in Orissa-A Research Study on Nayagarh District**”. He completed his doctoral research work under the guidance of Prof. Dr. Bhagabata Patra, P.G. Dept. of Economics, Berhampur University, Odisha.

Prof. Tina Murarka was awarded Ph.D. by Ranchi University. Her topic of doctoral research was “**The Analysis of Financial Management of Life Insurance companies of India –A case study of LIC of India**”. She has completed her Ph.D. under the supervision of Dr. A. K. Chattoraj, Associate Professor, Department of Commerce, Ranchi University.

Book Review

Dr. Bhabani Prasad Mahapatra completed a Book review of the title “Contemporary Issues of Economic Development in India Jana, Sebak K. and Mondal, Debasish(Eds.)” ISBN 9789351252962 for *Jharkhand Journal of Development and Management Studies*, Vol.16, No.4, December 2018.

Papers Published

Dr. Pooja’s paper “A proposed model for emotional intelligence and leadership for ensuring leadership effectiveness in the Indian Service Sector” has been accepted for publication by **Inderscience publishers** (*International Journal of Indian Culture and Business Management*) which are indexed under ABDC category of Journals having ISSN Online-1753-0814 and ISSN Print- 1753-0806.

Dr. Amar Tigga co authored a Paper titled “Supply Chain of Vegetables in Ranchi, Jharkhand” in *International Research Journal of Management Science and Technology* published by Shri Param Hans Education & Research Foundation Trust bearing ISSN No. SSN-2250-1959 (O)2348-9367 (P) and Vol No: 8, Issue No: 8.

Dr. B. P. Mohapatra, B. Nayak, B. Patro published a paper titled “Implications of 14th Finance Commission Recommendations for Financing the Social Sectors in Odisha” in *Orissa Economic Journal** (The journal was published in 51st annual conference of Orissa Economic Association in December 2018) bearing ISSN No. 0976-5409.

Other Faculty Achievements

Dr. Bhabani Prasad Mahapatra attended the selection process on 9.09.2018 as an expert in Quantitative Techniques and Management for the appointment of Assistant Professor in Department of Management of Vinoba Bhave University, Hazaribagh.

Conclusion

The PDGM-Marketing Programme has achieved reasonable success through the efforts of each and every faculty member. The right blend of faculty members with academic and industry exposure enabled us to totally revolutionize our teaching with focus on practical inputs. The strength of the programme lies in its faculty and dedicates all its achievement to The Director, Dr. Fr. Alexius Ekka, S.J. who has always been a guiding force and a pillar of support. He has provided the inspiration and guidance to bring this department to its present position.

Our endeavour shall be towards continuously striving hard to achieve future growth par excellence by way of up gradation of the course and the pedagogy.

I offer herewith my best wishes to all the faculty members, the administrative and the support staff and all the students of the Graduating Batch of 2019. Thank you very much.



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PGDM Marketing Management Programme - Batch 2017-19



FINANCE MANAGEMENT PROGRAMME

■ Dr. Arup Mukherjee

Programme Head

Finance plays an important role in the economy. As banks, credit unions, and other financial institutions provide credit, they help expand the economy by directing funds from savers to borrowers. The fundamental success of a strategy, in a business scenario depends on three critical factors: a firm's alignment with the external environment, a realistic internal view of its core competencies and sustainable competitive advantages and careful implementation and monitoring. The financial management considers as a function which is task in invested capital management to achieve possible profitability and/or the optimal use of financial resources and management to achieve the objectives of the project. The finance component is represented by the company's commitment to survival, growth and profitability. The financial management has gone through a number of developments since the beginning of this century, where it was moved from descriptive studies to scientific studies that are subject to the standard accurate process. It moves from field that was interested in search for sources of funding to a field interested in asset management and channeling financial resources to the areas of better use, also from external analysis of the institution to focus on the decision-making process within the organization.

The role of financial management in the organization is a constantly evolving role which is thus in line with the suitable modern ideas and methods in the areas of use. The role of financial management in these days differs from its role years ago. There is no doubt that its future role will be different from what it is now. Therefore, it is imperative that the financial management takes these future estimates seriously.

Financial education is increasingly important, and not just for investors. It is becoming essential for the average family trying to decide how to balance its budget, buy a home, fund the children's education and ensure an income when the parents retire. For one thing, the growing sophistication of financial markets means consumers are not just choosing between interest rates on two different bank loans or savings plans, but are rather being offered a variety of complex financial instruments for borrowing and saving, with a large range of options.

Keeping these ideas in mind, we develop our students to rise up to the need of the hour, perform and deliver.

The two year PGDM (Finance) Programme equips the students with a keen appreciation of the business challenges in the financial services industry.

The activities of the Finance Management Programme for the academic year 2018-19 are as follows:

Events

1. Freshers' Orientation Program

Every year the Finance Management Programme has **Freshers' Orientation Program for the new students**. The faculty members of the programme, various corporate personnel and alumni of the department took sessions in this year's orientation program for the incoming students for the batch of 2018-20 and explained them the importance of developing necessary skills and competence required for the corporate life. Mr. A. R. Wadhwa, Sr. Manager – Finance, CCL, Ranchi took a session on “Strategies to Face Corporate Challenges” held in the month of June'18. Mr. Gaurav Singh (F-2011-13), Manager Internal Audit, Cholamandalam Finance, talked about the challenges to be faced while working in an organization.

2. Rural Exposure Visit

The purpose of the rural exposures is to study and understand the rural market. Like other years, students of the PGDM Programme of Finance (First year) visited Gumla and Simdega. The camp at Simdega was held under the supervision of Prof. Arana Kausar and Dr. Amit Kr. Giri. Similarly, the camp at Gumla was conducted under the supervision of Dr. Bhaskar Bhowani and Dr. Rishi Dwivedi.

Gumla Group (led by Dr. Bhaskar Bhowani & Dr. Rishi Dwivedi)

The group had four days stay at Gumla. During the camp the groups visited several villages in their respective blocks interacting with NGO & SHG representatives, panchayats and other village communities. They also met executives of JTDS and JSLPS getting a feel of developmental aspects and prospects.



Welcome by Villagers

गांवों में रोजगार के अवसर से रू-ब-रू हुए छात्र



गुमला. जेवियर समाज सेवा संस्थान रांची के छात्र-छात्राएं रायडीह, भरनो व सिस्डै प्रखंड के दर्जन भर गांवों का भ्रमण कर गांव की स्थिति से अवगत हुए. गांवों में रोजगार के अवसर व जीविका के साधन से अवगत हुए. इस दौरान छात्रों ने ग्रामीणों के साथ बैठक भी की, जहां गांव की समस्या के अलावा गांवों में हो रहे विकास के कार्यों से रू-ब-रू हुए. छात्रों की टीम ने गांव में महिला मंडल समूह द्वारा चिये जा रहे कार्यों की भी जानकारी ली. एराऊज संस्था गुमला की अगुवाई में वित्त प्रबंधन सत्र 2018-20 के छात्रों ने रायडीह प्रखंड के खटखार, बगरू एंव भरना व सिस्डै प्रखंड के सुदूरवर्ती गांवों का भ्रमण किया. भ्रमण के क्रम में छात्र ग्रामीण आजीविका के मुर्गीपालन, मशरूम उत्पादन सहित अन्य कार्यों से अवगत हुए. छात्रों ने जेटीडीएस कार्यालय में बैठक भी की. डीपीएम प्रभुदित डुंगडुंग ने छात्रों को गांवों का भ्रमण कराते हुए गांवों की स्थिति से अवगत कराया.

Simdega Group (led by Prof. Arana Kausar & Dr. Amit Kr. Giri)

The group had four days stay between February 27, 2019 and March 2, 2019, at Simdega district in Jharkhand the team visited six villages in Kolebira and Simdega (Sadar) blocks. The main focus of the team was to understand the various livelihood options of the villagers and the working of self-help group (SHGs) models and other financial institutions in the villages. In addition, the team also tried to understand the various programmes and policies implemented by the Jharkhand Livelihood Promotion Society (JSLPS) and the Jharkhand Tribal Development Society (JTDS) for employment and income generation in the villages with special reference to village women. The team also tried to assess the marketing channels of the products produced in the villages.

The team found that a host of programmes have been implemented by the state government of Jharkhand in both the blocks. To some extent the SHGs model and other financial institutions

have helped in bettering the lives of women and other members of their family in the villages situated in Kolebira block; but have failed to make any perceptible impact in the Scheduled Tribal dominated villages located in Simdega (Sadar) block. The team also found that villagers barely get the remunerative price of the products produced by them.

3. Industrial Visits

Every year students of the Finance Management Programme go for industrial visit which is an



Welcome by Villagers



At Kolebira Block - Village



Industrial Visit at SREI, Bangalore



Corporate Interaction at Maruti Suzuki, Manesar



Corporate Interaction at UTI, Delhi Corporate



Interaction at ICICI-Pru, Delhi

integral part of the course curriculum. The purpose of the visit is to provide exposure to them about the practical aspects of the organizational functioning so that they can correlate their theoretical knowledge with the practical aspect. This year industrial tours to Bangalore (lead by Dr. Rishi Dwivedi) and Delhi (lead by Dr. Bhaskar Bhowani and Prof. Prashant Kumar Jha) were organized. During the visit the groups visited many reputed companies v.i.z. **SEBI, BSE, ICICI Prudential AMC, HCL, Edelweiss AMC, Franklin Tempelton, IIFL, Mott McDonald, Motilal Oswal, Genpact, Accenture, UTI, J L Morrison, PWC, KPMG, ICICI Lombard, Siemens, Cognizant, IBM, Philips, Lnt Mutual Funds, AnZ Bank, SREI, Paytm** and interacted with the corporate personnel.

4. Summer Placement

To correlate the classroom knowledge with the practical business function the curriculum has summer internship program. The students have to do a live project for a period of 6-8 weeks in any organization. The summer internship provides students a deep insight into the real life business situation in a competitive environment which is very much uncertain.

The Chief Placement Coordinator Dr. Amar E. Tigga and Summer Placement coordinator Dr. Bhaskar Bhowani have worked very hard and have ensured the summer placement of the entire batch spanning the cross-section of industries ranging from manufacturing to the services sectors viz. **Steiner Investment Foundation – Switzerland, TATA Steel, Tata Tele Services, Force Motor, Mirai AMC, JSPL, Daniel Shipping - Egypt, Mercedes-Benz, Investosure Pvt. Ltd., Starfing, TATA Motors, Vodafone, IDBI Life Insurance, Reliance Jio Infocomm Ltd., Ernst & Young, Kotak Mahindra Prime Ltd., RECL, State Bank of India, Axis Bank, Peerless Securities Ltd, Outlook, HDFC Bank, Osam Dairy, Narnaulia Securities** and many others.

5. Placement 2019

The Finance Management Programme is deeply concerned about the overall development of the students as well as their placement. For this purpose rigorous training is given to the second year students (Batch: 2017-19). They have gone through continuous practice of Group Discussion and Mock Interviews. Domain Test is also conducted to keep them updated in their domain area. The faculties of the Finance Management Programme have contributed in knowledge updation of the students by taking Mentorship sessions on continuous basis. The placement of the students shows

a consistent trend since the last four years. The placement of students in the current year is as good as previous year. Many companies have come for campus recruitment which is a positive sign. The total percentage of placement (with the combined effort of CPC & DPC as well as students own efforts) **till 10th Mar., 2019 is 100%**. These students have got placed with an average C.T.C. of Rs.5.6 lacs p.a.. The major recruiters till now are :

- ▶ ICICI Lombard
- ▶ HDFC Bank
- ▶ HDFC AMC
- ▶ ICICI Pru
- ▶ Change Et All
- ▶ Net Scribe
- ▶ Ujjivan Bank
- ▶ Bandhan Bank
- ▶ JSLPS
- ▶ Tata AMC
- ▶ ICICI Securities
- ▶ Fincare
- ▶ Pantaloon

Till the end of March'19 the total number of placement will definitely increase.

6. “XIGYASA” An Eastern India Corporate Quiz event



Winning Teams at XIGYASA

On 24th of November, 2018 the Programme of Finance Management organised an Eastern India Corporate Quiz event “XIGYASA”. The event saw a participation from over 50 teams of various colleges like IIT Kharagpur, IIM Ranchi, BIT Mesra, St. Xavier’s College, NLSIU Ranchi and many more.

The event consisted of 3 rounds which saw the teams battle their wits with each other. The rounds consisted of questions from business domain ranging from advertising to mergers and acquisitions.

The quiz master of the event was Prof. Prashant Kumar Jha who conducted the event with great fervour and enthusiasm. The winning team was from IIT Kharagpur that won a cash prize of Rs. 50,000/- followed by the first runners up who were from BIT Mesra who won a cash prize of Rs. 30,000. The second runners up were from IIM Ranchi who also won a cash prize of Rs. 20,000/-. The event proved to provide a platform to test their knowledge and quick thinking to not just budding business professionals but also to other non-management students as well.

7. Panel Discussion on “Career Opportunities and Challenges in Mutual Fund Industries”

On 16th February 2019, the Programme of Finance Management hosted a panel discussion on the topic “Career Opportunities and Challenges in Mutual Fund Industries”. The panel consisted of eminent speakers namely, Mr. Lallit Tripathi (Chief Executive Vedant Asset); Mr. Lagan Agarwal (Regional Head- Bihar and Jharkhand SBI Mutual Funds); Mr. Ajit Kumar Srivastava (Asst. Vice President. Cluster Head- Jharkhand & Bihar, DSP Investment Managers Pvt. Ltd); Mr. Abhishek Kumar (Head Deputy Vice President Eastern Region Edelweiss); Mr. Deepak Kumar (Senior Vice



Dr. Arup Mukherjee welcoming Mr. Lalit Tripathi



Panel Discussion on "Career Opportunities and Challenges in Mutual Fund Industries"

President UTI MF); Mr. Prasant Kumar Choudhary (Cluster Head- Bihar & Jharkhand Retail Sales IDFC AMC); Mrs. Anu Verma (Area head sales Bihar and Jharkhand Tata Asset Management Ltd.); Mr. Rahul Bhatt (Zonal Manager East Axis Asset Management Company Ltd); Mr. Abhishek Prasad (Cluster Manager- Jharkhand Reliance Nippon Life Asset Management Ltd); Mr. Amitabh Kumar (Cluster Head HDFC MF).

The session was quite insightful, giving a platform to the students to learn from the experts. The discussion began with a brief history of the mutual fund industry and its operations in India, the untapped potential in various states which needs to be penetrated, tapping newer, unexplored market avenues.

The key takeaways from the discussion was the importance of People, Process and Products to keep growing. The students also shared their views and indulged in a Q&A session clarifying their apprehensions and doubts about the industry requirements.

8. Alumni Interaction

Ms. Debopriya Chatterjee, Corporate Underwriter, ICICI Lombard, alumnus of PGDM Finance, 2016-2018 batch, had an interactive session (in the month of August, 2018) with the students of Department of Finance. She shared her internship experience at Ernst and Young and gave more stress on dedication and compassion in the preparation of the project report during internship. Miss



Students with Ms. Debopriya Chatterjee (Batch - Fin-2016-18)



Students with Ms. Mayuri Srivastava (Batch - Fin-2016-18)

Chatterjee shared her experience at XISS with the budding professionals and told us how to encash the opportunities we get here.

On 21st August 2018, students of the Programme of Finance Management interacted with Ms. Mayuri Shrivastava, an alumna of XISS, 2016-18 batch, Department of Finance, currently she is working as a Sub-Editor, in the editorial group of a reputed national daily. Ms Mayuri gave an insight on the difference between MBA and corporate life and shared her experience of XISS with the aspiring professionals. Her summer internship in the prestigious Reserve Bank of India was a valuable guidance to the students for their summer internships and final placements.



*Shri RN Sahay, Principal Commissioner of
Income Tax, Ranchi*

9. Talk on Income Tax

On 12th January, 2019 Shri R. N. Sahay, Principal Commissioner of Income Tax, Ranchi delivered a talk to the students of the department of finance as part of their outreach program. Other speaker was Shri Arun Kr. Mahanti, Joint Commissioner, Income Tax Department. They conducted an interactive session with the students which involved discussions about futuristic approach towards handling issues concerning Direct & Indirect Tax system, use of artificial technology in the coming years to create a centralised processing system enabling a faster refund system. They strongly emphasised on the point that the Income Tax Department has grown from being just a tax collector to being a service provider to the nation.

The session was concluded on a positive note on being ready for the future wave of technology.

10. Seminar/Conferences Attended by Students

International Conference on Eco-friendly Women Entrepreneurship

Two Students of Finance (Batch-2018-20) **Ms. Smriti Raha** and **Ms. Akansha Prachi** participated in an *International Conference on Eco-friendly Women Entrepreneurship*, organised by 21st Century Knowledge Initiative during 14th March, 2019 to 16th March, 2019, in collaboration with University of Kolkata and Clafin University, USA and their paper titled “Women Entrepreneurs – The Growth engine of Indian Economy” was selected for poster presentation.

International Conference on Climate Change, Sustainability and Livelihood

Six Students of Finance (Batch-2018-20) **Mr. Mayank Vardhan**, **Ms. Shweta Shingh**, **Ms. Smriti Raha**, **Ms. Akansha Prachi**, **Mr. Suraj Kumar** and **Ms. Ankita Kumari** participated in an *International Conference on Climate Change, Sustainability and Livelihood*, organised by Post Graduate Department of Geography and Internal Quality Assurance Cell (IQAC), Nirmala College, Ranchi during 9th March, 2019 to 10th March, 2019, in collaboration with Centre for Environment and Economic Development (CEED), New Delhi.

National Conference on Environmental Ethics & Sustainable Development

Seven Students of Finance (Batch-2018-20) **Ms. Tressa Anthony, Ms. Shivani Gupta, Ms. Soumya Sudha, Ms. Sanskriti Rajgaria, Ms. Lekha Shree, Ms. Smriti Raha, and Ms. Akansha Prachi** participated in a *National Conference on Environmental Ethics & Sustainable Development*, organised by Sarala Birla University, Ranchi during 16th March, 2019 to 17th March, 2019.

National Seminar on “A Perspective of Dr. Ambedkar’s Vision and the constitution of India”

Ms. Lekha Shree, a student of Finance (Batch-2018-20) participated in the “7th National Seminar on A Perspective of Dr. Ambedkar’s Vision and the constitution of India” organised by Human Rights Study in association with Toucan Research and Development, Dhanbad during 10th March, 2019 to 11th March, 2019. Her paper titled “Social Justice : In View of Dr. B. R. Ambedkar and The Constitution of India” has been selected for publication in *Toucan Research & Development Journal*.

India-Norway Youth Dialogue

Ms. Shweta Singh, a student of Finance (Batch-2018-20) participated in the “1st India-Norway Youth Dialogue”, organised by the Confederation of Young Leaders (CYL) and Embassy of Norway, on 29th November, 2018 at Delhi. The dialogue was held to boost the participation of the youth of the nation in growth and development of bilateral ties between India and Norway.

XLRI Workshop

CYGNUS 18 in association with Bizards Training Solutions and Services, the National Level Operations and IT Conclave of XLRI Jamshedpur took place on the 17th and 18th of November, 2018. Cygnus is an amalgamation of workshops, seminars and competitions designed to impart practical knowledge in the field of Operations and Information Technology. It is an attempt to redefine the traditional format of academic seminars and add real value to the student body by introducing them to the latest trends in Data Analytics, Operations Management and Information Technology. Under this conclave various workshops were conducted namely Design Thinking Workshop, Business Analytics Workshop & Project Management Workshop. Eleven students of the batch 2018-20, **Ms. Nidhi Kedia, Ms. Uzma Akhtar, Ms. Soumya Sudha, Ms. Sangeeta Jalan, Ms. Shweta Pathak, Ms. Tressa Anthony, Mr. Rohan Singh Rautela, Ms. Khushboo Tigga, Ms. Nishi Richi Kujur, Ms. Aakansha Prachi & Ms. Vatsika Dubey** attended the workshops and had a chance to interact with the industry experts and peers across other colleges.

11. Participation in Competition / Management Fest

Debate Competition

The Programme of Rural Management, XISS organised an Inter-Departmental debate competition in association with Save the Children Foundation, Jharkhand on 10th, August, 2018 to commemorate World Breastfeeding week. The motion of the house was: “**Is Breastfeeding the best Economics?**” The debate saw 18 students from various backgrounds participate and bring forth their arguments vehemently. **Mr. Mahadev Hansda, General Manager, State Programmes, Jharkhand, Save the Children** also graced the occasion. The



Mr. Prateek Kumar (Batch - Fin-2018-20) in Debate Competition

competition was judged by a panel consisting of **Dr. Himadri Sinha HOD-RM, Dr. Sunita Katyayan**, Paediatrician and Mr. Anup Hore, State Manager-Plan India.

Mr. Pratik Kumar, a student of the Finance (Batch 2018-20) was adjudged the first runner-up. He deliberated for the motion of the house. The debate witnessed some groundbreaking myths being argued followed by the clarifications from the leaders in the field.

The speakers of against the motion did a commendable performance by connecting the opportunity cost associated with breastfeeding.

Case Study Competition at BIT Mesra

Three Students of the programme of Finance (Batch-2017-19), **Ms. Shonali Sharma, Mr. Ajai** and **Mr. Manohar Kumar** participated in a case study competition organised by the Department of Management, BIT, Mesra, Ranchi on 24th, January, 2019.

They qualified upto the final round where they provided solution on a case study for a live case from Motorhaat, which is an award winning startup portal in Jharkhand that connects buyers and sellers of both new and pre-owned cars.

The event had 81 teams consisting of both undergraduate and postgraduate students from across the state. Teams from colleges like XLRI Jamshedpur, XISS Ranchi, Central University of Jharkhand and Amity University submitted their solution for a live case from Motorhaat, which is an award winning startup portal in Jharkhand that connects buyers and sellers of both new and second hand



*Students at BIT Mesra, Ranchi
(Batch - Fin-2017-19)*



*Students at case study competition at
BIT Mesra*

cars. Out of the 81 teams who participated, 8 teams were shortlisted for the final round which took place at BIT Mesra campus.

Participation in Tata Steel's Steel-a-thon

Team FourAxiers of Finance (Batch-2018-20) consisting of **Ms. Harshita Mohanta, Ms. Minal Shah, Mr. Lal Mohan Choudhary** and **Mr. Mayank Vardhan** won the Wild Card Round of Tata's Steel-a-thon 2018 which was held in the month of November, 2018. Steel-a-thon is Tata Steel's Annual Business Challenges for premier B-Schools in India. It gives students the opportunity to experience and work on diverse, cross-functional, real life business challenges as well as the chance to get mentored by Tata Steel Senior Leadership and Management.

The team Four Axiers competed against teams from IIM Rohtak, IIM Raipur & IIM Ranchi in the wild card round and also won a cash prize of Rs. 30,000/-. From here on they went on to compete in the finale round against 19 premier B-Schools from India.



Team FourAxiers

The team **FourAxiers** competed against teams from IIM Rohtak, IIM Raipur & IIM Ranchi in the wild card round and also won a cash prize of Rs.30,000/-. From here on they went on to compete in the finale round against 19 premier B-Schools from India.

Through this business competition the students got an experience on how to analyze and solve actual real life business and corporate world problems and cases. The various dimensions of costing, operational techniques, logical and critical thinking involved in dealing with practical & professional problems provided a holistic approach to the entire learning process.

Participation in Mind Rover Season 7

Three Students of the programme of Finance (Batch-2018-20), **Mr. Lal Mohan Choudhary**, **Ms. Minal Shah** and **Ms. Harshita Mohanta** participated in the Mind Rover Season 7, a case competition organised by Tata Motors, and qualified for the regional round.

Enigma 2.0



Enigma 2.0 organised by Embark

Mr. Rajat Jain a student of Finance (Batch- 2018-20) along with **Mr. Shubham Raj** and **Mr. Pravar Madhukar Pandey** students of Human Resource Management (Batch 2018-20 & Batch 2017-19) respectively were runners-up at **Enigma 2.0** organised by Embark- The Event club of XISS on 1st February, 2019, . The event had 3 rounds which composed of quizzes on a plethora of

topics like management, general knowledge, politics. There was a heavy participation from all departments of XISS as well as nearby colleges like **BIT Lalpur**, **St. Xavier's College** and **Amity University**.

12. Students Freshers' Party

The Programme of Finance Management gave a warm, official welcome party to the batch of 2018-



Enigma 2.0 organised by Embark

20 on 22nd July, 2018. The theme of the party was “**Hawaiian Luau**” keeping in mind the pompous celebration full of vigour. The event saw a myriad of performances inclusive of singing, dancing, ramp walk, mimicry from the students. It saw the students come together and organise a well put up a show with great enthusiasm. The “luau” unleashed the latent talents of the students giving them a platform to put forth their multitasking abilities ranging from organisation skills to performing arts.

13. Sports



Enigma 2.0 organised by Embark

The girls’ team of the programme of Finance Management (combined team from Batch-2017-19 & Batch-2018-20) won the trophy in the inter-departmental basketball championship held during the month of Jan’2019. Last year girl’s team was at the same position and won the main trophy and boy’s team won the runner’s up trophy.

14. Celebration of Republic Day

The 70th Republic Day was celebrated with great fervour at XISS, Ranchi. The flag was hoisted by **Director, Father Alexius Ekka SJ**. All the faculty

members and students graced this occasion with a pledge to uphold the honour and integrity, diversity and uniqueness that we the people of India share with each other. Father Alexius Ekka highlighted the history and the making of our constitution in his speech. The choir group presented a patriotic song which was followed by a Nagpuri folk dance, two dance performances, an impactful skit dedicated to the soldiers of our country and their families and a skit depicting the politics and democracy that exists in our country. The overall show was a power packed performance inciting the feeling of patriotism and nationality. The celebration was concluded by releasing some balloons.



Enigma 2.0 organised by Embark



Enigma 2.0 organised by Embark

15. Pre-Placement Offer from HDFC

Mr. Ajai A (Batch-2017-19), a meritorious student of the Finance Management Programme grabbed an opportunity for internship at HDFC bank which he capitalized and converted it to a PPO. On account of PAN India location facility, he was posted in Udaipur, which was also his home town. He

worked on “**segmentation and penetration**” of the market along with various tasks such as digital demo i.e helping customer, solving their problems with platforms like net banking, phone banking, SMS banking, efficient use of ATM etc. which helped him to understand the customers and build an amiable relation with them. His unique way of linkage with the customers was the most important factor for his pre placement offer.



*Mr. A. Ajay
(Batch-2017-19)*

16. Paper Presentation by Students & Faculty : (Theme - Business Excellence)

- ▶ **Ms. P. Kritee Rao** (Fin-2017-19), XISS, Ranchi, Ms. Shirin Khan Pathan (Fin-2017-19), XISS, Ranchi and Ms. Srijita Dan (Fin-2017-19), XISS, Ranchi have applied a novel model based on multi objective optimization on the basis of ratio analysis (MOORA) technique to analyze the multiple drivers impacting the perception of the customers of the public sector giant State Bank of India in association with Dr. Rishi Dwivedi, Assistant Professor of Department of Finance. The results derived from the application of proposed model could help management of said bank in identifying customers’ needs in a more accurate and comprehensive manner, and thus assisting them in offering inclusive solutions with a view to achieve proactive, consultative approach to customer engagement. The paper constituting this research work has been published in the proceedings of the Third International Conference on Facets of Business Excellence - FOBE 2018, which was held in IMT, Ghaziabad, India, from November 22 to 26, 2018. The proceedings of the said conference are published by Bloomsbury Publishing, a leading independent global publishing house, in a book titled “Facets of Business Excellence in Marketing and Strategy”.
- ▶ **Ms. Shilpa Jha**, student of PGDM Finance (2017-19) and Ms.Yashaswini Pandey, student of PGDM Finance (2017-19) have carried out research with Dr. Rishi Dwivedi, Assistant Professor of Department of Finance. They have presented a new methodology on the basis of AHP and technique for order preference by similarity to ideal solution (TOPSIS) methods to select the best mutual fund while thoroughly understanding investor’s financial position, decisions, financial objectives and risk appetite. The paper constituting this research work has been published in the proceedings of the Third International Conference on Facets of Business Excellence - FOBE 2018, which was held in IMT, Ghaziabad, India, from November 22 to 26, 2018. The proceedings of the said conference are published by Bloomsbury Publishing, a leading independent global publishing house, in a book titled “Facets of Business Excellence in IT”.

17. Recruitment of New Faculty

In the current academic year there has been a new recruitment in the Department.

In the area of Finance: Prof. Prashant Kumar Jha, having a Master’s degree in Economics from Tamilnadu Open University (TNOU). Before joining the master degree course, he has completed Post Graduate Programme in Business Economics with specialization in Finance from WLC College, Kolkata. Apart from educational background, he has approximately 8 years of rich experience in the capital market. Apart from his expertise in Economics, he also has expertise in Strategy courses like Portfolio Management, Project Management and Strategic Financial Management.

18. Conference Participation and Paper Presentation

- ▶ **Fr. Pradeep Kerketta, S.J., Assistant Director, XISS** and **Dr. Amit K. Giri** presented a paper, “Employment and Income Generation through SHGs: The Case of Gumla, Jharkhand” in the *60th Labour Economics Conference* during 19-21 December, 2018 in Mumbai. The Conference was organised by Indian Society of Labour Economics in collaboration with Indira Gandhi Institute of Development Research, Mumbai. The abstract of the paper can be accessed at <http://www.isleijle.org/60isleconference/pdf/abstract-of-conference-papers.pdf>.
- ▶ Prof. Arana Kausar has attended the *first PAN IIT Conference* at IIT Roorkee Campus from 30th November to 2nd December, 2018 where she presented her research paper entitled “A Study of Financial Literacy Creating Sustainable Startups in the Indian Context”.

19. Lecture in MDP as Resource Person

Two faculties from the Finance Management Programme were involved as resource person for different batches of participants from other technical institutes and NGO's in the “Two week Faculty Development Programme (FDP)” on “Entrepreneurship” organized by the EDP Cell of XISS, Ranchi, in the month of October and November 2018:

- ▶ **Dr. Ratnesh Chaturvedi** took sessions on “Break Even Analysis” & “Working Capital Management”.
- ▶ **Dr. Bhaskar Bhowani** took sessions on “Role of Support Agencies in Entrepreneurship Development” & “Need and Importance of Financial Management in Small Scale Industries”.

20. Panel Member in an Interview Board

- ▶ **Dr. Bhaskar Bhowani** and Dr. Amit K. Giri were nominated as panel members in the interview board for selection of executives in Jharkhand Tribal Development Society (JTDS), Govt. of Jharkhand.

21. Overseas Teaching

Dr. Amit K. Giri, Assistant Professor, Programme of Finance Management, had been invited from December 8, 2018 through December 16, 2018 by University Foundation for Development Cooperation, University of Antwerp, Belgium, to engage in various classes and colloquiums on ‘Labour Conditions in Global Value Chains in India’. At the University of Antwerp, he taught to both undergraduate and postgraduate students of various disciplines. Quite a few professors from various disciplines also attended his classes. His two days sessions were exclusively meant for shop stewards. As many as 25 shop stewards from across Belgium attended the sessions. He also visited 3 factories in Antwerp to gain first-hand experience of working conditions of labourers in Belgium. His trip to Belgium was fully funded by the University Foundation for Development Cooperation, University of Antwerp, Belgium.

22. Publications in Book Chapter

- ▶ **Dr. Rishi Dwivedi**, Assistant Professor of Department of Finance has carried out research work in collaboration with Dr. Kanika Prasad, Assistant Professor of Manufacturing Engineering

Department at National Institute of Technology, Jamshedpur. They have applied a modified similarity-based model for selecting best suited cotton fiber for a range of scenarios while establishing its role in improving sustainable textile production. The results derived from the application of designed framework could help the managers across the cotton industry to promote best practices while reducing environmental impact and augmenting sustainability. The research paper encompassing the said work has been accepted for publication in book entitled “Advanced Multi-Criteria Decision Making for Addressing Complex Sustainability Issues”. This book will be published by IGI Global, Hershey, Pennsylvania, which is a leading international academic publisher.

- ▶ **Dr. Rishi Dwivedi**, Assistant Professor of the Programme of Finance Management has also developed a performance measurement tool for a municipal corporation using balanced scorecard (BSC) and analytical hierarchy process (AHP) models in association with Dr. Kanika Prasad, Assistant Professor of Manufacturing Engineering Department at National Institute of Technology, Jamshedpur and Ms. Ayushi Sharma (Fin-2017-19), XISS, Ranchi. This research work first develops a BSC model for a municipal corporation in India to facilitate enterprise view of an organization’s overall performance to the policy makers. Next, a framework based on AHP method is designed to measure the performance of the said municipal corporation over a period of time with respect to key performance indicators of BSC model in order to validate the efficacy of strategies employed. The research paper encompassing the above mentioned work has been accepted for publication in book entitled “Sustainability Modeling in Engineering a Multi-Criteria Perspective”, to be published by World Scientific. World Scientific, headquartered in Singapore, is an internationally renowned publication house that publishes about 600 new titles a year and 147 journals in various fields.
- ▶ **Dr. Rishi Dwivedi**, Assistant Professor of the Programme of Finance has carried out research work in collaboration with **Dr. Bhaskar Bhowani, Assistant Professor of Department of Finance** and Ms. P Kritee Rao, student of PGDM Finance (2017-19). They developed an integrated TOPSIS-QFD model for sustainability evaluation of Indian banks. This can help policy maker to better visualize the preeminent parameters leading towards sustainable success of banks while selecting the best suited bank in current Indian market environment. The research paper encompassing the said work has been accepted for publication in book entitled “Advanced Multi-Criteria Decision Making for Addressing Complex Sustainability Issues”. This book will be published by IGI Global, Hershey, Pennsylvania, which is a leading international academic publisher.

23. Certificate of Recognition

- ▶ **Dr. Rishi Dwivedi**, Assistant Professor of the Programme of Finance Management has been awarded with a Certificate of Recognition by Journal of Cleaner Production, Elsevier Publication (Imapct factor = 5.651) for his outstanding contribution in reviewing that augmented the quality of the journal.

24. Ph.D Awarded

- ▶ **Prof. Arana Kausar** has been awarded Ph.D. degree by Ranchi University in the month of March, 2018. The topic of her doctoral research was “**The Role of Public Sector Banks in**

Industrial Development of Jharkhand – A Case Study of Bank of India". She completed her research under the guidance of Dr. D.L. Maurya, Professor, Department of Commerce and Business Management, Ranchi University, Ranchi.



Mr. Vivek Gaurav, Mr. Panache-2019 (Right) and Mr. Rohan Singh Rautela Mr. PANACHE 2nd runner up (Left)

25. PANACHE-2019

Dept. of Finance, XISS, takes immense pleasure in stating that two of its students, **Mr. Vivek Gaurav** and **Mr. Rohan Singh Rautela** (Batch-2018-20) emerged as winner and 2nd runner up in 'Walk the ramp' event organized on 11th March 2019. In this last event of "PANACHE-2019" the participants displayed their skill sets and personality on the ramp where Mr Vivek Gaurav bagged the title of **Mr. PANACHE-2019** and Mr Rohan Singh Rautela secured the title of Mr. PANACHE 2nd runner up adding another feather on the cap.

Conclusion

I take this opportunity to extend my sincere gratitude to each and every faculty member of the department who have sincerely contributed the required inputs and guidance to the students.

I can never forget the guidance and inspiration which we all have received from our Director Dr. Fr. Alex Ekka, S.J. and Assistant Director Fr. Pradeep Kerketta, S.J.. and I would like to extend our gratitude to both of them on behalf of the PDDM-Finance.

I offer my best wishes to all my colleagues and hope that with an effective team work and dedication, the growth of the Finance Programme will continue in the coming future.



AXIS 2019 Annual of Xavier Institute of Social Service



PGDM Finance Management Programme - Batch 2017-19



CENTRAL PLACEMENT CELL

Placement Report – Batch 2017-19

■ **Dr. Amar Eron Tigga,**
Professor & Chief Placement Coordinator

The Placement Team at XISS, Ranchi is pleased to announce another successful completion of the final placements for the PGDM batch of 2017-19. The team would like to express sincere thanks to everyone involved in the smooth coordination of placements. This collective effort has resulted in rewarding results for students at a crucial juncture in their careers and lives.

This year the final placement has achieved a new milestone by getting an **Overall Placement of 92.6%** with **23 Pre-Placement Offers** and a highest package of **Rs. 14.50 lakhs per annum**. There is a substantial improvement in Summer Internship wherein most of the students are having paid internships and also in reputed organisations, with highest stipend of **1.25 Lakhs per month**. Although, the shrinking job opportunities is making the task very challenging.

We would like to thank our regular recruiters who continued their strong relationship with us and offered placements across different departments. We are also grateful to new recruiters who visited our institute and recruited our students as a show of trust in XISS and the students.

The Team XISS has taken various initiatives to make this process successful, namely, mentoring by faculty members, documentation of feedback from senior students, mock interview and GDs, timely preparation of Placement Brochure, understanding the need of various sectors and managing the relationship with the corporate etc. The initiative to empower our students' placements representatives for mailing and contacting the corporate for placements has also helped in greater reach to corporate and alumni.

Although the job market is very competitive, XISS was successful in getting the participation of some 83+ companies in the final placement process out of which 48% were new recruiters. The number of offers made was 285 with a highest salary of Rs. 14.50 lakh/annum and the average salary

package was Rs. 5.31 lakh/annum. The average salary for HR department has reached to Rs. 7.81 lakh/annum. The Department of Finance Management, the Department of Rural Management, the Department of Marketing, and the Department of IT have achieved a placement of 100.0%, 98.6%, 96.4% and 81.1% respectively. We expect few more offers as the recruitment processes of a couple of organisations are still in process.

The recruiters participated were from different sectors such as Consultancy, Manufacturing, Logistics, FMCG, IT, Telecom, Retail, Social/Non-Profit Organisations, Banking, Financial Services & Insurance (BFSI), etc.

The highest number of job offers were in the sector of BFSI i.e. 43% of total students placed, followed by Development Sector (21%), Manufacturing Sector (16%) and Consultancy (7%).

HDFC Bank offered 24 jobs, JSLPS offered 26 jobs, Bandhan Bank offered 18 jobs, ICICI Lombard offered 15 jobs, Siesta offered 14 jobs and ICICI Securities offered 13 jobs.



Some of the prominent recruiters were Aarti Industries, Aditya Birla Fashion & Retail Ltd, Adani CSR, Addverb, Arohan Financial Services, Bandhan Bank, BFIL, Bharti Airtel Ltd, BRLPS, Cadila, CavinKare, Change Et Al, Cholamandalam Investment & Finance Co. Ltd, CIBC, Coromandel International, Crompton Greaves, Dell Technologies, FES, Fincare, Godrej & Boyce, HDFC AMC, HDFC Bank, Hero MotoCorp, HIL, HUL, HZL ,ICICI Bank, ICICI Lombard, ICICI Prudential Life Insurance, ICICI Securities, ITC, Jaipur Rugs, JCB, JK Agrico, JSLPS, Jubilant Life Sciences, Korn Ferry, Lixil Water Technology, Maruti Suzuki India Ltd, Medha, Mswipe Technologies, Netscribes, OLM, Pantaloons, Pragyam, Prism Johnson, Rajeevika, Reliance Industries Ltd, Reliance Retail, Samasta, Samabandh Financial Services, Siesta Hospitality Group, SOS CV, Tata AMC, Tata Motors, Tata Steel Ltd, Techstern Solutions, The Indian Hotel, Times Group - The Times of India, Ujjivan Small Finance Bank, VE Commercial Vehicles (Volvo Gr), Vedanta, Wal-Mart India, WNS, Your Own Room etc.

Key Highlights

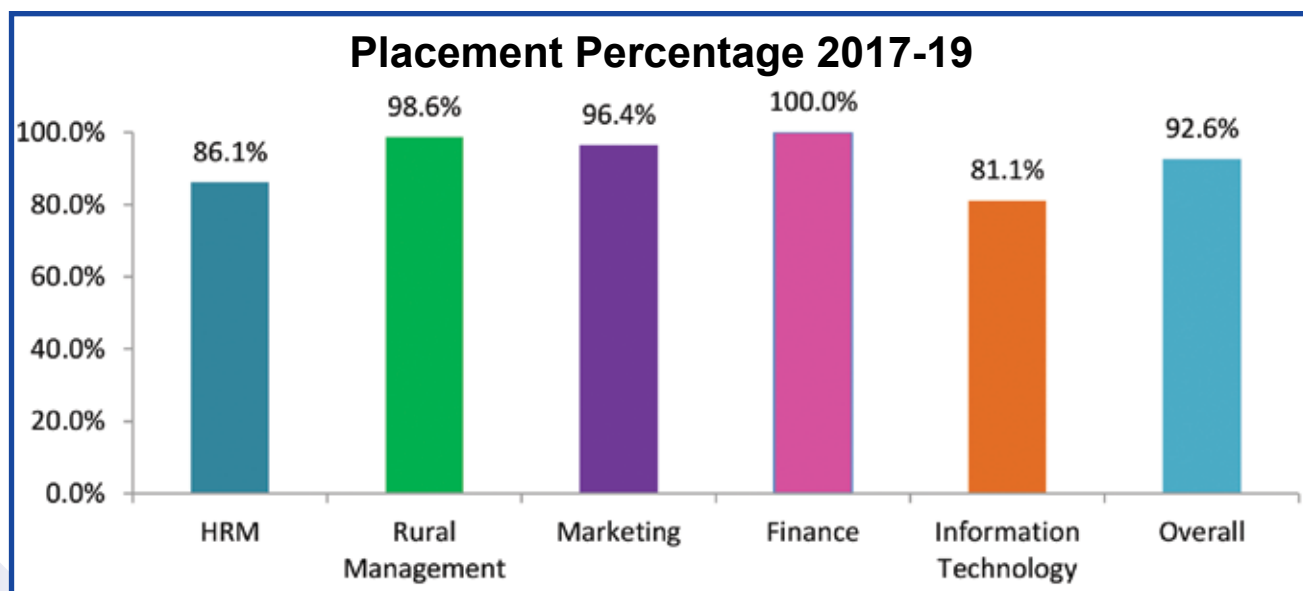
- Highest Package this year is **Rs. 14.50 Lakhs per annum**.
- **23 PPOs** from four departments i.e. HRM, Marketing, Finance and Rural Management
- Overall **92.6%** of students placed.
- Percentage of students placed in 1st Phase was **57.4%**
- Most of the Summer Internships for Batch 2018-20 is **with Stipend & PPO facility** (Highest Stipend = Rs.125000.00 per month).

Placement Statistics for Class of 2017 - 2019

No. of companies/organisations participated in the campus recruitment process	83
Companies/organisations that participated for the first time for final placements	40
No. of students joining their family business/ Higher Studies/ Opted out of placements process	13

Different departments offering PGDM	Batch Size for Placement	Placed	%age placed
Class of HRM	72	62	86.1%
Class of Rural Management	73	72	98.6%
Class of Information Technology	53	43	81.1%
Class of Marketing Management	56	54	96.4%
Class of Finance Management	56	56	100.0%
Total	310	287	92.6%

**As on 31st March 2019*



Salary Package (CTC) in Lakhs per Annum : 2017-19



The Institute's continued growth owes much to its Jesuit values and leadership of the top management, the seasoned and knowledgeable faculty members and its large and well-connected alumni network, whose guidance, support, and backing was once again instrumental in the successful accomplishment on of placements.

We would like to appreciate the patience and cooperation extended by the students during the placement season and their hard work.

Finally, I would like to thank all the Heads of different PGDM Programme, faculty members and my core team of Placement Cell Prof. Sajeet Lakra (APC), all DPCs Dr. Rajshree Verma, Dr. Kumar Mohit Spring, Dr. Pinaki Ghosh, Dr. Bhaskar Bhowani, Dr. Rik Das and Dr. Sant Kr. Prasad.

I must thank our two Placement Officers – Ms. Aditi Mehrotra and Ms. Koyel Mukherjee for taking greater responsibilities and for their dedication, cooperation and support. They were instrumental in delivering the remarkable placement results in difficult situations also.

I appreciate and thank our Students' Placement Representatives and all the students' team members who have coordinated and supported all through the placement process and staying for late hours to complete the process.

We look forward to take the placement process to greater heights and to continue matching the requirements of the various organisations in the years to come.



DEPARTMENT OF RESEARCH AND PLANNING

■ **Dr. Pramil K. Panda**
Head of the Department

Prologue

After its establishment in the year 1978, the department of research and planning has created a distinct space for itself within and outside the institute through continuous engagement in different academic activities and carrying out several consultancy research projects. The year 2018-19 saw a change of leadership in the department with Dr. Pramil K. Panda being appointed as the new head of the department by the Director. He replaced Prof. (Dr.) Himadri Sinha who served the department as its head for almost 8 years. The department was refreshed and reenergized in the beginning of the year with the entry of three young minds namely, Mr. Aditya Raj, Mr. Akash Bhuinya and Mr. Harsh Vardhan, all of them joined as Research Associates. They have brought new ideas and enthusiasm along with them that will surely benefit everyone working in the department in the long run.

The Jharkhand State Human Rights Commission (JSHRC), based on a registered case, requested XISS to conduct a study on the prevalence of drug addiction and beggary among the street children in Ranchi city. The study was conducted by a group of students from the PGDM Programme of Rural Management namely, Mr. Kushal K. Maurya, Mr. Bimal Thakur, Ms. G. Geeta Kumari, Ms. Nayonika Ghosh, Ms. Kanaya Mahanti, Ms. Sakshi Pandey and Ms. Sumeira Abid. Dr. Pramil K. Panda was the principal investigator of the study and the research advisory committee comprised of Dr. Anant Kumar, Dr. Sudeep Kumar and Mr. Sanjay K. Verma. Based on the findings of the study JSHRC has written to the secretary of the department of women, child development and social security, Government of Jharkhand to take appropriate action necessary for the welfare of these ill-fated children.

On the request of the Central Coalfields Limited (CCL), the director nominated Dr. Pramil K. Panda as an expert for inclusion in the CSR committee of CCL. As a part of the committee member he contributed to the finalization of terms and conditions of notice inviting tender for the selection of agency to study the impact evaluation of CSR activities of CCL.

Academic Pursuits and Achievements in the Department

1. Visiting Professorship

Indian Institute of Management Ranchi appointed Dr. Pramil K. Panda as a part-time visiting professor, where he taught a full course on Qualitative Research Methods to the students of Executive Fellow Programme in Management during the academic year 2018-19.

2. Supervision of Ph.D. Scholars

Indian Institute of Technology (Indian School of Mines) Dhanbad empanelled Dr. Pramil K. Panda as a Ph.D. Thesis co-supervisor. At present he is co-supervising a Ph.D scholar namely, Ms. Deepika Anshu Bara in the Department of Humanities and Social Sciences.

Dr. Amardip Singh as an empanelled Ph.D. Thesis Supervisor has been supervising a Ph.D. scholar namely, Ms. Srijani Bhattacharya at Jharkhand Rai University, Ranchi.



Dr. Pramil K. Panda as a Visiting Professor with the Students of Executive Fellow Programme in Management at Indian Institute of Management Ranchi

3. Refresher Courses and Invited Lectures

Dr. Pramil K. Panda delivered two lectures on ‘Writing a Research Manuscript’ and ‘Sample Selection in Quantitative and Qualitative Research’ to the participants of refresher course at Academic Staff College, Ranchi during 12 and 13 January, 2019.

Fr. (Dr.) Ashok L. Ohol presented a paper on “Civil Society: A Doctors’ Group in Ranchi” at the Department of Political Science, Banaras Hindu University, Varanasi on 4 May, 2018.

Mr. Prakash C. Dash contributed as Resource Person in the State Level Workshop on “GIS and GPS Training for Beginners” at GM University, Sambalpur during 5 and 6 March, 2019.

Mr. Sunil P. Kumar contributed as Technical Expert in the State Level Workshop on GIS and GPS Training for Beginners at GM University, Sambalpur during 5 and 6 March, 2019.



Mr. Prakash C. Dash as a Resource Person being Felicitated at State Level Workshop on GIS & GPS Training for Beginners organized by G. M. University, Sambalpur

4. Seminars, Conferences and Workshops

Fr. (Dr.) Ashok L. Ohol organized a seminar on “Developmental Issues with Children in the Primary Schools of Ranchi district” for the primary school teachers on 27 January, 2019. Resource persons

invited in the workshop were Dr. Nishant Goyal from the Central Institute of Psychiatry, Ranchi, Dr. Elizabeth Davis, Dr. Vinod Sinha, Dr. Radhika Borde and Dr. Hazel Davis all from Davis Institute of Psychiatry, Ranchi.

Fr. (Dr.) Ashok L. Ohol organized a seminar on *“Mental Health: Addiction and Depression”* for the medical professionals and academicians on 11 February, 2019. Resource persons invited in the workshop were Dr. C. R. J. Khes, Dr. Sanjay K. Munda, Dr. Sourav Khanra and Dr. Deyashini Lahiri all from the Central Institute of Psychiatry, Ranchi.

Fr. (Dr.) Ashok L. Ohol organized a workshop on *“Skills in Research and Writing for the writers”* on 20 October, 2018.

Mr. Herman Ekka participated in the regional interactive workshop for national level monitors organized by Ministry of Rural Development, Government of India at Agartala during 11 and 12 May, 2018.

Mr. Herman Ekka participated in the regional interactive workshop for national level monitors organized by Ministry of Rural Development, Government of India at Gangtok during 15 and 16 November, 2018.

Mr. Pratul Chandra and Mr. Harsh Vardhan participated in the national workshop on concurrent evaluation of the implementation of National Food Security Act, 2013 for sharing the key findings of first quarter for the states of Chhattisgarh and Jharkhand during 30 and 31 July, 2018.

Mr. Pratul Chandra and Mr. Akash Bhunya participated in the video conference with the officials of Ministry of Consumer Affairs, Food and Public Distribution, Government of India for sharing the key findings of second quarter concurrent evaluation of implementation of National Food Security Act, 2013 in the states of Chhattisgarh and Jharkhand on 11 January, 2019.



Mr. Herman Ekka at the Regional Interactive Workshop of national Level Monitors Organized by Ministry of Rural Development, Government of India at Agartala



Mr. Pratul Chandra and Mr. Akash Bhuinya participated in the video conference with the officials of Ministry of Consumer Affairs, Food and Public Distribution, Government of India for sharing the key findings of third quarter concurrent evaluation of implementation of National Food Security Act, 2013 in the states of Chhattisgarh and Jharkhand on 6 February, 2019.

3. Publications

Kumar, A., & Panda, P. K. (2018). Ethnicity, religion, and identity politics among tribes in Jharkhand. *Economic and Political Weekly*, 53(39): 23-25.

Raj, A. (2018). Is capital punishment a deterrent to rape? *Think it Again*. Retrieved from <https://www.thinkitagain.com/single-post/2018/07/22/Is-Capital-Punishment-a-deterrent-to-Rape>.

6. Academic Assistance to Other Departments

Dr. Pramila K. Panda taught the paper titled 'Social Research Methodology and PRA' to the students of PGDRM and the paper titled 'Research Methods' to the students of PGDIT. He also mentored 8 students of PGDRM in their academic achievements.

Dr. (Fr.) Ashok L. Ohol taught the paper titled 'Organizational Behaviour' to the students of PGDRM.

Dr. Amardip Singh taught the paper titled 'Management of Environment, Forestry and Wasteland' to the students of PGDRM and the paper titled 'Environmental Management' to the students of PGDIT. He also supervised 4 students of PGDRM in dissertation writing and guided 4 students of PGDRM in term paper writing.

Mr. Prakash C. Dash taught the paper titled 'GIS and Remote Sensing' to the students of PGDRM.

Mr. Ajit Tirkey supervised 4 students of PGDRM in dissertation writing.

Dr. Pramila K. Panda, Dr. Amardip Singh, Mr. Arvind Dey, Mr. Aditya Raj and Mr. Harsh Vardhan co-supervised the rural camps of PGDRM students twice in the year.

Mr. Ashok R. Baitha supervised 4 students of PGDRM in completing their supplementary rural camp assignments.

7. Other Academic Contributions

Dr. Pramila K. Panda is a member of the editorial board of *Jharkhand Journal of Development and Management Studies*. He reviewed 2 research articles as a peer reviewer.

Research Projects Carried Out in the Department

1. Completed Projects

Mr. Herman Ekka, Mr. Akash Bhuinya and Mr. S. Reyaz Irfan with the technical support of Mr. Shree Ram Mishra completed the project on 'Impact Evaluation of Vatsalya Project (Maternal, Adolescent and Child Health) in 38 Villages of Raigarh, Chhattisgarh' sponsored by Jindal Power Limited, Tamnar, Chhattisgarh.

Mr. Pratul Chandra, Mr. Manoj K. Singh, Mr. Aditya Raj, Mr. Harsh Vardhan, Mr. Akash Bhuinya and Mr. Ashok Ram Baitha with the technical support of Mr. Shree Ram Mishra completed the project on

'Concurrent Evaluation of the Implementation of National Food Security Act, 2013 in Chhattisgarh and Jharkhand' sponsored by Department of Food and Public Distribution, Government of India, New Delhi.

Mr. Aditya Raj and Mr. Ashok R. Baitha with the technical support of Mr. Shree Ram Mishra completed the project on 'Impact Evaluation of Livelihood and Enterprise Development Programmes in Chatra and Lohardaga Districts of Jharkhand' sponsored by National Bank for Agriculture and Rural Development, Ranchi, Jharkhand.

Mr. Herman Ekka and Mr. Aftab Ahmad with the technical support of Mr. Shree Ram Mishra completed the project on 'Impact Evaluation of Toilet Complex Constructed by Mecon Limited under the CSR Programme' sponsored by Mecon Limited, Ranchi, Jharkhand.

Mr. Manoj K. Singh and Mr. Aditya Raj with the technical support of Mr. Shree Ram Mishra completed the project on 'Audit of Toilets Made under Swachchh Vidyalaya Abhiyaan by APCPL' sponsored by Aravali, Power Company Private Limited, Jhajjar, Haryana.

Mr. Herman Ekka and Mr. Manoj K. Singh with the technical support of Mr. Shree Ram Mishra completed the project on 'Audit of Toilets Made Available under Swachchh Vidyalaya Abhiyaan by KBUNL' sponsored by Kanti Bijlee Utpadan Nigam Limited, Muzaffarpur, Bihar.

Mr. Pratul Chandra with the technical support of Mr. Shree Ram Mishra completed the project on 'Need Assessment of 10 Surrounding Villages of PVUNL' sponsored by Patratu Vidyut Utpadan Nigam Limited, Patratu, Jharkhand.

Mr. Arvind Dey with the technical support of Mr. Shree Ram Mishra completed the project on 'Social Impact Assessment of Land Losers for Broadening and Strengthening of Roads from ITI Bus Stand to Chapu Toli via St. Francis School' sponsored by Land Acquisition Department, Government of Jharkhand, Ranchi.

2. Ongoing Projects

A national level study on 'Social Inclusion and Empowerment of Scheduled Caste and Scheduled Tribe Population under NDP I' sponsored by National Dairy Development Board, Anand, Gujarat



Mr. Herman Ekka and Mr. Sumit Kumar with the Swasthya Sanginis of Vatsalya Project of JPL, Tamnar, Raigarh at Rodopali Village of Chhattisgarh



Mr. Harsh Vardhan and Mr. Ashok R. Baitha Conducting an Inspection of a Public Distribution Shop in a Village of Chaibasa District of Jharkhand



*Mr. Aftab Ahmad and Mr. Herman Ekka
Conducting Interview with the beneficiaries of
Toilet Complex Constructed by Mecon Limited
at Pancha Village of Jharkhand*

is under progress. The project is being led by Fr. (Dr.) Ashok Ohol and coordinated by Dr. Amardip Singh. Support for field survey has been provided by Mr. Herman Ekka, Mr. Arvind Dey, Mr. Manoj K. Singh, Mr. Aditya Raj, Mr. Akash Bhuinya, Mr. Harsh Vardhan, Mr. Ashok R. Baitha, Mr. Pratul Chandra, Mr. Aftab Ahmad and Mr. William Norman. Technical support is being provided by Mr. Nirmal K. Mishra in terms of data cleaning, tabulation, graphical representation and statistical analysis. Presently the draft report writing is going on.

A project on ‘Social Impact Evaluation of Community Development Activities of NTPC, Korba’ sponsored by NTPC Limited, Korba, Chhattisgarh is under progress. The project is being led by Dr. Pramil K. Panda and coordinated by Mr. S. Reyaz Irfan. The draft report has been submitted to the client and comments are awaited for inclusion and submission of final report.

A project on ‘Preparation of Development Plan for Kailasahar Municipal Council, Tripura’ sponsored by HUDCO, Guwahati, Assam is under progress. The project is being led by Mr. Prakash C. Dash with technical support from Mr. Sunil P. Kumar. AutoCAD drawings, GIS maps and draft plan have been prepared and submitted till date.

A project on ‘Scanning, Digitization, Georeferencing and Preparation of Shape file/KML file of CA Land for Manoharpur Ore Mines, Chiria’ sponsored by Steel Authority of India Limited, Chiria, Jharkhand is under progress. The project is being led by Mr. Prakash C. Dash with technical support from Mr. Sunil P. Kumar. Maps have been prepared and submitted till date.

A project on ‘Conducting Land Use/ Land Cover Pattern Study for establishment of Industrial Area of KIADB at Thandy and Imnavu area, Nanjangud Taluk, Mysore district, Karnataka’ sponsored by

Mecon Limited, Bangaluru, Karnataka is under progress. The project is being led by Mr. Prakash C. Dash with technical support from Mr. Sunil P. Kumar. Satellite Imagery has been procured and initial Image classification has been undertaken till date.

A project on ‘Carrying out DGPS survey and Associated Works on Various Optical Fibre Cable (OFC) Routes in the Area of Forest under the Jurisdiction of Chhattisgarh State’ sponsored by T. K. Construction-BSNL, Raipur is under progress. The project is being led by Mr. Prakash C. Dash with technical support from Mr. Sunil P. Kumar. Base station for Survey has been set up till date.



*Mr. Herman Ekka and Mr. Aditya Raj with the
Field Investigators at the Jaipur Dairy in a Visit
to Conduct Field Survey Related to
NDDB Project*



Mr. Sunil P. Kumar Conducting DGPS Survey in the Saranda Forest Area of Chiria Mines for a Project of SAIL, Chiria, Jharkhand

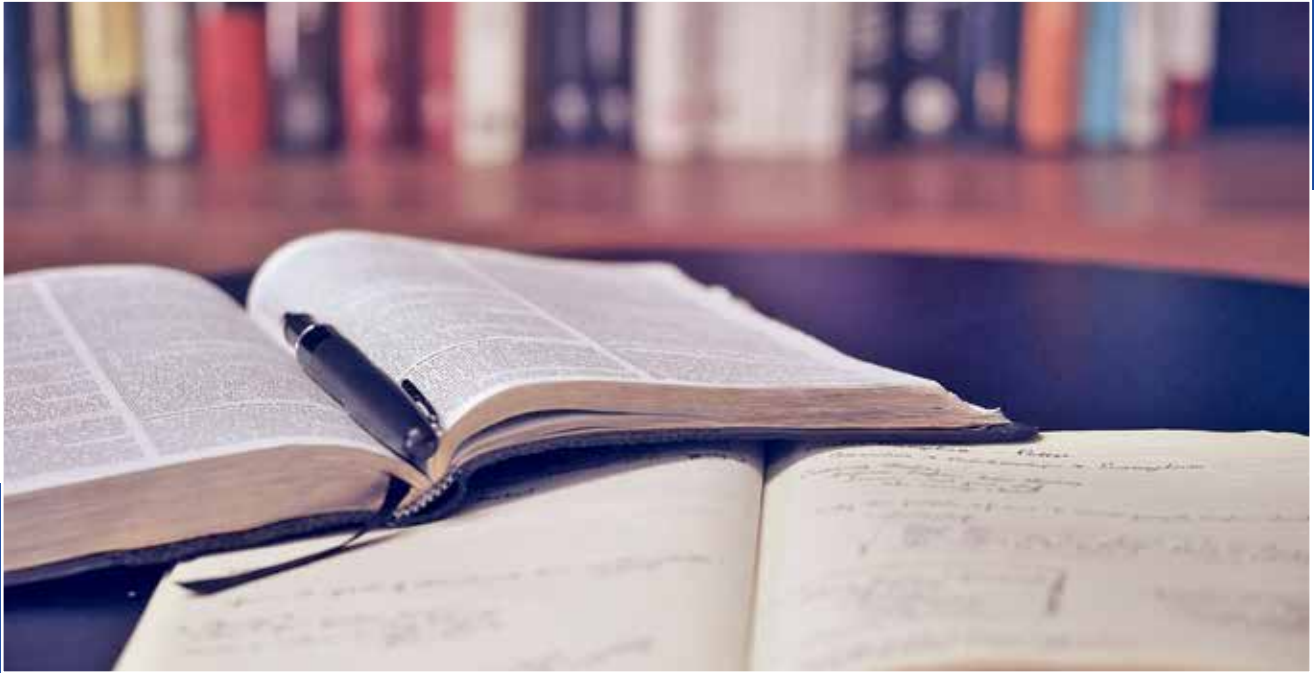
3. Project Liaison Cell

The department has a project liaison cell that facilitates liaising with the clients, preparation of project proposals and expedition of recovery of pending dues from the clients. Mr. Ajit Tirkey is the in-charge of the cell. In the financial year 2018-19, the cell has applied 18 projects, out of which there are 6 projects related to social impact assessment, 4 projects related to socio-economic survey, 2 projects related to baseline survey, 4 projects related to impact evaluation and 2 projects related to audit of toilets.

Epilogue

Although the department has created a distinct space for itself among its clientele as a leading agency of carrying out consultancy assignments all over India, it is yet to establish itself in the academic circle in terms of substantial academic contributions. Thus, an environment needs to be created in the department where everyone will develop critical thinking, epistemological orientation, reading habit and writing skill thereby fulfilling the academic commitment along with consultancy assignments simultaneously. The department plans to organize an in-house orientation programme that will help all of us in the department to write articles for publication. It will also seek the help of available local resource persons in this regard. Besides, organization of a national seminar in the next financial year is another motto of the department in fulfilling its academic commitment. The department has also an ambitious plan to set up two testing laboratories for testing hydro samples and atmospheric air samples and seek accreditation from NABET. This will enable the department to take up Environmental Impact Assessment (EIA) studies in future. Dr. Amardip Singh has been recruited for this and he will lead this project.

Finally, I take this opportunity to extend my sincere gratitude to the Director and the Assistant Director for extending their constant support and sustained guidance. I express my heartfelt thanks to all my departmental colleagues who worked tirelessly and always stood by me for the whole year in running the department during the topsy-turvy conditions. Last but not the least I must acknowledge the hard work and perseverance put by our committed bunch of field investigators and data entry operators that made it possible for us to complete our tasks in time. Thanking them will belittle their contributions and so instead I dedicate this report to them.



DEPARTMENT OF RESEARCH & PUBLICATION

■ **Dr. Sudeep Kumar**
Head of the Department

“Talking comes first, then reading and writing, the written word is a great, lasting, unparalleled, and indispensable contribution to the posterity.”

– **Whatmough, Joshua**

The Department of Research and Publication was established in the year 2002 with threefold objectives: (i) to conduct research studies independently, (ii) to publish the academic journal JJDMS, and (iii) teaching, organizing seminars and workshops. Since its establishment, the Department is continuously striving to move ahead in terms of its growth and achievements. During the academic year 2018-19, various activities undertaken and achievements that have been made by the Department are described below:

The Department of Research and Publication was established in the year 2002 with threefold objectives: (i) to conduct research studies independently, (ii) to publish the academic journal JJDMS, and (iii) teaching, organizing seminars and workshops. Since its establishment, the Department is continuously striving to move ahead in terms of its growth and achievements. During the academic year 2018-19, various activities undertaken and achievements that have been made by the Department are described below:

1. JJDMS continues to be in the UGC-approved list of Journals

In May 2018, the Standing Committee of UGC removed 4,305 journals from the list of approved journals because of poor quality/incorrect or insufficient information/false claims. However,

Jharkhand Journal of Development and Management Studies continues to be in the UGC-approved list of journals with journal number 48435 under Social Sciences category.

2. Indexing of JJDMS in Indian Citation Index (ICI) Database

After receiving the approval from ICI office, preparations are underway to get our journal indexed in the ICI database. The sample of XML data of journal in desired DTD format has been approved by the agency and accordingly the journal data of back issues are being sent to the agency on regular basis to seek the final approval for getting indexed in the ICI database.

3. Publication of XISS Journal

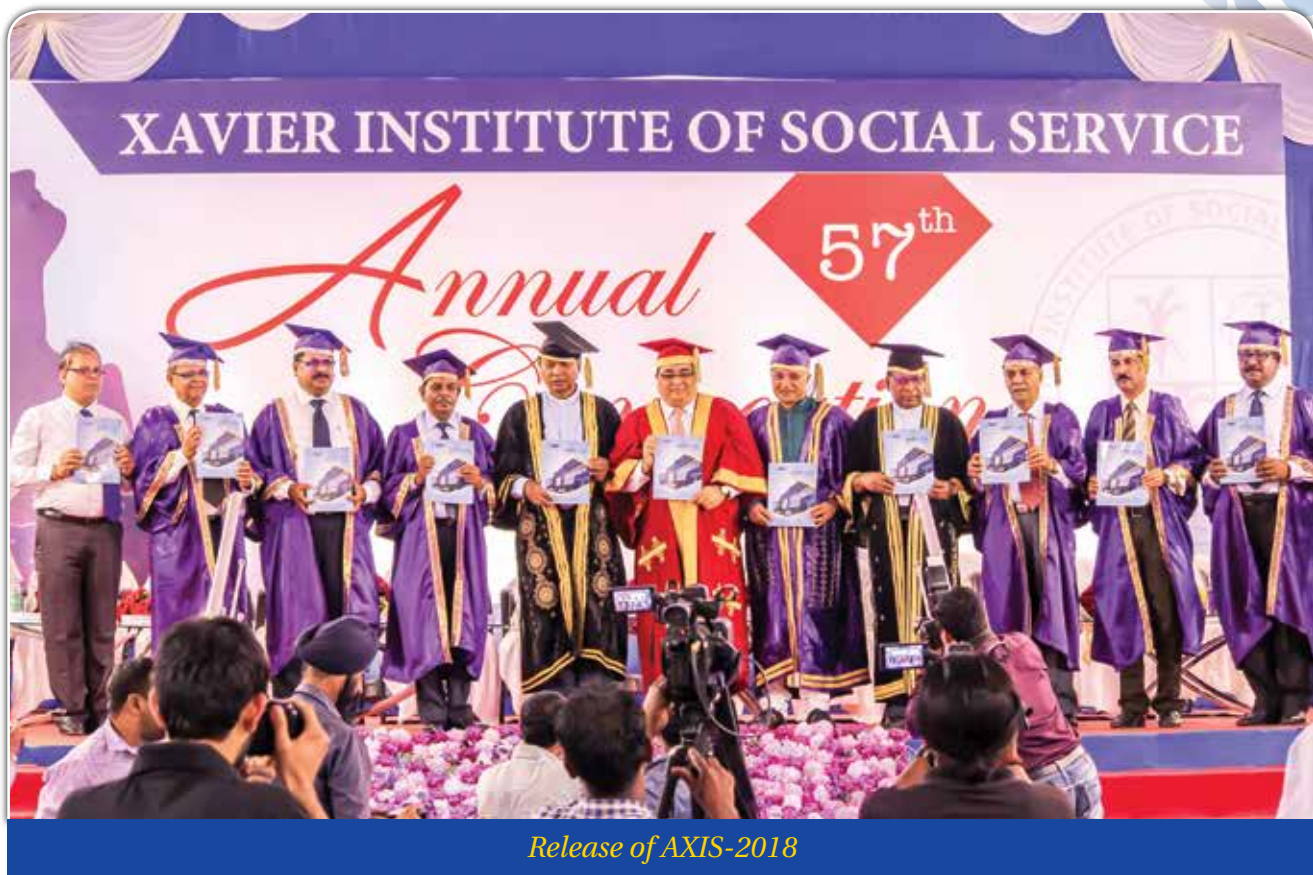
In the year 2018, the following thematic/non-thematic issues have been published:

- (i) General Issue (January-March, 2018)
- (ii) Women Empowerment (April-June, 2018)
- (iii) General Issue (July-September, 2018)
- (iv) Green Business and Sustainable Growth (Oct-Dec. 2018)

The following are the forthcoming themes of the journal for the year 2019:

- (i) General Issue (January-March, 2019)
- (ii) Governance and Management of Natural Resources (April-June, 2019)
- (iii) General Issue (July-September, 2019)
- (iv) Health and Wellness (October-December, 2019)





4. Publication of Books/Volumes

1. Ekka, A., & Kumar, S. (2018). Combined Volume of “*Jharkhand Journal of Development and Management Studies*” (with index) Vol. 15. Ranchi: Xavier Institute of Social Service, Ranchi.
2. Dr. Sudeep Kumar contributed in the Editing of the Book “*Leadership, Innovation and Management Education for a Sustainable World*” as co-Editor published by Xavier Institute of Social Service, Ranchi.
3. Agrawal, R.K., Roy, S.R., & Kumar, S. (Eds.). (2018). *AXIS 2018 Annual of Xavier Institute of Social Service*. Ranchi: Xavier Institute of Social Service.

5. Article published

1. Gupta, S. K., Kumar, S., & Rao, O.R.S. (2018). Strategy framework for risk management of manmade disasters. *MTC Global Journal of Management & Entrepreneurship*, 6(16), 38-45 (ISSN: 2231-3710).

6. Book Reviews

1. Kumar, S. (2018). Book Review of “Towards Sustainable Consumption and Lifestyles: Some Insights”, edited by Suresh Misra and Sapna Chadah and published by Concept Publishing Company Pvt. Ltd., New Delhi. *Jharkhand Journal of Development and Management Studies*, 16(2).

2. Kumar, S. (2018). Book Review of “Why people protest: An analysis of ecological movements” by Subhash Sharma published by Publication Division, Ministry of Information and Broadcasting, Government of India, New Delhi. *Jharkhand Journal of Development and Management Studies*, 16(3).

7. Contribution in Research Study

Dr. Sudeep Kumar contributed as one of the Advisory Committee members in the research study entitled “Street Children in Ranchi: A Study on Drug Addiction and Beggary (A Report). Submitted to Jharkhand State Human Rights Commission, Town Administrative Building, HEC Sector-III, Dhurwa Golchakkar, Ranchi, Jharkhand- 834004.

8. Editorial Board Member in National/International level Journals

1. Dr. Sudeep Kumar has been selected as one of the Editorial Board members in *Journal of Economic and Social Development* (A Bi-annual Research Journal of Economics) published by Institute for Economic & Social Development, Ranchi (2018 onwards).
2. Dr. Sudeep Kumar has been selected as one of the Editorial Board members in *Jamshedpur Research Review* (International Research Journal), published by Gyanjyoti Educational and Research Foundation, Jamshedpur, Jharkhand-831005 (2018 onwards).

9. SIP Orientation Programme for Rural Management Students

Dr. Sudeep Kumar conducted special sessions on “Constructing Research Proposal/Synopsis: A Framework” for the students of RM-1 (2017-19 Batch) during SIP orientation programme on 16th March 2018 and again in the month of April 2018.

10. SIP Dissertation guidance for Rural Management Students

Dr. Sudeep Kumar has been supervising/guiding seven PGDM-RM students (Batch 2017-2019) in their SIP dissertation work.

11. Term Paper guidance of Rural Management Students

Dr. Sudeep Kumar has been mentoring eight PGDM-RM students (Batch 2018-2020) in their Term papers.

12. Ph.D. Guidance

1. Dr. Sudeep Kumar successfully supervised/guided his first Ph.D. scholar Mr. Sumeet Kumar Gupta from ICFAI University Jharkhand in the award of his degree on the thesis titled “Management of man-made disasters in the secondary schools of Ranchi district with special reference to prevention and preparedness”. The electronic copy of the Ph. D. thesis can be accessed at https://www.iujharkhand.edu.in/Sumeet_Gupta_Thesis.pdf
2. Dr. Sudeep Kumar has been supervising another Ph.D. scholar of ICFAI University Jharkhand – Mr. Aagu Chaudhary. The doctoral research work of the scholar is at the verge of completion.



Dr. Sudeep Kumar being felicitated by Prof. O.R.S. Rao the Vice-Chancellor of ICFAI University of Jharkhand for successfully guiding one of its Ph.D. scholars in Management.

13. Ph.D. Course work Evaluator

Indian Institute of Technology (IIT) Patna (Bihar) has empanelled Dr. Sudeep Kumar as one of the Ph.D. course work evaluators in the Department of Humanities and Social Sciences (HSS).

14. IGNOU Viva-Voce Examiner

Dr. Sudeep Kumar was invited as External Examiner for the evaluation of Project Report of M. A. programme and conducted the viva-voce for it at IGNOU Regional Centre, Ranchi on 25.08.2018.

15. Future agenda

1. The Department has the plan to get JJDMS indexed in SCOPUS data base.
2. The Department has on its agenda, taking up sponsored research projects which, in the past, have been carried out by the members.

16. Concluding Remarks

During the sixteen years of its journey, the Department of Research and Publication has created a niche for itself within and outside the Institute through its involvement in various academic and research activities including the publication of UGC listed, thematic, quarterly and double-blind peer-reviewed journal – *Jharkhand Journal of Development and Management Studies*.

We take this special privilege to extend our gratitude to Dr. Alexius Ekka, S.J., Director, XISS, Fr. Pradeep Kerketta, S.J., Assistant Director, XISS, and Fr. Xavier Soreng, S.J., Superior XISS for their guidance, support and constant motivation towards the continuous growth of our Department.



DEPARTMENT OF LIBRARY AND DOCUMENTATION

■ Mrs. Shamida Lakra
In-charge

1. Introduction

The new role of libraries in the 21st century is to be learning and knowledge centre which means allowing users not only to access resources but to encourage participatory learning to create an environment for “collaboration and knowledge co-construction”. Libraries have adopted systems and software to ensure availability and accessibility of information resources to users through their systems in library as well as beyond library walls.

XISS Library has digital as well as print collections which include print books, journals, magazines, CD, DVDs, e-journals, eBooks, newspapers, etc. All these resources are organized and maintained for the purpose of reading, studying and referencing. Library plays an important role in the facilitating knowledge generation which is relevant in education, research, individual assessment, personal exploration and national development, etc.

2. Aims and objectives of Library

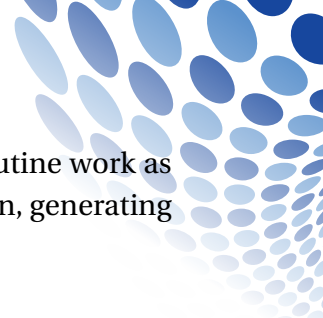
Resources - provide appropriate resources to the users as per their area of interest for support and to develop effective learning habit.

Awareness - To keep users aware with current literature.

Knowledge and Skills - To develop knowledge and technical skills to access library resources.

Organize - To organize all the resources, equipments, facilities and staff to provide users the access to the required information at right time.

Assistance - To develop user oriented assistance in selecting, locating and using resources in open and caring environment.



Service - Our library is going to automate with KOHA software to computerize the routine work as well as library services like check in, check out, web OPAC, book renewal, fine collection, generating statistical reports, etc.

3. Resources

Books: Total holdings of XISS Library are around 37,000 books in the areas of management, Marketing Management, Information Science, Finance Management, Human Resource Management and Rural Management.

EBooks : Our Library has subscribed eBooks from “ProQuest’s Business EBooks” covering topics ranging from economics, marketing, leadership, finance and business planning, social science and humanities and much more.

4. Periodicals (Print/electronic)

Our library has subscribed peer-reviewed 48 print journals, out of 48 journals 40 are national and 08 are international Journals. Besides, our library also subscribes 25 Magazines and 13 Newspapers. Our library has subscribed EBSCO online database “Business Source Elite”. There are 540 online peer reviewed journals available from India and abroad. SAGE online journals are available on complementary basis.

Our Institute has subscribed EPW (Economic and Politically Weekly) Journal, available in print form as well as online form.

Our Institute’s library also has 3275 back volumes of bound journals.

5. Resource Management

The resources are classified by Dewey decimal classification scheme 23rd edition and cataloguing to Anglo American Cataloguing Rules. All the collections are kept and arranged on the basis of class number on open shelves for direct access to the user.

6. Services and Facilities

- | | |
|--------------------------|--|
| 1. Circulation Services | 6. Internet Service to access e-resources |
| 2. Text book Services | 7. Library orientation |
| 3. Periodicals Services | 8. Catalogue Cards |
| 4. Reference Services | 9. Current awareness Service (CAS): CAS through indexing and new arrival list. |
| 5. Reprographic Services | |

7. Events Organised by Library for patrons

Two days orientation programme on online journals database “Business Source Elite” of EBSCO have been conducted successfully on 29th and 30th June 2018. Around 700 students as well as staff attended this program. One resource person Mr. Raj Mahapatra from EBSCO was invited for this.

Two days orientation programme on complementary **online Sage Journals and business case studies review** by SAGE on 1st and 2nd February 2019 have been conducted successfully for the awareness, optimum use and review. Two resource persons Mr. Raj Kumar Ghosh and Mr. Kinsuk Chakraborty from Sage were invited for this.



DEVELOPMENT RESOURCE CENTRE (DRC)

■ **Dr. Sant Kumar Prasad**

Associate Professor & Assistant Coordinator

Development Resource Centre (DRC) has supported the efforts of small organizations working at grassroot level through capacity building process and has created a pool of likeminded organizations/ institutions/ individuals/ community leaders/ youth groups/ farmers to understand the present needs of the society and act accordingly.

Since its inception, DRC has emerged as one of its kind of development support center in Jharkhand, for development efforts in delivering services to meet the emerging training needs and professional support to grassroots level action groups and NGOs.

The development priorities of DRC was more sharpened from 1997 onwards on tribal empowerment and its interventions were focused on self-help group development as a potential platform for enhancing the socio-economic status as well as securing socio-political identity of the people.

During the year 2018-19 DRC implemented the following two projects:

1. Enhancement of Livelihood Opportunities in the selected blocks of the South-eastern region of Chotanagpur in the State of Jharkhand. The project is being supported by CONFERENZA EPISCOPALE ITALIANA.
2. India Development Gateway Initiatives (InDG): Vikaspedia project supported by the Department of Electronics and Information Technnology (DIETY), under Ministry of Communications and Information Technology. The project is monitored by C-DAC, Hyderabad.

Enhancement of Livelihood Opportunities in the selected blocks of the South Eastern Region of Chotanagpur in the State of Jharkhand

The Development Resource Centre (DRC) in association with 11- Partner Organizations (7-Voluntary Organizations i.e. VOs and 4-Community Building Organizations) is facilitating the project “Enhancement of livelihood opportunities in 4-districts (Ranchi, Khunti, Simdega and Gumla) of State Jharkhand. The main objective of the program was to create sustainable livelihood options for the rural target groups (2000 families).

After the project tenure of 3 years and during the extension period of two years, it was found that 56% (1549 out of 2776) tribal and marginalized people were successfully facilitated to take up income generating activities. This is a remarkable achievement in such a socio- economic & cultural condition where there is **no business mentality** and the environment as well as the society does not allow an individual to proceed towards the business line especially in rural part. The major involvements of target groups in IGAs are poultry farming, vegetable sale-purchase, lac cultivation, piggery, goatery, Grocery shop and small shops in rural areas.

The project facilitated the process of building the capacity of VOs and CBOs through training, workshops & exposure tours. The purpose of the Capacity Building programs was to strengthen cluster and proceed towards the convergence with Govt. program Jharkhand State Livelihood Promotion Society (JSLPS).



Vegetable selling in market



Grocery shop



Piggery farming as an IGA, Lalganj



Broiler Poultry farming, Chene

During the reporting period 2018-19 XISS as a nodal agency had an opportunity to share the cluster related issue in progress review meeting with 11-partner organizations and following strategies were finalized to perform the work during the year 2018-19 :-

- ▶ Cluster formation and scale up the women forum i.e. SHG from group level to village level.
- ▶ Convergence with the Jharkhand State Livelihood Promotion Society (JSLPS) for income Generating Activities.
- ▶ Project staffs' and SHGs' representatives should be made aware about the approach and methodology of JSLPS towards cluster and Income Generating Activities.
- ▶ Project staffs' and SHGs' representatives should be capacitated on Cluster, linkages process & the framework of JSLPS through training, exposure tour and workshops.



Training program organized at Simdega



Exposure & Training on vegetable cultivation at Makunda

XISS during the reporting period performed the following responsibilities

1. XISS has continued the training and visit program to keep a closer contact and monitoring process with all the partner organizations (VOs/ CBOs).
2. The project facilitated and provided financial support to all VOs &CBOs to organize Women Convention in their respective project areas.
3. As per finalized strategy, XISS with the support of VOs & CBOs had a discussion with



Fr. Pradeep Kerketta, S.J., Assistant Director, XISS taking stock of monitor income generating activities at Sarwada



Construction of wells and ponds for vegetable cultivation as an IGAs

Jharkhand State Livelihood Promotion Society (JSLPS) at district level for the convergence and linkages with Income Generating Activities.

4. XISS with the support of resource person from JSLPS conducted trainings, exposure visits and workshops on **“Cluster development, Convergence with JSLPS and linkages with IGAs”** and capacitated the project staffs & 3 women representatives of each SHG for the effective participation in JSLPS-framework and mobilize finance for IGAs.
5. The Project also provided financial support to each VOs and CBOs to initiate Income Generating Activities for the target groups in their respective project area.
6. The project had a special attention towards the marginal target groups residing under the CBO-Dolda & Sarwada and also provided financial support for their economic development through creating irrigational infrastructures like pond, dug well, repairing of *dobha* (i.e. a traditional/artificial well), intake well digging within the basin of check dam and Nala/gully digging for the purpose of rain water harvesting in check dam.



Workshop on Mapping of Potential IGAs



Financial support to start Murhi (puffed rice) production & selling as an IGA

XISS : A State Nodal Agency for Vikaspedia web portal

Xavier Institute of Social Service (XISS) has successfully accomplished its target as a State Nodal Agency for the VIKASPEDIA PROJECT (2013-2019) in association with Centre for Development of



Advanced Computing (C-DAC), Hyderabad at apex.

This portal has been developed as part of the national level initiative- India Development Gateway (InDG), dedicated for providing information/knowledge and ICT based knowledge products and services in the domain of Social Development. InDG is a Ministry of Electronics & Information Technology (MeitY), Government of India initiative.

As the SNA, XISS developed an Annual Work Plan (AWP) taking note of the activities to be completed throughout the year, with specific deliverables for each month in both, Hindi and Santali languages.

As per the AWP, content was generated with specific focus on Critical and General content in both the languages. The SNA has collated content including policies, state specific schemes and state specific content in its six domains.

For successful implementation of the Outreach Programmes, SNA approached State departments/Secretariat/IT Dept/SIRD/SAMETII/Agencies/NGOs for conduction of programme. We have also organised Mass level awareness events at Village/ Panchyatas/ Rallies/ Panchayat meetings/ Stalls, etc.

Table 1. : Achievement in Content Creation as on date

Cumulative Status-Content uploaded				Domain wise uploaded content (2013-Feb 2019)						
Financial Year	Critical content	General content	Total	Agriculture	Health	Education	Social Welfare	Energy	e-Governance	Total Content
2013-14	NA	NA	3446	1658	939	217	460	76	96	3446
2014-15	2301	3156	5457	1087	1291	1003	1133	435	508	5457
2015-16	2286	5174	7460	1898	1243	1018	2587	427	287	7460

Cumulative Status-Content uploaded				Domain wise uploaded content (2013-Feb 2019)						
Financial Year	Critical content	General content	Total	Agriculture	Health	Education	Social Welfare	Energy	e-Governance	Total Content
2016-17	1770	5126	6896	1961	1192	692	2022	325	704	6896
2017-18	1969	5239	7208	3115	723	1203	840	579	748	7208
2018-19	1836	2584	4420	2578	175	368	1089	87	123	4420
Total	10162	21279	34887	12297	5563	4501	8131	1929	2466	34887

Development of Posters

Thematic Poster were designed and printed for dissemination of information across the State. These posters were distributed to the Agriculture, IT, Health Departments, Academic Institutes, NGOs, Vikaspedia volunteers, trainers etc. for maximum reach.



Some glimpses of thematic posters

Online access of web portal:

Visit Vikaspediaportal at <http://hi.vikaspedia.in/InDG>



DEPARTMENT OF ENTREPRENEURSHIP DEVELOPMENT PROGRAMS (EDP)

■ Harpreet Singh Ahluwalia
In-charge

Unemployment has remained an area of debate and concern for the government, academia and development workers. Broadly the solution for the same has come in various ways but the focus has been increasing on the employment opportunities and scaling up of various enterprises so that people can be self-employed.

The primary goal of the Government's vocational education and training policy is to give as many young people as possible the opportunity to start working life equipped with some skills, because, for the majority of young generation, it is only the entrepreneurship and vocational education which provide access to self-employment and skilled jobs. In this way, it creates an essential part of the basis for lifelong learning. Entrepreneurship development and training is, thus, one of the key elements for development of micro and small enterprises (MSEs), particularly, the first generation entrepreneurs.

Xavier Institute of Social Service realized the fact since its very inception and acted favorably towards it. Consequently, it became one of the leading institutions in entrepreneurship promotion in India and abroad. With the experience, enriched knowledge, and sufficient infrastructure, XISS, is keen to accept the challenge of training of such unemployed youths for their self-reliance.

Entrepreneurship training is an effective way to develop entrepreneurs which can help in accelerating the pace of socio-economic development, balanced regional growth, and exploitation of locally available resources. Entrepreneurship has been considered the backbone of economic development. It has been well established that the level of economic growth of a region to a large extent, depends on the level of entrepreneurial activities in the region. It creates gainful self-employment. Considering these facts, EDP department of XISS provides training in such a way, that, it equips entrepreneurs and makes them competent to anticipate and deal with a variety of problems that any entrepreneur

may have to face. It gives confidence to the entrepreneur to face uncertainties and take profitable risks. It prepares them to deserve and make good use of various forms of assistance. The myth that entrepreneurs are born, no more holds good, rather it is well recognised now that the entrepreneurs can be created and nurtured through appropriate interventions in the form of entrepreneurship development programmes. Large segment of the population are away from it. Therefore, there is a need to provide entrepreneurship development and skill development training to such people in order to mainstream them in the ongoing process of economic growth.

EDP department of XISS, Ranchi has been conducting various Entrepreneurship development programs and skill development programs of National level since 1974. The prime focus of the department is to provide Entrepreneurship education, skill training and micro-finance development with activities like, organizing different categories of Entrepreneurship Development Programs, providing Skill training in different trades, organize Awareness Camps on Entrepreneurship, conduct Faculty Development programs or Trainers Training programs on Entrepreneurship, and short term Management Development programs. The results we have achieved are very encouraging and our trainings have yielded significant success. Our trainings have helped the participants to improve their self-esteem, confidence, social status, and economic empowerment.

Entrepreneurship Awareness Camp (EAC)

With a view to expose the students of academic institutions offering degree/diploma courses in Science and Technology, to entrepreneurship as an alternative career, we took up to conduct Entrepreneurship Awareness Camps (EACs) for final year students of seven different Polytechnics at their premises:



Entrepreneurship Awareness Camp at Jharkhand Rai University, Kamre, Ranch



Entrepreneurship Awareness Camp at Government Women's Polytechnic, Ranchi



Entrepreneurship Awareness Camp at Government Women's Polytechnic, Ranchi



Entrepreneurship Awareness Camp at University Polytechnic, BIT Meshra, Ranchi



Entrepreneurship Awareness Camp at University Polytechnic, BIT Meshra, Ranchi



Entrepreneurship Awareness Camp at Government Polytechnic, Ranchi



Entrepreneurship Awareness Camp at Government Polytechnic, Ranchi



*Entrepreneurship Awareness Camp XIPT,
Ranchi*



*Entrepreneurship Awareness Camp XIPT,
Ranchi*



*Entrepreneurship Awareness at Government
Polytechnic, Dumka*



*Entrepreneurship Awareness at Government
Polytechnic, Dumka*

- ▶ Jharkhand Rai University, Kamre, Ranchi.
- ▶ Government Women's Polytechnic, Ranchi.
- ▶ University Polytechnic BIT, Mesra, Ranchi.
- ▶ Government Polytechnic, Ranchi.
- ▶ Xavier Institute of Polytechnic & Technology (XIPT), Namkum Ranchi.
- ▶ Government Polytechnic, Dumka.
- ▶ Jharkhand Rai University, Raja Ulatu, Namkum, Ranchi.

Each Camp was conducted in the premises of the academic institution and aimed at creating awareness among students about various facets of entrepreneurship while highlighting the merits of pursuing such a career option. The objective of the Program was to create awareness among faculty and students of Engineering and Science courses about various facets of entrepreneurship as an alternative career option as also to highlight the merits of pursuing such an option. The target group was the Science and Technology diploma holders or those who were doing their final year diploma in engineering/technology.

All together about seven hundred forty students (740), of mentioned seven Polytechnics, were exposed to different aspects of entrepreneurship, including opportunity guidance, services offered by agencies of support system, concept of entrepreneurship, financial aspects, creativity, problem solving, communication skills, motivational aspects, etc. The program was sponsored by the Department of Science and Technology, Government of India, under National Implementing and Monitoring Agency for Training (NIMAT Project), in association with Entrepreneurship Development Institute of India (EDII).

Faculty Development Program (FDP) on Entrepreneurship

Faculty Development Program (FDP) on Entrepreneurship is designed to train and develop professionals in entrepreneurship development so that they can act as resource persons in guiding and motivating young Science and Technical persons to take up entrepreneurship as a career.

The Department successfully completed two Faculty Development Programs (FDPs) on Entrepreneurship. Each FDP was residential and of two weeks duration. The programs aimed to equipping the participants with knowledge and skills that were essential for inculcating entrepreneurial values in students and guiding and motivating their progress towards entrepreneurial career. The participants were Faculty members of University, Engineering Institutes, Polytechnics, Management Institutions and from Non-Government Organisations. A total of fifty participants attended the program so that they can act as resource persons in the field of Entrepreneurship. They may float related courses, training programs and workshops in their respective institutions. The FDPs on entrepreneurship provide inputs on process and practice of entrepreneurship development, communication and inter-personal skills, creativity, problem solving, achievement motivation training, inputs on resource and knowledge industries. The training methodology included case studies, group discussions, games and simulation exercises, field visits and classroom lectures. The program was sponsored by the National Science and Technology Entrepreneurship Development Board, Department of Science and Technology, Government of India, in association with Entrepreneurship Development Institute of India.

EDP Programs, 2018-19

Category	Program/Activity	No. of Batches	Status
A.	Entrepreneurship Awareness Camps (EAC), at:		
	1. Jharkhand Rai University, Kamre, Ranchi.	01	Completed
	2. Government Women's Polytechnic, Ranchi.	01	Completed
	3. University Polytechnic BIT, Mesra, Ranchi.	01	Completed
	4. Government Polytechnic, Ranchi.	01	Completed
	5. Xavier Institute of Polytechnic & Technology (XIPT), Namkum Ranchi.	01	Completed
	6. Government Polytechnic, Dumka.	01	Completed
7. Jharkhand Rai University, Raja Ulatu, Namkum, Ranchi.	01	To be Conducted	
B.	Faculty Development Program on Entrepreneurship at XISS Campus.	02	Completed



Faculty Development Program at XISS B-I



Faculty Development Program at XISS B-II



Faculty Development Program at XISS B-I

Participation in Programs

With an aim to scout grassroots level entrepreneurs in the smaller towns of Jharkhand, the Department of IT and e-Gov, and Government of Jharkhand in collaboration with Startup India team, organised “Startup India Jharkhand Yatra”. Hon’ble Chief Minister Jharkhand, Sri Raghubar Das, inaugurated the program on 13th August, 2018 at Auditorium Hall, New Project Building, Ranchi. Harpreet Singh Ahluwalia attended the program as Special Invitee - Esteemed Mentor.

- ▶ Harpreet Singh Ahluwalia delivered a talk on Entrepreneurship, in an orientation Program organised by Transform Rural India Foundation, a Tata Trust Initiative, at C.P. Inter College Gola, Ramgarh, on 18th August 2018.
- ▶ Harpreet Singh Ahluwalia, along with Dr. K. K. Bhagat and Dr. Pooja, attended “Global Skill Summit” at Khel Gaon, Ranchi on 10th January 2019. The Summit was inaugurated by Hon’ble Chief Minister Jharkhand, Sri Raghubar Das. Her Excellency Smt. Draupadi Murmu, Hon’ble



Faculty Development Program at XISS B-II



Governor Jharkhand was the Chief Guest for the occasion. Along with many Ministers of Jharkhand state, Ambassador of twelve different countries also attended the Summit.

- Harpreet Singh Ahluwalia attended the DST – NIMAT Project Facilitation Workshop at Bhubaneswar on 16th January 2019. The workshop was organised by Entrepreneurship Development Institute of India for their East Zone EDP conducting institutions looking after DST-NIMAT Project related activities to establish required networking and to acquire better understanding about the project.



CHILDLINE, RANCHI *(Care and Protection of Child)*

1098 TELE HELPLINE

*“An emergency toll-free phone outreach service” 1098
A Programme of Ministry for Women and Child Development,
Government of India*


■ **Mr. Sanjay Kumar Verma**
Programme Director

A phone number that spells hope for millions of children across India, CHILDLINE is India's first 24-hour, free, emergency phone service for children in need of aid and assistance. Whether you are a concerned adult or a child, you can dial 1098, the tolls free number to access our services. We not only respond to the emergency needs of children like medical aid, repatriation, rescue, emotional support, and guidance etc. but also link them to services for their long-term care and rehabilitation in the space of shelter.

CHILDLINE stands for a friendly 'didi' or a sympathetic 'bhaiya' who is always there for vulnerable children 24 hours of the day, 365 days of the year. CHILDLINE is a scheme of Ministry of Women and Child Development. Childline India foundation is a non-government organisation in India that operates a telephone helpline called Childline, for children in distress. It is India's first 24-hour, toll free, phone outreach service for children.

CHILDLINE is a platform bringing together the Ministry of Women and





Child Development (MWCD), Government of India, Department of Telecommunications, street and community youth, non-profit organizations, academic institutions, the corporate sector and concerned individuals. CHILDLINE scheme across India is supported by the Union Ministry of Women and Child Development (MWCD) and facilitated by Childline India Foundation (CIF), Mumbai under the Integrated Child Protection Scheme (ICPS).

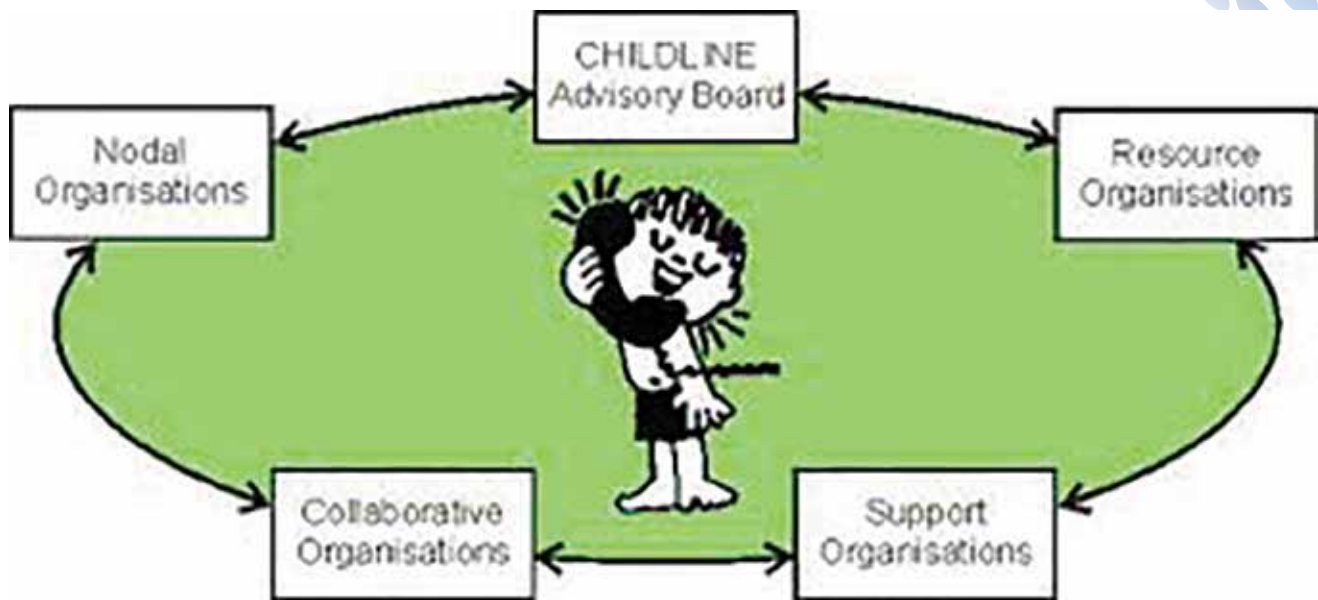
Target Audience

We work for the protection of the rights of all children in general. But our special focus is on all children in need of care and protection, especially the more vulnerable sections, which include:

- ▶ Street children and youth living alone on the streets.
- ▶ Domestic help, especially girl domestics.
- ▶ Children affected by physical/ sexual/emotional abuse in family, schools or institutions.
- ▶ Children who need emotional support and guidance.
- ▶ Victims of child trafficking
- ▶ Children abandoned by parents or guardians
- ▶ Missing children.
- ▶ Runaway children.
- ▶ Children who are victims of substance abuse
- ▶ Differently-abled children
- ▶ Children in conflict with the law
- ▶ Children in institutions
- ▶ Mentally challenged children
- ▶ HIV/ AIDS infected children
- ▶ Children affected by conflict and disaster
- ▶ Children whose families are in crises

Every city, where the CHILDLINE service is functioning (Urban Modal), has a similar structure, as well as a uniform process in which it assesses the needs of the children. The key stakeholders in the CHILDLINE model at Ranchi city are:

- ▶ CHILDLINE Advisory Board (CAB): CAB comprises of senior-level functionaries from the allied system, NGOs, concerned individuals, media etc. The CAB reviews information received by local CHILDLINE from children collated at Open House sessions. The CAB ensures that all Allied systems and stake-holders organizations are actively involved in Child Protection in their cities.
- ▶ The Nodal Organisation is mostly, an academic institution which ensures coordination, training, research, documentation, awareness, and advocacy.
- ▶ The Collaborative Organisation, is the 24-hour service for children, which respond to the intervention cases, provides emergency intervention if required, links the children to the services for ultimate rehabilitation, conducts awareness and outreach programmes and documents every case that comes into CHILDLINE and the intervention or follow up done.



- ▶ The Support Organisation, responds to calls referred by the collaborative organization, conducts awareness and outreach programmes.
- ▶ The Resource Organisations act as referral centers for CHILDLINE. They also participate in outreach and awareness programmes for CHILDLINE.
- ▶ The CHILDLINE Contact Centre (CCC) is the centralized call center initiative of CIF. There are six CCC located in Mumbai (2), Kolkatta, Chennai, Bangalore, and Gurgaon; it receives calls to 1098 from all cities. Intervention calls are forwarded to partners.

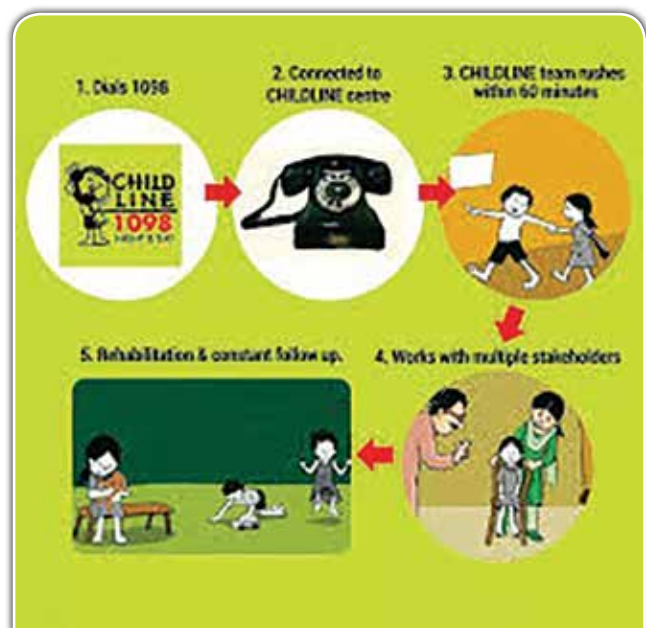
CHILDLINE has thus evolved into a partnership between children, the Government, NGOs, academic organizations and the community, at the city and national levels, to respond to the concerns of a marginalized group of children.

CHILDLINE's comprehensive strategy to bring about systematic change by creating child-friendly systems has yielded astonishing results. CHILDLINE works with the system and its processes on behalf of the child to reach the goal of a safe child-friendly environment.

At CHILDLINE we believe that every call is important

Child or adult, each call at 1098 is important and taken seriously.

We Respond » Children are especially vulnerable to crisis situations where they are trapped with no one to respond to their pleas for help. Our primary function is to respond to the needs of such children, more so in emergencies. We define an emergency as a crisis period in the child's life, wherein if the child does not get timely and sustained intervention, it could lead to the relapse



of the child into the crisis situation. After the emergency is taken care of, we also help the child with rehabilitation

We Sensitize » An important function of CHILDLINE is to sensitize, train and collaborate with allied systems, such as the Police, Hospital, Railway, Municipal Corporations, Government, Educational Institutions and Social Welfare Organisations to work towards ensuring the rights of children in need of special care and protection.

We Document » In order to increase transparency and accountability, we always document the process of CHILDLINE. We also conduct research on relevant issues to bring them to fore and help make this a child-friendly world.

We Build » We are dedicated to working towards building a referral network of legal, medical, economic and media professionals to advocate for child-related issues.

We Network » It is important to bring every child into the fold of child protection organizations. To increase our outreach, we work to establish CHILDLINE networks in the region.

We Involve » We involve the government, the public, the media and the corporate sector in our efforts to respond to children's needs.

We Advocate » Since it is important to create a legal framework to support any issue, we advocate for changes in laws and policies relating to children's issues.

We Explore » We believe that integrated, synergized efforts can go a long way in enabling us to create a widespread network of outreach for children.

CHILDLINE explores options with the child to study, learn a trade, go back home etc. Based on the decision of the child, CHILDLINE links the child to an appropriate organization in the city.

If the team member feels that some time will be involved in reaching out to the child in terms of physical distance, then assistance from a support organization that is located in the vicinity of the caller is sought. After the emergency intervention measures are taken by the CHILDLINE, the next step is to link the child with long-term rehabilitation. This involves referral and networking with other organizations providing specialized services.

CHILDLINE – 1098 Tele Helpline Service in Jharkhand

CHILDLINE – 1098 started ringing in Jharkhand in 2001 in the city of Ranchi. CHILDLINE Ranchi is the first district to have CHILDLINE service. Subsequently 2011 onwards expansion of CHILDLINE took place in Jharkhand. Presently CHILDLINE – 1098 service is operational in 17 districts of Jharkhand – namely Ranchi, Dhanbad, Pakur, Deoghar, Chaibasa, Hazaribag, Gumla, Sahibganj, Palamu, East Singhbhum, Giridih, Koderma, Khunti, Lohardaga, Bokaro, Garhwa and Simdega. Additionally, a CHILDLINE unit is operational in Ranchi Railway Station from June 2015.

The CHILDLINE Urban model is operational in Ranchi and Chaibasa and CHILDLINE Rural model is operational in Dhanbad, Deoghar, Pakur, Hazaribag, Gumla, Sahibganj, Palamu, East Singhbhum, Giridih, Koderma, Khunti, Lohardaga, Bokaro, Garhwa and Simdega.

In addition to the above 17 districts, CHILDLINE has its presence in 3 Railway Stations in the state which includes Ranchi, Dhanbad and Tatanagar Railway station.



Figure 1 : Map showing Childline districts in Jharkhand

CHILDLINE case intervention in 2018-19

Table 1 : District-wise CHILDLINE case intervention from April 2018 till December 2018

Categories	Chaibasa	Deogarh	Dhanbad	Giridh	Gumla	Hazaribagh	Khunti	Koderma	Pakur	Palamau	Ranchi	Sahibganj	Singhbhum	Lohardaga	Bokaro	TOTAL
I. Intervention																
Medical	13	13	71	25	45	20	02	40	289	51	11	45	30	05	18	678
Shelter	39	17	41	10	25	27	46	24	73	16	61	28	17	05	17	540
Restoration	33	15	239	13	09	08	15	46	27	31	172	18	99	08	15	748
Protection From Abuse	22	33	92	102	44	128	09	89	40	42	217	41	145	21	61	1077
Child in conflict with law	0	0	01	0	0	0	0	0	0	02	0	0	02	0	0	05
Sponsorship	03	03	04	05	05	14	03	06	22	02	04	02	06	05	18	102
II. Missing Children																
Child lost	18	10	19	08	04	10	03	10	10	13	40	18	28	10	05	197
Parent ask for help	13	11	19	10	11	20	08	07	34	15	40	38	37	0	09	272
III. Emotional Support & Guidance																
	01	17	07	06	06	18	01	13	06	05	14	08	14	02	02	120
IV. Other Intervention																
	46	69	111	152	71	66	75	88	110	76	17	149	81	10	42	1163
Total	188	182	604	331	220	311	162	323	611	253	576	347	559	48	187	4902

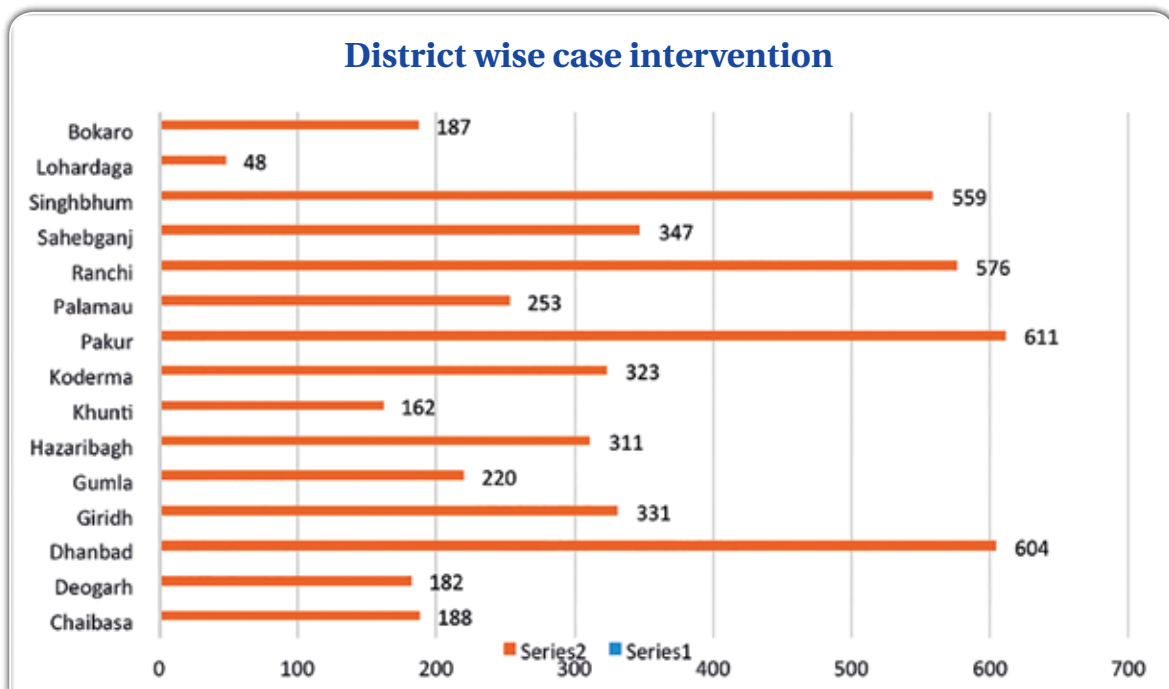
Source : CIF, Kolkatta

The above table shows the category of cases received from different districts during the period April 2018 to December 2018. Out of the total number of 4902 cases, cases under core child protection category was 1077, in 678 cases were under medical category, 540 children needed support for shelter, in 748 cases children were restored back to their family, in 102 cases support was provided for sponsorship. Additionally CHILDLINE team had received 197 cases of child lost and found child and 272 cases were received where children are found to be missing. In many districts, blocks and villages CHILDLINE team had also provided support services like school enrolment, linkage with social security schemes and providing emotional support and guidance in 1283 cases.

Out of the total number of 4902 cases intervened by CHILDLINE during the period April 2018 to December 2018:

22% cases (1077) are of core child protection issue which includes cases of Child Marriage, Child Trafficking, Child Abuse, Child Labour etc.

- ▶ 24% cases (1163) are under other intervention category which mostly includes long term linkage with government schemes and programmes
- ▶ 15% cases (748) under restoration category
- ▶ 14% cases (678) provided with medical support
- ▶ 11% cases (540) where children are provided with shelter
- ▶ 6% cases (272) were of Missing Children
- ▶ 4% cases (197) were of child lost and found
- ▶ 2% cases (102) are of sponsorship support
- ▶ 5 cases are of child in conflict with law



Source : CIF, Kolkata

Figure 2 : District-wise case intervention by CHILDLINE during the period April 2018 to December 2018

- ▶ CHILDLINE Ranchi has intervened a total number of 576 cases
- ▶ CHILDLINE Pakur has intervened a total number of 611 cases
- ▶ CHILDLINE Dhanbad has intervened a total number of 604 cases
- ▶ CHILDLINE East Singbhum has intervened a total number of 559 cases
- ▶ CHILDLINE Deoghar has intervened a total number of 182 cases
- ▶ CHILDLINE Sahibganj has intervened a total number of 347 cases
- ▶ CHILDLINE Hazaribag has intervened a total number of 311 cases
- ▶ CHILDLINE Koderma has intervened a total number of 323 cases
- ▶ CHILDLINE Gumla has intervened a total number of 220 cases
- ▶ CHILDLINE Chaibasa has intervened a total number of 188 cases
- ▶ CHILDLINE Palamu has intervened a total number of 253 cases
- ▶ CHILDLINE Giridih has intervened a total number of 331 cases
- ▶ CHILDLINE Khunti has intervened a total number of 162 cases

At City level intervention

CHILDLINE, Ranchi

CHILDLINE Ranchi is functional since December 2001. It is working as an Urban Model in Ranchi City with one Nodal organization, one Collaborative organization and one Support organization. The CHILDLINE team in Ranchi is directly covering 55 wards of Ranchi Municipal Corporation. Besides the team also receives cases from distant blocks area like Silli, Mandar, Burmu, Tamar, Lapung and Bero.

Besides the Urban Unit, a Child Help Desk (Railway CHILDLINE) is also operation in Ranchi Station since June 2015. Presently, the following three partner organizations are implementing 1098 service in the district and at Ranchi Railway Station –





CHILDLINE Ranchi from has intervened a total number of 595 cases from April, 2018 till February, 2019

Table 2 : CHILDLINE, Ranchi case intervention from April 2018 till February, 2019

Categories	April, 2018	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.	Jan. 2019	Feb.	Total
1. Intervention												
Medical	05	10	08	02	05	02	04	05	02	05	07	55
Shelter	02	01	03	04	08	01	00	03	05	01	00	28
Restoration	23	18	21	15	29	17	28	25	27	20	25	248
Protection from abuse	11	17	26	14	06	10	10	09	12	04	03	122
Sponsorship	01	00	00	00	01	00	01	02	00	00	00	05
2. Missing Children												
Child Lost	01	05	05	06	04	04	04	03	01	04	01	38
Parent ask for help	01	05	07	04	06	01	04	04	01	02	03	38
3. Emotional Support & Guidance												
	00	02	00	01	00	03	03	02	00	02	00	13
4. Unclassified												
	00	00	00	00	00	00	01	00	00	00	00	01
5. Did Not Found												
	00	00	01	00	02	06	03	04	02	01	02	21
6. Other Intervention												
	02	02	07	02	02	01	02	03	03	02	00	26
Total	46	60	78	48	63	45	60	60	53	41	41	595

During the period April 2018 till February, 2019, CHILDLINE, Ranchi has intervened a total number of 122 cases of core child protection issue, which includes cases like Child Labour, Child Marriage, Sexual Abuse, Physical and Emotional abuse, Child Trafficking, Corporal punishment, Beggary etc. CHILDLINE Ranchi has intervened the total number of 595 cases till date including all categories.

Railway CHILDLINE, at Ranchi and Hatia Railway Station has intervened 287 cases from April, 2018 till February 2019.

CHILDLINE, Ranchi case intervention in 2018-19

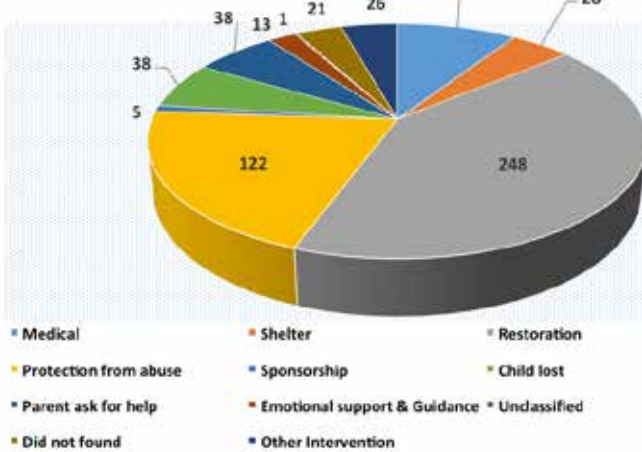


Figure 3 : Showing CHILDLINE, Ranchi case intervention in 2018-19

Childline, Ranchi covers various events and activities across the town and have been able to restore, reunite lost and runaway children with their families. We are constantly learning from each other's diverse experiences. Childline, Ranchi reaches to the most marginalized children with the objective of providing them rehabilitation and care from unsafe situations. Any child in distress or in crisis calls to toll- free 1098.

A two day training programme on JJ Act 2015, POCSO Act 2012 and ITP Act 1986 was organized with

Special Juvenile Police Unit (SJPU) on 14th&15th February 2019 at XISS by Nodal organization of CHILDLINE, Ranchi. Juvenile Police from 28 thanas attended the training programme. This two days programme were very beneficial to the police official who are dealing with the cases of the Juvenile. Resource persons of this training programme were Mr. Pijush Sengupta, State Coordinator, BAL SAKHA & Executive member, Jharkhand State Child Protection Scheme, Ms. Reshma Singh, Head, Jharkhand Association for Advocacy and Legal Initiatives (AALI) and Ms. Tanushree Sarkar, Member, Child Welfare Committee (CWC), Ranchi.



Fr. Alex Ekka S.J. addressing Special Juvenile Police Unit during training programme



Sanjay K. Verma briefing about the objectives and session on JJ Act 2015, POCSO Act 2012 and ITP Act 1986 of the training programme to Special Juvenile Police Unit

Engagement with Children and Community

OPEN HOUSE Programme

Children are also involved in evaluating the CHILDLINE service through Open House Programmes. It is a platform for children to express their opinions, give suggestions, address conflicts and



Ms. Reshma Singh as resource person was discussing on POCSO Act 2012



CHILDLINE team & CWC member with Special Juvenile Police Unit

give feedbacks. Open House serves as a means for children to assess, review and evaluate CHILDLINE. This open uninterrupted interaction that allows CHILDLINE team along with the children to identify solutions to problems, thus giving children the authority to judge a situation and decide a verdict or determine a course of action in relation to a problem. It also serves as an opportunity to share the positive encounters between children and functionaries of allied systems like the police, health personnel etc, who otherwise traditionally share a relationship of mistrust. This helps not only in giving insights for improving the service but also in building a relationship of trust with the children.

During the period April, 2018 till February, 2019, CHILDLINE Ranchi has conducted 23 Open House Programmes. CHILDLINE has also ensured participation of Principals, School teachers, Students, Ward members, SHGs members and other stakeholders in these programmes through formal invitation.



Children in an Open house programme

Outreach and awareness

CHILDLINE's success is measured not just by the number of calls in a city / district but also by the levels of awareness. CHILDLINE awareness strategies aim at empowering children to dial 1098 when in crisis, building partnerships across society where each one has a role to play in protecting children and advocating for children. CHILDLINE team has conducted 9789 person hours of outreach and awareness programme from April 2018 till February 2019. It includes daily outreach activities, engagement with Panchayats, Community, Parents groups, conducting programme with CHILDLINE Children's group, conducting special events etc. Around 65% of the cases intervened by the team has been received from outreach.

Following are the activities organized during the period April, 2018 till February, 2019 by CHILDLINE, Ranchi

- ▶ The CHILDLINE Advisory Board (CAB) in the district has been formed and the meeting of the CAB is taking place every year in the district. This year City Advisory Board (CAB) chaired by SDO, Ranchi was organized in the office of SDO, Ranchi on 18th February, 2019. Major decisions taken were :
 - Display of 1098 in Police vehicle
 - Regular training of school teachers on child rights and child protection issues by CHILDLINE team
 - To provide support in medical cases, DSWO to find out resource available in other NGOs
 - Formation of Dhawa Dal in Ranchi
- ▶ Outreach and awareness programme in the district is conducted regularly and CHILDLINE has also conducted training programme with Allied System and has held coordination meeting with other NGOs and CBOs in the district.
- ▶ The team at Ranchi also closely work with the Jharkhand State Commission for Protection of Child Rights and has played pivotal role in making the Jagannathpur Rath Mela of Ranchi a Child Friendly Mela. The Nodal Organization also participates in different programmes as Resource Organization in the district.
- ▶ Resource Organization meeting was organized on 22nd September, 2019 in conference hall of XISS. Major decisions taken were on :
 - Substance abuse
 - Child beggary
 - Dropout children
 - Health care of children
- ▶ On the occasion of World against Child Labour Day that was celebrated on 12th June, 2019,



CAB meeting in the office of SDO, Ranchi



Mr. Pijush Sengupta as resource person sharing about Child Protection with teachers

a signature campaign was initiated, the objective of this drive was to initiate awareness amongst the people of Ranchi in regards to Child labour and Child trafficking.

- ▶ CHILDLINE received grant of the current financial year 2018-19 vide sanction letter no. BG/E/18-19/26SI dated 14th March, 2019.
- ▶ We as a nodal organisation of Childline, coordinate activities like advocacy and networking with allied system like, Police, Health dept., Education dept., Railway dept., Labour dept., Ranchi Municipal Corporation, Juvenile Justice Board, Child Welfare Committee, etc. and provide necessary support to intervention unit and support organization for case interventions.
- ▶ Teachers' training programme on Child Protection was organized on 19th December, 2018.



CHILDLINE team with Hon'ble Governor of Jharkhand

CHILDLINE Se Dosti is a week-long campaign organized from 14th – 20th November 2018 to make ordinary citizens stakeholders in CHILDLINE 1098. The primary objective of this campaign is to spread awareness amongst those who remain unaware of the work was done by CHILDLINE and generate CHILDLINE 'Dosts' everywhere.

Be it an allied system, a student, an auto driver, a rickshaw puller or a housewife, it is our objective to reach out to people from different walks of life to get to know CHILDLINE, begin to care about vulnerable children and initiate action towards change. The ostensible purpose of this campaign is to generate a Million 'Dosts' for CHILDLINE and acquaint people with Child Rights and Protection.

Workshops/Seminars/Meetings

- ▶ Ms. Suradha Kachhap, City Coordinator attended state level meeting organised by Jharkhand State Child Protection Committee in Ranchi on 23rd April, 2018.
- ▶ Ms. Suradha Kachhap, City Coordinator attended a Capacity Building workshop on Child Sexual Abuse and Online Safety for children held on 1st & 2nd May, 2018 in Bodhgaya.
- ▶ Ms. Suradha Kachhap, City Coordinator attended a State level convention on early marriage in BNR Chankya organised by Chetna Vikas on 17th May, 2018.
- ▶ Ms. Suradha Kachhap, City Coordinator attended a Jan Samwad organised by Breakthrough on 26th September, 2018.

CASELETS

Case 1 : Mansi and Karishma were friends. Mansi went missing for a few days and her parents could not find her. But then, according to some sources, it was informed that Mansi was spotted with her friends, Karishma being one of them. This is when the case of Karishma came to CHILDLINE. Karishma stopped school and used to remain missing for days. She used to roam around with her



Ms. Suradha Kachhap participated in Capacity Building workshop on Child Sexual Abuse and Online Safety in Bodhgaya

friends who were mostly boys and used to be completely unknown to her. When CHILDLINE approached Karishma's mother, she agreed to Karishma being missing for days but refused to report anything due to her personal reasons. This is when CHILDLINE intervened and counseled Karishma as well as Mansi. Today, both girls are attending school and are focused on having a bright future and career ahead.

Case 2 : The second case was from Sitamarhi, Bihar. The child rescued was Nasrin. She had lost her mother at a young age. Her father married again but his second wife died as well. He married again and his third wife is alive. Nasrin was sent to a Muslim family in Ranchi by her father to

work. She had to work a lot and was allowed to visit her home only during the month of Ramzan. The child was not getting proper care and affection what she required. One day when she was asked to wash many clothes, she ran away from there. She wanted to go to bus stand but she could not trace the location and reached to railway over bridge. Some- body informed to police seeing a girl child alone there. Police rescued the child and contacted to CWC which was informed to CHILDLINE. CHILDLINE received the child as per the direction from CWC and provided temporary shelter at Premashray. The child was produced before CWC and was counseled. The child was handed over to her father as per the order of CWC. Her father was convinced and he told that he will never send his daughter to work.

Way Forward....

CHILDLINE has thus evolved into a partnership between children, the Government, NGOs academic organizations and the community, at the city and national levels, to respond to the concerns of marginalized groups of children. CHILDLINE's comprehensive strategy is to bring about systemic change by creating child-friendly environment that would yield astonishing results. CHILDLINE works with the system and its processes on behalf of the child to reach the goal of a safe child-friendly environment. Hence, impact and change are processes that take a considerable amount of time and call for perseverance. It is the surest way to ensure a long-term solution.

A team of CHILDLINE, Ranchi is always grateful to Fr. Dr. Alexius Ekka S.J. Director, XISS, Fr. Pradeep Kerketta S.J. Asst. Director, XISS, Fr. Xavier Soreng S.J. Superior, XISS, and Fr. Ashok Ohol S.J. for their valuable guidance and support in all the affairs of this programme.



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