



xiss
Professionals with a Difference

AXIS 2015

Annual of Xavier Institute of Social Service

60 Years of Service to the Nation



XAVIER INSTITUTE OF SOCIAL SERVICE

Dr. Camil Bulcke Path, Ranchi - 834001, Jharkhand

E-mail : xiss@xiss.ac.in • Website : www.xiss.ac.in

AXIS 2015



Annual of

XAVIER INSTITUTE OF SOCIAL SERVICE

P.B. - 7, Dr. Camil Bulcke Path, Ranchi - 834001, Jharkhand, India
Phone : 0651 - 2200873 (O), 2351482/2351465 (Dir. off.) • Fax : 0651 2213381
E-mail : xiss@xiss.ac.in • Website : www.xiss.ac.in

Contents

From the Editorial Board	Editorial Team	5
Director's Report - 2015	Fr. Alex Ekka, S.J. (Ph.D)	7
Faculty of Human Resource Management	Prof. S. R. Shauq	13
Department of Rural Management	Dr. M.H.Ansari	26
Faculty of Information Technology	Dr. S. N. Singh	38
Department of Finance	Dr. Bhaskar Bhowani	45
Department of Marketing	Prof. Anmol Roshan Bodra	50
Central Placement Cell	Prof. Sanjeev Bajaj	56
Department of Research and Planning	Dr. Himadri Sinha	58
Department of Research and Publications	Dr. Sudeep Kumar	66
Department of Library and Documentation	Prof. H. K. Singh	69
Department of Management Development Programmes	Prof. Ignatius Xaxa	71
Development Resource Centre	Dr. Sant Kumar Prasad	72
Department of Entrepreneurship Development Programs (EDP)	Mr. Harpreet Singh Ahluwalia	83
Women Helpline, Ranchi	Mr. Sanjay Kr. Verma	87
Childline, Ranchi	Mr. Sanjay Kumar Verma	95
ICSSR Senior Research Fellowship	Prof. (Dr.) Anirudh Prasad	102
CSR: A Tradition Recasted	Ms. Manjusha Jha	103
Role of Digital Brand Engagement in Marketing	Ms. Shruti Mishra	107

From the Editorial Board

As the academic year is coming to an end, it is time to present to you “AXIS-2015” – the *Annual* of Xavier Institute of Social Service, Ranchi. It encapsulates the activities carried out by various departments, centres and programmes during the academic year 2014-15. The report also encapsulates the plan of action for the next year. And finally it contains write-ups from students on matters of general as well as topical interest.

In the modern context, human societies world over are undergoing rapid transformation in social, cultural, political, economic and administrative aspects. Development as a panacea to increasing human problems like population explosion, poverty, illiteracy, deteriorating health, corruption, unemployment, etc. are assuming greater complexities due to the emerging socio-political scenario including the existing mindset and attitude of the citizens. Under such circumstances, the significance and the role of management education in the grooming of managers for the industry /corporate world as well as society at large need ‘revisiting’. Accordingly, the B-Schools around the world have been reinventing the pedagogy of management education. Besides inculcating good management education for developing managerial skills, the 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 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 based education guided by morals, ethics and character building to live creatively, responsibly and harmoniously in the society. In other words, 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 social 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 could be seen from the annual reports of all the five academic streams. Keeping abreast with new knowledge XISS is frequently interacting with the industry and the corporate world in order to make the curriculum relevant that can deliver 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 opportunity to each student also gets offered when he/she gets attached to a particular industry/organization for ‘Summer Internship Projects.’ The academic excellence is further reflected in the Institute’s research activities which evaluate many development projects of national and International agencies, and the thematic and quarterly journal- “*Jharkhand Journal of Development and Management Studies*”. It has recently earned a **NAAS Rating of Scientific Research Journal with 3.23 score** by the National Academy of Agricultural Sciences (NAAS), New Delhi. Similar thing can be said about the International Conferences, Management Development Programmes, paper presentations at seminars/conferences and the publication of books and articles by the faculty members and students.

Similarly, the training and development of the professionals from the Government and the Non-Government Organizations, the Community Based Organizations 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 resource management, projects/programmes for livelihood promotion and entrepreneurship development. And finally, the outreach programmes of Women Helpline and Childline at the Institute bear testimony to its upholding the human rights and dignity of women and children. We hope that the activities bearing testimony to the vision and mission of the Institute vibrate and spread more in the coming years.

Good education is that which enlightens pupils to become good human beings and empowers them to reform society. 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 for the last sixty years has been serving the nation 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 thank the Almighty for helping us to carry out our vision and mission.

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

Dr. Ramakant Agarwal
Prof. Sushil Ranjan Roy
Dr. Rohit Vishal Kumar
Dr. Sudeep Kumar

9th April, 2015

54th Annual Convocation Day

Director's Report - 2015



At the very outset let me announce that Xavier Institute of Social Service, Ranchi is in its 60th year of existence as it was started in 1955. On behalf of the Governing Body of XISS I congratulate and thank all the Heads of the Departments, Faculty, Staff and Students for their all round support to the growth of the Institute.

The academic year 2014-2015 began with the inaugural function on 18th June 2014 at 10.00 a.m. with Prof. M.P. Pandey, Vice Chancellor, Birsa Agriculture University, Kanke as the Chief Guest. He stressed on the significance of professional education at XISS. The Institute had the pleasure of having Fr. Joseph Marianus Kujur, SJ (Ph. D), the newly appointed Chairman of the Governing Body of XISS at the inaugural function. He spoke eloquently on the Jesuit charism and the Jesuit characteristics of education, which the students must imbibe. This Annual Report has five sections describing: (1) the National and International Bonds, (2) the Movements in XISS, (3) Departmental Scenario, (4) Other Matters and (5) Future Prospects and Tasks Ahead.

I. National and International Bonds

XISS has continued its national and international bonds in the current academic year. While Xavier Association of Management Institutes (XAMI) continues to be the consortium of Jesuit B-Schools in India, a new umbrella organization for private B-Schools including the Jesuit B-Schools has been floated as "Indian Association of Autonomous Business Schools (IAABS)" since June 2014. The IAABS is a body established to function as the representative body of the PGDM / Autonomous Management Schools of the country and to that end take appropriate steps in influencing national educational policies. It is built on the premise that self-regulation is the best form of regulation and this value system must guide the Association and its members.

IAJBS and XISS

The 20th International Association of Jesuit Business Schools (IAJBS) World Forum was held at Sogang University at Seoul in South Korea from 20-22 July 2014. Dr. M.H. Ansari, Prof. S.R. Shauq and the Director Fr. Alexius Ekka, SJ participated in the world conference each presenting a paper.

Belgium and XISS

On the international students' exchange programme held in the University of Ghent, Belgium from 25th July to 11th August 2014, two second year students of Rural Management – Vitrishna Vaibhavi and Faiz Ahmed participated in the course Human Rights For Development with the comment from the organizers: "Your students were exceptionally good and committed, and a real asset for the course". The next group of two students Ms. Yashmin Josephine Sharma and Mr. Kumar Akash of RM – I are getting ready for this year's students' exchange programme at the University of Leuven in Belgium.

Another international collaboration for research, study and exchange programme is just taking shape under the auspices of the Vlaamse Interuniversitaire Raad (VLIR-UOS) – the University Development Cooperation of the Inter University Council of Belgium. In this regard the Country Team consisting of Mr. Neil Butcher (an International Higher Education Expert), Prof. Koen De Feyter (Chairman Bureau UOS), Mr. Christophe Goosens (VLIR-UOS Programme Officer South and the Desk Officer for India) and Mr. Mohan Das (The National Higher Education Expert) visited XISS on 26th March 2015 and had the first round of interaction with the Director, the Assistant Director and the Academic Heads of the five disciplines including Director Research and Dr. Anant.

USA and XISS

As regards the USA – XISS tie up, for the first time Dr. Anant Kumar has been awarded a Fulbright - Nehru Academic and Professional Excellence Fellowship for nine months (Sept. 2015-May 2016) at the Gillings School of Global Public Health at the University of North Carolina, Chapel Hill, USA. Other significant achievements of Dr. Anant are (1) Elected Member of the Board of Directors, Canadian Coalition for Global Health Research, Canada; (2) Nominated Member of the Editorial Board of Journal of Human Behaviour in the Social Environment, Routledge and (3) Nominated Member, Expert Committee Rehabilitation Council of India for the development of training programmes.

II. Movements in XISS

As announced above XISS has the privilege of welcoming the new Chairman of the Governing Body, Fr. Joseph Marianus Kujur, SJ (Ph. D) who took over as the Provincial Superior of Ranchi Jesuit Society on 23rd May 2014. XISS also thanks the outgoing Chairman Fr. Xavier Soreng, SJ for his valuable services.

XISS further welcomes Mr. Jayant Jaipal Singh who joined XISS on 1st November 2014 as Head – Corporate Relations. With his coming to XISS a new vista for contacts with the corporate bodies of Industries and Development Organizations has started both for enhancing professional ties and the placement of the students.

The Institute expresses gratitude to Dr. Anirudh Prasad, Professor of Rural Management and HoD, Department of Research and Publications at his superannuation on 30th April 2014. He was the Founder Editor of the Institute's *Jharkhand Journal of Development and Management Studies*. Later he was also appointed as the Tata Chair Professor on 1st April 2010. The Institute thanks Dr. Prasad who gave his services remarkably well on these positions. Dr. Prasad continues to be at XISS as Senior Research Fellow, ICSSR.

XISS also is indebted to Mrs. Maria Kiro who retired on 31st October 2014 after 36 long years of dedicated service. On account of her good health and the need of the Institute, Mrs. Kiro continues to render her services in the Examination Department. The last person to superannuate in this academic year was Mr. John Kujur, an amazing Office Attendant, who superannuated on 31st March 2015 after 36 long years. The Institute also thanks him for his invaluable services.

The New Ph. D Awardees

The Institute congratulates Prof. Subhajit Bhattacharya for being awarded a Ph. D by the University of Burdwan on 7th April 2014. The topic of his doctoral thesis was “A Study on Adventure Tourism as an Emergent Sector in West Bengal”. XISS also congratulates Prof. Bhaskar Bhowani for getting a Ph. D Degree by Ranchi University on 29th May 2014. The topic of his thesis was “Performance Evaluation of Banks in Jharkhand Since 1991 – A Critical Appraisal”. In a similar vein, the Institute congratulates Prof. Amar Eron Tigga who was awarded a Ph. D Degree by the Indian School of Mines, Dhanbad on 7th August, 2014. The topic of his thesis was “Dynamics of B-School Branding: A Study with Reference to Jharkhand State”. In a likewise manner, XISS congratulates Prof. Madhumita Singha (Neogi) for being awarded a Ph. D Degree by BIT, Mesra in December, 2014. The topic of her thesis was “Framework for a Hybrid Software Development Model”.

Changeover of the CPC

XISS thanks Prof. Sanjeev Bajaj, the founder member of the Central Placement Cell. Since its inception in 2010 Prof. Bajaj did everything possible to make it a credible, vibrant and esteemed unit of the Institute. Under his leadership the CPC has helped the placement of more than 1000 students and more than 200 organizations came for campus recruitment. After nurturing the newly started CPC for five years, Prof. Bajaj handed over the reins of its leadership to Dr. Amar Eron Tigga on 1st March 2015 and has moved quietly to his Department of Finance Management. The Institute expresses profound gratitude to Prof. Sanjeev Bajaj for his exquisite leadership as the first Chief Placement Coordinator and welcomes Dr. Amar Tigga to the additional responsibility of the CPC.

III. The Departmental Scenario

The Faculty of Human Resource Management had varied programmes during the academic year beginning with a warm welcome to the new batch of students and the highlighting of the curriculum along with the HRM culture at the Institute. The 2nd Awanish Kumar Dev Memorial Lecture was organized by XISS and NHRDN (National Human Resource Development Network) at the India Habitat Centre, New Delhi on 22nd August 2014. The Director, Fr. Alex Ekka, SJ, Prof. S.R. Shauq, HOD, HRM and Prof. Kumar Mohit Spring participated in the lecture including two students from HRM. It needs to be mentioned that under the Maruti Suzuki XISS Awanish Kumar Dev Trust Scholarships will be provided for the first time at XISS during this annual convocation. The usual field work for the First Year Students under the guidance of Dr. Shyamal Gomes to six centres was well acclaimed by the inmates / students of the respective centres and their heads. Also, the First year students of the Department spectacularly launched the “Swachh Jharkhand – Swachh Bharat” campaign on 12th November 2014 at XISS premises and took a “Swachhta Pledge”. The occasion was graced by the Chief Guest Major General Rajiv Edwards. Apart from the scheduled study tours and industrial visits, the HRM Department organized a four-day Retreat and Rural Visit for the First Year students at Society for Rural Industrialization (SRI), Bariatu

during the year. The experience of the students from this programme was immense in understanding the rural reality of Jharkhand besides getting some time for reflection and introspection on their own lives as professionals at XISS. It's a matter of pride that a total of 44 outgoing students have been placed as of now with the highest salary package of Rs. 13.10 lakh per annum. The overall placement in the Department has been 65.67 percent.

The Faculty of Rural Management too had a wonderful welcome programme to the First Year Students soon after the inaugural function of the academic year on 18th June 2014, besides briefing them on the RM course curriculum and the specific activities of the department. The core programme of the department – the Rural Camps were organized with equal zeal and zest during the year apart from the department's urban field work, the institutional visits and the study tours. It is to be noted that the Department also organized as many as 17 guest lectures and alumni interface during the year. A total of 58 outgoing students have been placed till now bringing honour to the Department. It makes 80.56 percent placement in the Department. The highest salary is Rs.10.00 lakhs per annum.

The Faculty of Information Technology had no less exciting beginning with a new group of students. What was very special about this department was the holding of a two-day National Conference on "e-Governance: Challenges and Opportunities" during October 25-26, 2014. It was christened *XAVIT – 2014*. The Chief Guest for the occasion was Mr. Avijit Roy, Head, Tata Technologies and the keynote address was delivered by Mr. Debtanu Paul, Delivery Head, TCS, Kolkata. The students of IT have also been involved in a meaningful social field work and the summer internships besides organizing industry interface. The Institute congratulates Dr. Viplava Thakur for authoring a book: "*Organizational Dynamics and Managerial Excellence in Iron and Steel Industries of India*," by Trident Publications, New Delhi in 2015. So far, 11 students have found quality placements in organizations like HCL Technologies, Wipro, Srijan, e-Clerks and TCS. It makes 21.15 percent placement in the Department. There has also been an impressive list of paper presentations and publications by the faculty of the Department. The highest annual salary is Rs. 8.90 lakhs to the outgoing students in the Department.

The Department of Finance organized the Freshers' function separately besides organizing guest lectures, rural exposure programmes and industrial visits. The Department of Finance and the Department of Marketing jointly hosted the "11th National Competition for Young India" organized by AIMA on 21st August 2014. The teams from BIT, Durg; ISWBM, Kolkata; BIT, Mesra; Usha Martin Academy, Ranchi and XISS, Ranchi participated in this competition. The two teams from the Department of Finance, XISS, Ranchi won the first and the second prizes. The students of the Department also participated in a "Blood Donation Campaign" in the month of August 2014. On account of a long leave of absence by Dr. Ratnesh Chaturvedi for medical treatment, Dr. Bhaskar Bhowani took care of the Department as the Interim Head. It's good news that Dr. Chaturvedi is soon going to resume his office. All together 32 students were placed with major companies and organizations with the highest salary package of Rs.10.00 lakhs per annum. Overall 61.53 percent students have been placed from the campus.

The Department of Marketing had also a wonderful welcome and induction programme for the first year students as the academic year began. The Department organized a two-day Certificate Course for the Final Year Students on the topic "Digital Marketing", which was held on 20-21 September 2014. The course was

conducted by Mr. Rahul Jain, CEO of Innoserv Solutions Private Limited, Pune. This course exposed the students to the theoretical aspects of Digital Marketing along with the hands on exposure to Facebook, Twitter, LinkedIn and You Tube. The Department of Marketing also has had fruitful rural camps, industrial tours and a series of workshops, besides an impressive list of paper presentations and publications. As of now, 43 students have been placed in some of the major companies, the highest annual salary being Rs. 6.72 lakhs. The percentage placement in the Department has been 74.14 percent – thanks to the HOD and the Departmental Placement Coordinator besides the Chief Placement Coordinator.

The Central Placement Cell has a leadership change as mentioned above. Dr. Amar Eron Tigga took over from Prof. Sanjeev Bajaj who left behind a well structured and flourishing cell. This year all together 188 students have been placed out of 301 from all the Departments, which makes a total of 62.46 percentage placement. Thanks to the hard work of both the outgoing and the new CPCs not to forget the Departmental Placement Coordinators.

The Department of Research and Planning has five major areas of work. The first is the study of commons. The Department has promoted the voice of the commons by way of educating the students and academicians through research articles and survey reports. In this regard the Departmental Head Dr. Himadri Sinha has been the member of the International Association for the Study of Commons since 1997. The second area of work of the Department has been the Study on Paddy Culture of Oraon and Sadan of Jharkhand completed in December 2014 under the auspices of Indira Gandhi National Centre for Arts (IGNCA). The third important involvement of the Department has been the Cranfield University Project. It pertains to the study on Community Management of Rural Water Supply System in India. The fourth speciality of the Department is the New GIS and Remote Sensing Laboratory. Fifthly, the Department has engaged in Management Development Programmes on CSR. The Department has completed 12 new surveys during the year.

The Department of Research and Publication has continuously brought out the publication of the quarterly and thematic research journal. As a result the National Academy of Agricultural Sciences (NAAS), New Delhi has accorded recognition to the Institute's *Jharkhand Journal of Development and Management Studies* by awarding it NAAS Rating with 3.23 score. And finally the Evaluation Report on "Contributions of Tata Steel on CSR and Sustainable Development" as a part of the JRD Tata Chair at XISS has been finally submitted by Dr. Anirudh Prasad. After the superannuation of Dr. Anirudh Prasad, Dr. Sudeep Kumar has taken over as the Head of the Department.

The Department of Library and Documentation has a collection of 39576 volumes on the five streams of the Institute. The library has also subscribed to EBSCO online database – EBSCO HOST – Business Source Elite and SAGE Electronic Journals.

The Department of Management Development Programmes has concentrated on streamlining its activities during the year. It has proposed to have the Institute's own Management Development Programme Calendar.

The Development Resource Centre has implemented the following two projects: (1) Enhancement of Livelihood Opportunities in the Selected Blocks of South Eastern Region of Chotanagpur in the State of Jharkhand (April 2012 to March 2015 supported by CONFRENZA EPISCOPALE ITALIANA) and (2) India

Development Gateway Initiatives (InDG): Vikaspedia Project supported by the Department of Electronics and Information Technology (DEITY), under Ministry of Communications and Information Technology. The project is monitored by C-DAC, Hyderabad.

The Department of Entrepreneurship Development Programme has conducted the following programmes during the year: (1) EDP, PMEGP, KVIC series training programmes, (2) EDP on food processing at Khunti, (3) Sensitization cum Awareness Programme on Food Processing at Khunti, Lohardaga and Simdega and (4) Specialized Training on Food Processing at Ranchi, Khunti, Lohardaga and Hazaribag.

The Women Helpline organized a two-day in-house training programme for capacity building, enhancement of knowledge, skills and attitude of members, coordinators and volunteers of Women Helpline on 11-12 November 2014. Besides, it continues with its Outreach Programme, Open House Programme and the Use of Women Help Line in quiet and impressive way. Similarly the **Childline, Ranchi** grabbed the attention of the local people in 2014-2015 as never before. The National Domestic Workers Welfare Trust (NDWWT) has been entrusted to the XISS Childline with the work of case intervention from 22nd April 2014.

The ICSSR Senior Research Fellowship is a new venture in the history of XISS. The ICSSR has awarded a Senior Research Fellowship to Dr. Anirudh Prasad to conduct the study on Commons and Poverty and their link with Social Capital.

IV. Other Matters

This year the presentation of Fr. M. V. d. Bogaert Memorial Award is presented posthumously to late Mr. Awanish Kumar Dev, as a memento for his heroic life as HR professional at Maruti Suzuki, Manesar Plant, Gurgaon.

The Institute conducted the annual sports and games with no less fanfare as if there were a mini Olympics here in the campus. Similarly the annual students' cultural event PANACHE - 2015 was very special this year with greater participation from students both from XISS and outside. The event drew enthusiastic crowd from MBA Institutions for creative programmes. And finally there has been a surprise additional unit in the long list of the formal and informal institutions of XISS. It is the XISS – THMC Retail Outlet at the Mustaphy Compound blessed and inaugurated on 5th November 2014. The shop has attracted a host of people from day one of its operation. Similarly, the boys' hostel at Bariatu, is the fulfilment of a much- awaited dream come true.

V. Future Prospects and Tasks Ahead

It is good news that the Government of India National Minority Commission for Minority Educational Institutions has reiterated the minority status accorded to XISS. The Institute further is in the process of obtaining NBA Accreditation. In the meantime, the Memorandum of Understanding is in the process of finalization between the University of Antwerp and Xavier Institute of Social Service, Ranchi for collaboration in Research and Faculty and Students' Exchange programmes. XISS will keep up all the good works that are being carried out through various departments. Besides all the concerned – faculty and staff need to be more creative, innovative and committed in realizing the various short term and long term objectives of the different departments. I would like to congratulate and thank all the Heads of the Departments, Faculty and Staff of the Institute for their remarkable support and dedication to their works in the overall fulfilment of the Institute's objectives of excellence and putting the last first. God bless all.

FACULTY OF HUMAN RESOURCE MANAGEMENT

ANNUAL REPORT 2014-2015

Prof. S. R. Shauq

Head of the Department

As another academic session comes to a close the department proudly reports the following activities about it through the year. The year gone by was full of satisfying endeavors and achievements for the faculty and the students.

The revision and realignment of syllabus

In the academic year 2013-14 the department realigned and readjusted its syllabus which is now being used satisfactorily. Also, regular inputs from the industry helped the institute to continue to improve the same. Thus it was more competitive and also catered to the needs of its corporate clients at the same time.

The Induction program

Departmental activities took off with the new academic session beginning on 18th of June, 2014. First three days of the session were devoted to inducting the new batch of students to the course. Major highlights of the three day induction program were sessions on “Challenges for the new age HR Professionals” by Mr. Hemant Gupta, Sr. Deputy GM HEC; Mr. Kirit Mishra, Manager HR CCL; and Mr. M.B.V. Rao, GM HR, Exide, a session on “Jesuit Values and History” by Father Ranjit P. Toppo, S.J. and introduction to Course Curriculum, Examination System and final and Summer placements by the faculties of the department. The department also held ice- breaking sessions for the new comers.

Freshers' program

The scintillating evening of 7th August 2014 which created vibrations of rhythms in our bodies and minds through the sensations of music and dance overwhelmed the audience and the performers with the spirit of love, grace, unity and deep enthusiasm for a day which came in the lives of students and remained as an endowed memory throughout. “The Freshers' day” wherein students from different schools and colleges, backgrounds and streams, as well as communities and faith came together and created the first feeling of togetherness, unity in diversity and effective team building and leadership amongst students. This created the first air that they would have to sustain such capabilities and enhance their persona for the long journey of being a student and then a performer.

The students overpowered their inhibitions and shyness and came forward to create a competitive environment even while remaining friends with their smiles lighting up the event through performances in dance, music, ramp walk with a theme of different eras of human existence from the 60's till today and coming future. This enabled them to exhibit their persona and artistic skills with charismatic creativities.

Academic Activities

The trimesters for the 1st and 2nd years have concluded smoothly without any significant disruptions and the courses of all professors are complete for the end term examinations. All professors have conducted midterm class tests for the subjects they taught in these trimesters. Many of them used presentations and assignments by the students as a mode of assessment for midterm performance. The departmental faculty come together for the performance evaluation of the students.

Ms. Amrita Pandey represented XISS on a panel discussion on the occasion of the 2nd Awnish Dev Memorial Lecture at The Indian Habitat Centre, New Delhi organized by XISS and NHRDN. Father Alex Ekka, Director XISS, Professor S.R. Shauq, HOD HRM and Professor Mohit Spring also attended this lecture. The Awnish Kumar Dev memorial Trust will offer scholarships to bright and deserving students of HR from XISS.

Head of the Department Professor S.R. Shauq accompanied by Father Alex Ekka, Director XISS and Professor M.H. Ansari, HOD RM attended the 20th International Association of Jesuits Business Schools (IAJBS) World Forum at Sogang Business School, Sogang University, South Korea, and presented a paper entitled "Value-Laden Education for a Deeper Understanding of Ethics and Sustainable World". It was a pleasant surprise for Professor Shauq to have met Professor Dr. James A.F. Stoner whose book he has been using to teach Principles and Practices of Management.

Mr. Nadeem Kazim, Director HR Exide, Mr. Subhashish Sen Gupta from USA, Ms. Shrabani Basu, VP HR Reliance, Mr. Sujoy Banerjee, President-Group Human Resources and Organizational Development at McNally Bharat Engg Co.Ltd, Mr.Pramod Kumar, Tata Motors visited the campus and helped students with valuable notes on current corporate issues.

On 22nd September, few selected students from HRM-1 and HRM-2 got an opportunity to attend XLRI's seminar on "Labour law and Governance Reforms". It was under the guidance of Prof. Mary Bodra that students visited the XLRI campus and in the course of this session, students were exposed to various labour-management conflicts and got educated regarding the various approaches that potential managers could undertake to ensure industrial peace.

Academic achievements of our esteemed Faculty Members

Dr. R.K. Agarwal participated in a number of live television debates on socio-economic issues concerning the state of Jharkhand and the nation.

Dr. Agarwal also completed a research project on "Evaluation of State Finances with respect to Jharkhand" commissioned by 14th Finance Commission.

Dr. Shyamal Gomes has been empanelled as a guide/co supervisor by the ICFAI University Jharkhand, for Ph.D Programme (Part Time) in Management discipline.

In the leadership of **Dr. Fr. Alex Ekka**, S.J. Director XISS and **Dr. Fr. Ranjit P.Toppo**, S.J. Assistant Director, **Dr. Shyamal Gomes**, **Prof. Ignatius Xaxa**, and **Prof. Mary Bodra** jointly organized an information sharing session on 'XISSL Jesuit Brand Building' for the non Jesuit Priests and Nuns (Sisters) of Ranchi Province at XISSL on 29th & 30th July 2014. **His Eminence Cardinal Telespore P.Toppo** chaired the sessions as Chief Guest.

Dr. Shyamal Gomes facilitated a session on “Management & Managerial Process” to the Management Trainees of Coal India, on 10th and 11th March 2015 at IICM, Ranchi.

Dr. Shyamal Gomes attended the first "*Global Summit and Management Cases*" and presented a Strategic Management Case “Emerging Challenges as Facilitator of CSR: JHARCRAFT a New Hope” on December 12-13, 2014, organised by IIM Raipur in association with ET-Cases.

Prof. Mohit Spring attended the Sixth National IR Conference 2014, on "*Changing Workforce & the Transforming IR Scenario*" at XLRI, Jamshedpur

Prof Mohit Spring also attended a "*Seminar on Labour Law and Governance Reforms in India in the Era of Globalization*" on 29th September 2014. This seminar was organized by XLRI – Jamshedpur in association with International Labour Organization (ILO) - Bureau for Workers’ Activities (ACTRAV).

Prof. Nidhi Shukla attended Sixth National IR Conference 2014, on "*Changing Workforce & the Transforming IR Scenario*" at XLRI, Jamshedpur. She also attended a Symposium on Women Empowerment organized by Reliance communications at Radisson Blue on March 12, 2015,

Prof. Nidhi Shukla also attended a "*Seminar on Labour Law and Governance Reforms in India in the Era of Globalization*" on 29th September, 2014. This seminar was organized by XLRI – Jamshedpur in association with International Labour Organization (ILO) - Bureau for Workers’ Activities (ACTRAV).

Prof. Mary Bodra along with thirty (30) students of the batch of 2014-2016 attended and participated in the "*7th National HR Conference*" organized by The HR Club of XLRI, Jamshedpur in January 2015. The theme of the seminar was “Social HR and Technology in HR”.

Prof. Mary Bodra along with ten (10) students participated in a "*Seminar on Labour Law and Governance Reforms in India in the Era of Globalization*" on 29th September, 2014. This seminar was organized by XLRI – Jamshedpur in association with International Labour Organization (ILO) - Bureau for Workers’ Activities (ACTRAV).

Prof. Mary Bodra also participated in a conference / workshop on "*Participative Leadership for Equal Discipleship*" jointly organized by Indian Christian Women’s Movement (ICWM) and Streevani.

Prof. S. R. Shauq, Prof. Mohit Spring and Prof. Shyamal Gomes delivered talks on various management topics in the training sessions for Indian Institute of Coal Management (IICM) and Sri Krishna Institute of Public Administration (SKIPPA), Ranchi.

Prof. S. R. Shauq was invited as the Chief Guest on the Vigilance Day celebrated by the Central Coalfields Ltd. and delivered a talk on "Ethics and Values" for the audience gathered on the occasion.

NOSTALGIA 2015

The department organizes the grand alumni meet *Nostalgia* bi-annually. The department this year proposes to organize this event in the month of October tentatively. This year's *Nostalgia* would be different as there will be a major departure from the previous programs and format of the event.

Industrial Tours

As previous years this year also the tours were scheduled for Delhi, Mumbai and Bangalore.

A group of students under the guidance of Prof. S.R.Shauq visited Delhi for their industrial tour. Students got the opportunity to visit leading corporate firms like **Adidas India Private Limited, Maruti Suzuki, Uflex, Times of India, Moserbaer, Jabong, Jindal Stainless, Alstom India Private Limited, Scholastic India ICICI Lomabard, Baxter India Private Limited, Knorr Bremse and JCB India.**

Another group of students under the guidance of Prof. K.M. Spring travelled all the way to Mumbai for their industrial tour and got an opportunity to visit **Reliance Industries, Future Supply Chain, Rabo Bank, Bajaj Allianz, HPCI, Reliance Capital asset management, Nomura, Kotak Mahindra, Allied Blenders and distillers, HUL, Glenmark, Taj, Mahindra and Mahindra, Asian Paints, BPCI, Basf, Jet Airways.**

The Institute also sent a group of students to Bangalore for their Industrial tour. This team led by Prof. Sajeet Lakra visited companies like **Atkins, Taj, Synopsis, Allergan, Wipro, General Electrics , EMC (squared), Levi's Strauss & Co.,SAP Labs.** The members of this group got an opportunity to attend an Alumni Meet on 11th October, 2004 where students got an opportunity to meet the pass outs of Xavier Institute of Social Service and it was during their informal interactions with the stalwarts in the Human resources field that students got a lot of valuable insights regarding the role of HR in contemporary organisations .

By organizing these Industrial tours the Institute provided the students with ample opportunities to interact with renowned professionals in the HR as well as IR area and build contacts. Moreover, students during their industrial tour received necessary insights regarding the role and functioning of HR and IR depts. in various organizations.

Retreat and Rural visits

After many years ever since rural camps were dropped from the course curriculum, the department with the inspiration & help of Rev. Fr. Alex Ekka & Rev. Fr. Ranjit P. Toppo, revived, in a small way, the rural exposure program in the form of a retreat . Being professionals with a difference XISS Human Resource Management students must know the ground reality of the society. The



retreat provided the right ambience for the students to discuss the social problems and issues in the leadership of eminent social workers and activists. The entire class of the first year students was divided into 2 groups for this retreat and was lodged at Society for Rural Industrialization (SRI) at Bariatu from 24th - 27th February and 1st - 4th March 2015. Dr. Shyamal Gomes and Prof. S.R.Shauq jointly organised and facilitatated the entire



exercise. The retreat had five components: **Meditation & Prayers, SEVA (Self Evolvement & Voluntary Actions), Social and thought provoking Inputs by Social Activists, Team Building Exercises and Rural Exposure & interactions with SHG members, Rural Entrepreneurs and community leaders.** It was an opportunity for the students to interact with village leaders and empowered women in different villages of Angara & Namkom Blocks of Ranchi. The students

enjoyed this retreat as an eye opener for them and they felicitated the organizational heads, villagers, social activists and others by proposing vote of thanks and presenting XISS memento as their token of gratitude. The entire Retreat was exciting and participatory.

Industrial visit

An Industrial Visit for the HRM class of 2014-16 was organised from 24th February till 4th March 2015. The entire batch was divided into two groups, and they made visits to various industrial units in and around Ranchi, while another group went to attend the Rural camp at SRI. Both the batches were guided by Prof K. Mohit Spring. The students visited organizations such as; **Hindalco, Jindal Steel, Waxpol, CCL mines**, etc. In the pre-lunch session, the students interacted with the practicing managers of the plant, while in the afternoon sessions they visited the shop-floor to have a practical exposure to the working of the plant and the way in which the workers contributed to the efficiency of the plant.

Social Service Field Work

The entire class of the first year students were very active and took great initiative in the social service fieldwork under the guidance of Dr. Shyamal Gomes. The entire class (75 students) was divided into 6 small groups and attached to St. Michael's School for the Blind, Bahu Bazaar; Government Girls' Middle School, Shraddhananda Street; St. Xavier's Doranda – Outreach Programme; Cheshire Home Bariatu; Guru Nanak Home for the Handicapped, Bariatu; and Brajkishore Netraheen Balika Vidyalaya, Bariatu.

The main objective of the exercise was to learn to be better human beings besides being a professional of human resource management field. The schedule had each student spending two hours thrice a week at these centers to help the young inmates with their studies and encourage to improving their hidden talents through extra – curricular activities.

Besides, the scheduled activities in different social work centers this year, the students also participated in a number of outreach programmes; they organised street plays on Child health, Girl Child Education and historical issues in different centres with the students / inmates.

Swachh Jharkhand & Swachh Bharat Movement

This year the department of Human Resource Management in XISS, developed a sustainable concept 'Swachh Bal Sansad' (Green and Clean Children Parliament) through Swachh Jharkhand & Swachh Bharat Movement in the middle schools as an activity for their Social Service Field Work (SSFW) under the guidance & supervision of Dr. Shyamal Gomes. On 12th November 2014, the HR students started 'Swachh Bharat' movement (the cleanliness drive) from XISS to different Government Middle Schools like Government Middle School, Hindpiri, Government Girls' Middle School, Shradhanand Street, and Government Middle School, Kantatoli etc. to encourage students & youth (mainly those who are in the slums, remote and neglected areas of Jharkhand) to give an insight into the working of the good governance.

Major Activities under this Initiative

1. **Awareness Drive** : Through *Nukkad Natak* / video shows, speeches or interactive sessions on cleanliness, it's importance to healthy life & survivability, the dynamic mechanisms to work as ambassadors for clean and green Jharkhand etc.
2. **School 'Safai Abhiyan'** (Cleaning the premises): Through active participation of all the students and teachers in the school.
3. **Formation of Green and Clean Parliament/ Swachh Bal Sansad**: For continuous monitoring and student leadership, the HR students encouraged & strengthened the existing Bal Sansad members. An experienced teacher has been nominated as the coordinator for planning, organizing, evaluating the cleanliness & eco-friendly activities, '*Shramdan*' (physical labours) and presiding the review meeting every last Saturday of the month.



Chief Guest Major General Rajiv Edwards & Director XISS - Fr. Alex Ekka, SJ hoisting the Swachhta Flag.



Mrs. Naina Edwards & Assistant Director releasing the Swachhta balloons



Chief Guest along with his wife and the coordinator Dr. Shyamal Gomes cleaning the place and placing the garbage in the bin.

4. **Student of the year (Clean & Green):** The parliament will announce the student of the year on 2nd October every year with the appreciation letter / certificate and Prize from the School.
5. **Initiative Facilitation:** The students of Human Resource Management of XISS will act as facilitators for these initiatives

Major General Rajiv Edwards (Chief Guest) and his wife Smt. Naina Edwards inaugurated the ABHIYAN together with the honourable Director, Rev. Fr. Dr. Alex Ekka SJ, and Assistant Director Rev. Fr. Dr. Ranjit P. Toppo SJ. In his inaugural speech Major General Rajiv Edwards said "Today's action will be the result of tomorrow. Today's cleanliness is necessary for tomorrow's environment & ecology". He also appreciated the initiative taken by XISS HR students for strengthening the existing Balsansad in the middle schools and helped them to understand the leadership pattern, individual responsibilities and sansad management in the school and community. In his message, Director Fr. Alex Ekka, S.J. clearly mentioned why we need our country clean and green. He said that when we go to other countries we are awestruck by the excellent and beautiful places but when the foreigners come to our country they are awestruck by our poverty, unhygienic conditions, unclean and unhealthy situation etc. This is the right time to change our mindset and think what best we can give or return to our country as well as our mother earth. He also encouraged the entire XISS students and the coordinator for this Swachch Abhiyan or Movement. Dr. Fr. Ranjit P. Toppo, Assistant Director also played an important role in this movement by reciting and engaging the Swachhta Pledge. He said, Mahatma Gandhi dreamt of an India which was not only free but also clean and developed. Mahatma Gandhi secured freedom for Mother India. Now it was our duty to serve Mother India by keeping the country neat and clean.



(Principal & the Bal Sansad members in GGMS, Hindpiri; Students' programme in progress)

This time the Inter centre visit played an encouraging and constructive role. It was very attractive, challenging and event oriented for every centre. Moreover, the students took initiatives for Plantation, Health and Hygiene week celebrations, and Crafts development week celebration in various centres. The team members for St. Xavier's Doranda, conducted a talent survey for initiation of future activities of education in Dibdi Village.



Vice Principal Fr. Britius Ekka, St Xavier's School Doranda & Dr. Shyamal Gomes inaugurated Inter Centre Visit 2015 at the School auditorium



Sister Superior addresses the XISS Students and Inmates about Inter Center Visits in Cheshire Home.



(Out reach students performing the dance programme during the Inter center visit at SXS, Doranda)



(students performing on the occasion of Inter centre visit at Braj Kishore Netrahin Valika Bidyalaya)



(Inmates of Guru Nanak Home performing group dance on the occasion of Intercentre visit at Gurunanak home)

“Felicitation Ceremony – 2015” for Social Service Field Work

The Department of Human Resource Management organized ‘Felicitation Ceremony’ at XISS on 31st March 2014. Mr. Shadab Hassan, Social Entrepreneur, Ranchi was the Chief Guest. The entire centre heads were present and felicitated each other. Director, Assistant Director of XISS distributed the achievement certificates to the outgoing students (Diploma Graduates), on outstanding performance for Social Service Field Work. Dr. Shyamal Gomes proposed vote of thanks to the centre heads and entire fraternity of Human Resource Management, XISS.

Workshop on Joyful Learning

Dr. Shyamal Gomes organised a two- day workshop on ‘Joyful Learning Methodologies’ at XISS on 11^h October and 1st November 2014, for the first year Human Resource Management students. Fr. Dr. Ranjit Toppo (Assistant Director XISS) was the Chief Guest. The main speaker of this workshop was **Mr. Binod Thakur** from Greater Ranchi Development and Action, Government of Jharkhand. The main objective was to orient the management students about joyful teaching cum learning methodologies so that they can learn and practice how to handle the learning sessions; friendly engage the weakest students and also share with teachers the art of good teaching. Learn dynamics of motivation and how to engage the work/trainee/student force for greater participation.



(Joyful Teaching & learning workshop at XISS)

Paper Presentations in Conferences/Seminars and Publications(National and International)

1. Prof. Nidhi Shukla and Mr. Aryaman Chetas Pandey jointly presented a paper entitled “Internet and Social Media- Effective Tools for Advertising, Marketing & e-Governance” at the Multidisciplinary “*National Seminar on Global Awakening in the Ocean of Commerce and Business: I.T. And Varied Undercurrents*” held on 24 January, 2015, organized by K. B. College of Art and Commerce for Women, Thane.
2. Shukla, N. and Singh, S. (2014). "Ethics, Inclusivity and Law: Co-players in Sustainable Business". In Saumya Singh, Pramod Pathak, J. K. Patnayak, Bibhas Chandra and Niladri Das (eds.) *Effectiveness, Ethics and Sustainability: The Measures of Organisational Excellence*. New Delhi: Excel India Publishers.
3. Gomes, Shyamal (2014). Quality Self Help Group: A Right Approach for women Empowerment Re-engineering in Jharkhand, in *Jharkhand Journal of Development and Management Studies*, Vol. 12, No. 3, pp.5973-5988 (ISBN 0973-8444; NAAS Rating 3.23).
4. Gomes, Shyamal (2014). CSR is an integral part of good governance: A Qualitative study, in the *Proceedings of the FORE International Conference (FIFC 2014)*, organised by FORE School of Management Campus, New Delhi, India (Accepted and yet to be published).
5. Dr. Shyamal Gomes presented a paper entitled “ Right Implementation of Environmental Management Systems (EMSs) – A Challenge for 21st century SMEs in Jharkhand (India)” in the “*National Seminar on Un-leasing Entrepreneurship in India: Opportunities and Challenges*” on 3rd September, 2014,organised by ICFAI University, Jharkhand. The paper has been published in the Conference Proceedings.
6. Gomes, Shyamal (2014). Social Engagement Facilitating Management Professionals: A case study of XISS Ranchi” in the “*Proceedings of the National Seminar on Challenges & opportunities in Management Education in India*”, organized by Institute of Management Studies, Ranchi University, Jharkhand.

7. Gomes, Shyamal (2014). "Talent Retention Management - A new path for survival into the future", in the "Proceedings of the National Seminar on Strategies in the present Recessionary Business Scenario" organized by Institute of Science & Management Pundag, Ranchi, Jharkhand, India in collaboration with IIMM & AICTE.
8. Prof. Mary Bodra's paper "Contribution of Indian Industries to Sustainable Development - A Case Study of Tata Steel", has been accepted for presentation in 21st International Association of Jesuit Business School (IAJBS) Annual World Forum to be held in Montevideo, Uruguay.

Placements

The Department held a domain knowledge test in order to bring the state of preparedness of the students to its optimum. This step has been taken to enhance the seriousness of the students about studies. At the Awanish Dev Memorial Lecture it was expressed that the industries surely had a definite dearth of willing IR professionals; taking note of this, the department resolved to give impetus to labour law and IR studies. The Institute invited Dr. P. K. Padhi and Dr. S. Sarkar to conduct a two-day seminar where second year students got an opportunity to get all their doubts related to Labour law and industrial relations cleared. After attending his session the students were motivated to adopt a more application based approach to the study of Labour law. Mr. R. N. Mishra, Tata Steel also visited the campus and enlightened the students about the various HR and IR practices in contemporary organizations. It is by inviting stalwarts from the academic and professional space, the Institute has made an honest effort to prepare students for upcoming placement season. The Institute's efforts have paid off well. The current placement status stands as follows:

S. No.	Name	Organization	Info	CTC (in Lacs)
1	Avirup Bhowmick	TATA Steel	PPO	8.15
2	Garima Salik	TATA Steel	PPO	8.15
3	Amrita Anand	TATA Steel	PPO	8.15
4	Surbhi Ishita	TATA Steel	PPO	8.15
5	Aakash	SAB Miller	Campus drive	9.5
6	Agrani Bose	BPCL	Campus drive	13
7	Vishaka Agarwal	M&M	Campus drive	6.25
8	Sharen Phillip	M&M	Campus drive	6.25
9	Joshua Joseph Varghese	ICICI Lombard	Campus drive	5.25
10	Aausi	ICICI Lombard	Campus drive	5.25
11	Ashish Pritam Tirkey	ICICI Lombard	Campus drive	5.25
12	Susan	ICICI Lombard	Campus drive	5.25
13	Nitin Johnson	TCS	Campus drive	5.29998
14	Roopal Singh	HCL Technologies	Campus drive	4.75

S. No.	Name	Organization	Info	CTC (in Lacs)
15	Sneha Pandey	HCL Technologies	Campus drive	4.75
16	Sohail Chumber	Pantaloons	Campus drive	3.91
17	Akshay Rakshit	Exide	Campus drive	5
18	Rahul Raj	Exide	Campus drive	5
19	Anwasha Mukherjee	Change Et Al	Campus drive	8
20	Tulika Choudhary	Change Et Al	Campus drive	8
21	Anushka Chauhan	Change Et Al	Campus drive	8
22	Nivedita Singh	Future Supply Chain Solutions Ltd	Campus drive	6.5
23	Jesny Ann Jacob	Future Supply Chain Solutions Ltd	Campus drive	6.5
24	Sudhanshu Toppo	Future Supply Chain Solutions Ltd	Campus drive	6.5
25	Ayush Gaurav Rodrigue	Reliance Retail	Campus drive	4.5
26	Aline Raina Tiru	Reliance Jio	Campus drive	4.5
27	Neha Sahai	Reliance Jio	Campus drive	6.5
28	Mitesh Kanojiya	Godrej	Campus drive	9
29	Amrita Pandey	Hero Motor Corp	Campus drive	9.05
30	Anu	Hero Motor Corp	Campus drive	9.05
31	Shoaana Ahmad	L&T Hydrocarbons	Campus drive	7.5
32	Priyanka Bose	Vedanta	Campus drive	6.69
33	Saumya Jaiswal	Vedanta	Campus drive	6.69
34	Rashi Tripathy	SRF Ltd	Campus drive	6
35	Danish Jawaid	Nestle	Campus drive	5.8
36	Saloni Panda	Metro Cash & Carry	Campus drive	5
37	Deepika Toppo	Annapurna Micro finance	Campus drive	4.5
38	Thomas Abraham	Maruti Suzuki	Campus drive	6.75
39	Nitish Topno	Electrosteel	Campus drive	3.6
40	Sumit Jayant Deogam	Electrosteel	Campus drive	3.6
41	Manish Choudhary	Adani Group	Campus drive	5

CTC (in Lacs)

Highest	13
Lowest	3.6
Average	6.45
Total Students Placed	41

Summer Placements

Summer internship is a crucial phase of management student's life where he/she gets hands on experience with the industry studying problems and issues faced by the organizations. This Year the following companies have offered summer placements to the class of 2014-15:

S. No	R No	Name	Major	Company
1	1	Chiranjeev Sanyal	HRM	Tata Steel
2	2	Ujjawal Kumar Gupta	HRM	Taj Group
3	3	Mitchell Savio Hembram	HRM	Tata Steel
4	4	Ankeeta Karishma Beck	HRM	Taj-Vivanta,Whitefields
5	5	Jijo Abraham	HRM	ITC Maurya
6	6	Puja Sengupta	HRM	Exide
7	7	Nidhi Tirkey	HRM	SAIL
8	8	Joita Chakroborty	HRM	Allergan
9	11	Nidhi Khalkho	HRM	BPCL
10	12	Prateek Paul Kerketta	HRM	CCL
11	13	Anchit Sagar	HRM	Nomura
12	14	Shikha Paul Ekka	HRM	BPCL
13	15	Alisha Minz	HRM	Taj-Vivanta,Whitefields
14	16	Satya	HRM	Tata Power
15	17	Alisha Cynthia Bara	HRM	IOCL
16	18	Deepti Minz	HRM	SBI
17	19	Sylvia Francis	HRM	Oracle
18	20	Ankita Mishra	HRM	Tata Steel
19	21	Honey Rani	HRM	NTPC
20	24	Srilekha Poddar	HRM	HDFC Bank
21	27	Gurdeep Kaur	HRM	Mapple Wood
22	29	Manmeet Singh	HRM	Big Break
23	31	Bishal Johnson Kachhap	HRM	ONGC
24	33	Somak Sengupta	HRM	HDFC Bank
25	34	Himanshu Shekhar	HRM	Texmaco Rail & Engg. Ltd.
26	35	Nidhi Kumari	HRM	Exide
27	36	Yash Kaul	HRM	Biological E
28	37	Krishan Kumar	HRM	Taj Group
29	38	Dhiraj Varghese	HRM	Samsung
30	39	Arunima	HRM	Tata Steel
31	42	Smriti Singh	HRM	Taj-West End
32	43	Amrita Priyanka Ekka	HRM	Maruti Suzuki
33	44	Amita	HRM	Tata Steel

S. No	R No	Name	Major	Company
34	45	Sonam Vandana Dungdung	HRM	GAIL
35	46	Nancy Rachel Tigga	HRM	NTPC
36	47	Bidisha Basu Mullick	HRM	Exide
37	48	Jacob Thomas	HRM	CCL
38	50	Amrita Bharadwaj	HRM	Tata Steel
39	51	Mayuresh Kumar	HRM	Exide
40	52	Stacey Anne Xavier	HRM	Red Apple Entertainment
41	53	Arijit Das	HRM	Alstom
42	54	Sonata Hait	HRM	Eveready
43	56	Aamil Kazim	HRM	ITC
44	58	Deepak Kumar	HRM	Exide
45	59	Manish Xalxo	HRM	HPCL
46	61	Anwesh Pratyush	HRM	Tata Motors
47	62	Nelson Osta	HRM	Usha Martin
48	63	Jagshish Singh	HRM	Exide
49	64	Ladli Kumari	HRM	Exide
50	66	Lavina Oshin	HRM	Adidas
51	67	Kumari Ankita	HRM	Taj-West End
52	68	Nitesh Hilarius Tirkey	HRM	NMDC Ltd.
53	69	Ratnesh Kumar	HRM	TISCO
54	70	Kumar Saurav	HRM	Levi's
55	71	Nikita Bansal	HRM	SAIL

Awards Won by Student Community

Best Speaker Award (Politico mania)	-	Ms. Puja Sengupta
Interdepartmental Debate	3rd position	- Mr. Kumar Saurav
	4th position	- Mr. Somak Sengupta
Quiz Competition	3rd position	- Mr. Krishan
	4th position	- Mr. Somak Sengupta
Corporate (Panache):	2nd position	- Ms. Devika Bharti and Mr. Deepak Kumar
Marketing Marshall:	1st position	- Ms. Joita
Business Quiz:	3 rd position	- Mr. Vishal and Ms. Sonata
Quiz Competition (Panache)	-	Mr. Jacob and Ms. Devika

DEPARTMENT OF RURAL MANAGEMENT

ANNUAL REPORT 2014 - 2015

Dr. M. H. Ansari

Prof. & Head of the Department

Genesis

The Post-graduate Course in Rural Management (PGDM-RM) of Xavier Institute of Social Service was started in 1975 by the then Director Fr. M.V.D Bogaert S.J. Today it has been recognized as one of the oldest courses in India in the field of Rural Development. Now this course has completed 40 years of excellence in creating rural management professionals. Our alumni are working in the Corporate Organizations, Funding agencies, NGOs, and in Government undertakings in India and abroad.

The present PGDM- Rural Management course is separated into 6 trimesters; each trimester has about 7 to 8 papers besides practical exposure which includes urban field work, institutional visits, rural camps, study visits etc. The papers are covered in classroom teaching which includes lectures, case discussions, presentations, group and individual assignments etc. Besides classroom learning, much effort is put by the faculty members in promoting analytical skills and critical thinking of the students on issues concerned.

Classroom Learning and Practical Exposures

- The 40th academic session of PGDM-Rural Management was started with great zeal and enthusiasm on 18th of June 2014. In the beginning of the new academic session 2014-15, a 3-day Induction cum Orientation Programme for the new batch of Rural Management was conducted on 18th, 19th and 20th of June 2014. Besides the internal faculty from the department, XISS Alumni from Industry and NGOs were also invited to address the new comers. Mr. Debadoot Mohanty of Tata Steel Jamshedpur and Mr. Aunindo Roy of Tata Motors, Jamshedpur gave their valuable time at this occasion. A feedback on the 3 day session was also conducted involving the students; they found the sessions very fruitful and informative in the beginning of their start of RM course.
- An Experience sharing session on Dissertation work of RM-II class was conducted, where in all the students' dissertation supervisors, and Fr. Alex Ekka S.J, the Director of XISS were present to encourage the students. The purpose of this session was to learn as to how the students had to put their efforts in seeking Organizational training and dissertation work and subsequently guided them in completing their task efficiently.
- The students of 2nd year RM were allotted 6 elective papers in the beginning of their 4th Trimester as per their choices. These papers were Management of Rural Marketing, RCH and Gender in Development, Natural Resource Management, Cooperative Management, GIS and Remote Sensing and Disaster Management. Although Disaster Management has been introduced as new elective paper but students have shown their great interest for this paper.

- A half day session was conducted for RM II students on writing quality dissertation in July 2014.
- After the completion of the two months Summer Internship Programme the 2nd year student of Rural Management resumed their classes on 23rd of June 2014.

Summer Internship Programme

During the Academic year 2014-15, all 75 students were placed for undergoing two months Summer Internship Programme (SIP) from 15th April-14th June 2014 in various Corporate, NGOs and Government Agencies. Some of the major organizations where the students completed their SIP were **ACC Ltd-New Delhi, Tata Motors Ltd-Jamshedpur, Tata Steel Ltd-Jamshedpur, Steel Authority of India Ltd-Bokaro, ITC Ltd-Kolkata, Adhunik Group of Industries-Jamshedpur, Orissa Manganese & Minerals Ltd-Jamshedpur, Sesa Sterlite Ltd-Orissa, Sachi Waters-Hyderabad, JSPLS-Ranchi, Sun-Pharma Ltd- Boroda &NDDB- Anand**, etc. The whole exercise was divided into two parts i.e. i) 2 week-Organizational Training (OT) & ii) 6 weeks Dissertation project where students were involved in field level data collection and subsequently analysis and preparation of the dissertation.

Urban Field Work

The first year students of Rural Management have undergone Thematic Field Work Visit in different batches in ten slum centers of Ranchi town. Students devoted their afternoon session for two hours with slum community to understand the real life situation, sociological aspects, physical quality of life of urban poor, access to health services, health condition of slum dwellers, nutritional status, education, access to housing, access to basic urban services and performed various works like participated in community activity, cultural programme, organized people, conducted balwari, health awareness programme, facilitated shgs members, remedial help to school going students etc.

Practical actions are helping to improve the standard of living in slums, sustainability; with the intention that future generations can have adequate access to basic infrastructure services such as electricity, water and sanitation, housing, or household waste collection.

Following is the list of themes undertaken by students during their field visits and the names of the supervisors, Sewikas who are responsible for functioning of Balwaris in all ten slum centres of Ranchi town.

Thematic field exposure visit

	Centre	Sevika's Name	Themes
1.	Mahadev Toli	Ms Salomi Kacchap	Sanitation and Health
2.	Kalam Koccha	Ms Chinta Devi	Sanitation, Health and Hygiene
3.	Bhuiya Toli	Ms Bindu Munda	Health, Hygiene and Cleanliness
4.	Akra Koccha	Ms Rina Kispota	Sanitation, Health and Hygiene
5.	Karam Toli	Ms Lata Khalkho	Alcoholism and Health
6.	Kathar Gonda	Ms Meena Kacchap	Local Practices – life Skills of community
7.	Magchund Toli	Ms Kiran Devi	Education – Key of Development

Centre		Sevika's Name	Themes
8.	Samlong	Ms Norweta Lakra	Sanitation and Associated Health Practices
9.	Hatia Talab	Ms Anita Devi	Sanitation and Social Environment
10.	Chunna Bhatta	Ms Sabina Gari	Sanitation and Local Community

During 1st, 2nd and 3rd trimesters theoretical inputs were given on following aspects and students practice it in their respective fields. It gives students more clarity on selecting their themes and work on it. More focus is given on **best practices, knowledge gap**, etc. found among the local people.

Urbanisation & Urban Poverty

- Urbanisation : An overview
- Urban Poverty: Definitions, concept & measurement
- Urban Poverty: Characteristics of Urban Poverty
- Urban Poverty: Its dimensions

Participatory Approach

- Rapport Building Process
- Skills in Facilitation
- Personal Reversal (attitude & behaviour)
- Participatory Learning & Action (PLA)
- Principles of PLA

Basic Services & the Urban Poor

- Growth of slums and Slum population
- Profile of the area
- Socio-economic characteristics of slum population
 1. Literacy
 2. Communities/Social Groups
 3. Land status
 4. Environmental conditions & Health status
 5. Basic Infrastructure
 6. Community Facilities
 7. Unorganised and Informal Sector
 8. Poverty Reduction Initiatives
 9. Community Structure
 10. Institutional Structure
 11. Key Challenges

On World Toilet Day, 19th November, 2014 a campaign was launched on sanitation, health and hygiene in all ten slums in collaboration with Jharkhand Swachhta Manch. The objectives of this campaign were;

- Mass education on sanitation and hygiene usage
- Mass mobilization and community based approaches for effective use of sanitation facilities
- Involvement of community based organization, civil society organizations and individuals for maximum outreach and development effectiveness in sanitation and hygiene

Photographs at a Glance



Institutional Visits

- As part of the course curriculum, two Institutional visits were organized in two phases for RM I students to obtain first hand knowledge about the programmes and functioning of voluntary development organizations in and around Ranchi. For this purpose the class was divided into three groups. In the 1st phase the groups visited **NBJK**, Ranchi; **Bhartiya Kisan Sangh**, Chanhoo; **KGVK**, Ranchi on 18th July 2014, while in the 2nd phase the same group visited at **SITARA**, Gumla; **AROUSE**, Gumla; **Banana Farm**, Ghaghra on 21st November 2014 under the supervision of Prof. N.Sahoo, Dr. Raj Shree Verma, Dr. Sant K. Prasad, Dr. Anant Kumar, Mr. Sanjay Verma and Dr. K.K.Bhagat respectively.
- To give an experience on the paper "Displacement, Rehabilitation & Resettlement", an exposure visit was organized for the 2nd year students on displacement issues on 23rd of August 2014 at CCL and Tata Steel Mining area in Ghato, Hazaribagh. The group was led by Fr. Alex Ekka S.J the Director of XISS.

Rural Exposures

- As an integral part of the Rural Management course curriculum, 6 rural exposure camps consisting of 25 students each, 3 for RM I and another 3 for RM II were conducted for 10 days each from 13th to 22nd October 2014 in the villages namely Sirka- Angara Block, Dendai Hehal- Ratu Block, Charu- Ormanjhi

Block, Tatkundo- Itki Block, Childiri- Bero Block and Charnabera- Namkum Block. under the faculty supervision of Prof. N. Sahoo, Prof. (Dr.) M.H. Ansari, Dr. Anant Kumar, Dr. Sant Kr. Prasad, Dr. Amardip Singh, and Dr. K. K. Bhagat respectively. In the 2nd phase 6 more camps were conducted in the same places from 23rd February to 4th March 2015. These camps were facilitated by Prof. N.Sahoo and Mr. A. Ahmed in Sirka; Prof. (Dr.) M. H. Ansari and Mr. Ajit Tirkey in Dendai Hehal; Dr. Anant Kumar and Mr. Sanjay Verma in Charu; Dr. Sant Kr. Prasad and Dr. M. Sahu in Tatkundo; Dr. Amardip Singh and Mr. Ashok Kumar in Childiri; and Dr. K. K. Bhagat and Dr. Raj Shree Verma in Charnabera.

Study Visits

- As an integral part of RM course the RM II class like previous years was divided in three groups for Study tour. The three groups consisting of 25 students in each visited different zones of the country namely western, northern and southern for a period of 15 days from 10th to 24th of December 2014. The purpose of this visit was for developing students' insight and gaining experiences about different approaches and strategies adopted by various organizations in the development sector. These groups were led under the supervision of Prof.(Dr.) M.H.Ansari, Dr. Sant Kr. Prasad and Prof. Niranjan Sahoo respectively. Besides study visits to different organizations, alumni interface was also organized in several places namely, Raipur, Dahod, Lucknow, Bhubaneshwar, Chennai, Mumbai, Panji, Jaipur and Delhi. During the study visits placement related presentations to different organizations were also made by the students for campus interview 2015.

A glimpse of study visit can be seen in photos below



Agri Practical

- Besides classroom learning in the paper "Crop Production and Impact of Climate Change", the students of 2nd year were taken to Agriculture Training Centre, Namkum for agricultural. practicals twice in a week in the 5th Trimester. Prof. Himadri Sinha the Professor of the subject facilitated the said training. Similarly, in the paper "Live Stock Management", the students were taken by the concerned professor Dr. Alok Pandey for practical learning in the Veterinary college of Birsa Agriculture University, Ranchi.

Placements

- PGDM - Rural Management is a flagship course of XISS. The class of 2013 – 15 has a strength of 74 students which consist of 64% male and 36% female. The batch is a combination of BCA, BBA, B.tech, Bachelor in Science, Bachelor in Commerce and Bachelor in Arts. Out of total strength, 22% of students have work experiences. Out of total 74 students, 73 have opted for their campus placement opportunity from the Institute.
- This year the campus placement started from 18th of November 2014. Organizations namely **SOS-CV, FES, SKS Microfinance & Dr. Reddy Foundation** broke the ice which concluded with 16 students getting placed in the first phase. The second phase began on 6th January 2015 and the total students placed till date is 50. The organizations that have privileged us in the 2nd phase are **CARE, SRIJAN, SRKPS, JSLPS, IFMR, Vrutti Livelihood Resource Center, Sarthak India and Kudumshree- NRO**. The highest CTC offered to a student this year is Rs. 9.2 lakhs.
- Dr. Raj Shree Verma has been appointed as the Department Placement Coordinator for Rural Management from November 2014.

Guest Lectures and Alumni Interface

- **Mr. S. K. Satpathy**, IAS and **Principal Secretary** to the Government of Jharkhand delivered a lecture to the RM students on the theme "*Democracy and Development*" on 11th July 2014 at XISS.
- A Round Table Meeting was organized on the occasion of World Day against Trafficking in Person for RM students at XISS on 30th July 2014.
- **Mr. Martin Shah**, an alumnus of XISS presently working with Tata Steel Jamshepur interacted with RM students on 1st August 2014.
- **Fr. Lord M. Winner** an alumnus of RM Department conducted a week classes on Project Management (Planning) paper for RM-II students in the 3rd week of July this year. The students found the inputs given by him very fruitful in respect to their future endeavour in development domain. The second session of the paper namely Project Management (Operations) was held from 21st November 2014 by the same facilitator.
- **Prof. (Dr.) Damodar Suar** of IIT Kharagpur delivered a lecture to RM-II students on "*Research and Development issues in Social Sciences*" in the 2nd week of August 2014.

- **Prof. Jean Dreze** delivered a lecture on "*MGNREGA and its future in India*" on 19th September 2014 in the XISS auditorium. All the faculty of the department and RM students attended the lecture.
- World Disaster Day was observed on 10th of October 2104 at XISS campus. **Col Sanjay Srivastava, State-in-charge of UNDP, Col Abhay Kumar, NDRF Head of West Bengal circle, Fr. Ranjit Toppo S.J Asst. Director of XISS, and Mr Bhagwan Das, Jt Secretary to the GOJ Department of Disaster Management** spoke on various concerns of Disaster. Prof. N.Sahoo gave the welcome speech while Prof.M.H.Ansari Head of the Deptt of Rural Management of XISS proposed vote of thanks.
- An interface with an alumnus of Rural Management **Mr. Prabhat Kumar Sinha, Program Manager- NCD Partnerships, Eli Lilly and Company (India) Pvt. Ltd, Gurgaon** was organized on 29th of October, 2014; wherein students of both the year of RM participated. The interface was found to be very fruitful in view of the forthcoming campus placement.
- **Mr. Chetananand Jha**, an alumnus of Rural Management presently **working with FES, Gujarat** interacted and shared his experiences with RM I students about various Livelihood interventions of his organization on 19th November 2014.
- **Mr. Rakesh Das**, an alumnus of Rural Management presently working as **Director and Head, Risk Monitoring IFMR Capital, Chennai** shared his experiences with the students of RM I on 7th January 2015.
- **Mr. Rajiv Kumar Roy** an alumnus of Rural Management working presently in **Humming Bird, New Delhi** interacted and shared his experiences with RM I students on Women's Trafficking and Protection on 15th January 2015.
- **Ms. Sadhna Ghosh, Programme Manager, Shramik Bharti, Kanpur** delivered a talk and encouraged the students of RM I on the Scope of SIP in her organization on 5th February 2015.
- **Mr. Ranjan Pandey**, an alumnus of Rural Management presently working in **Bayer, Gurgaon**, interacted and shared his experiences on the scenario of Agriculture production in Haryana with the students of RM I on 5th of February 2015.
- **Mr. Shalin Sharma, Managing Director of British Gas Mumbai**, delivered a talk on "Energy Security in India" to RM I and RM II students on 6th February 2015.
- **Dainik Jagran Ranchi** in collaboration with Department of Rural Management conducted a one day workshop on the theme "Social Entrepreneurship", on 11th February 2015 at XISS auditorium. The students of RM I and II as well as the faculty members of XISS participated in the workshop.
- **Mr. Vivek Kumar Singh**, an alumnus of Rural Management presently working with **Vedanta SESA Goa**, interacted and shared his experiences on the scope of CSR in India on 14th of February 2015.
- **Mr. Anupam Biswal**, an alumnus of Rural Management presently working in **Ernest and Young**, interacted and shared his work experiences with RM I students on 17th February 2015.

International Exchange Programme for Students

- For the first time in the history of the department of RM, two students Ms. Virtrishna Vaibhavi and Mr. Faiz Ahmad Hashmi received scholarship and participated in the International Students Exchange Programme on "Human Rights for Development (HR4DEV)" held at Ghent University, Belgium from 26th July to 10th August 2014. These two students performed very well as reported by the host University. The department is very thankful to the Director and the Asst. Director for giving this opportunity to RM students.



- A group of Belgian students from the Antwerp University visited XISS in August 2014 as part of International students' exchange programme. The Faculty members along with few other staff of RM department were assigned to guide and facilitate them in their learning.
- This year (2015) also, two students have been selected from the class of 2014-15 for the similar programme at the University of Leuven, Belgium in July - Aug 2015. They are - Ms. Yasmin Josephine Sharma and Mr. Kumar Akash.

Beyond Academics

- As the precedence goes in XISS, a Freshers' Welcome programme was organized by the 2nd year students of RM on 25th of June 2014 where the students of both the classes got the opportunity to showcase their artistic potentialities. It was a very well organized event.
- In Sports, January 2015 was the month of Basket Ball tournament, Foot ball and Cricket matches, where RM Girls team stood Second in the Girls' Basket Ball Tournament. Boys of RM got runner-up position in Football and cricket Matches. Panache 2015 was organized on 19th and 20th of February. It was a mega event where the students of RM performed very well in all the events.

Faculty Members' Achievements

Fr. Alex Ekka, S.J., Director

Publication of Book :

- i) Minj, Francis and Ekka, Alex (2014). *Jesuit Mission Among The Adivasis of Chotanagpur*, Ranchi; Xavier Publications.

Articles in Encyclopedia :

- i) Ekka, Alex (2014), "Constant Lievens, SJ" in *A Concise Encyclopaedia of Christianity*, Pune : Jnana-Deepa Vidyapeeth & Mumbai; St. Paul's, pp. 344-345.
- ii) Ekka, Alex (2014), "John Baptist Hoffmann, SJ" in *A Concise Encyclopaedia of Christianity*, Pune : Jnana-Deepa Vidyapeeth & Mumbai; St. Paul's, pp. 490-491.
- iii) Ekka, Alex (2014), "Tribal Society and Christianity in India barring the North-East" in *A Concise Encyclopaedia of Christianity*, Pune : Jnana-Deepa Vidyapeeth & Mumbai; St. Paul's, pp. 771-776.

Fr. Ranjit P. Toppo, S.J., Asst. Director

Articles in Newspapers :

- i) Toppo, Ranjit P. (2014). Awashyak hai "Right to New Education" ka gathan. *Prabhat Khabar*, September 20, 2014.
- ii) Toppo, Ranjit P. (2014). Swachh Bharat Abhiyan ka Gramin Nazaria. *Prabhat Khabar*, October 13, 2014.

Prof. (Dr.) M.H.Ansari

- i) Prof. M.H. Ansari, HOD of RM, along with Fr. Alex Ekka, S.J the Director of XISS and Prof. S.R.Shauq HOD, HRM visited Seoul, South Korea for presentation of their individual papers in the 20th International Association of Jesuits Business Schools (IAJBS) world conference from 20th to 22nd of July 2014.
- ii) Delivered a talk on Rural Management to newly recruited staff of Jharkhand Silk, Textile and Handicrafts Corporations Ltd on 6th of May 2014.
- iii) Participated as member of interview panel for selection of personnel in the post of Asst. Manager for Jharkhand Urban Infrastructure Development Company Ltd. on 5th of May 2014.
- iv) Conducted Project viva voce as external for the students of Functional English at St. Xavier's College, Ranchi on 8th May, 2014.
- v) Imparted training on Livelihood Promotions to the project functionaries at NBJK campus, Ranchi on 14th May, 2014.
- vi) Have been offered membership of Education and Skill Panel of CII Jharkhand.
- vii) Participated in the Meeting of Education and Skills Panel of CII Jharkhand on 7th of June, 2014 at Excellence Centre, XLRI Campus Jharkhand.
- viii) Delivered a talk on Oral Communication Skills to the teaching staff on 11th of August, 2014 organized by Academic Staff College, Ranchi University.

Prof. Niranjan Sahoo

i) Training participated

- Underwent a 3-week long Short Term Course (STC) on "*Human Resources Planning: Tools and Techniques*" during April-May 2014 at IIT Kharagpur under Quality Improvement Programme
- Participated in 7th Social Entrepreneurship Programme at XLRI, Jamshedpur from 29th Jan~1st Feb., 2015

ii) Research Paper Publication

- Sahoo, N., and Prasad, A. (2014). Urban Financial inclusion: A Caes Study in Hyderabad City, in *International Journal of Multi-Disciplinary Education and Research*. Volume 2, Issue 2 (2) Feb., 2014 (ISSN-2277-7881) IC Volume: 5.16, Impact factor : 2.735
- Sahoo, N., and Tigga, S.M. (2014). Contradictions between Corporate Obligations and Corporate Directives: A Study from Tata Steel Ltd in India, in *International Journal of International Center for Economics, Humanities and Management*, Bangkok, pp 109-115.
- Sahoo, N. (2014), "Participatory Rural appraisal: A Rural Development Planning Imperative". In Shanti Swarup Mishra (ed.) *Dynamics of Rural Development in Indian Context*. Bhubaneswar; Terratarang Publications, pp.156-164 (ISBN 938310200-4)
- Sahoo, N. and Samal, S. (2014). Grass Roots Democracy for Women Empowerment and Sustainable Development: A case study of Mahila Palli Sabha in Orissa, in *Jharkhand Journal of Development and Management Studies*. Volume 12, No.3, pp.6061-6072. (ISSN 0973-8444, NASS Rating=3.23).
- Sahoo, N., and Ghosh, M. (2014). "Feminization of Agriculture: Status and Role". In Shanti Swarup Mishra (ed.) *Dynamics of Rural Development in Indian Context*. Bhubaneswar; Terratarang Publications (ISBN 938310200-4)

iii) Conference participated in and presented the Paper

- Participated in "*International Conference of Center for Economics, Humanities and Management*" at Phuket, Thailand and presented a paper on "Contradictions between Corporate Obligations and Corporate Directives: A Study from Tata Steel Ltd in India"
- Participated in an "*International Conference on Environment and Development Trade Off*" organized by OKD Institute of Social Change and Development at Guwahati on 21-22, Jan 2015, and presented a paper on "Farmers' Economic Development through participatory Land Reclamation in Uttar Pradesh"
- A paper on "A Study on Common Methods of the Community for Agricultural Development and Livelihood Promotion in Jharkhand" has been selected by University of Alberta, Edmonton, Canada for presentation in its International Conference on 25~29 May 2015.

Dr. Anant Kumar

Appointments and Nominations:

- Nominated as a Member of the Editorial Board of *Journal of Human Behavior in the Social Environment*, Routledge. (Jan 2015 – contd.)
- Elected as Member of the Board of Directors, Canadian Coalition for Global Health Research, Canada. (Nov. 2014 – Contd.)
- Nominated as a Member, Expert Committee, Rehabilitation Council of India (RCI) for the development of training programmes. (May- 2014).

Publications

Book

- Satia, J., Kumar, Anant & Liow, M. L. (2014). “*Visionary Leadership in Health: Delivering Superior Value*”. SAGE Publications India Pvt. Ltd., 368 pages (978-81-321-1320-1).

Journal (International)

- Kumar, Anant (2014). “Monument of Love or Symbol of Maternal Death: The Story Behind the Taj Mahal”, in *Case Reports in Women’s Health*. 1-2 (January-June): 4-7, 2014. DOI: 10.1016/j.crwh.2014.07.001

Journals (National):

1. Kumar, Anant (2014). “The politics behind Jharkhand’s domicile policy”, in *Economic and Political Weekly*, Vol. 49, No. 17, 2014. Pp. 21-22.
2. Kumar, Anant (2014). “Tribals in Jharkhand: Religion and identity politics”, in *Economic and Political Weekly*, Vol. 49, No. 5, 2014.

Conference attended

International

- Attended the “11th International Inter-Ministerial Conference on Population and Development” and PCC and Partner Institutions Meeting held during 24-26 November, 2014 at Taj Mohal Hotel, Mansingh Road, New Delhi.

National

- Attended the Curriculum Development workshop for B. Voc. In Child Protection organized by School of Vocational Education, Tata Institute of Social Sciences, Mumbai (15-17 January, 2015).

Dr. Raj Shree Verma

1. Publication (Book Chapter)

Verma, R. (2014). “Gandhian Approach for Rural Development”. In Shanti Swarup Mishra (ed.) *Dynamics of Rural Development in Indian Context*. Bhubaneswar; Terratarang Publications (ISBN 938310200-4).

2. Certificate Course

Successfully completed the Certificate Programme on 'Understanding Gender in Society' offered by PRIA International Academy in April-October 2014, with Grade-A.

3. Attended

- (i) Attended the launch of White Ribbon Alliance for Safe Motherhood, Jharkhand on 6th May 2014 at Ranchi.
- (ii) Attended a Round Table meet with stakeholders on issue of trafficking in Jharkhand on 30th July 2014 at Ranchi organized by NCPCR, BKS & ATSEC
- (iii) Attended the "Industry-Rural India Connect" on 17th February 2015 organised by Government of India Ministry of Rural Development and Government of Jharkhand Department of Rural Development.
- (iv) Attended a Symposium for Women Empowerment organized by Reliance on 12th March 2015.

Mr. Sanjay Kumar Verma (Urban Field work Coordinator)

Seminar Attended and Paper Presented

- Mr. Sanjay Kumar Verma attended the "3rd International Seminar on *Globalization and the Tribal: Issues and Challenges*" on 7 - 8, December 2014 Organized by The Institute of Social Research & Applied Anthropology, Bidisa, Kharagpur, West Bengal, and presented a paper on 'Sustaining Rural Livelihood of Tribal: A Study on the Contribution of Non-Timber Forest Products (NTFPs) in Jharkhand.'

Paper published in Journal

- Verma, Sanjay Kumar (2014). Combating Domestic Violence against Women: A Case of Women Helpline, Ranchi, in *Jharkhand Journal of Development and Management Studies*, Vol. 12, No. 4, pp. 6205-6221.

Paper Accepted in International Conference

- Mr. Sanjay Kumar Verma's abstract on the research paper entitled 'Sustaining Non-Timber Forest Products Based Rural Livelihood of Tribals in Jharkhand: Issues and Challenges' has been accepted for presentation in the 15th Global Conference of the International Association for the Study of the Commons (IASC 2015) to be held in Edmonton, Canada from 25th -29th May, 2015.

Nomination as a Panel Member

- Mr. Sanjay Kumar Verma has been nominated as a panel member in the selection interview board of State Mission Managers under National Urban Livelihood Mission (NULM), in the Department of Urban Development, Government of Jharkhand, held in the month of February, 2015.

FACULTY OF INFORMATION TECHNOLOGY

ANNUAL REPORT 2014 – 2015

Dr. S. N. Singh

Prof. and Head of the Department

Introduction

Information and communication technologies have triggered the re-engineering of business processes across industries. It has brought about significant changes in the way business functions are conducted now-a-days. Information Technology has transformed many businesses by 360 degrees. In the present scenario, education in IT coupled with skill development in management makes an important difference.

‘Information’ which now-a-days is considered to be one of the factors of production needs to be managed most effectively and efficiently in all business organizations.

‘Business Intelligence’ today occupies the centre stage in all organizations. Business managers today require the services of professionals who are capable of designing and managing organizational data warehouses. Tactical and operational managers rely heavily on operational databases.

Possession of good IT and management skills puts one at an advantage over those who do not. Even if a role is not an IT job per se, IT knowledge may give you an advantage over other candidates and help you greatly once you are employed. Employees are expected to know the basics of IT in most jobs and there is an assumption that you are able to perform basic computer related tasks. Most administrative tasks in any business are now performed through the use of IT.

Curriculum

Information Technology is believed to be the discipline that plays a key role in identifying the organization’s information needs, the methodologies for gathering them, logical designing of their storage and disseminating these to its variety of clients, who primarily are the business managers.

Information Technology is perceived by many to be both a strategy, driven by its clients and an infrastructure shaped by the technology, for handling and distributing information. Information technology crosses all disciplinary boundaries.

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

Summer Internships

The Summer Internship Programme, which is an integral part of the PGDM-IT programme, provides an opportunity to apply concepts learnt in 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 2014, our students found summer internships in organisations like **Tata Steel, MECON, RDCIS (SAIL), CBM Development Project, ONGC, Bokaro Steel Plant, Usha Martin Industries, SBI, SAP EHSM, Birla Soft India Ltd., Askme.com**, etc.

The studies undertaken during summer internships were related to:

- Database Design
- ERP
- Knowledge Management
- Quality Management
- Software Project Management
- Human Resource Information Systems
- GIS
- Human Resource Management
- Software Development
- Tele Communication Services etc.

Campus Recruitment Programme

So far 11 students have found quality placement in organisations like **HCL Technologies, Wipro, Srijan, e-Clerks, etc.** TCS has recruited students of this department for the first time. A few more companies are expected to visit the campus shortly.

Industrial Tour

The Department also organized a two-week long industrial visits for the second year students from 15th September to 27th September 2014. Dr. S. N. Singh and Prof. I. Xaxa led a group of students to Bengaluru and Chennai. The following companies were visited: **Adobe, LG Soft, Tech Mahindra, Vati Solutions, Infosys, eBay etc. at Bangalore and Plat Lab, Hexaware, Icon Crow**, etc. in Chennai.

Prof. S. R. Roy and Dr. Mahua Banerjee led another group of students to Delhi and NCR. They visited **Maruti Udyog Ltd., Gurgaon, Cadence Design Systems, Noida, Zypher Systems, Noida, Shahibabad, Ameriprise Financial, Gurgaon, and NTPC, Badarpur, and Eli Research. Faridabad.**



Industry Interface

The students of First Year visited the following companies during February, 24, 2015 to March, 3, 2015 to have interactions with business managers and learn their business processes:

- **Tata Tinsplate, Tata Hitachi and Tata Cummins** accompanied by Dr. S. N. Singh, Dr. Mahua Banerjee and Mr. Himanshu Mahanta

- **Usha Martin Ltd.** accompanied by Prof. I. Xaxa and Prof. Sarbjeet Prasad
- **IICM, Kanke** accompanied by Dr. S. N. Singh and Dr. M. Singha.
- **Xyphiyas Ranchi** accompanied by Dr. Viplava Thakur.

Social Field Work

The department has conducted social field work in the following organizations:

- Central Institute of Psychiatry
- Jharkhand State AIDS Control Society
- Remand Home
- Nava Bharat Jagriti Kendra (NBJK)

Following social field work activities have been conducted during the period July 2014 to March 2015:

- Anti-plastic campaign
- Water sanitation survey
- Health/Hygiene awareness program
- Public awareness program
- Social upliftment for children
- Educational Talks



In addition, two blood donation camps were organised at XISS and four at various other places in Ranchi under the co-ordination of Dr. Viplava

Thakur. We extend our heartfelt thanks to Mr. Atul Gera and Ms. Julie for their informative talks and guidance to our students.

XAVIT 2014

Department of Information Technology successfully organised a two-day National Conference on “**e-Governance: Challenges and Opportunities**” during October 25-26, 2014. In this occasion eminent speakers were invited from various places like Delhi, Mumbai, Kolkata etc. Mr. Avijit Roy, Head, Tata Technologies, was the Chief Guest for the occasion. Mr. Debtanu Paul, Delivery Head, TCS, Kolkata, was the Keynote Speaker. There were three business sessions namely, *e-Governance: Vision to Implementation, Business Process Reengineering, and Corporate e-Governance.*

Speakers and session chairs for various sessions were as follows:

- o Dr. Dinesh Tyagi, CEO, CSC, e-Governance Services India Ltd,
- o Dr. Prabhat Kumar, HOD (EP & CM), CMPDI.
- o Dr. P. K. Barhai. Ex-Vice Chancellor, BIT, Mesra.
- o Mr. P.C. Mishra, GM-Systems, Coal India.



- o Dr. Taposh Ghoshal, Head, Professor & Dean, School of Management Sciences, Central University of Jharkhand.
- o Mr. Nadeem Kazim, Director, HR, EXIDE Industries Ltd..
- o Mr. V. Krishnan, SVP & CIO, L & T Financial Services.
- o Mr Sunder Athreya, Executive Director, Risk Division, Nomura Services India.
- o Dr. Sumit Datta, Executive Director, IICM, Kanke, Ranchi.



Papers Presented / Seminars Attended

1. Dr. Madhumita Singha (Neogi) and Vandana Bhattacharjee jointly presented a paper entitled "A Vision Oriented Approach Proposed & Compared", in the "7th IEEE International Conference on Management of Innovation & Technology (ICMIT-2014)", held on 23-25 September, 2014 at Singapore. The paper has been published in the Conference Proceedings, pp.273-278, 10.1109/ICMIT.2014.6942437.

2. Mamta, Arya and Dr. S. N. Singh jointly presented a paper entitled “e-Police: A Practical Concept To Control The Crime And Criminal Activities In India”, at the “*National Conference on e-Governance: Challenges and Opportunities*”, organized by Department of Information Technology, on 25-26 October, 2014 at Xavier Institute of Social Service (XISS), Ranchi.
3. Dr. Viplava Thakur presented a paper entitled “Corporate social responsibility in India: True development”, at the “*National Seminar on Corporate Social Responsibility*” on 6-7 February, 2015, organized by Institute of Science and Managementism (ISM) at Pundag, Ranchi.
4. Dr. Viplava Thakur presented a paper entitled “Managerial Education in India: Challenges and Opportunities”, at the “*National Seminar on Corporate Social Responsibility Managerial Education in India*”, on 30th April, 2014, organized by Institute of Management Studies at Ranchi University.
5. Mr. Sarbjeet Prasad and Abhishek Raychaudhury jointly presented a paper entitled “Open source software implementation for e-Governance in the state of Jharkhand”, at the “*National Conference on e-Governance: Challenges and Opportunities*”, organized by Department of Information Technology, on 25-26 October, 2014 at Xavier Institute of Social Service (XISS), Ranchi.

Publication of Books and Articles

1. Banerjee, Mahua (2014). *Modular Programming Techniques using AOP and FOP*. Germany: LAP LAMBERT Academic Publishing, ISBN: 978-3-659-59931-6.
2. Thakur, Viplava and Singh, V B. (2015). *Organisational Dynamics and Managerial Excellence in Iron and Steel Industry of India*. Delhi: Trident Publishers, (ISBN-978-81-930946-9-3).
3. Das, Rik and Bhattacharya, Subhajit (2015). A Novel Feature Extraction Technique for Content Based Image Classification in Digital Marketing Platform, in *American Journal of Advanced Computing*, Vol. II (1), pp.17-24. ISSN:2368-1209, American Science & Technology Publishers.
4. Thepade, Sudeep, Das, Rik and Ghosh, Saurav (2015). A Novel Feature Extraction Technique with Binarization of Significant Bit Information (Accepted for Publication). *International Journal of Imaging and Robotics*. ISSN:2231-525X, CESER Publications
5. Thepade, Sudeep, Das, Rik and Ghosh, Saurav (2015). Novel Technique in Block Truncation Coding Based Feature Extraction for Content Based Image Identification (Accepted for Publication). *Transactions on Computational Science*. ISSN:1866-4741(online),1866-4733(print), Springer-Verlag Berlin Heidelberg
6. Thepade, Sudeep, Das, Rik and Ghosh, Saurav (2015). Content Based Image Classification with Thepade's Static and Dynamic Ternary Block Truncation Coding. *International Journal of Engineering Research*, ISSN:2319-6890) (online), 2347-5013(print), Volume No.4, Issue No.1, pp : 13-17, Innovative Research Publications.
7. Thepade, Sudeep, Das, Rik and Ghosh, Saurav (2014). Feature Extraction with Ordered Mean Values for Content Based Image Classification, in *Advances in Computer Engineering*, Article ID 454876, p.15. doi:10.1155/2014/454876,(2014) Hindawi Publishing Corporation

8. Thepade, Sudeep, Das, Rik and Ghosh, Saurav (2014). A Novel Feature Extraction Technique Using Binarization of Bit Planes for Content Based Image Classification, in *Journal of Engineering*, doi:10.1155/2014/439218, Hindawi Publishing Corporation.
9. Banerjee, M., Roy, S. R. and Singh, S. N. (2014). Model Driven Development: Research Issues and Opportunities, in *International Journal of Advanced Computer Research*, Vol. 2, No. 2, Issue 15, pp. 618 – 626.
10. Dubey, O. P., Singh, P. K., Hota, P. K., Singh, S. N. and Deep, K. (2015). “Digitization of Library: Engineering Colleges”. In Kusum Deep et.al. (Eds.). *Proceedings of the Fourth International Conference on Soft Computing for Problem Solving - Advances in Intelligent and Soft Computing (AISC)*, Springer, India, Vol. 335 & 336, Page: 233-244.
11. Singh, S. N. and Dubey, O. P. (2014). On the Parameters of 2- Class Hadamard Association Schemes. *International Journal of Mathematics Trends and Technology*, Seventh Sense Research Group, India, Vol. 11, No.2, Page: 30-34.
12. Singh, S. N., Dubey, O. P., Deep, K. and Prasad, A. (2014). Role of Information Technology in Financial Inclusion. In Kusum Deep et.al. (Eds.). *Proceedings of the Third International Conference on Soft Computing for Problem Solving (SocProS 2013), Advances in Intelligent and Soft Computing (AISC)*, Springer, India, Vol. 258 & 259, Page: 495-502.

Faculty Achievements

- We take this opportunity to extend our hearty congratulations to Prof. Madhumita Singha (Neogi), Faculty Member, for being awarded Ph.D degree by BIT, Mesra, in December, 2014. The topic of her doctoral thesis was “Framework for a Hybrid Software Development Model”.
- Prof. Rik Das has received certificate as an Expert Reviewer for the *Journal of Visual Communication and Image Representation* (Elsevier).
- Prof. Rik Das has been selected as a Member of Technical Program Committee in *International Journal of Integrated Computer Applications and Research*.
- Dr. Viplava Thakur has chaired the technical session – 1 of the National Seminar on “*Unleashing Entrepreneurship in India: Challenges and Opportunities*”, held on 3rd of September 2014 at I.C.F.A.I University, Jharkhand.
- Prof. Sarbjeet Prasad has reviewed a book titled “Quantitative Aptitude and Data Interpretation for CAT and other MBA Entrance Examination” published by Pearson Education.

Students' Achievements

- Ms. Juhi Priya won the 3rd prize in Walk the Ramp competition in Panache 2015.
- Ms. Gitika Srivastava won the Most Courageous donor in Blood Donation Camp held at XISS, Ranchi.
- Mr. Vivek won the First Donor award in Blood donation Camp held at XISS, Ranchi.

- Mr. Anish Chandra and Mr. Mohit Burman won the first prize in Thread Painting competition in CARPE DIEM held at IIM Kolkata on 30th January to 1st February, 2015.
- Mr. Arindam Bose was 1st Runners up in "Flying Fox Event in Carpe Diem' 15" held at IIM Kolkata on 30th January to 1st February, 2015.
- Mr. Tarkeshwar Kumar was 2nd Runners up in "Joka Roadies event in Carpe Diem' 15" held at IIM Kolkata on 30th January to 1st February, 2015.
- Mr. Tarkeshwar Kumar won the 1st prize in "Flying Fox event in Carpe Diem' 15" held at IIM Kolkata on 30th January to 1st February, 2015.

Conclusion

The Faculty of Information Technology places on record its deep sense of gratitude to all internal and external faculty members as well as support staff who left no stone unturned in delivering their best.

I, put on record my sincere appreciation for the unflinching support of Dr. Fr. Alex Ekka, S.J., Director, XISS.

I also express sincere gratitude to Dr. Fr. Ranjit P. Toppo 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 for delivering their best.

Finally, I thank all the graduating students for being so hardworking and receptive. On behalf of all members in the department and our juniors I wish you all success in all your future endeavours.

DEPARTMENT OF FINANCE

ANNUAL REPORT 2014-15

Dr. Bhaskar Bhowani

For the Head of the Department

This year is particularly special as the department completes its 10th year since it started in 2004. A decade of successfully crafting, executing and delivering financial professionals with a difference, enabling students to make informed, responsible and successful decisions for the industry.

The Curriculum

To cater to the changing requirement of the financial sector, the course of Post Graduate Diploma in Management - Finance is designed to prepare the best finance professionals in the country. The curriculum combines the strengths of management and technical skills necessary to objectively approach, analyse and solve financial problems. This full time program provides necessary education for students seeking finance positions in industry, financial institutions and financial services firms. It seeks to equip the students with conceptual and analytical skills for financial decision making and offers insight into how the finance function integrates with the remaining functional areas. Completion of this program provides students with theoretical & practical knowledge for successful attainment of management positions across sectors, particularly the BFSI sector. Besides the conventional corporate finance roles, it also opens up avenues in financial analytics and more recently, even financial & business advisory services.

In its pursuit of excellence, the Department is deeply committed to creating financial professionals with a difference. The learning process & pedagogy includes case studies, class room lecture & discussions, presentations, seminars, live projects and extensive industry internship and interface. In addition, the curriculum is sufficiently flexible and is continuously updated in response to the current and future requirements of the industry. The basis for such up gradations are inspired from regular alumni interactions, experience sharing from corporate icons, faculty-industry interface programs and most importantly through recruiters' feedback system.

Summer Internships

To correlate classroom learning with actual business situations the curriculum has a Summer Internship Program. This exposure is an integral part of the course curriculum and is for a period of 6 to 8 weeks wherein the students take up studies or are assigned real life projects with organizations and later submit dissertation reports of the same.

The Summer Placement Coordinator for the Department, Dr. Bhaskar Bhowani along with the CPC facilitated summer placements for the batch spanning the cross-section of industries. Some notable companies which offered summer placements are as follows: **SAIL, ECL, NALCO, Power Grid, Tata Steel, ITC, Reckitt Benckiser, Castrol India, PNB, BOI, Canara Bank, IDBI, Shriram Transport & Fin. Company.** We put on record our sincere appreciations for all our SIP providers.

Industrial Visit

A week long industrial tour was organized for the final year students i.e. the class of 2013-15 during the month of Oct.'2014.

1. Dr. Bhaskar Bhowani led a group of students to Delhi and NCR and visited companies like **Maruti Udyog Ltd., Moserbear, HCL, Jindal Stainless Steel, Alstom Power, PWC, KPMG, ING Vysya**, etc.
2. Dr. Arup Mukherjee led the other group to Bangaluru and visited Companies like **Ikya, Dell, HAL, Volvo, SKF Bearings, SPML, Sigma Aldrich, Jupiter Capital, ICICI Securities, Azim Premji Foundation**, etc.

The team at Delhi-NCR also attended the Alumni meet of the Delhi chapter wherein the students got an opportunity to interact with the institute's illustrious alumni base.

Final Placement 2014-15

Campus recruitment for the department has been steady this year too. So far, the total number of placement (with the combined effort of the CPC & the DPC) till 12th March, 2015 was 24 out of 52 students. These students have got placed with an average C.T.C. of Rs.5 lacs p.a. The major recruiters (sorted alphabetically) are:

- Annapurna Microfinance
- Axis Bank
- eClerx
- HCL Technologies
- HDFC Bank
- IFMR
- ING Vysya Bank
- Lindstorm
- Mahindra Finance
- TCG Hamilton
- TCS
- Vodafone
- Wipro

A few more students have been shortlisted and are awaiting confirmation. With the off-campus placement the total number will increase further.

Rural Camp



Students of Finance with the representative of Sarvodaya Kisan Club, Simdega



Students of Finance with SHG members at Bishanpur Tola, Sundari Village, Block Torpa, District Khunti.

This excursion is organized for the first year students and the objective of such a rural exposure visit is to study the rural economy and understand the dynamics of marketing and financial activities in such areas. This year the finance team camped in two destinations in the first week of March 2015. Dr. Arup Mukherjee camped with 29 students at Simdega and Dr. Bhaskar Bhowani with similar number of students at Torpa Block. During the camp the groups visited several villages in their respective blocks interacting with NGO representatives, SHGs, panchayats and other village communities getting a feel of the developmental aspects and prospects.

Seminars & Conferences Attended / Papers Presented / Published

1. Mukherjee, Arup and Chaturvedi, Ratnesh (2014). Significance of the Self Help Groups: A Critical Evaluation, in *International Journal of Golden Research Thought*. Vol.-IV, Issue-2 (ISSN – 2231 5063).
2. Dr. Bhaskar Bhowani presented a paper entitled “Problems and Prospects of Banks in Jharkhand” in the “IXth International Conference on Finance & Business Management. (ICFBM-14)” organised by the Dept. of Commerce and Business Management, Ranchi University, Ranchi on 11th and 12th of July 2014. He was also given “The Best Paper Award” for the same. The paper has been published in the edited book titled: “*Changing Finance and Economic Perspective*”. Bharti Publications, New Delhi.
3. Prof. Arana Kausar and Dr. L. D. Maurya jointly presented a paper entitled “Corporates Shouldering the Responsibility of Sustainable Development in Jharkhand” in the “IXth International Conference on Finance & Business Management (ICFBM-14)” organised by the Dept. of Commerce and Business Management, Ranchi University, Ranchi on 12th of July 2014. The paper also got published in the edited book titled, “*New Approach in Strategic and Operation Management*” By: Dr. Rajpal Singh Rawat, Dr. Manju, and Raghvendra Dwivedi. Published by, Bharti Publications, New Delhi.
4. Prof. Arana Kausar also published a paper entitled “Achieving green future by practicing overall excellence” in “*Proceedings of National seminar on Effectiveness, Ethics, and Sustainability – The measures of Organizational Excellence*” by Excel publishers in collaboration with Indian School of Mines, Dhanbad.

Faculty Achievements

1. **PhD Awarded** : Prof. Bhaskar Bhowani has been awarded Ph.D. by Ranchi University, Ranchi in the month of July’14. The topic of his doctoral research was “Performance Evaluation of Banks in Jharkhand Since 1991 – A Critical Appraisal.” He completed his research under the guidance of Dr. V. B. Singh, Professor, P.G. Dept. of Commerce, Ranchi University, Ranchi and Ex Director Higher Education, Govt. of Jharkhand.
2. **Empanelment as trainer/facilitator** : Prof Sanjeev Bajaj has been empaneled as trainer with:
 - a. ICICI Prudential Mutual Fund to conduct Investor Awareness Program.
 - b. BSE Institute to conduct 'Train the Trainers' and 'Financial Literacy' Programs.
 - c. American Academy of Financial Management India to organize 'Financial Literacy' and 'Investor Awareness Programs'.

- 3. Nomination in the Recruitment Board:** Dr. Bhaskar Bhowani was nominated as a panel member in the interview board for selection of Accounts Officers for the Department of Urban Development, Govt. of Jharkhand held on the 23rd of Feb, 2015.

Student Achievements

- The Department of Finance & Marketing jointly hosted the “11th National Competition for Young India” organised by AIMA on the 21st Aug. 2014. The teams from BIT – Durg, ISWBM – Kolkata, BIT – Mesra, Usha Martin Academy – Ranchi and XISS – Ranchi participated in this competition. The two teams from the Department of Finance –XISS, Ranchi won the first and second prizes. The team winning the first prize (for Eastern Zone) was represented by Mr. Priyo Ranjan and Mr. Abhimanyu Singh. The runners up team (for Eastern Zone) was represented by Mr. Aditya Prakash and Mr. Chandan Kumar.
- Mr. Avinash Kumar Singh and Mr. Vivek Patodia both from second year finance won the first prize and the runners up respectively at the college round of ICICI stock mind season III conducted by ICICI Direct Centre for Financial Learning (ICFL) for educating the youth on investing in the stock market in the month of September, 2014 and the winner Mr.Avinash Kumar Singh advanced to the national round.
- Mr. Ajay Ekka, second year finance, won the runners up trophy of the annual photography competition organized by CISV India in Nov, 2014.
- The Department actively participated in the Inter-Department Basketball Tournament in the month of January-2015 wherein the girls’ team from the Department of Finance emerged as the Girls’ Champion of the tournament.



The women's Basketball Champions for 2014

- The students of the department won various competitions in the annual cultural cum management fest of the Institute - 'Panache 2015' on the 19th-20th February
- Mr. Pranjal Mitra and Ms.Sneha Sah, first year finance, were the 1st runners up in the event "Fin-Quiz"
- Ms. Shruti Chawla, second year finance, was the winner for the event "Marketing Marshall"
- Ms. Anima Munda and Ms.Archana Jennifer Sundi, second year finance, were the winners for the event "Face Painting"
- Ms. Ankita Priya, Second year finance was amongst the first runners up in the event "Politico Mania"
- Mr. Avinash Kumar Singh and Mr.Prakash Mahato, second year finance, were the first runners up for the event "Biz-Quiz"
- Mr. Abhimanyu Sharma, second year finance, was amongst the winning team for the event "Corporate Round"
- The students of the department also organized a Marathon which was flagged off by Hon. Minister for Urban Development, Government of Jharkhand - Mr.C.P.Singh and attracted wide media coverage.
- The students of Finance-I took the initiative and organised an Inter-college Quiz Competition held on 16th March 2015 and was hosted by Mr. Charu Sharma.
- The Department took the initiative to form the official Golf Club of the institution under the guidance of Prof. Jayant Jaypal Singh, Head Corporate Relations, XISS and was inaugurated on 17th March 2015 by Mr. Charu Sharma, the renowned cricket commentator, compere and quizmaster.



Sri C. P. Singh, Hon. Minister for Urban Development, Govt. of Jharkhand, flagging off the Marathon as the first event for Panache, 2015, organised by the students of the Dept of Finance.

Conclusion

The department takes this opportunity to extend its gratitude to each and every faculty, student and staff of the department who have sincerely contributed towards the endeavors of the department. We can never forget the guidance and inspiration which we all have received from our Director, Dr. Fr. Alex Ekka, s.j. and Assistant Director, Dr. Fr. Ranjit Toppo, s.j. We would like to extend our sincere gratitude to both of them. We look forward to growing to greater heights in the years to come.

DEPARTMENT OF MARKETING

ANNUAL REPORT 2014-2015

Prof. Anmol Roshan Bodra

Head of the Department

The department has completed another successful and vibrant academic session 2013 – 2015 with various activities and involvement of both the students as well as the faculty.

The Curriculum

The focus of this course is to develop future managers with the right combination of knowledge, skills and practical orientation in order to equip themselves with the right vision of a world class manager. Since its inception the focus of the PGDBM course is the use of pedagogy that is oriented towards decision making. The integrated learning takes place through case study analysis, projects/assignments and presentations, company internship, classroom lectures and class discussion.

The department lays emphasis on case based teaching pedagogy. The case method is the foundation of the department's dynamic curriculum and the primary way to bring complex realities of business into the classroom. The department believes that the students, immersed in this active hands-on learning environment gain knowledge and experience, which they may never otherwise obtain in a typical lecture type setting.

The cases give an understanding of the problems that any business encounters in decision making, thus allowing students to develop management skills through an examination of real life business situations.

Updating of Syllabus

The department strives towards continuous updating of the syllabus based on industry requirement to make it in line with the changing needs of the industry. Suggestions are accepted from the Industry, their needs are examined and accordingly the changes are incorporated in the syllabus based on its feasibility. The syllabus is also scrutinized and benchmarking is done with that of the premium B-Schools of the country.

Summer Placement / Internship

Summer Internship, being an integral part of the course curriculum, in any industry is a firsthand learning experience for the students. Hence **Prof. Pinaki Ghosh** has been engaged full time to look into the summer project interests of the students. A lot of coordination work has been done under my supervision and all the students have been placed in various cross section of industries viz. **Tata Steel, Tata Motors, Otis Elevators, ESSAR Oil, Raymond Ltd., Reliance Industries, ITC Ltd, Hindustan Coca Cola Beverages Pvt. Ltd., Amul, Balaji Telefilms, Mahindra Retail, Birla Financial**, etc.

Placement 2015

As of now, 41 (Forty One) students have been placed with an average CTC of Rs. 5.35 lakhs. The number is going to increase as some of the final interviews are still to be concluded. Some of the major recruiters were:

- HCL Technologies
 - TM International Logistics
 - Bajaj Electricals
 - HDFC Bank
- Colgate Palmolive
 - Exide Industries Ltd.
 - Vodafone
 - ICICI Lombard
- TCG Hamilton
 - Havels
 - Axis Bank
 - Pantaloons

The central placement cell has also been very active as a result of which many new companies apart from the regular ones have visited the campus for recruitment.

Student Participation in Workshop / Competition/Sports and games

Mr. Akhilesh Mishra and Mr. Amrit Mohanti got the 1st Runners-Up award in the National Level Case Study Challenge – ELIXIR, organized by LUPIN Ltd. and IIPC Cell of Narsee Monjee Institute of Management Studies, Mumbai on November 16, 2014. They have received a Certificate of excellence and a cash prize of INR Rs. 60,000.00.

Ms. Shruti Mishra and Ms. Sima Mandal from the Marketing Department have got the 3rd position in an event “Media Intelligence 360⁰” in the Annual Fest “Richter Perspective 2014” held on December 05 and December 06, 2014 at Nirma University, Ahmedabad.

IIM-Kolkata had invited the students of our Institute to participate in their annual fest “**Carpe Diem**” held from January 30 to February 01, 2015. **Mr. Shashank Sourabh, Ms. Swati Singh, Mr. Amrit Mohanty, Ms. Shruti Mishra and Ms. Manjusha Jha** of the Department of Marketing won awards in the Case Study Presentation, Business Quiz and Music.

Twelve students of the batch of 2014-2016 along with **Prof. A. R. Bodra** have attended and participated in the “7th National HR Conference” organized by **The HR Club of XLRI, Jamshedpur**. The theme of the seminar was “**Social HR and Technology in HR**”.



Marketing Students at the “7th National HR Conference” at XLRI, Jamshedpur

TATA STEEL had invited the students of our Institute to participate in the **National Business Quiz Competition “TATA CRUCIBLE”** held on March 03, 2015 at Hotel BNR, Chanakya. **Mr. Anurag Dipankar and Ms. Shruti Mishra** of the Marketing Department qualified for the final round to be held in Jamshedpur.

Each year the Institute organizes Inter Departmental Games Tournament for its student. This year the tournaments were held in January/February, 2015 where **The Marketing Department** emerged as **winners** in **Cricket and Football**. In **Basketball**, **HRM Department** became the **winners** and **Marketing Department** was declared **runners-up**.

Industrial Tour / Corporate Interface

The students of the batch of 2013-15 had visited Kolkata, Delhi and Mumbai for the Corporate Interaction Programme / Industrial Visit. The students who had visited Kolkata were led by **Prof. Pinaki Ghosh**, **Delhi NCR** by **Prof. Subhajit Bhattacharya** and **Mumbai** by **Prof. Maj. Indrajit Banerjee**.

These visits have helped the students in their learning process through fruitful interactions that they have had with the practicing managers. This has also brought awareness among the students about the corporate culture and the climate prevailing in the business environment.

Presentations were also made by the students about the Institute, its various departments and its activities. This has helped in brand building which is beneficial for the students for their future with regard to their summer and final placements. These visits have also yielded results as some of the companies visited have turned up for campus recruitment.

Rural Camp

The Department of Marketing had organized the **Rural Exposure Camp** from February 26, 2015 till March 01, 2015 with the objective of providing the students with an understanding of the social, cultural, marketing and economic dimensions, environment dynamics, governmental and non-governmental support mechanisms, etc.



Prof. A. R. Bodra along with **Prof. Pinaki Ghosh** camped with 31 students in Sarna Toli, Bichna; **Dr. Amar E. Tigga** and **Dr. Subhajit Bhattacharya** camped with 27 students in Samtoli, Simdega.

The response from the students has been overwhelming and they have carried out the tasks assigned with a great deal of enthusiasm. This has also brought about awareness among the students as to what rural Jharkhand and what rural life is all about.



Contributions in Books / Journals

1. Tigga, Amar E.; Pathak, P. & Kumar, Rohit V. (2014). "Branding of B-Schools by Understanding the Expectations of its Three Major Stakeholders", *Indian Journal of Marketing*, 44(10), 7-23.
2. Tigga, Amar E. (2015). "Dynamics of B-School Branding – A study with reference to Jharkhand State", the Doctoral Dissertation Abstract published in *AIMS - International Journal of Management*, 9(1), 93.
3. Tigga, Amar E. & Pathak, Pramod (2015). "Transforming B-Schools to connect effectively with Business and Society". In Saumya Singh, Pramod Pathak, J. K. Patnayak, Bibhas Chandra and Niladri Das (eds.) *Effectiveness, Ethics and Sustainability: The Measures of Organisational Excellence*. New Delhi: Excel India Publishers.
4. Bhattacharya, S. and Das, R. (2014). "Facilitating Consumer Satisfaction by Content based Product Classification". ICBPEM 2014 Conference Proceedings (International Conference at National Institute of Technology, Rourkela). (ISBN: 978-93-5196-520-6)Springer.
5. Bhattacharya, S. and Singh, A. (2014). "A Conceptual Framework of Distribution Personality and Its Effects on Distribution Management in Context of Consumer Goods". ICBPEM 2014 Conference Proceedings (International Conference at National Institute of Technology, Rourkela). (ISBN: 978-93-5196-520-6)Springer

6. Das, R. and Bhattacharya, S. (2015). "A Novel Feature Extraction Technique for Content Based Image Classification in Digital Marketing Platform", in *American Journal of Advanced Computing*, Vol. II (1), 17-24.
7. Bhattacharya, S. and Dutta, A. (2014). "The Impact of Destination Brand Personality, Tourism services and Brand experience on Word-of-Mouth (WOM) communication: An Empirical Study of the Indian Tourism Market"; Conference Proceedings of MARCON 2014 (International Marketing Conference at IIM Calcutta).
8. Kausar, A. and Bhattacharya, S. (2015). "Achieving Green Future by Practicing Overall Excellence". In Saumya Singh, Pramod Pathak, J. K. Patnayak, Bibhas Chandra and Niladri Das (eds.) *Effectiveness, Ethics and Sustainability: The Measures of Organisational Excellence*. New Delhi: Excel India Publishers. pp. 333-338.
9. Bhattacharya, S. et al. (2014). *Using Social Networking as Better Marketing Communication in Different Organized and Unorganized Sector in India: prospects and challenges*. Published by Department of Humanities and Social Sciences, MN National Institute of Technology Allahabad, New Man Publication (ISBN: 978-93-83871-33-9).
10. Bhattacharya, S et al. (2014) "Consumer Analysis of Adventure Tourism Product for better Market Positioning; with a Special Focus on West Bengal". In S. C. Singh and Shery Abraham (Eds.), *Travel, Tourism and Hospitality Emerging Perspective and Paradigm*. (pp. 3-23). New Delhi : Global Press.

Paper Presentation / Seminars Attended / Publications

1. Prof. Pinaki Ghosh along with Dr. Subhajit Bhattacharya has presented a paper titled "Unique Emotional Connection (UEC) – The Mantra for Creating Sustainable Brand Value" at the "Sixth International Conference on Excellence in Research and Education" held from May 08 to May 11, 2014 at IIM Indore.
2. Prof. Pinaki Ghosh has presented another paper titled " A Study of the Perceptual Levels of the Horticulture Logistics Situation in Jharkhand" at the "International conference on Finance and Business Management" jointly conducted by Society of Technical and Management Professionals and Ranchi University on July 11 and July 12, 2014. He has been bestowed with the "Best Paper Award" in the Marketing and Operations area for this paper in this conference
3. Prof. Pinaki Ghosh has published a paper titled "A Study of the Perceptual Levels of the Horticulture Logistics Situation in Jharkhand" in an edited book titled "New Approach in Strategic and Operation Management" edited by Dr. Rajpal Singh, DR. Manju and Raghvendra Dwivedi with ISBN 978-93-81212-81-3
4. Prof. Pinaki Ghosh has published an article titled " XISSL as a Centre of Excellence and Social Service" for the special issue of the Coffee Table Book on CSR by Dainik Bhaskar Publication for nationwide distribution (Copies available at the Director and Assistant Director's Office)
5. A paper titled "Measuring Ethical Orientation of Managers, in Insurance Sector in Jharkhand State" authored by Prof. Pinaki Ghosh and Mr. Sudipto Das has been accepted for publication by *International Journal of Business Administration and Management* for their next issue

Faculty Achievements

1. Prof. Subhajit Bhattacharya has been awarded Ph.D. in Business Administration from the University of Burdwan in April 2014.
2. Prof. Amar Eron Tigga has been awarded Ph.D. from Indian School of Mines Dhanbad on 7th August, 2014. The topic of his doctoral thesis was “Dynamics of B-School Branding:A Study with reference to Jharkhand State”.
3. Dr. Amar Eron Tigga, has also been given the additional charge of The Chief Placement Coordinator, for the Central Placement Cell, XISS Ranchi w.e.f. March 01, 2015.
4. Dr. Amar Eron Tigga and Dr. Rohit Vishal Kumar both have been empanelled by ICFAI University Jharkhand to guide students of M.Phil / Ph.D. Program of the university.
5. Dr. Rohit Vishal Kumar has become life member of “Rural Marketing Association of India”
6. Prof. Pinaki Ghosh has been nominated by the appropriate authority to represent the Institute as XAT Committee Member at XLRI.
7. Dr. Rohit Vishal Kumar has been given the additional charge of looking into and developing the Institute’s website.

Faculty Development Programme Attended

Prof. Pinaki Ghosh and Prof. Maj. Indrajit Banerjee completed a two day Faculty Development Programme on “Sustainable Business Modelling” at XLRI Jamshedpur. The programme was aimed at introducing the course to the Business School students of different colleges by the trained Faculty members.

Training Programme Conducted

Prof. Pinaki Ghosh has conducted Sessions as resource person for training of Agriculture specialists organized by SAMETI and Manage in the month of May and November, 2014.

Conclusion

The department has achieved significant success through the efforts of each and every faculty member. Needless to mention here that this self reliant department consists of faculty members who are professionally qualified and have relevant corporate experience. This has enabled us to totally revolutionize our teaching with focus on practical inputs. The strength of the department lies in its faculty and it dedicates all its achievement to The Director Dr. Fr. Alexius Ekka, s.j and The Asst. Director, Dr. Fr. Ranjit Toppo, s.j. who have always been a pillar of support and who have 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 support staff and all the students of the Graduating Batch of 2015. Thank you very much.

CENTRAL PLACEMENT CELL

ANNUAL REPORT 2014-2015

Prof. Sanjeev Bajaj

Chief Coordinator

The Central Placement Cell completes five placement seasons with batch 2013-15 under the leadership of our Director Fr. Alex Ekka, sj. Established in July 2010, the Central Placement Cell has helped placement of more than 1000 students in these 5 seasons. More than 200 Organizations have come for campus recruitment on regular basis in rotation during these years. Each season more than 70 organizations visit for Campus Placement of our students from Human Resource Management, Rural Management, Information Technology, Finance and Marketing. Out of these, sixty percent organizations are new recruiters. The industry, business, services and development sector come for recruitment at the Institute. Countries Top Business Houses, like **Tata's, Birla's, Ambani's, Modi's, Godrej's** etc. to name a few, recruit from our campus regularly. In development and voluntary services sector also most reputed names in the country like **SOS CV, FES, CARE, Sewa Mandir, UNICEF** recruit from our Campus regularly.

Due to continuous efforts of the CPC Team, placements have improved substantially from Batch 2009-11 to date. The improvements have taken place in all areas and parameters in all the departments. In each department there is an increase in number of recruiters. Now, there are more number of recruiting organizations with more number of openings coming to the campus. Due to the CPC Team's continuous persuasion, minimum and average compensation has gone up substantially. Now the threshold limit for participation in campus has been increased to Rs. 3,60,000/- for non-metro cities whereas the same is Rs. 4,20,000/- for metro cities. The average compensation has also gone up considerably due to organizations offering better compensation and hiring more number of students at higher compensation. The average compensation at this point stands just above Rs. 5,10,000/-.

We have been successful in reaching out to more and more organizations and have created an environment where all of them want to visit XISS, Ranchi at earliest and pick-up best of the best talent available in the campus. This season (2015-17) we witnessed a flood of organizations during the First Phase. First 100 students got placed in first phase itself. Around 29 organizations recruited our students in the first phase.

We have been able to convince our traditional and regular recruiters, that there is talent in various newer specializations also. Companies like TCS and TATA MOTORS which have been recruiting from HRM only have now started recruiting from IT, Finance and Marketing as well. Considering our curriculum design and grooming of the students, we are able to push Cross-functional and Multi-functional placements with the recruiting organizations. Now more and more organizations recruit from more than one specialization. This helps the organization cut the cost per recruitment. We are now able to get more organizations that are looking for domain expertise from Finance and Information Technology specializations, which was lacking earlier. We

have been able to get organizations like **HCL Technologies, Wipro, TCS and eClerx**, etc. for recruiting our IT students. Companies like **Wipro, TCS, IFMR, HCL, Annapoorna Micro-finance** have offered domain related jobs to finance students. From the days when there were no offers for these specializations to getting exclusive offers in the domain area with one of the best compensations, is a feather in the cap of CPC Team. We are able to convince organizations in the CSR domain that our Rural Management students are good at not only in execution, but also in planning, organizing and monitoring. The rural management students are now placed with better compensation with highly reputed organizations, who are leaders in their domain.

As of now, total 118 organizations recruited the students from the Campus. Out of this 28 are First time recruiters or have visited after a gap of 04 years or more. Around 30 are our repeat recruiters. As on date 188 students are placed. This is not end of efforts from our side. We are expecting another 8-10 organizations in coming days for our remaining students. Every single student who was interested in placement got more than three opportunities for placement on an average.

The CPC Team is committed and dedicated to its job. We not only help students for placement when they are in the campus but also after they pass out. We continuously connect recent pass out students and older alumni with the prospective recruiters. This has brought goodwill to the Institute. This activity has also helped us improve alumni relations. They now look forward to the Institute for jobs related support. We have worked hard to improve alumni relations by continuous communication with them. We try to help alumni in matters related to their Alma mater.

After five seasons the change of guards is taking place in CPC Team. Dr. Amar E. Tigga will now be heading the Central Placement Cell (CPC). Prof. Sajeet Lakra has also been asked to help Prof. Tigga in matters of placement. I am that sure with his professional approach and huge network, Prof. Amar Tigga will take this mission to a new level.

I take this opportunity to thank everyone who has directly or indirectly helped us in our noble cause of helping students start their career.

DEPARTMENT OF RESEARCH AND PLANNING

ANNUAL REPORT 2014-2015

Dr.Himadri Sinha

Professor & Head of the Department

The year 2014-15 has witnessed many historical events, policy shift and landmark judgements. After ten years of UPA regime, NDA government has come to power with a clear majority. This is the first majority government after 1989. The present government is committed to take series of economic reformation to promote industrial growths and boost the GDP growth. Such reformation has called for policy shift which may affect the rights of poor, marginalised, Dalits and tribals. Recent Land Ordinance which was presented for parliamentary clearance in the budget session of 2015 evoked mass protest from various corners. In 2014, Supreme Court in a landmark judgement cancelled the allocations of all coal blocks which had been allocated since 1994. This was huge blow to industrial and power sectors of the country and most of the projects are now in indefinite hibernation. But to sanctify a system infested with malpractices, such acrimonious judgement becomes inevitable. These changes have immense impact on departmental activities too. On one hand flow of industrial survey has reduced this year, and the department has to reorient itself to work towards ensuring harmonious relationship between industry and people of the land. We are optimistic that Indian economy will change for better standard of living, higher industrial growth and people will have more opportunities for individual economic welfare.

The salient features of departmental activities during 2014-15 are given in the following sections.

1. Study of Commons

Commons are one of the chief source of household as well community survival mechanism all over the world. However, commons belong to identified groups and by and large these collectives exercise their either *de facto* or *de jure* rights over commons. Although international convention recognises the rights of commoners, commons are tried to be grabbed by corporates, corporations and the governmental forces with vested interest in every country time and again. These power groups consider commons as non-utility commodities. Thus creating a need to be acquired in the garb of development. What they do not understand is that - commons provide substantial short and long term economic return. Traditional commons like forest, pasture, open space, grassland, waterbodies, marshes, pond, lake etc. act as environmental buffer.

The Department has worked strategically to promote the voice of commons by way of educating students and academicians, by way of research articles and survey reports and by providing support to displaced within the existing legal framework. Departmental head, Dr.Himadri Sinha has been the member of International Association for Study of Commons (IASC) since 1997. Under his tutelage, many alumni have pursued the study of commons and now become part of professor's fraternity in USA, Canada and India.

This year five papers of XISS's regular Faculty Members and Research Associate have been selected for presentation at 15th Biennial Conference of IASC to be held in Edmonton, Alberta, Canada from May 25-29, 2015. These papers are:

- a. Dr. Himadri Sinha : Revisiting the Participatory Watershed Development Programmes of India
- b. Mr. Sanjay Verma : Contribution of Non-Timber Forest Products (NTFPs) in Sustaining Rural Livelihood of Tribals : A Study in Bishunpur Block of Gumla district, Jharkhand.
- c. Mr. Mukul Xaxa : Building Collective Actions for Preserving Paddy Biodiversity in Jharkhand
- d. Prof. Niranjan Sahoo : Study on Management Practice of Common Methods of Community for Livelihood Promotion and Agricultural Development in Jharkhand State of India
- e. Dr. Sudeep Kumar : Water Resource Management through Collective Action: A Study in the Context of Water User Group among the Tribes of Eastern India.

They are likely to leave for Canada on 23rd May 2015.

2. Study on Paddy Culture of Oraon and Sadan of Jharkhand

For the first time in recent years, the Department has completed one study under Senior Research Fellowship provided by Indira Gandhi National Centre for the Arts (IGNCA), New Delhi with Dr. Himadri Sinha as the principal researcher. The name of the study was "Traditional Wisdom and Agronomical Practices of Paddy/Rice Culture of Oraon and Sadan of Jharkhand". The study has covered agronomical, environmental and anthropological dimension of paddy culture of Oraon and Sadan. The final report along with a short documentary film and an album containing more than hundred photographs of paddy related practices has been submitted to IGNCA in December 2014. The book is likely to be published after obtaining required approval of IGNCA. Dr. Sinha was assisted by Mr. Mukul Xaxa for completing the study.



Local Basmati is on the verge of Extinction



Paddy Decoration in Oraon House



SRI is a New Technique of Rice Cultivation



Modern Agriculture Did not Recognize the Sustainable Benefit of Open Grazing

3. Cranfield University Project

The study on **Community Management of Rural Water Supply Systems in India** is a two year research project sponsored by the Australian Aid. The research is being undertaken by a consortium of partners including Administrative Staff College of India (Hyderabad), Centre of Excellence for Change (Chennai), Malawaya National Institute of Technology (Jaipur), **Xavier Institute of Social Service (Ranchi)**, all in India and IRC International Water and Sanitation Centre, Netherlands. The overall project coordination is being done by Cranfield University, UK.

Community management has contributed significantly to improvements in implementation of rural water supply but it becomes sustainable only when communities receive appropriate levels of support from the government and other entities. This project aims to gain further insights into the type and amount of support and professionalization that is needed, and the resources implications of this 'plus' – in terms of money, staffing, and other factors, in order to achieve sustainable community management.

The research will investigate 20 cases of successful community-managed rural water schemes across India. The expected outcome is to have a better understanding of the likely resource implications of delivering the 'plus' of successful community management, and the possible trajectories for institutional development of effective support entities. XISS has been awarded with 3 cases to conduct research in three states namely: Jharkhand, Odisha and Chhattisgarh. So far, the study on Jharkhand has been completed with submission of draft report. Fieldwork in Odisha is completed and report writing is going on. The report is expected to be completed by the end of March 2015. This will be followed by the study in Chhattisgarh.

PHOTOGRAPHS



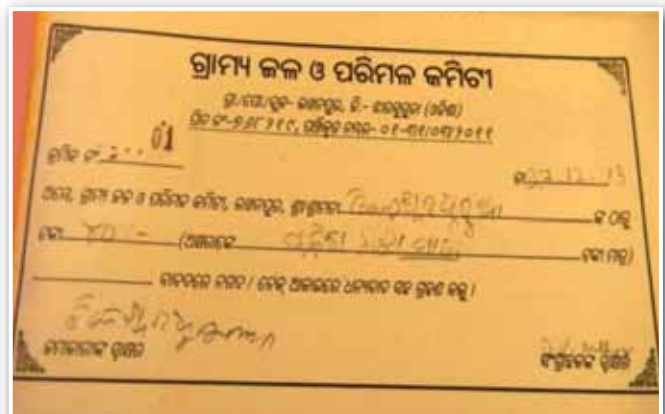
Water Treatment Plant at Khijri, Jharkhand



Net Mapping Exercise at Bero, Jharkhand



Water Tower for Supply of Water at Lakhanpur, Odisha



Money Receipt given to Users by the VWSC of Lakhanpur, Odisha

4. New GIS and Remote Sensing Laboratory

The Department has given a proposal to XISS authority to set up 30 units full-fledged GIS and Remote Sensing Lab with latest softwares at XISS. The department has generated required resources for the same. The Lab will enable the department to take various projects as well as conducting classes for MBA students. The department will also explore possibilities of conducting short courses on GIS and Remote Sensing for students of Ranchi who otherwise venture to Bangalore, Hyderabad and Delhi spending exorbitant fees to get similar training.

5. MDP on CSR

NTPC Korba invited Dr.Himadri Sinha, Dr. Pramil Panda and Prof. Prakash Dash for imparting training on New CSR Policy and CSR as Business Strategy. They had three days trainings from January 8-10, 2015 at NTPC Korba Head Quarter. On first day they conducted the workshop for Group General Manager, GMs and DGMs, second day they conducted training for all line department workers and third day they conducted it for all middle level managers from various departments. Impressed by their trainings many NTPC units are now inviting them for the same kind of trainings.

6. Other Projects

The Department of Research and Planning has completed twelve (12) new surveys during 2014-15 and two continuing monitoring projects.

i. Studies on Displacement, Resettlement and Rehabilitation

- **SES of JSPL Coal Block at Sundarpahari in Godda** – Dr. A. Singh, Mr. A. Ahmed, Mr. S. R. Irfan and Mr. Herman Ekka completed the Socio-economic study (SES) of project affected people of proposed coal block at Sundarpahari in Godda district of Jharkhand at the request of Jindal Steel and Power Limited. The report has been submitted to JSPL.
- **SES of JSPL Power Block in Godda** – Dr. A. Singh, Mr. A. Ahmed, Mr. S. R. Irfan and Mr. Herman Ekka completed the SES of project affected people of proposed power plant area at Sundarpahari block in Godda district of Jharkhand at the request of Jindal Steel and Power Limited. The report has been submitted to JSPL.

ii. Studies on Corporate Social Responsibility

- **Impact assessment of CSR activities in Korba NTPC project area** has just begun. Mr. P.C.Dash and Mr. S. R. Irfan have been given the charge of this project.

iii. Studies on Rural Development Programmes of Government

- **Impact Assessment of MGNREGA Wells in Latehar, Palamau and Garhwa districts** -Dr. A. Singh, Mr. Pratul Chandra and Mr. Manoj Singh have finished the survey in Garhwa, Palamau and Latehar districts. Study covered 40 owners of well given under MGNREGA in Palamau, 49 well owners in Latehar and 71 well owners in Garwa district.
- **NLM-MoRD- Monitoring Phase I:** Mr. W. Norman has completed special monitoring of NLM-MoRD- Regular Monitoring Phase I in four districts of Nagaland viz. Dimapur, Peren, Phek and Kohima.
- **NLM-MoRD- Monitoring Phase II:** Mr. W. Norman has completed special monitoring of NLM-MoRD- Regular Monitoring Phase II in two districts of West Bengal (Howrah and Hoogly) and four districts of Odisha viz. Nuapada, Kalahandi, Rayagada and Gajapati.

iv. Baseline, Concurrent Evaluation and Impact Studies

- **Indian Oil Corporation Limited:** Mr. W. Norman and Mr. Hermen Ekka completed Baseline Survey of Non BPL poor families and BPL families in Bihar to assess their willingness to use 1kg., 3kg. and 5 kg. Gas (LPG) Cylinders. 4000 families were studied from 17 blocks in Bihar.

Indian Oil Corporation Limited– Marketing Division: Mr. Manoj Singh has completed following studies:

- Baseline Survey of Ambulance facility at (PHC) Primary Health Center in Majhi Block of Chhapra district, Bihar for IOCL.



Dr. H. Sinha delivering Key note address in ASSOCHAM Conclave



Dr. H. Sinha imparting CSR training for NTPC Korba Top Management



Dr. H. Sinha imparting CSR training for NTPC Korba Employees



Dr. H. Sinha with XISS Alumni who are heading BALCO CSR Team at BALCO Korba

- Baseline Survey for identification of availability of drinking water and lighting facilities in various areas of village Babhandih in Chainpur Block of Palamu district, Jharkhand for IOCL.
- Impact Assessment of Health Service due to introduction of Ambulance facility at Tariya and Panapur Referral Hospital of Saran District for IOCL.

iv. Educational Projects

- Under the leadership of our Director, Dr. Fr. Alexius Ekka, Dr. Himadri Sinha and Dr. Pramila K. Panda conducted a *Study on Appraisal of Village Based Residential Schools run by Society of Jesus for Poor and Marginalised People and Scope of Quality Improvement in Gumla and Khunti districts*. The study suggested constructive measures for upgrading the standard of these schools. The study group also evaluated the health services of Dolda Health Centre and suggested measures for improving the health care services.
- Mr. Ajit Tirkey, Mr. Ashok Baitha and Mr. Manoj Singh have completed the Sarva Siksha Abhiyan (SSA) monitoring in nine districts in Jharkhand and submitted the report to MHRD, Govt. of India.
- Mr. Ajit Tirkey, Mr. Arvind Dey and Mr. Mukul Xaxa have completed the Rashtriya Madhya Siksha Abhiyan (RMSA) monitoring in twelve districts of Jharkhand and submitted the report to MHRD, Govt. of India.

7. Appointment and New Pursuit

Mr. Sriram Mishra has been appointed as Data Processing Assistant in the department with effect from 8th October 2014.

Mr. Arvind Dey has been registered for Ph. D. in Jharkhand Rai University.

8. Academic Excellence

A. State Level Conclave on Agro Food Processing organised by ASSOCHAM

Dr. Himadri Sinha delivered the Key Note address on the occasion stressing on the opportunities and challenges of agro food processing in the state of Jharkhand. The programme was presided by Prof. George John, Vice Chancellor, BAU.

B. Conference, Seminar and Workshop

1. Dr. Himadri Sinha has imparted training on Research Methodology at ICFAI University for the Ph. D. students on 18th and 19th June 2014. Most of Ph. D. aspirants are from corporate sectors, and faculty members of management institutions.
2. Dr. Pramil K. Panda attended the Eastern Regional Launch of India Labour and Employment Report -2014 at Hotel Ashoka, Ranchi Organized by the Institute for Human Development on 24th June 2014.
3. Dr. Pramil K. Panda presented a paper on "Masculinization of Indian Society and Missing Girls: Trends, Reasons and Implications" in the "40th All India Sociological Conference" at Mahatma Gandhi Kashi Vidyapith, Varanasi Organized by the Indian Sociological Society, New Delhi from 29th November to 1st December 2014.
4. Dr. Pramil K. Panda participated in the Faculty Development Programme on "*The Art of Paper Writing and Publishing*" organized by International Management Institute, Kolkata on 10th March 2015.
5. Dr. Amardip Singh delivered a lecture on the topic "Groundwater Arsenic Contamination, Irrigation and Qualitative Food Insufficiency: A Critical Analysis" in B.C.S.T Sponsored "*National Seminar on Global Water Security in Context of Climate Change*" held on 2- 03 April 2014 at G. B. College Naugachia, Bhagalpur, Bihar
6. Dr. Amardip Singh attended two days "*National Conference on e-Governance: Challenges and Opportunities*" held on 25-26 October, 2014 at XISS Ranchi, Jharkhand.
7. Dr. Amardip Singh attended National Workshop on "*Research Methods and Data Analysis*" held at National Law University, Delhi dated 8-10 May 2014.
8. Dr. Amardip Singh, Mr. Aftab Ahmed and Mr. Nirmal Mishra attended "*E-Tendering Training*" organized by NTPC in Patna, dated 19-20 February 2015.

C. Publications

Articles in Journals

Singh, A. & Ghosh, A.K. (2014). "Groundwater Arsenic Contamination and its Implications: A Case Study of Shahpur Block of Bhojpur District, Bihar", in *International Journal of Modern Engineering Research*, 4(8) 2014, pp.10-22

Singh, A., Poonam and Ghosh, A. K. (2014). "Isolation and Characterization of Phosphate Solubilising and Growth Promoting Bacteria Isolated from Soil of Bihar", in *Journal of Biological and Chemical Research*, 31(02) 2014, pp.1162-1172

Singh, A., Poonam and Priti (2014). "Aeroallergens Investigation with Special Reference to Identification of Diversity of Allergenic Plant Species Dispersing Pollen Grains", in *Journal of Environmental Research and Development*, 9(02) 2014, pp.454-464

Book Review

A. Singh (2014). Book review of *Governance of Commons and Livelihood Security*, edited by Sinha, H. & Kumar, A. and published by XISS & NABARD. *IASSI Quarterly-Contribution to Indian Social Science*, 32 (3):141-145.

Epilogue

Soon 240 coal blocks will be auctioned by the government. XISS may be requested to carry out the Social Impact assessment of many such coal blocks. This will be a tremendous challenge for us. XISS is committed to safeguard the rightful claims of the displaced as well as creating an industry friendly environment where both people and industry can be mutually benefitted.

Research and Planning Department is the only department of XISS whose members work throughout the year forfeiting their vacations. This is precisely because of the nature of the project and for the timely completion of project. Most of the time, our faculty members and research scientists cum project officers work under most adverse climatic conditions under the life threat from extremist group. Their family members go through tensed moments often and on. I shall fail in my duties if I do not acknowledge the tremendous contributions made by all my departmental colleagues for the growth of the department. They are the unsung heroes of XISS who work tirelessly without any appreciation year after year. One who is not exposed to this kind of work may not understand the pain and anxiety of these hard and harsh works. My sincere thanks go to all of them and their family members.

I also take this special privilege to extend our gratitude to the Director, Fr. Dr. Alexius Ekka and Asst. Director, Fr. Dr. Ranjit Pascal Toppo for their constant support and guidance. They indeed stand by us amidst all odds always. Truly our journey is tough and difficult but there is silver lining behind it. Let me close with the lines of William James, 'It is our attitude at the beginning of a difficult task which more than anything else will affect its successful outcome'.

DEPARTMENT OF RESEARCH AND PUBLICATIONS

ANNUAL REPORT 2014-2015

Dr. Sudeep Kumar

Head of the Department

The Department of Research and Publications (R&P) of XISS was established in June, 2002. The objective of the Department of Research and Publications is twofold: (i) to conduct research studies independently, and (ii) to document and publish the baseline realities after a good deal of field work. The idea behind these objectives was to offer a platform to the academicians, field workers, students and social activists at large for sharing their views on research, planning and programmes. However, the specific objective of the department is (a) publications of academic Journal and text books, and (b) teaching, organizing seminars, and workshops, etc. Presently, the Department is taking care of the publications of thematic and quarterly research journal entitled "*Jharkhand Journal of Development and Management Studies*" (JJDMS) and publication of reference/text books.

1. Publication of Quarterly and Thematic Research Journal

One of the prime tasks of the department is to publish "*Jharkhand Journal of Development and Management Studies*" a multidisciplinary thematic and quarterly research journal related with development and management studies. XISS takes immense pride in having accomplished the job of running its quarterly and thematic research journal absolutely with no break for the last thirteen years. So far 48 issues have been published on diverse field of social life from 2002 to 2014. We take this opportunity to convey our deep sense of gratitude to all who are, and have been, with us as referees, authors, readers and subscribers. During the year January-December, 2014, the following issues of the journal with particular themes were published:

- (i) Social Research methods, Pertinent Issues and Emergent Trends (January-March, 2014)
- (ii) Development and Global Ecology (April – June, 2014)
- (iii) Gender and Women Development (July – September, 2014)
- (iv) Demographic Dividend and National Development (October-December, 2014)

The following are the themes for the forthcoming issues of the journal for the year January-December, 2015 :

- (i) Educational Reforms and Cultural Development (January – March, 2015)
- (ii) E-Governance : Issues and Challenges (April – June, 2015)
- (iii) Water Resource Management and Sustainable Development (July – September, 2015)
- (iv) Emerging Trends in Marketing and Consumer Behaviour (October-December, 2015)

2. NAAS Rating of the XISSL Journal

The National Academy of Agricultural Sciences (NAAS), New Delhi has accorded recognition to the Jharkhand Journal of Development and Management Studies (JJDMSS) by awarding a **NAAS Rating with 3.23 score**.

3. JRD Tata Chair

The Evaluation Report on “Contributions of Tata Steel on CSR and Sustainable Development” which was a part of the JRD Tata Chair at XISSL has been finally submitted by Professor Anirudh Prasad, JRD Tata Chair Professor and Dr. Sudeep Kumar, Assistant Professor, JRD Tata Chair to the Tata Steel Limited, Jamshedpur.

4. Academic Excellence

Dr. Anirudh Prasad, Former Professor of Rural Management and HOD, Research and Publications of XISSL, has been awarded with the prestigious “ICSSR Senior Research Fellowship” *w.e.f.* 1st May, 2014. This fellowship is awarded to those senior academicians who have the potential to contribute towards the theoretical and conceptual advancement in the social science disciplines and society at large.

5. Research and Academic Contributions

(a) Publication of Research Papers

- (i) Prasad, Anirudh, Kumar, Sudeep & Kumar, Ritesh. (2014). CSR: Percepts and Practices of Tata Steel for Effective Delivery. *Management in Government – Journal of Administrative Reforms* (ISSN 0047-570X), Vol. XLV, No. 4, 61-80 (January-March). Published by Department of Administrative Reforms and Public Grievances, Government of India, New Delhi.



Releasing the Combined Vol. XI of the Jharkhand Journal of Development and Management Studies.

- (ii) Kumar, Sudeep. (2014). Role of Family and Kin Members in the Empowerment of Jatav Women: Some Ethnographic Field Notes from Western Uttar Pradesh. *Jharkhand Journal of Development and Management Studies* (ISSN 0973-8444). 12 (3) (July-September).

(b) Books/Combined Volume/ Book Chapter

- (i) Ekka, Alex; Prasad, Anirudh & Kumar, Sudeep (eds.). (2014). *Edited Combined Volume (with index) of "Jharkhand Journal of Development and Management Studies"*, Vol. 11 (ISSN 0973-8444), Ranchi: Catholic Press.
- (ii) Kumar, Pradeep; Paul, Altaf; and Kumar, Sudeep. (2014). "Gender Based Discrimination, Mental Health and Women Empowerment". In Jagannath Dash, P.K. Patra and K. C. Satpathy (eds.) *Dimensions of Healthcare System among Tribal and Other Communities* (ISBN No. 978-93-8315-828-7). New Delhi: S. K. Book Agency, pp. 178-198.

6. Research Guidance

Dr. Sudeep Kumar has been supervising one of the Ph.D. scholars of ICFAI University, Jharkhand. The formal letter of registration of the scholar in the Ph.D. programme has been received from the University and the doctoral work is in progress.

7. Professional Development Activities

- (i) Dr. Sudeep Kumar has been nominated in the Editorial Board & Paper Review Committee for the *Jamshedpur Research Review* (ISSN 2320-2750; RNI Reg. No. (Govt. of India) JHAENG/2013/53153) – An International Peer Reviewed Research Journal.

8. Papers Presented/Seminars/Conferences Attended/Lectures Delivered

- (i) Dr. Sudeep Kumar attended the "*National Seminar on Unleashing Entrepreneurship in India: Opportunities and Challenges*" on 3rd September, 2014, Organized by The ICFAI University, Jharkhand at Grand Emerald Building, Ashok Nagar, Ranchi.
- (ii) Dr. Sudeep Kumar delivered a Lecture on "Role of Data Collection Techniques in Social Science Research" among the Students of Sitaram Chamaria College, Katihar on 2nd January, 2015
- (iii) Dr. Sudeep Kumar's paper entitled " Water Resource Management through Collective Action: A Study in the Context of Water User Group among the Tribes of Eastern India" has been accepted for presentation in the "*15th Global Conference of the International Association for the study of the Commons (IASC 2015)*" to be held from 25-29 May 2015 at Edmonton, Canada.

DEPARTMENT OF LIBRARY AND DOCUMENTATION

ANNUAL REPORT 2014-2015

Prof. H.K. Singh

Head of the Department

The library and documentation centre has been primarily designed to function as the centre of learning within the framework of the Institute's mission. The centre operates with the following objectives:

- To provide up to date literature on subjects to the faculty.
- To meet the research requirements of faculty members and students.
- To respond effectively to the Institute's Clients, and to meet the demand of the students at the post graduate level.

The department has developed a specialized collection taking into consideration the course contents, subjects taught and research need of the various departments and units of the institute.

The Institute has special section known as "**Kumar Suresh Singh Reference Collection**" donated by Mrs. Bimleshwari Singh. This is the personal collection of 4000 books of Late Kumar Suresh Singh.

Resources

Books

The centre has a collection of 39576 documents on different areas of Management, Rural Development, Information Science, etc. The centre has special collection on "Tribal studies" and "Jharkhand".

Periodicals

The centre is acquiring 92 periodicals from India as well as from abroad. It has accumulated around 3250 *back volumes* of bound journals.

Paper clippings

The centre has classified paper clippings collected from various dailies. This covers a large number of topics in consonance with the priorities of the P. G. courses and other departments of this institute.

Electronic Resources (E-Library)

With the emergence of Information Technology applications in libraries and particularly on the Internet, there is a transition or shift in libraries from traditional prints to electronic versions (e-journals). On the other hand electronic form offers tremendous possibilities and advantages compared to the printed resources like multi access, sharable cross labs, hyper - links to related articles or multimedia articles. The Library has subscribed "EBSCO online database- EBSCO HOST- Business Source Elite" and "SAGE" Electronic Journals. It has good numbers of electronic documents.

Management of Resources

The documents are classified by DEWEY Decimal Classification scheme and catalogued according to Anglo-American Cataloguing Rules 2. All the collections are kept on open shelves for direct access to the users.

Services

The centre provides the following services: (A) Circulation service (B) Text book service (C) Periodical service (E) Reference service (F) Reprographic service (G) Bibliography service and (H) Internet service. In addition to routine library services the centre renders the following services:

Current Awareness Service (CAS): The Centre provides CAS through Indexing Services and New Arrival List.

- **Indexing Services** : Important articles from various journals are being classified and indexed.
- **New Arrival Acquisition List** : This is a classified list, which provides complete bibliographical information of new procured books.
- **Bibliographic Service** : The centre has published good number of bibliographies related to different aspects of Social Science and Management. Some of the bibliographies have been published in national level journals and books.

Achievements of the year 2014-15

The centre has procured 274 documents.

Prof. H.K. Singh was invited as a resource person at UGC Academic Staff College, Ranchi University Ranchi. He delivered a lecture on “Sources of information and its usages in the research” for lecturers.

Lectures

Prof. H.K. Singh delivered a lecture on “Review of Literature and its citation” in the Refresher Course on Research Methodology for the senior social science faculty members.

Publications

Singh H.K. (2014) A select bibliography on women studies, *Jharkhand Journal of Development and Management Studies*, Vol. 12 (4) October- December (ISSN 0973-8444).

DEPARTMENT OF MANAGEMENT DEVELOPMENT PROGRAMMES

ANNUAL REPORT 2014-2015

Prof. Ignatius Xaxa

Head of the Department

Department of Management Development Programmes has been established to contribute more effectively to the professional development of Indian managers and administrators. The programmes address current topics and concerns ranging from general management to specific functional areas. The premise underlying the design of these programmes is to meet the needs, expectations and challenges of managing rapidly changing business. These programmes serve as a platform to interact and exchange experiences with fellow participants belonging to a variety of other industries and organizations.

The purpose of the Department is to carry out activities of achieving excellence. From its beginning the Department has served senior managers, middle level executives, supervisors, employees, teachers, home makers. It has served Governmental/ Non-Governmental Organisations, Industries, Voluntary Organisations, Management Training Institute, etc. It has organized Training Programmes, Workshops, Seminars, Conferences. These programmes are held as programmes announced by XISS in the Institute or as programmes on request from organizations at various locations of the country.

During this year the Department concentrated on streamlining its activities. Prof. I. Xaxa and Prof. Mary Bodra continued to coordinate in arranging Management Development Programmes as and when they were requested by the Organisations. This Department has to positively go forward in making its own Management Development Programmes Calendar, contacting various Organisations in Ranchi and beyond, and by coordinating with other departments of the Institute. NTPC and XISS has been working together for many years.



In brief, Department of Management Development Programmes is playing a significant role in giving contemporary management education to working managers in industry- enriched with human, service oriented and ethical values. As seen above it is reaching out to more and more industries.

We thank Fr. Dr. Alex Ekka, S.J., Director, for his great support. We also thank Fr. Dr. Ranjit P. Toppo S.J. We also look

forward to Faculty Members for their continued co-operation. Together we will attain greater success.



Visit to the Birhor village near Patratu with the NTPC officials as part of the training

DEVELOPMENT RESOURCE CENTRE

ANNUAL REPORT 2014-2015

Dr. Sant Kumar Prasad

Assistant Co-ordinator, DRC

During the period April 2014-March 2015, Development Resource Centre, XISS 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 (April 2012 to March 2015 supported by CONFERENZA EPISCOPALE ITALIANA).
2. India Development Gateway initiatives (InDG): Vikaspedia Project, supported by Department of Electronics and Information Technology (DEITY), under Ministry of Communications and Information Technology. The project is monitored by C-DAC, Hyderabad.

1. Enhancement of livelihood opportunities in the Selected Blocks of the South Eastern region of Chotanagpur in the State of Jharkhand

The main objective of the program is to create sustainable livelihood options for the rural target groups (2000 households out of 3101). DRC under the livelihood program is networking to support 12- Voluntary Organizations (VOs) & Community Building Organizations (CBOs) operating in 5-districts namely Ranchi, Khunti, W. Singhbhum, Simdega and Gumla. The project staffs have been capacitated through orientation/ training keeping in view of the project goal & objectives. The very first intervention made at field level by each partner organization was to reorganize 20 SHGs in their respective operational areas.



Semialata Nursery being maintained by SHG members

Partner Organizations and Target Groups

Districts		Organizations	Blocks	No. of SHGs	Target group
1	Ranchi	Gram Jan Jagriti Manch	Namkum	20	283
		Daysasagar Mahila Vikas Kendra	Kanke	20	279
		Makunda Society (XISS)	Itki	10	102
		Vijaygiri Society (XISS)	Tamar	20	260
2	Khunti	Sarvada Society (XISS)	Murhu	30	397
		Dolda Society (XISS)	Arki	20	243
		Hoffman Social Service Society, Khunti	Murhu	20	243
		Jan Utthan Samiti	Khunti	20	286
3	Simdega	AROUSE	Thetai tanger, Jaldega	20	269
		Sahbhagi Vikas	Thetai tanger	20	253
4	W.Singhbhum	Female	Sonuwa	20	309
5	Gumla	SITARA	Dumri	20	267
		Total		240	3191

The project considers SHGs as women's forum through which all socio-economic activities will be facilitated. Keeping in mind the crucial role of SHGs as envisaged in project, XISS took lead role in development and finalization of the following tools which would enable the partners to keep track of the physical as well as financial progress of SHGs:-

1. Guidelines for developing/ restructuring/ framing of rules and regulations (bye laws) for SHGs.
2. Development of format for the collection of base line data from SHG members.
3. Format to grade a SHG on 12 indicators and their sub indicators.
4. Format to track financial progress of SHGs.
5. Monthly reporting format for Partner Organizations



SHG members putting mushroom seeds in paddy husk.

Partner Organizations acquired the skill of using the above tools and applied them to work out the baseline information of family of SHG-members and finalize the target groups.

Table: Target group and its profile

N	Districts	Partners Organization	No of Village	No of SHG	No of Family	Target group's categorization (number)					Wealth ranking			Livelihood Duration from Agriculture (No of Months-Year)			
						Land less	MF	SF	Med	Big	I	II	III	0-3	6-Mar	9-Jun	12-Sep
							Up to 2.5 acre	2.5-5 acre	5-10 acre	Above 10 acre							
1	W.Singhbhum	Female Sonuwa	5	20	309	12	135	93	54	0	0	55	240	47	151	77	5
2	Simdega	AROUSE	18	20	269	0	125	237	7	0	45	188	36	38	207	7	17
		Sahbhagi Vikas	8	20	253	12	153	76	11	1	19	103	131	47	106	76	24
3	Khunti	HOFFMAN-Murhu	5	20	243	21	78	107	31	6	43	78	93	79	78	26	61
		JUS-Khunti	20	20	286	12	143	119	3	0	62	124	91	61	84	52	89
		XISS- Dolda	20	20	243	6	113	79	36	9	8	51	184	47	87	66	37
		XISS-Sarvada	20	30	397	7	84	125	121	60	46	239	112	131	139	102	18
4	Ranchi	XISS-Vijayagiri	9	20	260	16	64	69	98	13	19	32	209	38	111	39	56
		XISS(Makunda)	1	10	102	16	7	12	64	7	7	65	28	9	19	38	36
		GJJM- Namkum	16	20	283	29	248	6	0	0	17	93	173	6	26	129	122
		Daysasagar-Lalganj	10	20	279	120	48	35	51	17	47	76	150	0	81	82	17
5	Gumla	Sitara- Gumla	8	20	267	12	159	74	26	0	71	90	106	4	42	75	139
		Total	140	240	3191	263	1357	1032	502	113	384	1191	1553	507	1131	769	621
MF- Marginal farmer Med. F-Medium Farmer						Wealth Ranking- I-Well of but below poverty line											
SF - Small Farmers BF - Big Farmer						II-Mediocre											
						III-Pooresamong poor											

Wealth ranking of target group was done on the basis of income and asset and it was found that the third category indicates the poorest among poor. The first category is relatively well off but still below poverty line and the second category is mediocre. The general trend shows that poorest among the poor is more than 50% in general.

XISS has conducted trainings on “SHG-Nurturing & Strengthening” in two batches and built the capacity of 60-project staffs to monitor the SHGs. In return the partner organization performed SHG-grading to know the strength & weaknesses of SHGs. The project team members and selected target groups were taken for exposure on Emu rearing, Broiler Poultry, Backyard Poultry, Piggery, Semialata, Lac cultivation to motivate the beneficiaries to undertake these livelihood enhancement options.

Workshops to develop monthly reporting/monitoring format based on Indicators and logical framework were conducted at XISS where reporting format was developed after participatory discussion and brain storming.

In the second year (May 2013 to April 2014) the project had undertaken four major activities:-

1. Monitoring and Hand Holding Support to Strengthen SHGs

Field visits to train the target groups and follow up of their activities became a continuous phenomenon. The SHGs are still in the strengthening process and major changes in SHGs are clearly observed in operational process (details are reflected in achievement part).

2. Convergence with Different Departments

In this process XISS-CBO at Makunda have mobilized the fund from Hindustan Petroleum Corporation Limited (HPCL) and successfully completed the construction work of check dam. XISS-CBO at Makunda in collaboration with the National Horticulture Mission, Palandu and Nationalized Bank, Itki has installed the drip Irrigation system at village Semra.

3. Capacity Building Trainings

- Exposure Tour and Training- Partner Organizations successfully organized the training & exposure tour on semialata-Lac cultivation (*Maghubandh*) and vermin compost + drip Irrigation (at Janum village).
- Skill Training on broiler Poultry farming & Semialata nursery-
- TOTs for the Partner Organizations at XISS level (facilitator and participatory training, PRI & LSG, GS-Management, SHG-Leadership, Cooperative Management).

4. Initiation of Income Generating Activities

48 units of broiler poultry farming, low cost vegetable cultivation and its sale, semialata lac cultivation, lac cultivation in kusum and bair tree, goatry and piggery etc. are the major activities during this reporting period.

(i) Mahila Sammelan

To make the SHGs good and vibrant women forum for facilitating the project initiatives, DRC has taken steps to support all the partners and CBOs to organize Mahila Sammelan or women get-together in their respective operational area covering cultural program, games & sports, nukkad-natak (street plays) and open discussions on particular issues. The events were aimed at having peer learning process among “Micro Finance Groups” towards understanding the problem of each other, working out strategy to strengthen their organizational part and a common platform to inspire & motivate for better performance in “Income Generating Activities (IGAs).”



Mahila Sammelan by SHG members



Dr. Fr. Ranjit P. Toppo, SJ felicitating the SHG members

(ii) Construction of Check Dam

On 17th February, 2014, DRC finalized a micro plan on rain water harvesting check dam at Chenagutu, Sarvada (Murhu) and the earthen check dam construction of dimension 250'x200'x15' was completed in the month of May 2014. Wheat, vegetable (tomato, cauliflower & chilli) cultivation and even fish-farming activities are in progress at present and these farming practices will enhance the income of 12 families. However, from the next monsoon it will benefit 21- families directly - covering 18-Acres of land in the closer proximity of checkdam and 12-families (having 9 acre of land) indirectly - due to the increase of moisture content in soil as a result of water percolation.



Check Dam constructed for irrigation

(iii) Broiler Poultry Farming



DRC hired a resource person (who was already involved in poultry farming activity) for conducting a 7-days residential training on broiler poultry in 4 batches from 20th March, 2014 to 10th April, 2014 and from 1st February 2015 to 28th February 2015. All together 116 participants from 8 VOs and CBOs were given capacity building training for the poultry farming. As per the schedule DRC also organized a “Progress Review Meeting” on 10th May, 2014 to assess the status of the project activities and work out the future program. In this review meeting Fr. Ranjit Toppo s.j. Assistant Director, XISS discussed at length and finalized that the ongoing project will

initiate broiler poultry farm if the poultry shed is completed and will continue to provide support for the semialata-lac cultivation. Till now, 48 target groups from different VOs have started broiler poultry (from the month of May 2014 to 10th June 2014) and 90 farmers have taken up the semialata-lac cultivation as an income generating activity up to the month of July 2014.

(iv) Orchard

With the facilitation of DRC, 4 VOs/ [CBOs at Dolda, Sarvada, Makunda (Semra, Kurgi) & Chene] have promoted orchard farming with a combination of mango, guava and lemon in a single plot under the individual family ownership. At Sarvada the plantation was done in homestead land of 15-families. Similarly the orchard of Red Lady Variety papaya was propagated on the pilot basis in the areas of 5-VOs & CBOs [GJJM, DMVK, Makunda (Semra)]

(v) Low Cost Green Net Shed

Under the way of creating sustainable livelihood options, DRC facilitated and supported VOs. "Gram Jan Jagriti Manch (GJJM)" at Chene, to install a low cost green net shed on 15th June 2014. Under this shed, the GJJM successfully performed the nursery of 30,000-Semialata plants (a host plant of lac) and 2-round of tomato plants (60,000 & 30,000 Saplings) on 10th July 2014. This low cost net shed model has created a learning space for the other VOs as they organized intra exposure tour to the said spot.



Dr. Fr. Ranjit P. Toppo, S.J. distributing plants for Green Net Shed

(vi) Fishery Activity



Distribution of fingerlings to fish farmers

56-participants from 11-VOs participated in Fish Seed Grower Training held on 17-20th June 2014 at Shalimar in Dhurwa, Ranchi conducted by Fishery department, Govt. of Jharkhand. In response to the said training, 8-VOs have accepted the challenge of fish spawn raring activity in 10-ponds and now 8 VO's have been practicing fish farming in 89 ponds (70 Ponds under one individual ownership and 19 Ponds under the community ownership). Hence the project is enhancing towards its objective to explore livelihood options for the target groups.

(vii) Workshop on Women Empowerment & Emerging Issues

In the month of January 2015 all the partner organizations & CBOs have organized one day workshop on "Women Empowerment & Emerging Issues." The basic aim was to create an adult learning environment for the participants so that they can raise their voices. So the said events were supported by sports & cultural program. Emerging issues in these events were as follows-

- Convergence with government line departments for an IGA is essential to get ongoing support for a successful IGA.
- Single IGA will not provide enough support for a family so at least two IGAs should be taken in to consideration to support the livelihood of one family.
- IGAs based on local resources (like land & water, lac cultivation) are having minimum risk and are more sustainable.

- Collateral financial support for an IGA during the convergence with govt. line departments will minimize the risk affairs.
- Field level schools for training and exposure tour create more space for learning & confidence building

The focus of the project will remain on

- Training and Workshop to build capacity of the partners in organizational activities.
- Community building through SHGs.
- Training to enhance the skill to manage Income Generating Activities.
- Exposure tour & training-preferably Inter exposure visits among partner organizations to experience the effective IGAs to learn the best management practices.
- Monthly meetings to share their experience & work out future plan.
- Workshop to review the progress and consolidate the Income Generating Activities.
- Training & visit program to provide hand holding support as per requirement.
- Training & facilitation of Micro business plan for the IGAs.
- Training & demonstration to support the target group for creating model demonstration sites for income generating activities on different trades.
- Promoting & strengthening SHG Cluster, federation & Cooperatives.
- Convergence with government line departments to mobilize and provide financial support for the IGAs.
- Marketing of products by SHGs.

Enhancement of Livelihood Opportunities

The DRC would undertake the following activities among the target group for the enhancement of livelihood opportunities:

Main Activities

Lac cultivation: Semialata & Kusum tree, Vegetable cultivation, Semialata Lac and vegetable intercropping, Poultry (Broiler), Piggery, Backyard poultry (Eggs), and Goatry.



Dr. Fr. Ranjit P. Toppo, S.J. and Mr. Ashok Kumar visiting the semialata plantation site.



Traditional and other Activities

The project aims to scale up the traditional activities and make it sustainable by providing necessary support and also to link up the remaining target groups with IGAs : Promoting environmentally supportive & productive orchards (like tree bearing lemon, papaya, guava fruits, etc.) which can provide cash income throughout the year. Fishery, Grocery shop, PDS, Bangle making, Hotel installation in weekly market, Mushroom, Sell of rice puff & flatted rice, sale and purchase of vegetables, MFP sale like mahua, turmeric, etc.

1. InDG initiatives: Vikaspedia

Xavier Institute of Social Service (XISS) is a State Nodal Agency (SNA) for Vikaspedia in Jharkhand to work in the areas of regional content development in Hindi through building a network of volunteers and outreach activities in collaboration with C-DAC Hyderabad under Department of Electronics & Information Technology, Ministry of Communications and Information Technology, Government of India.

Citing the successful completion of the first year of the programme implementation, XISS has been given the extension for the FY 2014-2015 with newer and fresher targets to reach.

Vikaspedia is “a multilingual one-stop knowledge portal” that targets specific country needs for achieving an inclusive social development. It catalyzes the use of the Information and Communications Technology (ICT) for collaboration and knowledge sharing among development stakeholders - Government, NGOs and Private sector.

Verticals

- Agriculture
- Health
- Education
- Social Welfare
- Energy
- e-Governance

Approach

- It acts as a platform that facilitates crowd sourcing of information and knowledge resources.
- It uses local languages to the extent possible for content delivery and services.
- It undertakes symbiotic partnerships with stakeholders.
- It establishes linkages with other portals and initiatives of similar nature.
- It maintains a delivery ecosystem with diverse stakeholders and dissemination media.

Achievement as on date

- In the year 2014-15 SNA has contributed 2546 pages in all the domains. As State Nodal Agency XISS is focused on generation of more critical content along with general content as per the Annual Work Plan. The given table shows details of monthly content uploading:

Month	Agriculture	Health	Social Welfare	Education	e-Governance	Energy	Total pages
August, 2014	0	15	5	12	0	0	32
September, 2014	05	63	36	58	07	07	176
October, 2014	0	113	124	26	0	0	263
November, 2014	03	47	185	02	94	02	333
December, 2014	113	206	37	20	20	38	434
January, 2015	65	129	118	63	74	16	465
February, 2015	241	388	63	151	0	0	843
Total as on date	427	961	568	332	195	63	2546

SNA XISS is catering to queries from pan India and has been providing a platform for interaction in larger context as it has been acting as a tool in current scenario for social change. Vikaspedia readers are participating actively in prominent portal features like commenting on existing portal interface, reflecting their views on discussion forum and giving their valuable feedbacks proactively.

- SNA XISS has been sharing daily updates, videos, news, events through its Facebook page. One could access and like the page for more information at <https://www.facebook.com/pages/Vikaspedia-Hindi/1408918432687610>
- SNA XISS, has been publishing its monthly e- News bulletin covering prominent monthly activities, portal content uploading, content contributions and regional highlights. Visitors could visit the page at http://hi.vikaspedia.in/newsletter/NewsletterTheme_view
- Updated news and events are being uploaded to the portal on a regular basis. Visitors could get the news and events updates at <http://hi.vikaspedia.in/InDG>
- SNA XISS has a large following of readers on social media platforms where day to day new features of the portal are shared.

Outreach

Besides our portal activities SNA XISS, has also focused on outreach programmes in the State, with an objective of dissemination of information about Vikaspedia. We have oriented Government officials, NGO partners, College students and Teachers about the features of this portal.



College level intervention for Vikaspedia

After the smooth conduction of the training sessions, few participants came up with their individual write ups for the portal.



In the project period SNA XISS has also organized a school level competition for promoting writing skills in regional languages among school students. Students came up with bright ideas and suggestions.

Under inter-sectoral collaboration SNA XISS has developed a good rapport with State Institute of Rural Development (SIRD) for conducting orientation sessions about Vikaspedia on a regular basis.

Medals for school level promotional activities of Vikaspedia





Orientation of First Level Service Providers at SIRD, Ranchi

Become a Volunteer

Work for people of India for their development through providing knowledge and services

An effort, as small as spending time in sharing your experiences, can go a long way in bringing change in the lives of many. Your TOP Contributions will be rewarded!

For more information log on to hi.vikaspedia.in

A three - day sensitisation programme for Officers of Jharkhand Gramin Bank and Directors of NGO's on Group Mode of Financing

Apart from the above two major projects, on the request of Bankers Institute of Rural Development (BIRD), Bolpur (a national training unit of NABARD), DRC XISS conducted from January 28-30th 2015.

The event was graced by Mr. K.C. Panda, CGM NABARD, Mr. K. C. Panigrahi, GM NABARD, Mr. Brijlal, Chairman of Jharkhand Gramin Bank, Dr. Fr. Alex Ekka, Director XISS and Dr. Fr. Ranjit P. Toppo, Assistant Director, XISS. The programme was coordinated jointly by Mr. Subhash Seraphim, DGM, Faculty (Agricultural Economist), NABARD, Bolpur and Dr Sant Kumar Prasad, Assistant Coordinator, DRC, XISS.

35 participants from Ranchi Regional Rural Banks and different NGOs participated in the programme. The programme was a great success; and in future, keeping in mind the requirement of rural poor families of Jharkhand state, more training programmes will be organised on Self Help Groups & Micro Finance.

DEPARTMENT OF ENTREPRENEURSHIP DEVELOPMENT PROGRAMS (EDP)

ANNUAL REPORT 2014-2015

Harpreet Singh Ahluwalia

The Department has witnessed glorious success in terms of number of direct and indirect jobs created and appreciation received. The EDP department of XISS has not only confined itself to entrepreneurs, but it has also organized training of trainers, management development programmes, vocational skill & technology up-gradation programmes and teachers training programmes to promote entrepreneurship at all levels

For all-round development of an area or a person, the need of economic development is a must. Once the pace of economic development is generated and maintained, the other aspects of development follow automatically. 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 unemployed youths for their self-reliance.

The Entrepreneurship Development Department of XISS was initiated in mid 70s, with a prime objective of economic empowerment of Rural Tribal Youths of Jharkhand. It was the era, entrepreneurship as an area of training & development was just perceived. The EDP department, since its very inception, has established many milestones and has become synonymous with the "Tribal EDP" not only in Jharkhand but at the national level also. National Institute for Entrepreneurship and Small Business Development (NIESBUD), Noida-an apex institution established by Government of India, to look after entrepreneurship promotion activities in India, has included our input/course design of "Tribal EDP" in their Model Syllabi, a reference manual to be adopted by all EDP organizations of India. The department has moderate infrastructure with well qualified resource persons, to organize any kind of entrepreneurship or vocational training programs.

Department of Entrepreneurship Development Programs of XISS, Ranchi is conducting various Entrepreneurship development programs and skill development programs of National level since 1974. Since then the institute has conducted more than three hundred six (306) Entrepreneurship Development Programs (EDPs) and vocational training programs sponsored by apex funding agencies like, Industrial Development Bank of India (IDBI),

Industrial Finance Corporation of India (IFCI), National Small Industries Corporation (NSIC), Industrial Credit and Investment Corporation of India (ICICI), National Bank for Agriculture & Rural Development (NABARD), Small Industries Development Bank of India (SIDBI), National Scheduled caste Finance Development

The EDP department has achieved an average success rate of more than 70 percent, in the Entrepreneurship Development Programs, and 80-90 % in skill development programs conducted during 1974 - 2015.

corporation (NSFDC), Department of Science & Technology (DST), including Department of Industries, Government of Bihar and Jharkhand.

The department of EDP has witnessed glorious success in terms of number of direct & indirect jobs created and appreciation received. EDP department of XISS has not been confined to entrepreneurs only, but it has also organized Trainer’s Training Programs, Management Development Programs, Vocational Skill & Technology up gradation Programs, Teacher’s Training Programs to promote entrepreneurship in school level, Entrepreneurship Awareness programs for executives of Small & Medium Enterprise (SMEs), NGOs, GOs, Schools, Colleges and so on. The list of national and international organizations that provided us financial and other supports is long and needless to mention here. However, few of them are: IDBI, IFCI, ICICI, SIDBI, NABARD, MHRD, DST, DI, TWD, IGSSS, MISERIOR, etc.

We have a good back up of full time faculties with the background of Sociology, Economics, Management, Marketing, Finance, Commerce, Agriculture, Engineering, etc. There is one full time faculty exclusively for the department assisted by three well qualified and experienced training officers.

The EDP department has achieved an average success rate of more than 70 percent, in the Entrepreneurship Development Programs, and 80 -90 % in skill development programs conducted during 1974 - 2015.

KVIC has given us a status of Nodal Agency for EDP Training in Jharkhand for Prime Minister Employment Generation Program (PMEGP), & this has been mentioned in their national Website.

As Resource center the department has been rendering consultancy / support to many other organizations, who are engaged in entrepreneurship development and related activities.

Program status of Sanctioned training programs from April. 2014 to March 2015.

Sl.	Program	No. of Batches	Status
01	EDP, PMEGP,KVIC (Series training program)	10 Continuous Series	Completed
02	EDP on Food Processing, Khunti	01	Completed
03	Sensitization cum Awarness Program on Food Processing at Khunti	01	Completed
04	Sensitization cum Awarness Program on Food Processing at Lohardaga	01	Completed
05	Sensitization cum Awarness Program on Food Processing at Simdega	01	Completed
06	Specialized Training on Food Processing,	Ranchi = 01 Khunti = 01 Hazaribagh = 01 Lohardaga = 01 Total = 04	To be conducted



EDP Training for PMEGP Beneficiaries.

Awarenes Program on Food Processing at Lohardaga

Mr. Harpreet Singh Ahluwalia attended a Governing Council meeting of Jharkhand Society for Skill Development Initiative Scheme (JSSDIS) Government of Jharkhand, to take decisions like bio-metric system linkage, Recognition of courses, linkage between successful participants and nationalized banks for micro loan etc. at commissioner’s chamber, Doranda Secretariat, Ranchi, Jharkhand, in the month of September 2014.

MR. Arif Hussain, Mr. Binod Giri and Mr. Md. Sabir along with the 16 successfully trained EDP participants attended a One Day Workshop on "Packaging of Fresh & Processed Food Products" on 27th August, 2014 at Hotel BNR Chanakya Ranchi, Jharkhand.



Workshop on "Packaging of Fresh & Processed Food Products"

GLIMPSES OF EDP





WOMEN HELPLINE, RANCHI

“An Emergency Toll Free Phone Service”

10921

(A Scheme of Dept. of Social Welfare, Women and Child Development, Government of Jharkhand)

ANNUAL REPORT 2014-2015

Sanjay Kumar Verma

Chief Programme Coordinator

In Indian society a woman has been understood as dependent on other person throughout her life. In a way it is said that in her childhood she is dependent on parents, after her marriage on husband and in old age on sons. This may not hold true in an urban society. Generally, women’s main role is seen more as that of child bearer, child rearer and home worker. Of late, women who have ventured to work outside have to toil for a job. Domestic violence, sexual abuse, property related, witch craft, trafficking, eve-teasing, kidnapping, cruelty to women are driving them to commit suicide or others forms of murder like female foeticide and female infanticide. As it is well-known, reporting of such cases is very poor, generally for fear of social stigma, poverty of parents, and lack of evidence, and so on. Although violence against women is a global problem, it is yet to be recognized as an issue of human rights abuse.

Women Help Line which provides a combination of organised intervention and operates in a women-friendly environment and which has worked well in many other parts of the countries is one of the key solutions to address this critical issue. *Women Help Line* provides a platform for women to report and register the atrocities committed against them, and seek help and justice. The accessibility to toll free phone 10921 help Women Helpline to provide emergency services to distress women and outreach services for suffering women. It provides counseling and medical services to women and families that are victim of discords. In case of violence, *Women Help Line* provides crisis intervention and in those cases where reconciliation is not possible the *Women Help Line* gives legal referral or rehabilitative services and provide short stay shelter for women in need. It facilitates reporting the case to police and follow-up of the cases.

Women Help Line Ranchi is a joint effort of Department of Social Welfare, Women & Child Development, Govt. of Jharkhand and Xavier Institute of Social Service, Ranchi. It has been set up to reach out more effectively to women who are victims of atrocities.

The Operational Strategy of *Women Help Line* is that when a call comes into a **HELPLINE** centre, it is attended by one of the team members who work in shifts. This will ensure that the calls coming in are attended to, all 24-hrs at the phone-receiving centre. Depending on the nature of the call, the team member responds to it effectively. This response could be by going to meet with the woman first and then linking her to medical help, shelter, repatriation, rescue from abuse or even intensive counseling or legal advice, as the requirement of the case may be.

The various kinds of interventions that *Women Help Line* provides in course of their action are:

1. **Counselling** 2. **Medical aid** 3. **Free legal aid** 4. **Temporary shelter**

1. **Counselling:** Most of the cases that we come across are about the decisions that are taken in very adverse conditions. So these cases need to be settled down with a cool mind and ease. Sometimes women are either thrown out of their homes by their husbands or parents. Through counseling *Women Help Line* tries to bring about a compromise if possible between the two parties. Also the background of each and every case is looked into so that there are no adverse effects. If at all there are any, they are removed through a series of counseling sessions. The objective is to provide preventive and rehabilitative services to women and children who are victims of atrocities and exploitation, by providing counseling services and referral facilities like free legal aid, short stay, medical treatment and vocational training. When any of the women have been sent back to their homes after counseling it is very important that a follow up is done. This makes the women feel secure and also if any other case comes up *Women Help Line* is not far away. This acts as a deterrent to the opposing parties.
2. **Medical aid:** The cases that we come across are - rape, injuries, physical assault, etc, so before doing anything, the patient has to be attended and given medical aid. *Women Help Line* sends cases to the Sadar hospital, RINPAS and RIMS where they are provided with necessary attention and care and some times referrals are also done in some serious cases. All the necessary expenses incurred during treatment are taken care off by the *Women Help Line*.
3. **Free Legal Aid:** All the family problems which are taken to the court and all the legal proceedings required are done by WHL. Some cases are taken to the family court for “out of court” settlement. This is done so that the poor people are out of the problems and also they get these aids on time. There are some cases which are settled by mere advising the people on how to go about it. Seeing the current situation, we all know how expensive it is to hire an advocate for one self to handle the cases. So, people prefer coming to *Women Help Line* and get free legal aid.
4. **Temporary Shelter :** These are for women who do not have any place/home to go. The cases that we deal with are for instance, girls who run away from home and then rescued. Under such circumstances they are kept in these shelter homes till they are handed over to their parents. Some mentally disturbed or homeless women are also brought who are kept in *Women Help Line* so long they are not transferred to resource organisation. Some married women don’t want to go back due to the sexual or physical assault at their home by their family members; in that case they are let to stay till they are mentally prepared to take another step.

For the publicity and awareness of this program every month **Outreach** activities and **Open houses** are being organized in different urban slums and rural areas where as girls' schools and women’s colleges are also focused to reach out to large segment of female population of Ranchi district.

Women Help Line in Action

Women Help Line organized two days *In-house training programs* for capacity building, enhancement of knowledge, skills and attitude of team members, coordinators and volunteers of **Women Help Line** on 11th and 12th November, 14. The Resource persons for these trainings were Mr. Mahadev Hansda, Chief Executive, Save the Children, Mr. Lix Roj, Coordinator, NDWT, Mr. Kumud Ranjan, Lawyer, Civil Court, Ranchi, Mrs. Ragni Sinha, Coordinator, XISS, Mrs. Manjula Upadhyay, Advocate, High Court, Jharkhand, Fr. Dr. Ranjit P. Toppo S.J. Asst. Director, XISS, Mr. Sanjay Kr. Verma, Chief Programme Coordinator, Women Help Line and Ms Vidyawati Kumari, City Coordinator, Women Help Line. Coverage areas were Domestic Violence, Women related laws, Anti Trafficking, Commercial sexual exploitation, Shelter Related, Medical cases, Police assistance, Case Interventions, Do's & Don'ts, lectures, discussions and presentations to help the participants to understand the topics.



Monthly meetings were organized with team members and volunteers to share their experiences in case interventions and problems were faced. **Women Help Line** organized such meetings to review the performance and coordination in case interventions.

Sr. No.	Date of Meeting	Type of Meeting	No of Participants
1.	10.04.14	Meeting with City Coordinator, Team Members	10
2.	14.05.14	Meeting with City Coordinator, Team Members	10
3.	09.06.14	Meeting with City Coordinator, Team Members	10
4.	08.07.14	Meeting with City Coordinators, Team Members	10
5.	14.08.14	Meeting with City Coordinators, Team Members	08
6.	10.09.14	Meeting with City Coordinators, Team Members and Volunteers	13
7.	31.10.14	Meeting with City Coordinators, Team Members	09
8.	06.11.14	Meeting with City Coordinators, Team Members	09
9.	04.12.14	Meeting with City Coordinators, Team Members	07
10.	13.01.15	Meeting with City Coordinators, Team Members	10
11.	05.02.15	Meeting with City Coordinators, Team Members	10
12.	09.03.15	Meeting with City Coordinators, Team Members	08

Resource organization's meeting was organized on 27th February,15 in which Mrs. Sampat.Meena IPS, I.G. of CID, Crime Branch South Chotanagpur Zone, was the Chief Guest and Mrs. Roop Laxmi Munda, Chairperson, Jharkhand State Commission for Protection of Child Rights (JSCPCR) was the Guest of Honour of the session. Mrs.Meera Mishra, Member, Child Welfare Committee (CWC), Ranchi; Dr. Amrita.Sahay, In-charge Umang Helpline, RINPAS, Kanke; Mrs. Manjula Upadhyay, Advocate, High Court, Jharkhand; our Asst. Director Fr. Ranjit P. Toppo S.J.; Mr. Sanjay Kr. Verma, Chief Programme Coordinator, [Women Help Line](#), Ranchi; and Ms.Vidyawati Kumari, City Coordinator, [Women Help Line](#), Ranchi participated in it. The presence of secretaries of NGOs (**Resource organizations**) made the occasion more meaningful and effective. The **Advisory board's meeting** was organized on 18th March'15 for effective coordination, strengthening and networking.

For more publicity and awareness of this program, like every year, monthly **Outreach** activities and **Open houses** are being organized in different urban slums and rural areas of Ranchi town.

OUTREACH

Sr. No.	Date of Outreach	No of Person Contacted	Place
1.	09.04.14	40	Churi Bustee, Kanke
2.	20.06.14	50	Lohra Kochha
3.	19.08.14	50	Dibdih
4.	02.09.14	40	Lalkhatanga
5.	03.09.14	30	Lalganj
6.	07.10.14	45	Bargawa
7.	20.11.14	30	Bundu

Sr. No.	Date of Outreach	No of Person Contacted	Place
8.	23.11.14	40	Bundu
9.	13.12.14	35	Indrapuri, Ratu Road
10.	18.01.15	30	Ormanjhi
11.	16.02.15	50	Mahadev Toli, Chutia
12.	18.02.15	32	Kathar Gonda, Ratu Road

OPEN HOUSE

Sr. No.	Date of Outreach	No of Person Contacted	Place
1.	14.04.14	50	Churi Bustee, Kanke
2.	30.06.14	25	Lohra Kochha
3.	26.08.14	30	Dibdih
4.	10.09.14	50	Lalkhanga
5.	15.09.14	32	Lalganj
6.	15.10.14	40	Bargawa

Sr. No.	Date of Outreach	No of Person Contacted	Place
7.	27.11.14	66	Bundu Block
8.	05.12.14	32	Indrapuri, Ratu Road
9.	23.01.15	42	Ormanjhi Block
10.	22.02.15	60	Mahadev Toli, Chutia
11.	10.03.15	45	Kathar Gonda, Ratu Road

Women Help Line

Status of phone calls from 1st April, 2014 to 28th February, 2015

Area wise status of phone calls/visits and cases registered

Category	Central Ranchi	South Ranchi	North Ranchi	West Ranchi	East Ranchi	Other District	Other State	Total
Phone Calls/Visit	120	48	59	42	41	62	17	389
Case Intervention	47	18	32	31	44	36	08	216
Case Settled	20	08	10	21	19	11	07	96
Case under Process	14	03	17	07	17	20	01	79
Case Closed	13	07	05	03	08	05	0	41

1(A) Category of Phone Calls/visits

Case registered	Enquiry	Administrative	Blank Calls	Total
216	244	80	05	545

(B) Category of case registered

S.No.	Category	No. of Cases
1.	Sexual Abuse	21
2.	Domestic Violence	120
3.	Medical	0
4.	For Help	26
5.	Marriage related	02
6.	Missing	13
7.	Trafficking	01
8.	Maintenance	08
9.	Bigamy	09

S.No.	Category	No. of Cases
10	Fraud/Cheating	02
11	Witch Craft	01
12	Torture	01
13	Old age pension	01
14	Property related	04
15	Legal advice & Guidance	05
16	Love affair	01
	Total	216

(C) Thana, District and State -wise status of case interventions

S.No.	Area	Name / Thana	No. of cases
1.	Ranchi Urban	Jagannathpur	06
2.		Lalpur	11
3.		Kotwali	01
4.		Bariatu	04
5.		Gonda	03
6.		Doranda	02
7.		Argora	05
8.		Dhurwa	05
9.		Lower Bazar	20
10		Tupudana	02
11		Sadar	23
12		Sukhdeo nagar	08
13		Chutia	13
14		Hindpiri	07
15.	Ranchi Rural	Bero	01
16.		Tatisilwai	05
17		Namkum	19
18		Bundu & Tamar	04
19		Ratu	06
20		Nagri	03
21		Mander	04
22		Kanke	01
23		Chanho	01
24		Angara	05
25		Sonahatu	01
26		Itki	03
27		Pithoria	01
28		Khalari & Burmu	04
29		Ormanjhi	04
30		Lapung	0
31	Other Districts	Khunti	14
32		Gumla	04
33		Simdega	03
34		Hazaribagh	06

S.No.	Area	Name / Thana	No. of cases
35		Bokaro	02
36		Ramgarh	01
37		Dhanbad	01
38		Deoghar	0
39		Daltanganj	0
40		Latehar	01
41		Jamshedpur	02
42		West Singhbhum	01
43		Lohardaga	03
44	Other States	Bihar	05
45		Orissa	0
46		West Bangal	01
		Total	216

(D) Block - Wise status of case interventions

S. No	Blocks	No. of cases
1.	Bundu	03
2.	Ratu	05
3.	Angara	04
4.	Kanke	01
5.	Khijri	25
6.	Sonahatu	01
7.	Chanho	01
8.	Burmu	02
9.	Bero	01
10.	Ormanjhi	02
11.	Mandar	05
12.	Khelari	04
13.	Lapung	0
14.	Karra	02
15	Itki	02
16	Nagri	02
	Total	60

Cases in Women Helpline are documented (for details see below)

A Case Study of Ms. Tara Devi

It is a case of a female who was in desperate need of medical assistance and had nobody from her family to help her. Women Helpline helped her in all possible ways, empathised and brought her back to normal, and helped to meet her family again. The female addressed herself as Ms. Tara Devi, aged 20 years, a resident of Lupung(Pursudih) village in Jamshedpur.

It was a case of missing woman who was finally helped in going back to her family. Women Helpline had two interventions in this case - one regarding medical help and the other in sending her back to family.

Women Helpline Intervention

The intervention in this case was due to the news in one of the daily local newspapers. Women Helpline came to know that there was a needy woman all alone at the Ranchi railway station, and had delivered a child unattended.

The news compelled the team members of Women Helpline to help the woman. Taking the problem in their concern, members of Women Helpline went to the Ranchi Station. They started gathering all sort of information about the women and met the Station Manager, Mr. Kachhap and briefed him about the woman who was in need of immediate medical assistance. One of the journalists of a local newspaper informed that poor people living around the station helped her a lot during her delivery. One of the females brought warm water, food and some milk for the child. The situation was immediately conveyed to all other members of Women Helpline. Members of Women Helpline managed to convince the woman to accept the help offered by them. The team members further received a written permission undersigned by Railway Thana in-charge.

The woman & child were brought to the Women Helpline cell by team members, one of the members; took them to Sadar Hospital where after consulting with the Doctor, they were admitted. The situation of the woman and child was very pathetic. Women Helpline provided them with clothes, toiletries and other items of daily use. Team members of Women Helpline themselves took responsibility of the woman and bathed her and gave breakfast. The woman was so dirty, that the nurses hesitated to attend to her. However, the Women Helpline members came forward and did everything for her. The team members cleaned the child and vaccinated it with BCG. A vaccination card was issued for the baby. The Doctor of the hospital informed the Women Helpline members that the woman required blood as part of her treatment and said that she should be referred to RIMS. Another major problem with the woman was the sore on her skull which had worsened. It was full of pus and due to unhygienic conditions it had developed maggots in large area. One day a phone call came from the Sadar Hospital with information that the child of woman (Tara Devi) had expired. After taking a thumb impression on a written permission, the child was buried at Muktidham (Harmu) by the Women Helpline team members. Tara Devi in Sadar Hospital required tarpene Oil for her wound. But somehow it was not available at that moment.

One of the team members was informed that the wound would require some more time to heal and Tara Devi would have to stay for some more time in the hospital. Accordingly, she had to stay for another month under treatment and when discharged was brought to Women Helpline cell in Purulia Road. Initially she was not willing to go back to her family. But Women Helpline members convinced her that they would be with her till

she met her family. The team members took her address in course of normal conversation and once when she was ready to meet her family, Women Helpline used its networking with different Thanas to finally find her family address. Tara Devi was finally sent back to her family at Persudih Thana, at Jamshedpur.

The case portrays the dedication and commitment of the Women Helpline team who sincerely worked for fulfilling the objective of Women Helpline in true sense.

Way Forward....

Poverty, greed for more dowry, lack of confidence between intimate partners, illiteracy among women, low status of women in society are the major factors behind the domestic violence against women. In fact, violence cannot be viewed in isolation from the status of women in the society. Violence is not merely a psychological, emotional, and sociological problem but it has strong socio-economic dimensions also. Therefore, what is required is a not only a strong legal support network but also the backing by opportunities for economic independence, essential education and awareness, alternative accommodation and a change in attitude and mind-set of society including judiciary, legislature, executives, men and most importantly women herself. It is also desirable to promote services of Women Helpline and legal literacy and to give greater publicity to existing legal provisions.

Women Help Line creates an environment to enable women to be able to lead a life of self-confidence and dignity without fear or pressure.

Women Help Line is always grateful to Fr. Dr. Alexius Ekka S.J. Director, XISS and Fr. Dr. Ranjit P.Toppo S.J. Asst. Director, XISS for their guidance and support in all the activities of this programme.



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)

(Facilitated by : Childline India Foundation)

ANNUAL REPORT 2014-2015

Sanjay Kumar Verma

Chief Programme Coordinator

CHILDLINE has come a long way since its inception in 1996 overcoming new challenges everyday and bringing about new opportunities and new hope for children who had none. The year 2014 saw us taking some essential decisions to secure our vision for the long term and to transform as many lives as possible. The ongoing support from people has helped us to assist many children in crisis. With this constant encouragement we continue to strive to improve the situation of children in India.

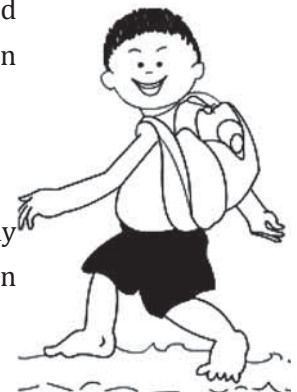
In 2014-15 the Child Protection issues grabbed the attention of the local people as never before. It also prompted as reporting across the range of child protection issues, to police and other authorities, by the media, and by individuals and organizations calling Childline increased. For Childline the year meant huge increase in demand for our services, expertise and engagement. Call traffic increased by 50% over the previous year. Cases grew ever more complex, demanding far greater knowledge and expertise from our team especially in legal and psycho-social domains.

Besides its core services, Childline is also responding to calls to 1098 with information, advice, emotional support and physical interventions, Childline focuses on enhancing the reach and effectiveness of the Integrated Child Protection Scheme (ICPS) through various workshops and in-house training programmes including its partners, other NGOs and community based organizations, the police, members of Child Welfare Committee, Child Labour Task Forces, Anti- Human Trafficking Units, Child Protection Units at district and state levels, ICDS workers and advocates.

Despite all this we are deeply conscious that much more remains to be accomplished if we are to meet our goal of ensuring every child a protection from abuse, exploitation and discrimination and can be reached out for protection and rehabilitation.

CHILDLINE – 1098 Service in Jharkhand

Presently CHILDLINE – 1098 service is operational in 5 districts of Jharkhand, namely Ranchi, Dhanbad, Pakur, Deoghar and Chaibasa. The CHILDLINE Ranchi is an Urban model and is operational since 2001.



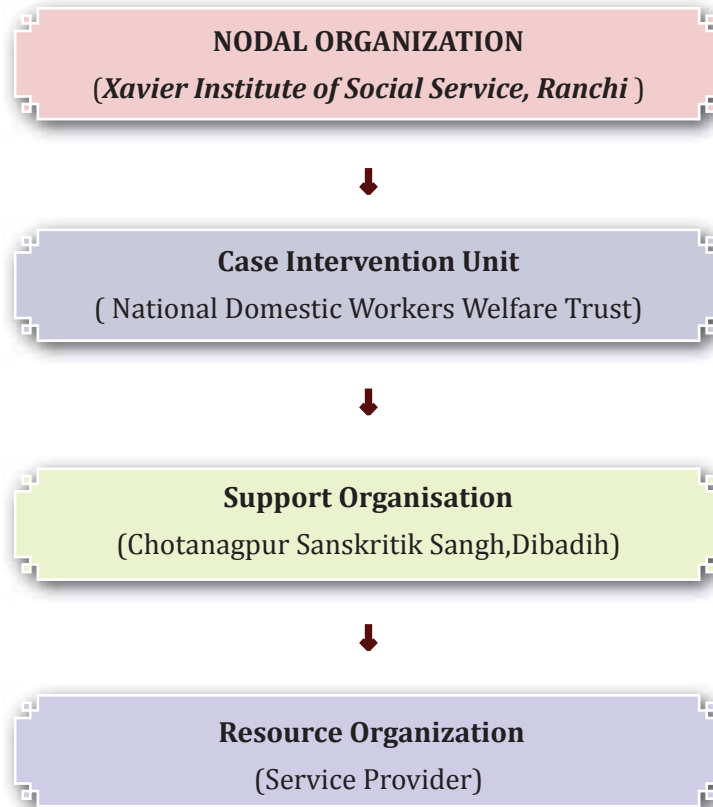


CHILDLINE Ranchi

As CHILDLINE Ranchi is an urban model of 1098 service and is delivering the said service through three partner organizations in the district. This Network has consistently worked towards addressing the child protection need of children since last 14 years. The efforts of the network have impacted policy decisions at district, state and national level. Our institute is the nodal organization to look after the overall functioning like Documentation, City advisory board meeting, Training, Research, Review of case intervention etc., where as collaborating organization, takes care of case intervention and CSS support organization provide necessary support in case intervention. CHILDLINE, Ranchi team consists of City coordinator, Centre coordinator, Counselor, team members and volunteers.

Ms. Suradha Kachhap joined as new City Coordinator in Childline, Ranchi w.e.f 20th January, 2015 in place of Mr. Rahul Minz. Childline, Ranchi will always remember him for his services provided to children who needed care and protection.

CHILDLINE, Ranchi 1098 functions as a three tier structure comprising of -



Every city, where the CHILDLINE service is functioning (**Urban Model**), has a similar structure, as well as a uniform process in which it assesses the needs of the children, develops a resource directory of organizations in the city, ensures that the phones are ringing and provides training to the new team member. CHILDLINE functions through a network of NGOs, academic institutions, the corporate sector and the allied systems. The key stakeholders in the CHILDLINE model at each city/district are:

- CHILDLINE Advisory Board (CAB) comprises of senior level functionaries from the allied systems, NGOs, concerned individuals, media etc. The CAB reviews information received by local CHILDLINES from children collated at Open House sessions. The CAB ensures that all Allied systems stakeholder organizations are actively involved in Child Protection in their respective cities. CHILDLINE Advisory Board (CAB) meeting is due and is likely to be organized in the last week of this month. Confirmation of date of this meeting has to come from DC office, Ranchi.
- The Nodal Organization is mostly, though not always, an academic institution which ensures coordination, training, research, documentation, awareness and advocacy.
- The Case Intervention Unit, is the 24-hour service for children, which responds to the calls on 1098, provides emergency intervention if required, links the children to the services for ultimate rehabilitation, conducts awareness and outreach program and documents every call that comes into CHILDLINE and provides intervention or the follow up is done.
- The Support Organization (CSS), responds to calls referred by the collaborative organization, conducts awareness and outreach programs.
- The Resource Organizations act as referral centers for CHILDLINE. They also participate in outreach and awareness programs for CHILDLINE.

CHILDLINE Program has been functioning since 2001 in Ranchi City. Childline India Foundation (CIF) expects the city to exhibit sincere functioning and implementation of CHILDLINE activities. And Xavier Institute of Social Service is acting as Nodal Agency since the pre inception of the program in Ranchi City. Numbers of partners to the program have changed but the status and role of Xavier Institute of Social Service (XISS) has never changed. And maintaining this role is altogether a difficult task.

Inauguration of Case Intervention Unit



The vacuum created due to termination of one of our earlier partners from September 2012 has been resolved by the Ministry of Women and Child Development, Govt. of India and accordingly, National Domestic Workers Welfare Trust (NDWWT) has been entrusted with the work of case intervention unit from 22nd April, 2014. And it was formally inaugurated by Dr. Rajeev Arun Ekka, Principal Secretary, Department of Social Welfare, Women and Child Development, Govt. of Jharkhand on 28th July 2014. Mrs. Roop Lakshmi

Munda, Chairperson, SCPRC-Jharkhand joined the function as the Guest of Honour. Fr. Dr. Alexius Ekka S.J. Director, XISS graced the occasion as Guest of Honour. The presence of various dignitaries from different organizations made the occasion very sparkling and revealing.



OPEN HOUSE Programme



In Open Houses Children are involved in evaluating the CHILDLINE service. It is a platform for children to express

opinions, give suggestions, address conflicts and give feedbacks. Thus giving children the authority to judge a situation and decide a verdict or determine a course of action in relation to a problem. This helps not only in giving insights for

improving the service, but also in building a relationship of trust with the children.

In the present Financial Year 2014-15 CHILDLINE Ranchi has conducted 05 Open House Programmes. It was ensured that the Ward Member of particular place attended this platform, other than these, members from local SHGs and also other stake holders attended these programmes through formal invitation.

The issues raised by children in Open House are:

- Prevalence of school drop-outs.
- Substance abuse among children
- Problem of Sanitation and Safe drinking water at school
- No boundary wall of school
- Lack of drinking water facility

Sl. No.	Date	Place	Conducted by	No of Participants	Issue in the Area
1.	27.07.2014	Islamnagar Ward No – 17 Ranchi Municipal Area	National Domestic Workers Welfare Association (NDWA)	60 nos. Male – 34 Female - 26	Rise in the use of Intoxication Substance e.g. Dendrite. Playing of cards.
2.	16.08.2014	Rajkiyakrit Madhya Vidyalaya (NGO run School) Kantatoli	National Domestic Workers Welfare Association	80 nos. Male – 36 Female – 46	Nil
3.	13.10.2014	Middle school Qurashi Mohalla Kanta toli	National Domestic Workers Welfare Association	35nos. Male-15 Female-20	No assess to bathroom for girls child Lack of drinking water facility No boundary wall of school.
4.	30.11.2014	Karam toli Basti Ward no 21.	National Domestic Workers Welfare Association	Nos. 55 Male-36 Female- 19	Rise in the use of Intoxication Substance e.g. Dendrite. Playing of cards.
5.	02.12.2014	Marwari School Ward No – Upper Bazar	National Domestic Workers Welfare Association	Nos-100 Male-58 Female-42	Rise in the use of Intoxication Substance e.g. Dendrite.
6.	31.01.2015	Siromtoli Sarna Sthal Ward no 28	National Domestic Workers Welfare Association	Nos-45 Male- 22 Female-24	Nil
7.	28.02.2015	Rajkiyakrit Madhya Vidyalaya Madhukam Ranchi	National Domestic Workers Welfare Association	Nos - 55 Male - 35 Female – 20	Nil



Out-reach 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 more than 3000 hours of outreach and awareness programme in the financial year 2014-15. Out of 234 cases 58 cases have been received from outreach.



Date	Event	Area
30.07.2014	Special Awareness	Kokar Jamun Toli
02.08.2014	Rath Mella	Jagannathpur Mella Area
14.9.2014	Special Awareness	Sarna Sthal School Station Road
08.08.2014	Special Awareness	Gosai Toli Ranchi
06.02.2015	Education Fair	Morabadi Ground

Distribution of the cases registered by CHILDLINE Ranchi during 2014-15

April, 2014 till January, 2015

Sl. No.	Month	Open cases	Closed cases	Male	Female	Total
1	April 2014	-	-	-	-	-
2	May 2014	02	02	02	02	04
3	June 2014	04	22	11	15	26
4	July 2014	10	11	07	14	21
5	August 2014	10	17	16	11	27
6	September 2014	3	48	18	33	51
7	October 2014	6	16	11	11	22
8	November 2014	4	16	9	11	20
9	December 2014	11	15	15	11	26
10	January 2015	18	19	22	15	37
Total		68	166	111	123	234

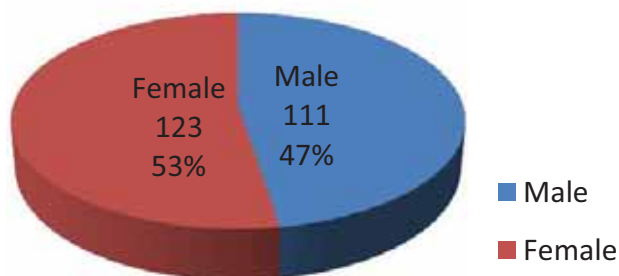


Figure 1: Gender-wise distribution of registered cases

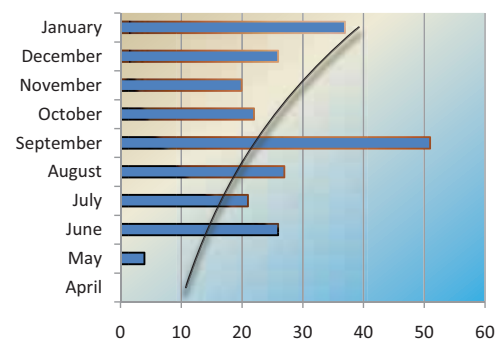


Figure 2: Month-wise number of cases registered

Category wise cases registered

April, 2014 till January, 2015

Sl No.	Category	Total
1.	Restoration	105
2.	Shelter	18
3.	Missing	34
	Child lost	
	Parents Asking Help	
4.	Medical	06
5.	Protection from Abuse	55
6.	Emotional support & Guidance	05
7.	Sponsorship	05
8.	Substance abuse	02
9.	Did not found (False call/other)	04
	Total	234

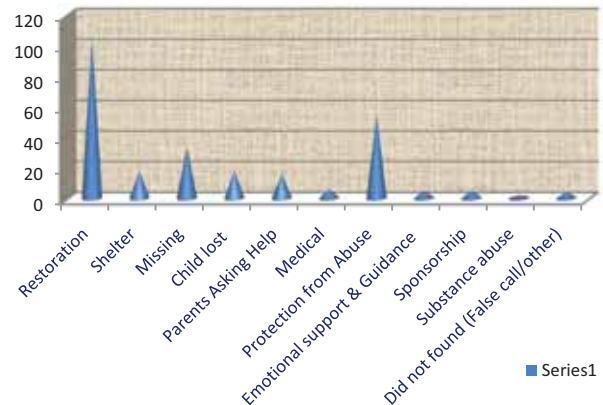


Figure 3: Category-wise cases registered

A family is the natural environment for the survival, protection and development of the child. Every child, by virtue of being a child is entitled to a caring and protective family environment. The absence of such an environment is a denial of the rights of a child. In general, children without family are those who have been separated from parents and family such as destitute, abandoned, lost/missing from family, street children, or those who are victims of trafficking and child labour. According to government estimates there are a large proportion of children living without parental support but exact figures for those children are not available.

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 to bring about systemic change by creating child friendly environment 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. 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.

The team of CHILDLINE, Ranchi is always grateful to Fr. Dr. Alexius Ekka S.J. Director, XISS and Fr. Dr. Ranjit P.Toppo S.J. Asst. Director, XISS for their valuable guidance and support in all the affairs of this programme.

ICSSR SENIOR RESEARCH FELLOWSHIP

ANNUAL REPORT 2014-2105

Prof. (Dr.) Anirudh Prasad

Senior Research Fellow, ICSSR

ICSSR Senior Research Fellowship is a new venture in the history of XISS. Dr. Anirudh Prasad, Former Professor of Rural Management, HOD, Research & Publications, Former JRD Tata Chair Professor and Founder Editor of the *"Jharkhand Journal of Development and Management Studies"* of XISS has been awarded with this prestigious fellowship for his outstanding contributions in the field of social science research and quality research publications. This has been awarded by the Indian Council of Social Science Research (Ministry of Human Resource Development, Government of India) to conduct an outstanding work independently on *"Commons and Poverty and their link with Social Capital"*. Dr. Prasad has joined this fellowship w.e.f. 1st of May, 2014 at XISS.

The progress that has been made during the period (1.5.2014 to 31.03.2015) is as follows:

1. (i) Designing the research study; (ii) Conceptualizing and consolidating the literature review on the subject; (iii) Formulated fieldwork methodologies in Jharkhand; (iv) Testing the research design by the pilot study; and (v) Selection of research villages for the comprehensive study, etc.
2. **Special Lectures Delivered**
 - (i) Dr. Anirudh Prasad delivered a special lecture on "Methodological Issues for the Best Practices of CSR" at the Indian Institute of Coal Management (IICM), Ranchi on 9th August, 2014.
 - (ii) Dr. Anirudh Prasad delivered a special lecture on "A Systems Approach to Sustainability Issues in Coal Management Sector" among the Chief General Managers/General Managers of the Coal India Ltd. under the Advanced Management Programme 2014 at the Indian Institute of Coal Management (IICM), Ranchi on 10th September, 2014.
3. **Publications**
 - (i) Prasad, Anirudh. (2014). Social Capital, Common Property Resources and Poverty: A Select Bibliography. *Jharkhand Journal of Development and Management Studies* (ISSN 0973-8444), 12 (2) (April-June).
 - (ii) Prasad, Anirudh; Kumar, Sudeep & Kumar, Ritesh. (2014). CSR: Percepts and Practices of Tata Steel for Effective Delivery. *Management in Government – Journal of Administrative Reforms* (ISSN 0047-570X), Vol. XLV, No. 4, 61-80 (January-March). Published by Department of Administrative Reforms and Public Grievances, Government of India, New Delhi.
4. **International Conference**
 - (iv) Dr. Anirudh Prasad's abstract on the paper "Methodological Issues in the Management Practices of Commons: A Case of Jharkhand, India" has been accepted for presentation in *"the International Association for the Study of Commons 2015"* to be held at Edmonton Alberta University, Canada during 25-29 May, 2015.

CSR: A TRADITION RECASTED

Manjusha Jha

Student, Post Graduate Diploma in Management (Marketing) - (2014-2016)

“Business Social Responsibility should not be coerced; it is a voluntary decision that the entrepreneurial leadership of every company must make on its own”.

John Mackey

Co-CEO and Founder, Whole Foods

Introduction

The concept of CSR originated in the 1950s in the USA but gained prevalence in the early 1970s. The concept originated as a result of social issues like poverty, unemployment and pollution that surrounded the United States. Corporate social responsibility became a matter of utmost importance for diverse groups demanding change in the business. During the 1980s to 2000, corporations recognized and started accepting a responsibility towards society. “Corporate Social Responsibility (CSR) refers to the obligations of businessmen to pursue those policies to make decisions or to follow those lines of relations which are desirable in terms of the objectives” of the society. CSR implies some sort of commitment, through corporate policies and action [1]. This operational view of CSR is reflected in a firm’s social performance, which can be assessed by how a firm manages its societal relationships, its social impact and the outcomes of its CSR policies and actions. The companies following CSR as a business discipline look into aspects such as their core competencies: what can they do or are best at doing, looking at industry threats and opportunities: what might they do? Examine the value of the key implementers: what do they want to do? Determine the social responsibility: what they ought to be doing? Moreover CSR in practical terms is an ongoing process i.e. constantly monitoring the environment and inter and intra firm relationships. But there is more to CSR than its contributions to the well-being of the communities and society they affect and on which they depend. This article deals with the evolutionary aspect of CSR approaches in today’s scenario.

CSR : The Philanthropic Approach

Initially, CSR was all about following the philanthropic aspect, that of making contributions towards the society, such as donating money or equipment to the civic organizations, engagement with community initiatives, and support for employee volunteering. These charitable works were used by the organizations as a tool to measure the performance of their CSR activities. The Philanthropic approach to CSR was no compulsion then and hence was not incorporated directly into an organization’s core business plan. As a result, very few companies practiced it. The companies followed it with utmost passion and not out of sheer compulsion.

One such company, known as the Oil and Natural Gas Corporation limited (ONGC), for instance, was the first Indian company to have made the firm resolve to practice CSR. For its work in CSR ONGC was awarded the prestigious “Golden Peacock Award”, known as the Holy Grail for corporate excellence. ONGC followed a vision of sustainable growth and till today it continues to do so. Its CSR activities have played a laudable role in the

development of backward and less developed regions of the country. The areas ONGC took under its CSR wing include education, healthcare, infrastructure, environment protection and most importantly the protection of heritage sites and unique enough the promotion of musicians and craftsman. Now, the question arises as to how it did so? Here's how the company went about doing it.

The constant quest for its oil and natural gas requirements urged ONGC to include in its charter those villages or remote rural locations, which invariably made the company aware of the misery faced by the rural people. This also gave them a better understanding of the underprivileged community, and sensitized it towards them. Hence, in alliance with the resources it had, ONGC began the community enhancement program in the areas mentioned above. The following projects trace the journey of CSR initiatives of ONGC in collaboration with various institutions :

- ONGC in association with Help Age India facilitates healthcare services to the elderly through mobile medicine units.
- Project Utkarsh – a livelihood project of ONGC, initiated in 2011-12, in Sibnagar is meant for support to the underprivileged especially the women community by means of training them in skills such as tailoring, soft toy making, etc.

ONGC is not only following the corporate social responsibility religiously but through its effective collaboration with various institutions it has also given the concept of CSR its *raison d'être*. The example of ONGC's CSR initiatives also gives a glimpse as to how an organization should address the social and environmental problems in keeping with one's purpose, identity, and values [2].

CSR : The Strategic Business Approach

Following the social responsibility through CSR initiatives, some organizations felt that merely sticking to the work of philanthropy was not enough. They felt that it only created an impact at a micro level. Hence the tide turned, and organizations undertook initiatives that not only delivered social benefits but also benefitted the organizations in ways that supported their operations across value chain, improved their efficiency and effectiveness and benefitted their stakeholders (employees, customers, suppliers) as also led to the enhancement of their reputation. Examples include sustainability initiatives that reduced resource use, waste or emission etc. Hence, came the approach of business model transformation and CSR was re-christened as the "*strategic corporate social responsibility*".

The strategic CSR approach talks about how an organization used a more holistic way to initiate CSR and align it to its business practices. For example - during the 1990s when "Hindustan Unilever Limited (HUL) was looking forward to expand its base to rural India, it had varied options to do it. But instead of following "a dime a dozen" approach of traditional distribution, HUL came up with an idiomatic approach - "*Project Shakti*" [3].

HUL's *Project Shakti* is a rural distribution initiative whereby a particular village woman of a poor economic background is identified (in some cases member from a SELF HELP GROUP) as "*shakti amma*", and trained in skills such as selling. After the training, she receives stock of goods from the company's rural distributor and sells those goods directly to villagers. This way the company not only improved the social standing of the poor

underprivileged women but also provided them with livelihood opportunities and opened up distribution channels in hard to reach areas. *Project Shakti* of HUL proved to be a gem for the company. It not only enabled the company reach out to rural consumers but also helped it to tap the opportunity at the bottom of the pyramid so much so that it is being customized and adopted by other companies in many countries. Moreover, the social gains were met with business gains by the company. The project helped the company to save distribution and logistics cost, which, in turn made them more profitable [3].

However, CSR for the strategic business approach could also be misused. Some of the companies today are using CSR to refurbish their tainted image. In other words, CSR can also be used as a Public Relations tool. For example, Coca Cola, a well-known beverages company in the world, was accused of incorporating pesticides in its drinks, to a level exceeding European standards, by the “*Centre for Science and Environment (CSE)*” in 2003. The allegations against them, not only proved to be true but also did considerable reputation damage to the company. As a result, their annual sales fell miserably.

To refurbish its lost image, Coca Cola dedicated a page in the Corporate Responsibility Review of 2006 to address the controversy, and to further consolidate its attempt, in 2008, published its first environmental performance report on operations in India. But, the attempt that really stood out was the launch of various community water projects in India. These water projects patterned with the help of Central Ground Water Authority, State Ground Water Authority, NGOs and communities were aimed at addressing the water scarcity and depleting groundwater levels through rainwater harvesting techniques across 17 states in India. This case is an example, as to how CSR has been used as an escape hatch by a company to earn back its lost image [6].

CSR : The Two Percent Approach

Corporate Social Responsibility approach took another turn when the Government of India changed the landscape and introduced the Companies Bill (2011) [4]. What further consolidated this mandate was Section 135 and Schedule (vii) of the Companies Act 2013, which states that, every company, private limited or public limited, having a net worth of Rs. 500 Crore or a turnover of Rs. 1,000 Crores or net profit of Rs. 5 Crores, has to spend at least 2% of its average profit for the three consecutive financial years on CSR activities. But, it further compounds the problem. Doing philanthropy or doing CSR just because companies want to achieve strategic success certainly lead to innovative CSR practices. However, what will the compulsion of spending 2% of average profit on CSR achieve is something to be seen in the future years. It is feared that CSR may turn into a book-keeping activity without any passion in it [5].

Conclusion

As we can see, over the years corporate social responsibility has been used in different ways by the organizations. From being a philanthropic approach it has evolved to become a strategic approach and we have seen illustrations as to how it also ended up as a public relations tool. The Government of India’s effort to jump on to the enlightenment band wagon and make CSR compulsory for the corporate sector may or may not have the desired effect.

In order to improve the impact of CSR, it would be wise if the Government of India promoted the philanthropical

aspect of CSR and encouraged the companies to be more benevolent. Attempts to incorporate the strategic aspect of CSR and align them with profits could also be encouraged because it creates a win-win situation for both - the society and the corporate houses. Corporates can also look at CSR as business transformation model in the long run. With what has been discussed so far, it can be said that CSR has now moved from being a philanthropy based approach to a more holistic approach of not only including the aspects of societal welfare but also the welfare of the organization as a whole. With the Companies Act (2013) now it is to be seen whether the CSR of the future years would match up to the expectation of the philanthropic or strategic approach.

References

- [1] Howard Bowen, the Howard Bowen Papers, University of Iowa Special Collections & University Archives, 2010.
- [2] www.ongcindia.com/wps/wcm/connect/ongcindia/Home/CSR.
- [3] Corporate Social Responsibility Policy, Hindustan Unilever Limited, 22nd September, 2014, [www.hul.co.in/Sustainable-living-2014/case studies/ case category/ project-Shakti: asp](http://www.hul.co.in/Sustainable-living-2014/case-studies/case-category/project-Shakti.asp).
- [4] <http://www.indiacorplaw.blogspot.com/2011/12/companies-bill-2011-csr.html>.
- [5] <http://www.business-standard.com/.../companies/an-overview-of-csr-rules-regulations.asp>
- [6] Torres, French et.al, Four Case Studies on Corporate Social Responsibility: Do conflicts affect a company's Corporate Social Responsibility Policy? , Utrecht Law Review, Volume 8, issue 3 (November) 2012, URN: NBN: NL: UI: 10-1-112903.<http://www.utrechtlawreview.org>

ROLE OF DIGITAL BRAND ENGAGEMENT IN MARKETING

Shruti Mishra

Student, Post Graduate Diploma in Management (Marketing) - I (2014-2016)

Digital brand Engagement is brand Engagement via the web. With Web 2.0 sites like Twitter, Facebook, Youtube & others making social networking easier, the digital brand engagement is playing an important role in the marketing activity. Customers are discussing about the brand online and this is affecting the brand image & value. Several Companies exist online only & they have a great brand name. Even the top executives are connecting with the customers online & this provides a great support for the brand to develop. Social Web is shaping in how customers are perceiving the Brand.[1]

Since the internet is fast evolving , especially through social web and media , there are huge number of digital channels which can be used to hold a dialogue between a brand and a customer or any group of consumers.

Globalisation and Internet has made consumers very selective about which brands to choose and interact with. They usually go for the brands through which they are able to communicate their thoughts. Various blogs, micro blogs , forums , social networks , images , videos , etc. are utilised by customers usually and due to this all this is encouraged on social media at a very fast pace.

On the other side, the brands can take notice of what is being said about them , about their product or service with the help of “Buzz Monitoring Tools” which help the companies in monitoring conversations taking place outside of their own website by choosing various tools. The value of information provided through this tool is directly proportional to the time and expertise dedicated in configuring and analysing the data provided. This value can also be increased when the data collected is correlated with onsite *web analytics*.

The key elements which are considered are - people or consumer , location , influence, and brand association. Under this, there are several areas like - for people: who are they , what are their values , the motivation factor for them and their behaviour. Through this, the virtual representatives of consumer groups can be created and also outline of what aspects of the brand appeal to them.

Similarly, for their location : where are they?, are they just observing or participating or they are an active contributor.

Another key point is influence in which the areas could be the reach of conversation , the authority of dialogue and site or the volume and amount of buzz and also their sentiments are considered.

Lastly, their brand association areas can also be judged on the basis of their commitment and their loyalty towards the brand and thereby reducing brand opponency where ever possible.

So, once an overview about the customer situation or brand situation is collected , then it becomes easier to create an engagement strategy.

The better part is that the overview will provide a “factual” position of brand as it is based upon what people are actually doing and saying about it. Another level of research is also performed which adds a “predictive” element i.e. undertaking some customers' testing prior to implementing and engagement approach. It is carried out in a conscious level manner of research , including focus groups, surveys and in-depth interviews. This research is recommended both at the conscious and unconscious level because it is thought that conscious level research on its own can be flawed.

Companies are evolving their customer-centric approach by implementing the types of social media strategies that increase the level and quality of engagements. These initiatives are playing an important role in helping to analyze behavior and create strategies that are based on the customers’ actual preferences. As these benefits are realized, more companies have become serious about their social media efforts and have moved past the “wait and see” stage into the full adoption of the technology.

Companies are also trying to move beyond using digital engagement to simply measure and monitor customer conversations and going for customer ideas to improve products and services, and also by creating custom communities and incentive programs.[2]

References

[1] arthmedia.com/brand engagement.

[2] “Marketing IT: What to Understand Before Asking IT for “All” the Data”. *marketingpower.com. American Marketing Association*. Retrieved 10 June 2013.

"Digital Analysis". *onlineoptimism.com. Online Optimism*. Retrieved 10 June 2013.

Listening and Engaging in the Digital Marketing Age.

