



xiss
XAVIER INSTITUTE OF SOCIAL SERVICE
Nurturing Professionals, with a Difference

AXIS 2020

Annual of Xavier Institute of Social Service



XAVIER INSTITUTE OF SOCIAL SERVICE, RANCHI

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Xavier Institute of Social Service

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From the Editor's Pen.....

*"Your Vision will become clear only when you look into your heart.
Who looks outside dreams. Who looks inside awakens"*

- Carl Jung

We are very pleased to present to you AXIS 2020 which is the Annual of our Institute. It contains the Director's Report and the departmental reports written by the respective department heads for the academic session 2019-20. The Reports contain an account of the prominent activities that have taken place in the current academic session and also the roadmap for future action wherever possible. AXIS is released every year during the Convocation ceremony of the Institute. Due to corona virus pandemic and subsequent nation-wide lockdown, the Institute was unable to hold its annual convocation on 8th April as decided earlier. The publication of AXIS therefore got delayed to June 2020.

Our Institute has been in the forefront of creating a sustainable society and nation building through a bouquet of high quality education, research and social outreach programs since 1955.

The Institute imparts education by strictly adhering to six core Jesuit Values. They are:

1. Magis: Meaning "more." This is the challenge to strive for excellence.
2. Women & Men for and with others: Sharing gifts, pursuing justice, and having concern for the poor and marginalized.
3. Cura Personalis: "Care for the individual person," Respecting each person as a child of God and all of God's creations.
4. Unity of Heart, Mind, & Soul: Developing the whole person and integrating all aspects of our lives.
5. Ad Majorem Dei Gloriam (AMDG): For the Greater Glory of God.
6. Forming & Educating Agents of Change: Teaching behaviors that reflect critical thoughts and responsible actions on moral and ethical issues.

By following these cardinal principles of Jesuit education, the Institute has produced professionals who are serving our great nation in various capacities and making a difference to the lives of thousands of people.



A number of new initiatives have been taken in recent months to improve our business processes and quality to bring it in line with the way modern education is imparted. Details of the same can be accessed in the Director's Report.

The contemporary India is a tough place to be in, especially because of the economic crisis that is slowly unfolding due to the devastating effects of corona virus pandemic. After clocking 4.5% growth in Q2 FY20, which was lowest in the last 25 quarters, the Indian economy grew by a very moderate 4.7% in Q3 FY20. The NSO's estimates revealed that the fourth-quarter and fiscal 2019-20 growth slumped to 3.1% and 4.2%, respectively, the slowest pace in 11 years. The unemployment rate of 6.1% in FY2018 for which the latest official data is available is the highest in 45 years. Inflation is over the upper limit of the inflation target regime of 6%. The coronavirus pandemic has plunged the Indian economy into recessionary conditions. Domestic rating agency Crisil has cut its GDP forecast for India to 1.8 per cent for 2020-21 while projecting total losses of Rs 10 lakh crore or Rs 7,000 per person due to disastrous lockdowns to control COVID-19 pandemic. This is likely to make the job scenario even more challenging. Management schools, including ours, will have to think out of the box to beat recession and find appropriate solutions for the emerging crisis-like situation.

In recent years, the technical education regulators, the AICTE and its arm NBA, have taken a number of initiatives to improve quality of management education. The most significant of them is a move to make learning outcome-based and more in line with industry requirements. This involves three distinct steps. First is to set educational objectives, then fix an appropriate learning methodology and finally identify indicators that measure the extent to which the objectives have been achieved.

We, at XISS, have tried to bring our course curriculum in line with the regulators' recommendations. Last year, the various PGDM Programs constituted Board of Studies, comprising eminent academicians, business professionals and decorated alumni. The Boards recommended a broader, more business-aligned, a more outcome-based and more than fully AICTE-compliant course curriculum which was approved by the Academic Council of XISS. We hope that this initiative will bring about significant improvement in the way we impart learning and make professionals more competent to face today's economic and social challenges.

We need your good wishes and blessings.

- **Fr. Pradeep Kerketta SJ**
- **Sushil Ranjan Roy**
- **Ramakant Agrawal**
- **Shyamal Gomes**
- **Aayurshi**

CONTENTS

Title	Author	Page No.
Director's Column	<i>Dr. Amar E. Tigga</i>	1
Human Resource Management	<i>Dr. Ramakant Agrawal</i>	10
Rural Management	<i>Dr. Himadri Sinha</i>	21
Information Technology	<i>Dr. Mahua Banerjee</i>	35
Marketing	<i>Dr. Pinaki Ghosh</i>	49
Finance	<i>Dr. Arup Mukherjee</i>	54
Central Placement Cell	<i>Dr. Amar E. Tigga & Prof Prashant K. Jha</i>	67
Department of Research and Planning	<i>Dr. Pramil K. Panda</i>	72
Department of Research and Publication	<i>Dr. Shyamal Gomes</i>	81
Department of Library and Documentation	<i>Mrs. Shamida Lakra</i>	86
Development Resource Centre (DRC)	<i>Dr. Sant Kumar Prasad</i>	89
Department of Entrepreneurship Development Programs (EDP)	<i>Mr. Harpreet Singh Ahluwalia</i>	92
Childline, Ranchi	<i>Mr. Sanjay Kumar Verma</i>	97



Director's Column.....

The new academic session 2019-20 started on June 17th, 2019. It was inaugurated by Mr. Rajesh Sharma, IAS, Secretary, Higher Education, Government of Jharkhand. Dr Shailendra Kumar, Director IIM Ranchi was the Guest of Honour on the occasion. This was followed by a 5-day Induction Program for the new batch 2019-2021. For the first time, the induction program involved a talk by a qualified medical practitioner Dr A K Thakur from Medanta Hospital Ranchi. The talk was based on students' mental and physical wellness. Other dignitaries on the occasion were Fr. (Dr) Joseph Marianus Kujur, SJ, Chairman of XISS GB, Fr. Pradeep Kerketta, SJ, Assistant Director, Heads of Programs and all faculty members.

The major content of the report involves

1. Thanks and Welcome to the Institute
2. Reports of various Programs & Departments
3. Achievements and Awards
4. XISS in the National and International Market and
5. The Roadmap Ahead.

1. Thanks and Welcome

Change of Directorship

After serving the Institute as Director since 2009 (Dr.) Fr. Alex Ekka, SJ, moved on to take up an equally challenging task as Director- XIDAS Jabalpur. We take this opportunity to extend our sincere gratitude to him for his yeoman service to this Institute.

This necessitated a change of guard in the Institute. Consequently, I took over as the Acting Director w.e.f August 1st, 2019.

Welcome

The XISS family welcomes Fr. Francis David Kullu, SJ, as the Finance Officer. Other people employed on the contract were Mr Avinash Anand - Program Manager, Ms Aayurshi - Accreditation and Branding Officer, Ms. Priti Soreng - Maintenance, Mr John Kujur- Maintenance and Mr Rajkishore Bhagat- Assistant Accountant. We wish them a happy and fruitful working at XISS.

Some of the contract employees were made permanent namely Prof. Prashant Kumar Jha -Assistant Professor, Mr Ashok Ram Baitha- Technical Assistant, Grade II, Mr Aditya Raj- Assistant Project Officer, Mr Akash Bhuinya -Assistant Project Officer and Mr Harsh Vardhan- Assistant Project Officer.



Dr. Amar E. Tigga
Acting Director

Superannuation

In the current academic year, many distinguished employees superannuated. They are:

1. Ms Jacinta Toppo- Library Assistant (02-10-1985—30-04-2019)
2. Mr Baby Sebastian- Finance Officer (11-01-1984—31-05-2019)
3. Ms Helena Lakra- Maintenance (02-04-2003—30-11-2019)
4. Mr Mukhtar Ahmed- Library Assistant (16-04-1976—31-12-2019)
5. Mr Karma Munda- Technical Assistant (16-01-1978—31-01-2020)
6. Mr Raj Kishore Bhagat- Assistant Finance Officer (01-08-1986—31-01-2020)

The Institute extends our sincere gratitude for their immensely valuable services. We all wish them good health and happiness.

Bereavements

The Institute lost three of its very valuable members in this academic year.

1. Mr Pradeep Kumar Singh- PA to the Director
2. Prof. Sudeep Kumar- Assistant Professor
3. Mr Herman Ekka- Project Officer

May the departed soul rest in peace. We pray earnestly to the Almighty to give strength to their families to cope with the sudden loss.

Governance and Academic Restructuring:

As the Acting Director of the Institute I have taken up and completed various assignments, details of which will follow.

NBA accreditation: A long-felt need for the accreditation process was started and took an aggressive mode when a dedicated person was appointed for the task. Ms Aayurshi has a 7 year-long experience in the same field with some esteemed institutions in East India. With our diligent efforts and the accreditation team's guidance, we will strive to get the NBA accreditation completed by the end of 2022. Ms Shruti Sahay has been appointed as Assistant Officer for Media and Accreditation for XISS.

For better co-ordination with the Alumni Association of XISS (AAXISS), Prof. Nidhi Shukla has been made the faculty co-ordinator for Alumni Relationship. Similarly, Dr Rik Das is the in-charge and SPOC for SWAYAM implementation, Dr Amit Giri for promoting research and publications, Dr Anant Kumar to look after the International Relations and Prof (Dr) Shyamal Gomes as the head of Research and Publications and promotion and publication of JJDMS.

There was a need for the Central Data Bank and Data Analytics which has also been taken into consideration and a team has been assigned for the work. Fr. Francis David Kullu, SJ, along with Mr. Anugrah Kujur and Mr Pankaj Tirkey are working in this team.

Institute has taken various new initiatives during this time under the present leadership like the implementation of ERP solution, online courses for students and faculty members from SWAYAM platform, focus on research and publications, steps towards branding and accreditation of the Institute, online payments for fees, students' official email-id, digital adoption in academics and administration, implementation of NAD (National Academic Depository) for XISS students etc.

2. Reports of various Academic Programs

A. Human Resource Management

The main highlight of the academic session 2019-20 was the introduction of a fully restructured and redesigned Course Curricula for the PGDM program in Human Resource Management. The newly designed program, in line with the AICTE guidelines, was duly approved by the newly constituted Board of Studies for HRM program. Due to increased credits carried by the program, the number of classes increased significantly, and the academic workload of students has gone up substantially. However, this is likely to produce more thoroughbred professionals.

With 72 as the total strength of the batch, the students have been very successful in the placement season with 57 students placed as of date. The highest CTC was given by Flipkart; Rs 26.49 lakhs p.a; and the average pay package was Rs 8.61 Lakhs p.a.

The Industrial Camps, Rural Retreat and Rural Exposure including the Social Service Field Work, the Industrial Visits are some co-curricular activities which were carried on with great vigour and enthusiasm. The active participation of students and faculty members have given innumerable stances of learning and development.

Several Industry-Academia Interface programs like guest lectures, alumni interaction and talks from reputed industrialists helped the students to become market-ready in terms of training and professionalism.

A new initiative of tutorial classes began where two second-year students of HRM were appointed as Student Tutors and they helped first-year students in subjects like Social Research Methodology, Financial Accounting, MS Excel, Operation Management etc.

In a nutshell, the program under the guidance of Prof. (Dr.) Ramakant Agrawal is striving to reach greater heights of quality and excellence so that success automatically follows.

B. Rural Management

The Rural Management program is one of the reputed programs of XISS. The program is the oldest program of its kind in India. However, the challenge before us today is to make it the best program of its kind offered by any Indian B-school and in the changing context. To pursue our goal, the course curriculum has been revised comprehensively to blend our core objectives of '*Putting the last first*' with the updated knowledge, technical skill and professional competency progressively. The revised curriculum is designed to incorporate norms set by national and international accreditation bodies. The international credit system has been introduced so that students can get the benefit of the credit transfer across the world universities. Compulsory audit courses (non-credit) like Yoga for health and Indian constitution have been incorporated to orient our students more holistically. SWAYAM courses have been introduced so that students can pursue add on courses to enhance their competency and make them future ready.

The students raised their bars in this year's placement season where organisations have recruited 69 students which is 94.52% of the strength of the current batch.

The curricular and co-curricular activities of the program like rural camps, industrial visits etc helped students to carve a niche for themselves in being able to match classroom learning with the practicality in the market.

RM students have made the program and broadly the Institute proud by participating and winning various extracurricular events like sports, inter-college music competitions, debates, paper presentations etc.

Growing along with others has always been a motto of the Rural Management program in XISS and under the guidance of Prof. (Dr) Himadri Sinha, we have done well to live up to this motive of ours.

C. Information Technology

Information Technology (IT) has become a vital and integral part of every business plan. From multinational corporations who maintain mainframe systems and databases to small businesses that own a single computer, IT plays a significant role. It is also the foundation of contemporary disruptive trends with Artificial Intelligence (AI) and Business Analytics. Application of Information Technology in all verticals of business functions is imperative for value addition to incessantly changing customer expectations.

The placement season for the academic year 2019-20 was extremely good for the IT program which witnessed 83.33% placement as of now. Constant improvement in the course structure and up-gradation of the infrastructure along with constant training and development programs for the faculty and students makes this program not only unique but with cutting edge advantages.

Emphasis on tutorial classes and MOOCs from SWAYAM also played a lead role in the betterment of this program.

The experience of Dr Mahua Banerjee and her untiring efforts to outplay the IT program has contributed to the betterment of the program and as one of the best in the zone.

D. Marketing

The program of Marketing completed yet another academic year of 2019-2020 with great success.

This year the program experienced some significant developments in all the aspects of curricular, co-curricular and extracurricular activities. The program of Marketing Management achieved 89.09% placements.

Up-gradation of the syllabus with the consent of the Board of Studies to make the program structure more market-friendly was the need of the hour and under the guidance of Dr Pinaki Ghosh, this was done extremely aptly.

Alumni Interaction, visits to Industries, sensitizing students to grassroots level problems through rural exposure were all activities done to bring out the hidden business acumen in the students and increase their employability in the tough market situations.

E. Finance

Like every year XISS welcomed its new batch 2019-21 with the freshers' orientation program on June 19th 2019 with utmost zeal and zest. The most unique feature of this program is that it gives equal emphasis to the rural exposure of the students in the management education followed by the industrial visits, soft-skills development and other activities which contributes to the 360-degree development of the students.

The academic year 2019-20 brought another good placement season for the program where the students earned a remarkable feat of placing 96.43% students which were achieved through methodical training and well-designed sessions on mock interviews and mock GDs. The department channelized and focused its resources under the capable guidance of faculty members to help students acquire the skills important for the industry. Various programs like mentorship and deliberation on key events impacting economy/financial markets helped them shape their understanding and vision about the key concept concerning the markets.

Numerous initiatives for the development of faculty and students under the encouraging leadership of Dr Arup Mukherjee makes the program able enough to meet the market needs running parallel with the socially responsible curriculum.

F. The Central Placement Cell

The placement cell of XISS is proud and elated to announce that the placement season 2019-20 has been truly remarkable and a landmark event. The feat we have achieved would not have been possible without the unwavering trust the corporate has shown in the quality and competitiveness of our students despite a generic slowdown in the overall employment scenario. It is a huge encouragement and humbling event and makes our resolve to serve the corporate with a supply of capable and energetic talent stronger.

The final placement figures this year has already touched **88.59%** and with few more numbers of companies still lined up for the process, we are set to soar higher still. As a testimony of competence and tenacity our students exhibited during their internship period we received **11 PPOs**. Highest CTC we clocked was another feather in the cap of the Institute. Two students from PGDM-HRM received CTC of Rs **26.49 lacs**; highest ever. Stipend offered to summer interns was equally encouraging with the highest stipend of Rs **1.25lac**. The Department of Finance Management, Department of Rural Management, the Department of Marketing and the Department of IT have achieved placement of **96.43%, 94.52%, 89.09% and 83.33%** respectively. Congratulations and thanks to the all team members of Central Placement Cell and also the coordinators from different programs.

The Institute has shown immense flexibility and agility amidst a fast-changing job environment. Future job seekers are not only going to be judged for showing their ability to perform in a challenging environment but also how they adapt to fresh challenges that may come their way. Therefore, it is advised to all candidates for the upcoming placement season 2020-21 to brace for a tough year.

G. Department of Research and Planning

After its establishment in the year 1978, the Department of Research and Planning has created a distinct space for itself within and outside the Institute through continuous engagement in different academic activities and carrying out several consultancy research projects.

During the academic year 2019-20, the department completed as many as 8 research projects in various districts of Bihar, Jharkhand, Haryana, Chhattisgarh and Odisha. Two ongoing projects near to completion are also the task at hand for the department which under the privileged guidance of Dr. Pramil Panda strives to create a niche for itself.

In the financial year 2019-20, the project liaison cell has applied 16 projects, out of which there are 4 projects related to social impact evaluation of activities done under corporate social responsibility, 4 projects related to the evaluation of programs undertaken by the governments, 3 projects related to baseline studies, 3 projects related to end-line studies and 1 each of the projects related to socio-economic survey and sanitation survey respectively. Besides, there are also 5 GIS projects applied in the financial year 2019-20.

H. Department of Research and Publications

The Department of Research and Publication of XISS was established in June 2002. The overall objective of the department is threefold: (i) to conduct research studies independently, (ii) to select quality research articles and publish those in academic journal JJDMS, and (iii) teaching, organizing seminars, talks and workshops. Since its establishment, the Department is continuously striving to move ahead in terms of its research growth and publications.

JJDMS got indexed in the ICI database. On 1st May 2019, Indian Citation Index released the approved list of the new journals and JJDMS included in their new list.

In the year 2019, so far, the following thematic/non-thematic issues have been published:

1. General Issue (January-March 2019)
2. Governance and Management of Natural Resources (April-June 2019)
3. General Issue (July-September 2019)
4. Health and Wellness (October-December 2019)

I. Library and Documentation

The involvement of Information and Communication Technology (ICT) in libraries makes the possibility of easy access to information in many formats and from many sources cause encouragement, progress learning capabilities, reading habits as well as knowledge among users.

Presently our Institute library has varieties of collection in print and digital forms including books, journals, magazines, newspapers, CDs, DVDs, online resources like e-books, journals, magazines and business cases etc. All these resources give the value addition in teaching, learning and research.

The library has fully computerized the routine work as well as library services through ERP. Now resources as well as services like check-in, check out, book renewal, fine collection, web OPAC, generation of statistical reports etc. are available at your fingertips within campus as well as outside campus using internet.

Our Institute has subscribed to 48 peer-reviewed national and international print journals. Out of 48, 22 **SAGE print journals** are also available online on a complimentary basis. Besides, our library also subscribes to 25 magazines and 13 newspapers.

Our Institute's library has **3275 back volumes** of bound journals.

Orientation events are organized by library patrons regularly to make the students and faculty well versed with the technological advancements and the online resources in the library.

J. Department of Entrepreneurship Development

Entrepreneurship Development Cell in XISS has emphasized the following:

- To organize all types of Entrepreneurship Development Programs (EDPs).
- Capacity building for SHG members.
- Small Industries Management Program (SIMAP) and & short term Management Development Programs (MDPs) for different target groups.
- Research and Publication in the field of Entrepreneurship.
- Organizing Faculty Development Programs (FDPs) and Trainer's Training Programs (TTPs).
- Provide consultancy services to existing entrepreneurs for their further development, expansion.
- Organize Awareness Camps, Seminars, Workshops, Trainer's meet, etc.
- Working as a resource unit for other EDP related Institutions.
- Conduct Skill Development Training programs for groups.
- Assist Small & Medium Enterprises (SMEs) by organizing customized training programs for their Human Resource Development, or by providing specific consultancy.

During the academic year 2019-20, there were 5 programs with a cumulative of 466 participants held at various Entrepreneurship Awareness Camps in and around Ranchi and one Faculty Development program with 23 participants in the XISS, Ranchi campus. The number of proposed programs for the next academic year sums to 11, for faculty, young entrepreneurs and aspiring youth.

K. Development Resource Centre:

DRC, as its name suggests is a Resource Centre and has been playing a crucial part since its inception by supporting various developmental initiatives undertaken by small NGOs and CBOs across Jharkhand. DRC under the aegis of Xavier Institute of Social Service (XISS) has been following the mission of serving the society and thus has been implementing several projects for improving the lives of villagers.

During the year 2019-20, DRC completed the project Enhancement of Livelihood Opportunities in the selected blocks of the south-eastern region of Chotanagpur in the state of Jharkhand.

DRC, XISS, Ranchi has submitted a “**Proposal on Watershed Development**” to National Bank for Agriculture and Rural Development (NABARD), Regional Branch, Ranchi. The operational area will be in Murhu Block of district Khunti in Jharkhand.

L. Childline Ranchi

Childline Ranchi has been functioning since 2001 under the ministry of women and child development Government of India. XISS a nodal agency for Childline Ranchi facilitated the rescue of lost, missing, runaway or victimized children and their rehabilitation. Childline stands for a friendly Didi or Bhaiya who is always there for vulnerable children 24 hours of the day 365 days of the year. During the period April 2019 till February 2020 Childline Ranchi has intervened a total number of 129 cases of child protection issues which includes cases like child

labour, child marriage, sexual abuse, physical and emotional abuse, child trafficking, corporal punishment, beggary, etc. Childline Ranchi as intervened total number of 497 cases till date including all categories.

3. Achievement and Awards

The Institute has been put at 20th position in all India B-School ranking by Business and Management Chronicle survey 2020 ranking the third position in top 10 Institutes in terms of international collaboration and ranking, 10th in the top 10 Institutes in terms of social responsibility for the year 2019-20. NHRDN -Shine Business School has ranked XISS at 6th position among the Institutes in Eastern India and 36th position among top 50 B schools of the country for the year 18-19. In 2019 XISS has actively participated in different B schools always such as BT-MDRA B School survey 2019, Times Annual B School rankings 2020, The Week B School survey 2019, Business and Management chronicle B school survey 2020, NHRDN-SHINE Business School survey 2019-20, NIRF ranking 2019-20 by the MHRD, Government of India to name a few.

4. XISS in the National and International Market

There are certain MOUs signed with Industry partners which help students of XISS to make its mark in the market with real-time practical experiences and move ahead with such experiences to deal with corporate problems. The details of such MOUs are as follows:

1. MOU between Xavier Institute of Social Service, Dr Camil Bulcke Path, Ranchi 834001, and SecurEyes Techno Services Private Limited
2. MOU between Xavier Institute of Social Service, Dr Camil Bulcke Path, Ranchi 834001, and Vedant Asset Pvt. Ltd., 3rd Floor, Gayways House, Peepee Compound, Ranchi 834001, Jharkhand
3. MOU between Xavier Institute of Social Service, Dr Camil Bulcke Path, Ranchi 834001, and IPE GLOBALLY Expanding Horizons. Enriching Lives. IPE Global Limited IPE Global House, B-84, Defence Colony, New Delhi - 110024, India
4. MOU between Xavier Institute of Social Service, Dr Camil Bulcke Path, Ranchi 834001, and Dynamic Tarang Pvt. Ltd., having registered office at Subhash Chowk, Jatra Tand Bazar, Kokar, Ranchi – 834001

These linkages not only help our students to get through the first-hand corporate experience but also increase our visibility in the marketplace which is a necessity of the hour.

5. The Road Map Ahead

With the current turn of events, we are facing a national lockdown due to the pandemic of Covid-19. I have always seen a silver lining in dark clouds and this lockdown has forced me to realize the importance of virtual learning. In the coming days, the Institute is willing to upgrade its IT infrastructure to use an online platform for bringing efficiency in administrative as well as academic works. The talks, seminar, online courses etc. needs to be done through a virtual platform.

The very first action plan for XISS in the coming days is to finish the NBA documentation comprehensively and aptly so that the Institute can complete the process as soon as possible and obtain the required accreditation within due time.

The second plan of action is rolling out of all the policies of the Institute with the revised students manual and faculty manual for the smooth and streamlined functioning of the organisation.

Understanding that alumni as one of the strongest pillars of an Institute I would like to strengthen the bond between the alumni and their alma mater with regular homecomings, alumni meetings and their involvement in crucial academic, projects and industry affairs. The Institute is planning to make AAXISS (Alumni Association of XISS) more structured and process-driven involving the different chapters with online platform for smooth and regular operations and interactions. Updated Alumni database creation is also a priority.

With the adoption of the ERP system, we are already into the process of outcome-based learning. With technological advancement, this system will help not only internally but also in revamping the brand image of the Institute externally. Brand building is hence another very important task at hand.

Intensified efforts on paper writing, research works, consultancies, MDPs, creation of online courses and emphasis on virtual interactive learning are some other portfolios which need attention in the coming year.

I, therefore, request all the external and internal stakeholders of the Institute to roll up their sleeves and contribute positively to the growth and development of XISS.

Thank you!

■ **Dr Amar E. Tigga**
Acting Director



HUMAN RESOURCE MANAGEMENT

■ **Dr. Ramakant Agrawal**

Head of Programme

INTRODUCTION:

The new Academic Session 2019-20 started on June 17th, 2019. It was inaugurated by Shri Rajesh Sharma, Secretary, Higher Education, Government of Jharkhand. Dr Prof Shailendra Kumar, Director, IIM Ranchi, was the Guest of Honour on the occasion. This was followed by a 5-day Induction Programme for the new batch of HRM students. Once the induction was over, the normal classes began in full swing. For the first time, the induction programme involved talk by a qualified medical practitioner, Dr A K Thakur from Medanta Ranchi, on student's mental and physical wellness.



Prof. T. V, Rao addressed the NHRDN on 26th Feb. 2020

The main highlight of the academic session 2019-20 was the introduction of a fully restructured and redesigned Course Curricula for the PGDM program in Human Resource Management. The newly designed program, in line with the AICTE guidelines, was duly approved by the newly constituted Board of Studies for HRM program. Due to increased credits carried by the program, the number of classes increased significantly and the academic workload of students has gone up substantially. However this is likely to produce more thoroughbred professionals.

The Institute acquired membership of the professional body National HRD Network (NHRDN) in January 2020. National HRD Network is committed to the development of human resources through

education, training, research and experience sharing. It works towards enhancing the capability of human resource professionals to compete globally.

Last year, we became members of the Confederation of Indian Industry. We are in the process of acquiring membership of more professional bodies to improve our capabilities.

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

STUDENT ACTIVITIES & ACHIEVEMENTS : CURRICULAR, CO-CURRICULAR & EXTRA-CURRICULAR

Industrial Camp

An industrial camp was organized for the class of 2019-21 from 27th Feb 2020 till 7th March 2020. Two groups of 37 students of the HRM batch of 2019-21 under the guidance and leadership of Prof Dr K M Spring went for their Industrial Camp. They visited various organizations where they interacted with the HR domain experts and gained invaluable inputs in addition to their theoretical knowledge. The organizations they visited were; CCL – Barka Sayal, Tata Motors, Waxpol, CCL – HRD – Darbhanga House, Hindalco-Muri, Tata Steel – Jamshedpur, Jindal Steel- Patratu. Their visit consisted of plant visits, along with corporate interactions. They also got an opportunity to be part of the celebrations of Tata Workers Union – Jamshedpur, where they attended a conclave on ‘Trade Unions of the Future’.

Rural Retreat

Rural Retreat (RR) is an integral part of the HRM program. First year students were on rural retreat from 27th-February to 06th-March. As part of this exercise, they stayed at Society for Rural Industrialization (SRI), Bariatu and worked in its operational village Jiddu (Amber toil, Jamun Toli and Jiddu Khastoli) at Angara block of Ranchi under the guidance of Prof. Dr. Shyamal Gomes. Rural retreat is an important activity to work towards our Vision and Mission of serving the society which has given us so much. The RR activity helps HR students to appreciate the challenges of life faced by people especially in the rural areas and to learn from them how to overcome such problems on a daily basis. During the course of the RR, students learn crucial management skills like leadership, teamwork, need identification and time management. They are also asked to learn and practice meditation techniques to improve their concentration and mental strength. Moreover, the village visits and interacts with people, Government Officials and NGO workers helped the HR students to understand the ground reality of Rural India.

This year, students specifically interacted with 8 Women Self-Help Groups in Jiddu Revenue Village. Rural Retreat helped them to learn 3 important aspects: 1) Role of W-SHGs in the context of Rural Governance and Rural Human Resource Development, 2) Importance of Integrated farming and how rural technology is enhancing the lives of rural men & women as rural entrepreneurs in the field of fisheries, goateries, piggeries, dukeries and floriculture, horticulture and vegetable cultivation etc. and 3) How the PRIs and block development officials are taking initiatives for health, hygiene, income generation and other aspects of human development.

Students also interacted with Mukhia of Jona Panchayet, Mr. Krishna Munda and Pramukh of Angara Block, Mrs. Sunita Gari to understand the government schemes and the present context of Rural Governance. Through 'Shramdan' and Nukkad Natak in different Tollahs the HR students spread awareness about cleanliness, health & hygiene and respect to elders.



HRM students performing Nukkad Natak

Social Service Field Work (SSFW)

Social Service implies social welfare and socio-economic development as well as politico-cultural empowerment particularly of the deprived sections of society. So, exposure of the students to the social reality of the country is part and parcel of management education in the Institute. The SSFW is a fundamental component of the PGDM-HR program. The SSFW is the central mechanism for transmitting theoretical knowledge into the practical level of work. First year students of the HRM program are sent to different non-profit and humanitarian

organizations in and around Ranchi twice a week where students get the opportunities to apply knowledge learnt in the classroom situation.

In the current Academic Session, students were placed in seven Field Work Centers: St. Michael School for Blind, Braj Kishore Netraheen Balika Vidyalaya, MMK High School, Cheshire Home, Guru Nanak Home, St. Xavier's School, Doranda (outreach) and Government Middle School, Hindpiri.

They contribute to the overall efforts of the social service being done by the organization. The students implement and evaluate their experiences while working with individuals and groups in their field work situation. Through active involvement in SSFW, students are encouraged to generate new insights into the problems faced by the inmates. Our students' contributions range from imparting academic support, helping the underprivileged children to realize their potential and hold different kinds of functions. The events organised by our students include Independence Day, Republic Day, Annual Sports Day, Cricket Tournament, Blood Donation Camp, Origami and craft and card making sessions, Diwali and Holi celebrations, Medical and Health Camp, Extempore competition among the inmates and Home visits of the underprivileged children. The students also conduct inter-center visits to learn from exposure to different other organizations.



Blood Donation Camp at GMS Hindpiri

INDUSTRIAL VISITS

Bangalore Industrial Visit:

A group of 17 students (8 boys and 9 girls) were at Bangalore from 23rd September to 1st of October 2019 for an Industrial tour. The group visited 26 companies for Industrial visit and making placement presentations. Some of the companies were Synopsys, VMware, Tata Hitachi, Tata Power Solar, Atkins Global, The Taj, Azim Premji Foundation, Honeywell, Coca Cola, Cisco and Exide.

On the 28th of September, 2019 an Alumni Meet was organized at Icon Premier Hotel, Bangalore. Three major events at the meet were, A Corporate Talk on “Helping Business to become Customer Centric with Cloud Transformation” by Mr. Manish Raj Kumar from Amazon Web Services, a send off accorded to Prof. S.R Shauq from the Bangalore Alumni Fraternity since this tour was his last in his long stint at the Institute for 37 years. The senior Alumni of the Institute fondly remembered those wonderful years spent with Prof. Shauq while they were at the Institute.

The third event was a meaningful interaction and networking that happened amongst the students and the Alumni at the Meet.



Industrial Visits at Bangalore Prof. S.R.Shauq being felicitating by XISS Sr. Alumnus



Industrial Visit at TIL and Tata Metaliks at Kharagpur (Sept. 2019)

Kolkata-Haldia-Kharagpur Industrial Visit (21-28 September)

A group of 19 HRM-II students, under the guidance of Dr Shyamal Gomes, went to Kolkata, Haldia and Kharagpur for Industrial Tour during 23rd-29th September 2019. Groups of 4 students made pre-placement presentations in 25 companies including Emani Cement, Berger HUL, Linde, Tega Industries, Himadri Chemicals, TATA Sky, FlipKart, Gainwell, Khadims, RBL Bank, AXIS Bank, HDFC Bank, L&T, RailTel, Mission of Mercy Hospital and Research Centre, TCS, Reliance Jio and Positive Strokes. The

entire students also made plant visits to 7 companies which included Tata Steel, EXIDE Haldia Plant, Hindustan Unilever (Haldia Detergent Factory), and TIL Limited (Kharagpur), Tata Metaliks (Kharagpur) and ITC Food division (Uluberia) and ITC Kidderpore Plant.

During their factory visits they interacted with the Practicing Managers, Senior Managers- HR, and the Trade Union leaders to understand the current business management strategies as well as Human Resource Practices in the Corporate / Organizations. While taking the feedback from the company

it has been observed that most of organizations have positive feelings and confidence towards XISS alumni performance especially in the HR field and expressed hope that the current crop of students will do well in their profession.

On 28th September, 2019 the Alumni Meet was organized by (Kolkata chapter) of Alumni Association at Taj Vivanta. Around 70 alumni were present along with 40 students (HR, and Marketing) and Professors. Mr. Dominic, Mr. Nelson, Mr. Nadeem, Mr. Shiladitya and Dr. Neeraj, Mr. Karan, Ms. Tandon, Mr. Aamil, Mr. Ravi, Ms. Diksha played the leading role and organized everything. The program was inaugurated with forming the new committee and lighting the lamp by Sr. Alumnus, Director and Assistant Director of XISS, and other esteemed guests from DVC at 7.30 p.m. The young talented managers (XISS Alumni) were the panelists for two round discussion on the current scenario of HRM and Artificial Intelligence.

Mumbai And Pune Industrial Visit (23-29 September, 2019)

A group of 18 HRM-II students, under the guidance of Dr K M Spring, went to Mumbai and Pune for Industrial Tour during 23-29 September 2019.

They visited various business organizations where they interacted with their HR domain experts and gained substantial valuable inputs in addition to their theoretical knowledge. The organizations they visited were; Aptech Limited, Aditya Birla Capital, Kone Elevators, DCB Bank, RBL Bank, ABinBev, Human Touch Consultant, Nomura, Mahindra & Mahindra, Glenmark, Larsen & Toubro, Aditya Birla Group, Future Supply Chain, TATA Motors, Finolex, Siesta, Godrej Consumer Products, Aegon Life Insurance, HDFC, CEAT, Godrej & Boyce, Raymond Limited, JSW, Reliance, Alkem Laboratories, TATA Sons, Reliance Mutual.



Industrial Visit at Mumbai & Pune

Their visit consisted of 3 plant visits, interspersed with corporate interactions and 13 presentations, (given to as many organizations). They also visited Tata Sons, where they interacted with our decorated Alumni, Mrs Nupur Mallick – CHRO – Tata Sons.

The visit culminated with an Alumni meet organized by the Alumni of the Mumbai Chapter, on the 29th of September 2019. It started with an interactive session where 3 students were allocated a mentor each, equaling 6 mentors with 3 students, and they were asked to sit at separate tables, where they discussed the various nuances of the HR facets, both present and future. The next session was a general session where the entire group of students was given various inputs on how to prepare themselves for the coming placements at XISS, by the Alumni present.

Delhi Industrial Visit (23-29 September 2019)

A group of 18 HRM-II students, under the guidance of Dr Indrani Ghatak, went to Delhi for Industrial Tour during 23-29 September 2019. The group visited four Industrial Plants during this period. They

also visited 30 companies for making presentations about our Institute. Major industrial plants visited were Maruti Suzuki India Limited, Myntra, Mother Dairy, Hero MotoCorp. They also visited the Training facility center of ITC Hotels.

An Alumni Meet was organized by AXISS on 29th of September at Radiance Motel, Chhattarpur, Delhi. Panel Discussion was held on the topic “Future of Work and Workforce in VUCA World”. The discussion highlighted the dynamism in the workforce in the current scenario and also brought forward the fact that ‘people will be the key differentiator’ to overcome all the challenges in the VUCA world.

The Meet provided a golden opportunity to our students and Faculty Members to interact with Mr. Anand Kumar, Founder of Super 30, who was the guest of honor at the event. He shared his journey through various success stories of his students and his struggles. The students also got the opportunity to interact with distinguished members of the alumni. The then Director, Fr Alex Ekka, HoD-RM, Dr Prof H Sinha and Dr. R. K. Agarwal was present in the Alumni Meet.

ACHIEVEMENTS

HRM-I

Students of HRM-I participated in a variety of academic, co-curricular and extra-curricular events organised by various business schools around the country. The most prominent festivals in which they participated were Ensemble Valhalla (XLRI, Jamshedpur), Xaviesta (Xavier University of Business, Kolkata), Steelathon (Tata Steel, Jamshedpur), Chakravyuh (IMT, Ghaziabad), Trailblazers (Central University of Jharkhand, Ranchi), Case Study Competition Sankalp (NARM, Hyderabad). The Basketball team won the Championship organised by IMT, Ghaziabad.

HRM-II

Name of the student(s)	Activity	Position held
1. Shubham Raj 2. Joy Mark Soreng	Mindscape organized by Embark	Winners
1. Prateek Gupta 2. Sakshi Sukrity 3. Shikha Upadhyaya	Awanish Kumar Dev Memorial Scholarship	Scholarship Awardees
1. Prateek Gupta 2. Chitra Imdad	Panel Discussion-Kolkata Alumni Meet	Speakers
1. Anmol Kaur Viridi 2. Chitra Imdad 3. Shipra Rai	TATA Steel-a-thon	Campus Winners - XISS
1. Prateek Gupta 2. Sakshi Sukrity 3. Shikha Upadhyaya	Panel discussion organized by Maruti Suzuki in collaboration with NHRD on the topic “Industry 4.0”	Speakers
Shashank Saurav	Badminton Tournament - Singles	Winner
HRM Girls Basketball team	Basketball tournament	Runners-up
HRM Boys Basketball team	Basketball tournament	Semi-finalists

PLACEMENTS

Summer Placement

Thirty seven companies have offered Summer Internship to 75 students. The average stipend offered is Rs 16000, with highest stipend offered being 120000. The companies range from Flipkart, Nomura, Tata Steel and Tata Motors to Reliance Industries, IOC, Metlife, ITC, Vedanta and Taj Bangalore. Due to nationwide lockdown, 62 students have been asked by their respective companies to work from home and the remaining 13 have been put on hold.

Final Placement

The Placement of the HRM batch of 2018-20, went off to a flying start, with 17 companies visiting the campus for the first phase of placements, (25th October – 05th December 2019), namely-- Hindalco Industries Ltd, Godrej & Boyce, Tata Steel Ltd, Tata Steel BSL Ltd, Indian Hotels Company Ltd, Vedanta, SBI Life, Flipkart, Tata Motors Ltd, Jindal Stainless Ltd, Hero MotoCorp, Darwinbox Digital Solutions Pvt Ltd, Nuvoco Vistas Corp Ltd, Hindustan Unilever Ltd., Reliance Industries Ltd, ICICI Bank, CISCO Systems (India) Pvt Ltd, ACC Ltd, Bandhan Bank. The second phase of placements, (6th January – 31st March 2020) also, saw a healthy turnout of organizations for recruiting HR candidates from XISS. The companies were, Volvo Eicher Commercial Vehicle, Basix Sub K iTransactions Ltd, Tech Mahindra, Saija Finance Pvt Ltd, Tata Advanced Systems Ltd, Fincare Small Finance Bank, Cadila Pharmaceuticals Ltd, Aarti Industries Ltd, Forsys Software India Pvt Ltd, MBAtrek Pvt Ltd, and ABFRL (Pantaloons).

In addition to the above 4 PPO's were also offered to the students of the HRM dept of XISS. The highest CTC was given by Flipkart; Rs 20.46 lakhs p.a; and the average pay package was Rs 8.40 Lakhs p.a. 57 students have been placed so far.

FACULTY ACHIEVEMENTS

Dr. Shyamal Gomes

Published a research article along with Ranjan. R (2019). Opportunities for development and high employee engagement in organizations: a critical look. Jharkhand Journal of Development and Management Studies (JJDMs), vol. 17, no.3, sept. 2019. Pp. 8215 – 8221.

Successfully guided, second Ph.D scholar Mr. Rakesh Ranjan from ICFAI University Jharkhand. The Topic is Impact of Employee Engagement on their career development: A study in selected manufacturing Industries of Western Odisha.

Attended the 23rd Triennial conference of Xavier Board of Higher Education held at Don Bosco Institute, Guwahati, Assam from Sept. 13-15, 2019. The theme of the conference was “Re-visioning Higher Education in India: Challenges and Strategies for Catholic Institutions.

Actively participated in the two day workshop on ‘Participant Centered Learning’ held during 25-26th May 2019 at IIM-Ranchi.

Special Mention Case Award presented to Prof. Dr. Shyamal Gomes for the case “Kalu Policewala the symbol of good governance: a case study” (Track: cases) in the 7th PAM – IIM WORLD MANAGEMENT CONFERENCE held during 12-14th December, 2019.

Dr. Kumar Mohit Spring

Prof Dr K M Spring attended a conclave at XLRI titled 'ILO @ 100 and the future of work'. It was a centennial celebration of ILO, held on the 9th of November 2019 at XLRI Campus, Jamshedpur.

Prof. Nidhi Shukla:

Attended the centenary event "ILO @ 100: The Future of Work"; a half-day seminar on November 9, 2019 at XLRI, Xavier School of Management, Jamshedpur.

Research Paper titled, "Gender Equality cannot wait for Critiquing of Emerging Concepts: The Need to Integrate and Apply Now", is under second stage of review in Indian Journal of Gender Studies.

Research paper titled, "Inclusion of Women in the Workforce: An Integrated Framework of Emerging Concepts," has been reviewed by Journal of International Women's Studies. As communicated by the editorial office the suggestions for incorporation are being carried out for consideration of publication in the forthcoming August, 2020 issue.

Dr. Mrityunjay Roy

Presented a lecture on "Research Methodologies used in Supply Chain Management Research" in the Faculty Development Program titled "Embracing Self-Learning in Research with SWAYAM" held on 15th and 16th January 2020 organized by XISS, Ranchi in association with IIT, Kharagpur.

Dr. Indrani Ghatak:

Successfully completed and awarded PhD in topic "Perception and Experiences of Domestic Violence against Women: A study in Durgapur, West Bengal" from Department of Sociology, University of Burdwan, West Bengal in July, 2019.

Written a research paper on "Evaluation of factors for Domestic Violence against Women in India through MOORA approach". Co-authored with Dr. Rishi Dwivedi. Communicated to Scopus Indexed Journal (under review). Expected year of publication is 2020.

Developing a paper on "Schools as a medium for creating awareness of mental health and illnesses" which will be presented in National Seminar on Mental Health and its interface with Socio-Economic and Legal Arenas at National University of Study and Research in Law, Ranchi on 15-16th of May, 2020. The research paper will get published in an edited journal with an ISSN after double – blind peer review.

She taught a full course on Social Justice and Action in XIDAS, Jabalpur in November 2019.

Dr. Ramakant Agrawal

Acted as a Jury member for Anubhav 2019 – the management case study contest organised by NHRDN, Jharkhand on 17-August-2019

Published a News Article on General Budget 2020-21 in the daily Hindustan, Ranchi edition dated 02-02-2020

Participated in a number of TV debates on current issues

COLLABORATIONS & CONNECTIONS

A number of professional talks were organised/attended by the students of the department. Some of them are as follows:

- Trade Union representatives from Belgium interacted with our students on 14 August, 2019 to discuss basic differences between the Belgian and Indian trade unions and their role in nation building.
- Shri Vijay Ranjan, Director, Personnel, Eastern Coalfields Limited, delivered a talk on Trends in and future of HR on 05-Dec-2019 in the XISS auditorium.
- Mr. Anand Kumar, founder Super 30, delivered a motivational talk to a section of our students and alumni on 28 September in Delhi during the Delhi Alumni Meet. Mr Anand's talk was organised by Delhi Chapter of Alumni Association.
- Mr. Arjun Singh, Global HR Leader, Ceat Tyres, enlightened students on HR trends on 17 October, 2019.
- Mr. Rajesh Ranjan Tiwary, Asst GM, RBI, spoke on Monetary Policy on 13-11-2019 which was attended by a section of HRM students. The talk was organised by The Department of Marketing, XISS, Ranchi.
- Mr. Salil Bihari Lal, Plant Head HR, Maruti Suzuki India Ltd, spoke on the journey of Manesar Plant of MSIL on 30-11-2019.
- Mr. Sitaram Kandi, VP-HR, Tata Motors, spoke on Transforming the role of HR on 05-Dec-2019.
- Mr Debashish Ghoshal and Mr Santosh Sharma, Management Experts and HR Leader, spoke on MSME sector on 20-Jan-2020. The interaction was organised by iLead in association with Ranchi Chapter of Alumni Association (AAXISS).
- Mr. Jagjit Singh, Director HR and Head (L&D), Dr Reddy's Lab spoke on Campus to Corporate Transition on 21-09-2019 in the Institute's auditorium.
- Mr. Shahnawaz Alam, VP Tata Workers' Union, interacted with our second year students on Evolution and Struggles of Industrial Relations and the contribution of Tata Workers' Union in the same. The discussion took place in the Institute on 21-Jan-2020.
- Mr. Abhishek Victor and Kishor Kunal, Medanta City Hospital, trained students on soft skills and recruitment process protocols on 26-09-2019 in the Institute's premises.
- Mr. Prashant Rai, VP and Head HR and CSR, Arohan Financial Services, delivered a talk on scope relevance of Rural Management in the current scenario on 20-09-2019 at the Institute.
- Mr. Saurav Bhowmick, Campus-France, informed students on career opportunities in France.
- Seventh Awanish Dev Memorial Lecture: Fr Alex Ekka SJ, the then Director, Prof S R Shauq, former HoD/HRM and myself attended 7th Awanish Dev Memorial Lecture on Make in India through Excellence in Manufacturing @Industry 4.0 at JW Marriott, Pune on 28-August 2019. After the opening remarks by Dr Fr Alex Ekka SJ, Director XISS and Trustee, Awanish Dev Memorial Trust, top managers from MSIL, GSK, Gabriel India, Sterlite, M&M, Tghermax, Bharat Forge and IBM spoke on the theme of the Lecture.. A student Panel Discussion on Impact of Digital Era in Manufacturing Sector was also held in which our students Mr Prateek Gupta, Miss Shikha Upadhyaya and Miss Sakshi Sukrity participated along with students from SCMHRD, Pune, SIBM, Pune, TISS Mumbai, Flame University Pune and BIMM Pune.

MISCELLANEOUS

MOOC/Swayam

Certificate Course in SWAYAM: Swayam is a program initiated by Government of India and designed to achieve three cardinal principles of Education Policy i.e. access, equity and quality. This is done through a platform that facilitates hosting of all the courses, taught in classrooms from Class 9 till post-graduation to be accessed by anyone, anywhere at any time. All the students of HRM program registered themselves in different certificate courses offered in SWAYAM platform. All professors of the HRM program are serving as a mentor of at least two courses opted by the students. Universities/ colleges approving credit transfer for these courses can use the marks/certificate obtained in these courses for the same.

Student tutorial:

A novel initiative was started by Dr Amar E Tigga, Acting Director, this academic year to help students cope with difficult subjects. The initiative was called Student Tutorial. Under this scheme, a student from second year taught students of first year who needed additional guidance. Two second year students of HRM were appointed as Student Tutors and they helped first year students in subjects like Social Research Methodology and Financial Accounting.

CONCLUDING REMARKS:

The current academic year 2019-20 has been a landmark year for the Institute. A number of very significant and remarkable changes have taken place. To start with, Dr Prof Amar E Tigga took over as Acting Director from Dr Fr Alex Ekka SJ, who served the Institute for 12 long years with distinction and single-minded devotion. The Institute has taken a number of significant initiatives under the leadership of Dr Amar E Tigga. The Enterprise Resource Planning Software (ERP) was introduced during the year. It is a milestone in the Institute's history towards digitization of the Institute's academic and non-academic activities. Record keeping of most activities has been digitized. The biometric attendance system for Institute's employees has been introduced and integrated with ERP. The Institute acquired membership of NHRDN, a highly respected professional body for Human Resource professionals. Documentation process is being strengthened to comply with requirements of the National Board of Accreditation.

I would like to convey my department's sincere gratitude to Fr Alex Ekka SJ for supporting us at every step of the way. I would like to thank my Acting Director, Dr Amar E Tigga and Asst Director Fr Pradeep Kerketta, for being no different as they have been rock solid in their support in all our endeavors. I also take this opportunity to thank my dear colleagues from the HRM Department and other departments, including guest faculty, for their unflinching co-operation in running the program's curricular, co-curricular and extra-curricular activities. I would like to thank the students of HRM for working very hard for academic excellence and leaving nothing to chance to bring laurels for this hallowed Institution. Last but not the least, I take a bow to our alumni spread all over the country and outside for their dogged determination to help the Institute realize its mission and vision.

AXIS 2020 : Annual of Xavier Institute of Social Service



BATCH OF 2018-20

Human Resource Management





RURAL MANAGEMENT

■ **Dr. Himadri Sinha**
Head of Programme

INTRODUCTION



Conference

Rural Management program is one of the flagship programs of XISS. The program is the oldest program of its kind in India. However, the challenge before us today is to make it as the best program of its kind offered by any Indian B-schools. To pursue our goal, the course curriculum has been revised comprehensively to blend our core objectives of 'Putting the last first' with the updated knowledge, technical skill and professional competency progressively. The revised curriculum is designed to incorporate norms set by national and international accreditation bodies. The

international credit system has been introduced so that students can get the benefit of the credit transfer across the world universities. Compulsory audit courses (non-credit) like Yoga for health and Indian constitution have been incorporated to orient our students in a more holistic manner. SWAYAM courses have been introduced so that students can pursue add on courses to enhance their competency and make them FUTURE READY.

The academic year began with administrative changes. Fr. Dr. Alexius Ekka S.J bid adieu to XISS after serving XISS as Director for the past 10 years. Dr. Amar Eron Tigga has been appointed as Acting Director. We offer our heartfelt thanks and gratitude to our current Acting Director Dr. Amar E. Tigga

and Assistant Director Fr. Pradeep Kerketta, S. J. for their visionary and dynamic leadership and benevolent support to the RM program.

Progress Towards Accreditation

Introduction of Revised Course Curriculum: The PGDM-RM course curriculum has been thoroughly revised during 2018-19 to incorporate the specification given in AICTE guidelines and also meet the expectation of NBA. The revised course curriculum was studied by the members of Board of Studies (BoS) and it was approved by BoS in its meeting held on April 26, 2019. The revised course curriculum was introduced with effect from 2019-21 batches. The salient features of the revised course curriculum are (a) Introduction of credit based curriculum so that students can take the benefit of inter university credit transfer; (b) choice based electives for 42 credits; (c) two compulsory audit courses on Yoga and Indian constitution; (d) Offering SSWAYAM courses to students for doing add on courses through MHRD portal free of cost; (e) Two Comprehensive Grand Viva Voce at the end 1st and 2nd year so that students can be examined on holistically and to prepare them for UPSC style interviews, and (f) Weekly guest lecture series by inviting eminent scholars, development practitioners, senior bureaucrats. With these changes now PGDM-RM course curriculum is now ready for NBA accreditation.

Student Activities: Curricular, Co-curricular & Extra-Curricular

Institutional Visits (IV): The purpose of institutional visits is to provide focused exposures pertaining to major developmental issues. First year students were divided into two groups for this purpose. The objective of the first visit was to orient the students with the development of agriculture and allied activities. One group visited Krishi Vigyan Kendra (KVK) Divyan, Ranchi and another group visited KVK, Hazaribagh. The visit took place on 26th July 2019 under the supervision of Dr. Sant Kumar Prasad and Dr. N. Sahoo respectively.

The second IV was held on 27th September 2019 at three field centres of JSLPS. The purpose of the visit was to learn from JSLPS's field interventions. The visits were supervised by Dr. K. K. Bhagat, Dr. R. S. Verma & Mr. Sanjay Verma.

Urban Field Exposures (UFE): First year students of Rural Management have undergone Thematic Field Work in different groups in ten slum centres of Ranchi town. This work is now being done in collaboration with World Vision of India. Students devoted their afternoon session for two hours with the slum community to understand socio-economic conditions, rapport building through group activities, mobilizing community members, understand their feeling and knowledge, develop an attitudinal and behavioural change, understand sociological aspects of the community, literacy, health and social well-being. Students facilitated the local community towards health and sanitation, child rights and teaching hygienic practices (Table 1). The UFE was coordinated by Mr. Sanjay Verma.

Rural Camps: Altogether twelve rural camps were held as a part of rural exposures for developing rural understanding and gaining practical insights for rural development. Six camps three each for first and second year were held during 15th to 24th October 2019 and similarly six more camps were held during 27th February to 7th March 2020. The detailed objectives of the camps are given in Table 2. On November 13, 14 & 16, 2019, both first year and second year students presented their findings



Rural Camp.

before the department. These presentations enhanced their understanding of rural realities. Inter camp exchanges also found to be mutually beneficial for all students. The camps were supervised by Dr. H. Sinha, Dr. K.K. Bhagat, Dr. Sant Kumar Prasad, Dr. Anant, Dr. N. Sahoo, Dr. R.S. Verma, Dr. P.K. Panda, Dr. A. Singh, Mr. S. Verma, Mr. A. Dey, Mr. Aditya Raj, & Mr. Harshvardhan. Jahanabad Camp Group (RM-2) has prepared a comprehensive report named AAGAAZ (New Beginning) to be released during Convocation 2020.

Study Tour: Study tour provides ample exposure to the students to be acquainted with various types of organisations spread across our country and various development interventions they are engaged in. This year students were divided into three groups viz. North, West and South. North group consisting 25 students under the supervision of Dr N. Sahoo visited 13 organisations in two states –Himachal Pradesh and Delhi and two UT Jammu & Kashmir & Chandigarh. They also had had an alumni meet in Delhi. The West group comprising 25 students under the supervision of Mr. Sanjay Verma visited eleven (11) organisations in Maharashtra. Likewise South group consisting of 23 students under the supervision of Dr. Sant Kumar Prasad visited nine (9) organisations in three states viz. Andhra Pradesh, Karnataka & Tamil Nadu.

Agriculture Field Practical: Agriculture Field Practical (AFP) took place during Mid-September to November 2018. Dr. H. Sinha conducted eight practical visits including visit of IINRG (Formerly Indian Lac Research Organization) and Horticulture research centre Eastern Region at Palandu. Remaining practical classes were conducted at Agriculture Training Centre, Namkom. These practices were based on agriculture production and Lac cultivation. The duration of the practical was 35 hours.

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

RM students have performed outstandingly both in co-curricular and extra-curricular activities. In sports and games, our students have put up splendid performances in Interclass Basketball and Badminton, and inter university/ B-school Basketball tournaments.

1. In the interclass Basketball tournament, RM Girls with their splendid performance defeated HRM girls in a thrilling final to become the XISS champion for the first time during the past ten years. Megha Kujur was awarded player of the tournament. Ms. Ankita, Ms. Divya Kujur, Ms. Puja, Ms. Pragya Toppo and Ms. Prachi played pivotal role in winning the tournament.
2. In the Boys section, the final was all RM affairs. No other class team could match the skill and brilliance of RM 1 and RM 2 teams. In the final RM 1 won the trophy by defeating their seniors in the most exciting match. Akash Glad Minj from RM-I was adjudged as the player of the tournament.

3. The XISS Chess team under the leadership of Mr. Atul Kumar Sinha of RM final year has won the inter-collegiate Chess Tournament organised by IIM, Ranchi. This is the first team XISS has ever won such a tournament.

Besides the above, students of Rural Management program (batches 2018-20 and 2019-2021) have been very active in all cultural activities held on-campus or off-campus during the year 2019-20.

- a. **On-campus XISS:** The events include the first as 'MILAP' which was organized on 16th July 2019 in order to welcome the new batch that is 2019-21. On 24th August 2019 'CSR CONCLAVE' and on 8th-9th November 2019 National Conference on 'Voices of Un-heard, Putting the Last First' was organized, in collaboration with 'Save the Children' and "Plan India". In these events, students had shown their cultural glimpse through the cultural night. There were several other events where our students excelled. Megha and Rishabh were runners up in the singles Badminton tournament held at XISS in the month of January 2020.
- b. **Off-Campus participation:** There were several off-campus events where our students have showcased their talents at various levels. On SWATCHTA PAKHWADA a skit competition organized by CCL was a platform where the students presented a skit in the month of June 2019. Another major event was on 30-31 July 2019 in Kolkata where Conclave was organized by U.S. Consultant on the topic 'International Youth Campaign, Anti-trafficking in person', where 6 students participated. On 28th September 2019 Rai University had organised "GOONJ" in which students participated in the painting competition. Next was 'VAJRA' organized by BIT Mesra on 8-10, November 2019, where our students stood first in the basketball tournament. 'VALHALLA' organized by XLRI was another opportunity for our students to show their talent, one of the students of Rural Management program was runner up in poetry competition and street play. Another event was SAMVAAD organized by TATA Steel on 15th and 16th November 2019 where our students participated. Inter College summer internship report presentation competition named INTERNICO'19, held at BIT Mesra. Ms.Pushpanjali from RM 2018-20 batch participated and qualified in the top 8 and presented her report there. On Independence Day cup which was organised by XLRI Jamshedpur, RM boys and girls team participated in different games like Chess, Football and Basketball. Again on 8-9 February 2020, students participated in SIGMA-XLRI, Social Entrepreneurship Conclave, with a theme on Women Changemaker in the Social sector. The chess tournament was organised by IIM, Ranchi on 1-2 February 2020 as Rush 5.0 in which the XISS team was the winner. This team had students from the RM program. Similarly, Team XISS participated in IMT Ghaziabad, a Sports meet in which they won the gold medal. In this team of 8 members, 5 are from the RM program.
- c. **Student's Club of RM: PRAKRITI:** The Student's Club of Rural Management program 'PRAKRITI' is governed and regulated by the students of the Rural Management program. The team was officially launched on 24th August 2019 during the CSR Conclave organized by Rural Management program and handled by Team Prakriti. This was the first event of Team PRAKRITI which was conducted and appreciated on a public platform. But the team started functioning way before the launch. On 25th July 2019, a talk on CSR and R&R was organized which was delivered by Dr. S.K. Panda, IAS. On 26th July 2019. Naman Kumar, Aman Kr Verma, Saurabh Kumar Jaiswal and Ankit Sinha are the founding members of this Rural Management Students Club. The

second talk organized by PRAKRITI was on 1st August 2019 by Shri Rastogi, IFS, Chairman, Jharkhand Pollution Control Board who delivered a lecture on Sustainability and Development. This was soon followed by a talk on 8th August 2019 by Dr. Madhuri Sharma from US University who enlightened us on the topic of Income Inequality. Soon after the launch, Team PRAKRITI in collaboration with Save the Children organized a one day program on 29th August 2019, on the theme “The Right Start”. On 8th and 9th November 2019, a



Stakeholder Consultation Workshop -1

National Conference was organized on “Voices of The Unheard: Putting the Last First” which was officially covered by Team Prakriti. On 1st February 2020, Shakti Vahini, an NGO working on human trafficking in collaboration with the US Consulate, Kolkata organised an event in XISS with Ms. Marie Royce, Assistant Secretary, Bureau of Educationist and Cultural Affairs, US Department of State. The focus was on empowering adolescent girls for community leadership to combat human trafficking and gender-based violence.

Students' Picnic

After long years of gap, RM program organised a fun filled picnic for students and all members of RM program on 11th January 2020. The picnic was held at Bagmunda falls near Basia in Gumla district. Nearly all students participated in it. Students and faculty had a great time unwinding themselves from their daily schedule and getting rejuvenated. Assistant Director Fr. Pradeep Kerketta, S.J., also visited the picnic and boosted the morale of everyone.

PLACEMENTS

Summer Placements

For the summer of 2020, PGDM-RM students were originally placed in 21 organizations for their SIP (refer Table-4). However, due to Covid-19, the students could not do organizational training (OT) in earlier assigned organizations. As per AICTE directives students were allowed to do OT through virtual online arrangements. Under this arrangement all 72 students completed their OT by 5th June 2020.

41 students did their virtual OT in Development Connects, 9 students in TSRDS, Jamshedpur, 6 in Jharkhand State Food Commission(JFSC), 5 students in People Science Institute (PSI)- Dehradun, 3 students in Taru Foundation, Korba, and 2 students each in IIIT – Bengaluru, Jaljeevika –Pune, Devkamal Hospital- Ranchi and Tata Chemical Society of Rural Development (TCSRDR).

Table 4: List of the organizations where students were originally placed for SIP

Sl. No.	Organization	No. of students placed
1.	Action Aid, New Delhi	2
2.	Asian Institute of Sustainable Development (AISD), Ranchi	2
3.	Centre for Advanced Research & Development (CARD), Bhopal	4
4.	Church's Auxillary for Social Action (CASA), New Delhi	2
5.	Citizen Foundation, Ranchi	2
6.	Devkamal Hospital, Research & Dev. Centre, Ranchi	2
7.	Foundation for Ecological Security (FES), Anand, Gujarat	6
8.	HUMANA, New Delhi	2
9.	International Institute of Information Technology (IIIT) Bangalore	1
10.	Jaipur Rugs Company Pvt. Ltd.	2
11.	Jharkhand State Food Commission	6
12.	Jubilant Life Science Ltd.	4
13.	Mahila Udyami Bahuddeshiy Sahakari Samiti (MUBSS), Parsa (Surguja, Chhattisgarh)	4
14.	National Association for Blind (NAB), Nasik	4
15.	National Dairy Development Board (NDDB), Anand	2
16.	People's Science Institute, Dehradun	6
17.	Tata Chemical Society for Rural Development, Mithapur	2
18.	Techno Serve India, Mumbai	7
19.	TSRDS, Jamshedpur	8
20.	UltraTech Limited; Rawan Cement Works (CSR); Rawvan Tehsil, Simga	2
21.	Vikram Cements, Neemuch, M.P.	2

Final Placements:

The Rural Management program assisted the students of rural management to get jobs in different organisations/companies. The current final year batch had 73 students. As on 12th March 2020, 22 organisations have recruited 69 students which is 94.52% of the strength of the current batch. However, the number wise RM program recorded the highest number of placements. Some more organisations are expected to participate in placement programs before 30th June 2020. Dr. Sant Kumar Prasad is currently co-ordinating the placement with the help of three student representatives viz. Mr. Avinash, Ms. Pushpanjali and Mr. Uday Shankar.

Sector wise analysis shows that 41.2% students are placed in Livelihood Mission programs followed by NGOs (19.1%), Banking sector (16.2%), CSR (8.8%), Skill development (7.4%) and Micro-finance (7.4%)(Fig.1 & Table 6).

Table 5: Details of students’ placement from RM program during 19-20

Sl. No.	Sector	Name of Company	No. of Students
1	Banking	Axis Bank	1
2	Banking	HDFC	4
3	Banking	ICICI Lombard	3
4	Banking	IDFC	3
5	CSR	HCL Foundation	3
6	CSR	Hero Motocorp	1
7	CSR	Jubilant Foundation	2
8	Skill Development	Jaipur Rugs (PPO)	3
9	Skill Development	Loomkatha	1
10	Skill Development	SRKPS	1
11	Livelihood Mission	BRLPS	11
12	Livelihood Mission	JSLPS	6
13	Livelihood Mission	OLM	2
14	Livelihood Mission	RJEEVIKA	9
15	Micro Finance	BFIL	1
16	Micro Finance	Margdarshak Financial Services	4
17	NGO	FES	4
18	NGO	Sadguru	1
19	NGO	Shrof	1
20	NGO	SOS CV	3
21	NGO	TATA Trust Cini	3
22	NGO	Technoserve India Ltd	1

Placement of Students (in % age)

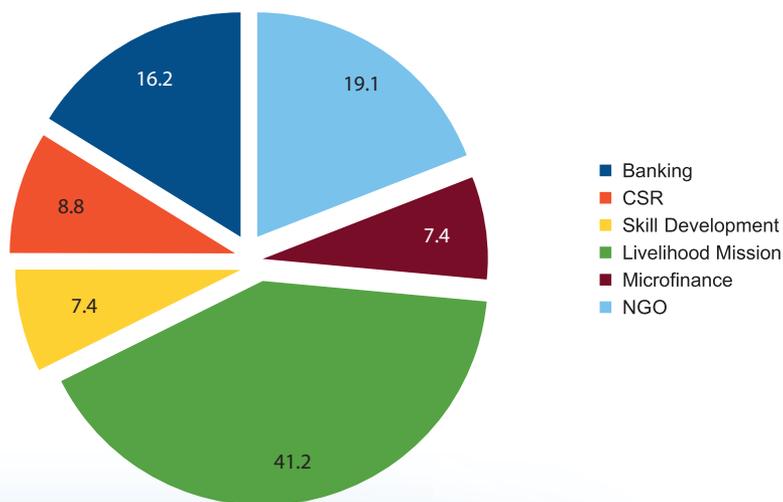


Fig. 1: Sector wise students’ placement

FACULTY ACTIVITIES & ACHIEVEMENTS

Achievement of Faculty Members

a. Publications

Kumar, A., Verma, R.S. (2020). Sexual Harassment in Academic Institutions and Demand to Regulate Male Sexuality. *Sexuality & Culture*. <https://doi.org/10.1007/s12119-020-09715-7>

Nayar, K. R., Nair, A. T., Shaffi, M., Swarnam, K., Kumar, A., Abraham, M., Lordson, J., Grace, C. (2019). Methods to overcome vaccine hesitancy. *Lancet*, Vol. 393, Issues 10177, pp. 1203-1204. [[https://doi.org/10.1016/S0140-6736\(19\)30218-1](https://doi.org/10.1016/S0140-6736(19)30218-1)]

Negi, P., Rawat & Sahoo, N. (2019). A scenario of gender gap in south Asian Chambers. *Think India-*, (Quarterly Journal), Vol 22(4).

Negi, P., Rawat, & Sahoo, N. (2019). Dealing with domestic violence against women is a challenge. *Think India-* (Quarterly Journal), Vol 22(4).

Sahoo, N. (2019). Participatory planning for sustainable agriculture. *Productivity Journal*, Vol 60(2).

b. Lectures, Seminars & Symposium

- i. Dr. H. Sinha conducted two days trainings on Project Management at NIT, Rourkela on May 8th and 9th, 2019 Organised jointly by NIT and Unicef for Ph. D. Students and Developmental Professionals.
- ii. Dr. H. Sinha delivered a lecture on Research Methodology for Ph. D. Studies at ICAI University, Ranchi on June 11, 2019.
- iii. Dr. Anant Kumar delivered a talk titled, 'Gender, Sensitization, and Frameworks' in a Refresher Course on 'Women Studies and Gender Sensitization' organized by the UGC-Human Resource Development Centre, Ranchi University, Ranchi on 3rd July 2019.
- iv. Dr. Niranjana Sahoo participated in United Nation's Office for Disaster Risk Reduction (UNDRR)'s Global Platform 2019 as an Indian Delegation held in Geneva, Switzerland from 13-18 May 2019.
- v. Dr. Niranjana Sahoo participated in two separate occasions on CSR Conclave organized by VANI & LEADS held at Le lac Hotel on 8th August 2019 and 6th March 2020 respectively as panel speaker.
- vi. Dr. Raj Shree Verma became a part of the Budget Analysis Team on 4th July 2019 at Prasar Bharti, 5th July 2019 at PrabhatKhabar and 10th July 2019 at Akashwani Ranchi.
- vii. Dr. Raj Shree Verma attended International Youth Champions Anti-Trafficking in Persons (TIP) Conclave, from 30th July' 2019 to 31st July' 2019 with 5 students of Rural Management program.
- viii. Dr. Raj Shree Verma attended National Conference on Ground Water Management in Mining and Social Sector jointly organised by INC-IAH & SGH, Jharkhand on 21st September 2019 at CMPDIL, Ranchi.

- ix. Dr. Raj Shree Verma attended “The Dissemination cum Sharing workshop of the projects ‘DAKSH’ & ‘Protecting Children through Community Cadre’” on 25th September 2019 organised by Save the Children.

c. Appointments

- i. Dr. Anant Kumar has been appointed as an external examiner for BBA Projects viva voce by Birla Institute of Technology, Ranchi. (15-16 April 2019).
- ii. Dr. Anant Kumar has been appointed as an external examiner for MBA Projects viva voce by Birla Institute of Technology, Ranchi. (17 December 2019).
- iii. Dr. Niranjana Sahoo has been Empanelled as Advisor to National Productivity Organization, Ministry of Industries & Commerce, Government of India for the year 2010-2021

COLLABORATIONS & CONNECTIONS

1. Research Collaborations

- i **ESRC Research:** ESRC (Economic and Social Research Council) of the United Kingdom has approved a joint research project of Warwick University of UK and Xavier Institute of Social Service (XISS). The project title is ‘Identification of factors affecting successful outcomes in the DDU-GKY Indian skills program for unemployed young’. The project is of 20 months duration from April 2019 to November 2020. Dr. Clare Lyonette of Warwick University and Dr. Himadri Sinha are the joint principal investigators of the project. Mr. Avinash Anand has been appointed as program Manager for the project. One national workshop and three training programs were conducted during April and May 2019. The project area includes DDUGKY project running under BRLPS¹ (in Bihar) and JSPLS² (in Jharkhand). Till February 2020 all baseline surveys have been completed in Bihar and Jharkhand. The project will facilitate wide scale academic exchange between XISS and Warwick University.
- ii. **Research:** Sustainability of sanitation change in low- and middle-income countries: The project was financed by the Czech Science Foundation (Project GA19-10396S). For the project, Dr. Josef Novotný and Dr. Anant Kumar serve as the contact persons at the Czech and Indian side, respectively. The data collection is complete and analysis and writing are in process.
- iii. **Institutional Collaboration with Charles University:** MoU was signed with Charles University, Prague, the Czech Republic for five years on 29th July 2019. An MoU was signed between XISS and University of Charles for five years w.e.f. 9 July 2019 to collaborate and establish a research and scholarly working relationship. Based on principles of equity and reciprocity, this MoU will serve as a general framework for co-operation between the Participants and is intended to facilitate discussions for more specific programs of collaboration.

¹ BRLPS - Bihar Rural Livelihood Promotion Society

² JSPLPS - Jharkhand State Livelihood Promotion Society

B. Student Exchange

- i. **Fulbright Student Supervision:** Fulbright-Nehru grant recipient joined XISS for Research Project in January 2020. Ms. Juliet Flam-Ross, a graduate in BA Economics from Oberlin College, Ohio (US) is a Fulbright-Nehru grant recipient from USIEF (United States-India Educational Foundation). She has joined Xavier Institute of Social Service (XISS), Ranchi and will be working on her research project, “Human Development Implications of Substance Abuse in India”. Juliet has visited India a couple of times in the past. When asked, why did she choose XISS, she stated that she got to know about Dr. Anant Kumar through his research work (Dr. Kumar is a Nehru-Fulbright Scholar and an Associate Professor in the program of Rural Management, XISS) and through his colleagues in Delhi and that she preferred the method of research being carried out at XISS under the mentorship of Dr. Kumar, as he uses a combination of qualitative and quantitative research techniques, that is also her preferred way for conducting research.
- ii. **Students Exchange program with Belgian University:** Ms. Ankita Choudhury, Ms. Jaya EtiMinj and Mr. Pawan Kumar Bharti of Rural Management Department (Batch 2019-2021) will participate in the summer course ‘Europe: Diversity and Migration’ (29 June – 10 July 2020) at Stadscampus, University of Antwerp, Belgium. The course focus is on Europe related diversity and migration issues, based on a mixture of theoretical, practical and empirical insights from an interdisciplinary perspective to provide insights, information, and tools based on empirical case studies and several field visits. The summer course is funded by the USOS scholarship, covering travel, accommodation and subsistence allowance to attend the course. Ms. Ankita Choudhury and Mr. Pawan Kumar Bharti will participate in the course on USOS scholarship and, Ms. Jaya EtiMinj will participate as a self-sponsored candidate.

Guest Lectures Series: Industry/ Developmental Professionals/ Academicians Interface:

As a part of the knowledge enhancement, thirteen guest lectures had been organized during the academic year 2019-2020. The total duration of guest lecture series was 22.45 hours. During 18-19 only five such lectures were arranged. These lectures had helped the students improve their learning on a wide variety of topics. Guest lectures are important parts of the educational experience of students. RM students have got real life experiences from many alumnae based lecturers. Dr. K.K. Bhagat and Dr. Niranjan Sahoo have been assigned to co-ordinate the guest lecture series. During 2019-20, thirteen lectures were organised for 22.45 hours. List of guest lectures is given below:

Table 7: Details of guest lectures organised during 2019-20

Date	Resource Person	Duration (hrs)	Topic
10.07.19	Mr AK Rastogi Chairman JSPCB	2.30	Waste Management
11.07.19	Ms Arti Kujur, Chairperson, JSCRC	1	Child Trafficking

Date	Resource Person	Duration (hrs)	Topic
25.07.19	Mr Amar K Jha, IAS	2.30	Skill Ecosystem in India
01.08.19	Mr. Rastogi, PCCF	2	SDG & its implications
06.08.19	Prof. Sanjay Basumallick Developmental Activist	2.30	Forest conservation & FRA & Beyond
08.08.19	Dr Madhuri Sharma, Associate Professor, University of Tennessee, US	2	Income inequality and gender in USA & India
13.08.19	Mr Dhiraj Horo JSLPS	1.15	Financial Inclusion & Project Planning
19.08.19	Mr. A.K. Singh Director, LEADS	1.15	Organizational Management
27.08.19	Mr Sanjay Singh Communication Specialist, UNICEF	1.15	Theoretical Aspects of Communication
28.08.19	Mr Sanjay Singh Communication Specialist, UNICEF	1.15	Practical Aspects of Communication
29.08.20	Ms. Reshma	1.15	Women & Child Dev.
66.02.20	Ms Swati Narayan Development Activist,	2	Study of HDR in South Asia
20.02.20	Shri B.N.Satpathy, IES, Economic Advisor, NITI Aayog, Government of India	2	Research and Development Ecosystem in India
	Total	22.45	

CSR Conclave on Role of CSR in Small Business Development for Rural Sector

After the enactment of the new Company Act 2013, various companies have taken positive measures towards socially inclusive business development and empowerment of poor stakeholders. Development of small business for poor and vulnerable sections has yielded constructive results across the country. Such initiatives have brought economic empowerment of poor and marginalized and also ushered a new era of social uplift and initiation of eco-friendly joint ventures. Owing to this significance of small business in the rural sector, this one-day CSR conclave was organized by Dr. Sant Kumar Prasad and Dr. Niranjana Sahoo, Associate Professors of XISS on 24th August 2019. This conclave had a primary focus on the CSR roles in development of small business for the rural sector. Following CSR functionaries both from corporate houses and PSU are invited to present their CSR best practices and give recommendations for the future. Adani Enterprise Ltd, VANI, AXISS and LEADS Jharkhand were kind enough to sponsor the conclave

I. National Conference on Voices of the Unheard: Putting the Last First

The national conference 'Voices of the Unheard: Putting the last First' was organized by the Rural Management program of XISS on 8th and 9th of November 2019 in collaboration with Save the Children and Plan India. The conference had three themes, Gender Equality and Inclusion Issues, Child Rights, and Vulnerable Population Groups. The conference aimed to achieve its objectives through the presentation of papers, display of posters and narratives shared by people relating to their real-life experiences. There were also parallel workshops going on based on Community-led approaches to child protection. The issues were put forward by the Subaltern community who are subjugated underclass in society with whom the dominant power exerts its hegemonic influence.

Ms. Aruna Roy, Founder, Mazdoor Kisan Shakti Sangathan was the Chief Guest and keynote speaker of the inaugural session. The other key speakers were Prof. Ravi Verma, from the International Center for Research on Women; Prof. Shantha Sinha from M V Foundation; and Dr. Alka Nizame from Deepshikha. In the conference nine papers, three posters, and six voices of the unheard were presented. The valedictory note was delivered by Prof. Ramesh Sharan, Vice-Chancellor, Vinoba Bhave University. Conference was chaired jointly by Dr Anant Kumar and Dr Raj Shree Verma.

Alumni Interface

1. **Alumni Meets:** The Central Alumni meet of Delhi Chapter of AAXISS was held in Delhi on 28th September 2019. Dr. Himadri Sinha, HOD – RM attended the meet on behalf of the RM program along with the Former Director of XISS, and HOPs of other programs.

Besides the above, Alumni of Rural Management also organised four alumni get together with the visiting students of Rural Management final year during their Study tour. North group students along with Dr. N. Sahoo attended the Alumni meet in Delhi on 18th December which was attended by nearly 40 alumni working in Delhi NCR region at Viswa Yuva Kendra, Delhi.

2. **Alumni Interface with the Students:** Department also arranged students alumni interface at the Institute. During these interface, Mr. Jasvir Khurana, Secretary, AAXISS, Mr. Himalaya and Mr. Mahadeo Hansada (Save the Children Fund) interacted with the students and boosted their morale.

MISCELLANEOUS

SWAYAM

In addition to the existing and approved course curriculum, students are given the opportunity to do add-on courses through SWAYAM which are complementary to the PGD-RM program. A students may take up a three-credit based CIS with the approval of the SWAYAM Committee of the Institute. SWAYAM offers 2000 plus courses. Currently almost 95% students from both RM-I and RM-II have been enrolled into various such courses. Dr. Niranjan Sahoo has been assigned to coordinate the SWAYAM program for Rural Management program. Apart from this, all faculty members and Project Office have been recognized as the mentors of at best two SWAYAM courses

ROAD AHEAD

What is the future of the RM profession? Despite phenomenal economic growth, India is lagging behind in the Human Development Index. In the recent HDI report 2019, India ranked 129 which is behind our south Asian neighbors Bangladesh, Sri Lanka, Bhutan, and Nepal in HDI ranking. India remains the home of 364 million poor people (28 percent), out of a global population of 1.3 billion. While government funding for rural development is shrinking, the challenge of RM profession is increasing till India attains HDI ranking among top 20 in the world. Therefore, scope of RM profession is likely to be widened and demand for RM professional is likely to be multiplied.

On the academic front, we are constantly updating us to keep track with the requirements of accreditation bodies and also with the global developmental trends. We are committed to enhance our competency through international student exchange programs, increased interface with companies and NGOs by way of student placement, faculty consultancies, and customize research programs. We wish to play a more active role in national governance through policy interventions and advocacy. Our faculties are committed to increase their publications in SCOPUS and UGC listed journals, leading newspapers and other prominent media. We hope in next few years RM program will be ranked first in its category among all Indian B-Schools. The RM program endeavor can be summed up in the words of OgMandino - “Always do your best. What you plant now, you will harvest later.”



BATCH OF 2018-20

RURAL MANAGEMENT





INFORMATION TECHNOLOGY

■ **Dr. Mahua Banerjee**

Head of Programme

INTRODUCTION

Information Technology (IT) has become a vital and integral part of every business plan. From multi-national corporations who maintain mainframe systems and databases to small businesses that own a single computer, IT plays a significant role. It is also the foundation of contemporary disruptive trends in Artificial Intelligence (AI) and Business Analytics. Application of Information Technology in all verticals of business functions is imperative for value addition to incessantly changing customer expectations.

The reason for the omnipresent use of computer technology in business, demands more technology aware professionals. Therefore, awareness of technology has become indispensable

for management professionals to understand the functioning of artificial intelligence driven revenue model of new age organizations.

The Post Graduate program in Information Technology has traversed a long way since its inception in 1998 (formerly known as Information Management) igniting the young minds with innovative and skill enhancing courses apart from offering services to marginalized and deprived sections of the society. Highly experienced and qualified faculty members are the pillars of the program and have dedicated their



ICT Conclave

time and energy for resource rich offerings. This report depicts all activities carried out by the Post Graduate Program in Information Technology during April 2019 till January 2020 including the activities for near future.

The PG Diploma in Information Technology course must be designed to suit this varied needs. The course has been constantly upgraded to cater these varying needs.

Keeping exactly these in mind, the Department of Information Technology has constituted its first Board of Studies (BoS) on 7th April, 2019 consisting of the following members.

- 1) Dr. Mahua Banerjee, Chairperson – To BoS
- 2) Prof. Sushil Ranjan Roy, Convener – To BoS
- 3) Mr. Debtanu Paul, Global Head – Talent Development (Technology), HR Talent Development, Tata Consultancy Services Limited, Kolkata (Industry Representative)
- 4) Mr. Ashok Singh, Managing Director, Zephyr Ltd., Noida 201 301 (Industry Representative)
- 5) Mr. Karunesh Prasad, Founder and CEO, Change Et Al, Singapore (Industry Representative)
- 6) Dr. Prof. Chiranjeev Kumar, Dean – Information Systems, IIT (ISM), Dhanbad, Jharkhand (Representative from Academia)
- 7) Dr. Pradip Kumar Bala, Associate Professor, Information Systems, Indian Institute of Management, Ranchi, Jharkhand, (Representative from Academia)
- 8) Mr. Indrajeet Sengupta, Executive Director & Chief Human Resources Officer, Hindustan Coca-Cola Beverages Pvt. Ltd., Bengaluru, Karnataka, (Alumni Representative)
- 9) Mr. Soumya Basu, Senior Manager – FeCr Sales Planning, Tata Steel Limited, Kolkata, West Bengal, (Alumni Representative).

The first BoS meeting was held on 26th April, 2019. Prior to that, the faculty members after several brain storming sessions prepared a draft of the revised curriculum, program Educational Objectives (PEOs) and program Outcomes (POs) of PGDM – IT. These were placed before the BoS. The BoS members discussed at length the proposed program Educational Objectives (PEOs), program Outcomes (POs) and the Course curriculum which finally resulted into the course booklet (Course of Study 2019 – 21).

The program is designed to:

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

STUDENT ACTIVITIES: CURRICULAR, CO-CURRICULAR & EXTRA CURRICULAR

Industrial Tour:

The Department also organized industrial visits for the second year students from 22nd September to 1st October 2019. The batch was divided into two groups which visited Delhi NCR & Bengaluru during this period.

Dr. Mahua Banerjee and Mr. Himanshu Mohanta led the Bengaluru group. The companies visited were Tech Mahindra, Hindustan Coca-Cola Beverages Pvt. Ltd., ADOBE, Avolin, DXC Technology, Fincare, Xoxoday, Wipro, Insta Finance Limited, Secure Eyes, Mantra Lab, Sical Logistics and Econz IT Services.



Industrial tour at Adobe

The other group of students visited Delhi NCR accompanied by Dr. Rik Das. The group visited Maruti Suzuki India Ltd., SDG Corporation, Techugo, Zephyr Limited, Electropreneur Park.

Social Field Work:

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

- LEBB School
- Balika Shiksha Bhawan
- Rajkiya Uchha Balika Vidyalay, Bariatu.

The students also visited Central Institute of Psychiatry, Kanke on 10th February, 2020 with Prof. Viplav Thakur to witness the comprehensive mental health service provided to the society by CIP. Apart from this, the students organised a blood donation camp in the Institute premises on 14th January, 2020. The awareness program of blood donation was another major activity taken by the students time to time.

Tree Plantation Drive

“The true meaning of life is to plant a tree and proceed towards a sustainable environment”. Considering this urgent need, the students, faculty members and the staff of the institution actively participated in the Tree Plantation Drive in institutional areas in the month of July, 2019.

ICT Conclave- Industry Academia dialogue

On the bright Saturday morning of 19th October 2019, Department of Information Technology was about to experience and be a part of another great day marked in the history of XISS, the ICT Conclave. The Information Technology programme in collaboration with the Confederation of Indian Industry (CII) organised the ICT Conclave, an Industry Academia Dialogue.

The programme started with the inaugural session in which the dignitaries were given a very warm welcome by Dr. Madhumita Singha. The session was also initiated by lighting the lamp, followed by a prayer song which marks and portrays a common followed up tradition of XISS, to start the session with all positive energy.



Industrial Tour at Hindalco muri

The welcome address was given by Mr. Sarajit Jha, Convener, CII Jharkhand ICT panel and Chief Business Transformation and Digital Solution, Tata Steel Ltd. He not only extended his greetings and welcomed the other dignitaries present there with a very positive note but also enlightened about how would our future, be different from our past. He also talked about our approach to the changing technology, being the part of the upcoming future, a voice of the nation. He laid considerable emphases on rapid changing technology, and how we are using technology in our day to day life, sighting

some personal experience from his professional and personal life.

The theme address was given by Assistant Director, Fr. Pradeep Kerketta S.J.,.He talked about the technology, the use of it in our day to day life, and how things could be impossible in today's world, if technology was not into practice. He cited the importance of technology in the organisational front, for how technology helps in the business to work more effectively and efficiently.

The special address was given by Dr. Amar Eron Tigga, Acting Director, XISS. He acknowledged all the guest speakers on the talk and extended them a warm welcome. He discussed how technology like WhatsApp and other social media have taken over their lives, as a crucial element not only in the personal life, but also on the professional life. He discussed about the application of technology in our daily lives and how it had led the society grows in a very fast moving pace.

The department of Information technology and the official club of XISS, called "TECHNEXT", launched their 4th Volume of Technext magazine, making it a huge proud moment for the institution and the department as a whole. The session also had an Article released on the topic of "Identifying theft in Cyber Space; Invading privacy" authored by Professor Rik Das, who threw light upon his work and gave inputs on the same.

The concluding remark of the inaugural session was given by Dr. Mahua Banerjee. She welcomed all the reputed dignitaries for marking their presence on the auspicious day, and started her talk with a very positive note, talking about the "Fourth Revolutionary change of Industrial Era", which provoked her to bring into sight the importance of technology. She threw light on how to cope up with changes with regards to human development, biological and physical change also talking about comprehensive Global Technology. She also thanked Mr. Indranil Ghosh, Prabhat Kumar and Mr. Kumar Yadav, an alumnus of the department for their constant support and involvement in the Conclave.

The first plenary session was on the topic “Emerging trends in Disruptive Technologies”. The opening remarks on the topic were given by Mr Sarajit Jha who was also the session moderator. He explained how one can consume technology and the expectation of change in the growing industrial pace, and the way we express ourselves to change, covering major types of technologies like the crawl, walk and run technology. The other speaker Mr. Subrata Sarma Chaudhuri, Director – Technology Consulting Pricewaterhouse Coopers Private Limited laid considerable inputs on the power of Artificial Intelligence Block Chain and Data Management techniques.

The second plenary talk of the day was on the topic: Cyber Security: Finding and Fixing your Security. Professor Sushil Ranjan Roy introduced the topic as the session moderator, where he laid different ways one can be kept safe and away from all hazardous cyber-crimes! He also explained how through various means one can be safeguarded, that the privacy in any cost may not be invaded.

Mr. Mrinal Kanti Pal, Chief – Cloud Infrastructure, Networking & Cyber Security, Tata Steel Ltd and Mr Mansoor Ahmed, Founder & Director Cyber Crime Control Foundation (DEF) were other two eminent speakers in the session. They talked about the challenges, issues of Cyber Security and also on the monitoring tools to secure privacy and confidentiality of data. Mr Mansoor Ahmed asked all the Indian citizens to be “Digital Citizen” with proper knowledge of security against cyber-crimes, cyber frauds and Data Breaching. He suggested some ways to deal with all in near future.

The third Plenary session was “HR Analytics in Identifying Right Skills”. Dr. Satya Narayan Singh the session co-ordinator initiated the session by throwing light upon identifying right skills, right utilization of skills using suitable technology in gathering data and facilitating in decision making parameters. The other two eminent speakers were Mr. Subhro Chatterjee ,CEO – Jharkhand Reliance Jio Infocomm Ltd. and Ms. Shilpi Shiwangi, Chief Human Resource Officer, The Indian Steel & Wire Products Ltd. Both of them gave considerable insights on the role of Analytics and HR analytics in hiring and procuring right people with the right skills, who would turn up as assets to the organisation.

Extra-Curricular Activities

Panache is the most awaited event of XISS, a three day extravaganza starting from 15th February to 17th February 2020, where in all the departments of XISS make active participation, in a line of events in which the students of the college as well as the students of the institution outside the niche of the college took parts in the various program. Panache was lined up with a number of events which includes Walk the Ramp, Fashion show, tribal extravaganza, On your Toes which was a dance program, Wordsworth, Enigma and many more follows the list.

- Ms. Anamika Ghosh, won the title and the hearts of people with her dance steps, hence being the winner in the solo category in the event “On Your Toes”.
- Mr. Zaid Imam, Mr. Ivan Robert Paul , Mr. Raj Kachhap and Ms. Alekhya, the members of the PULSE dance club of XISS, won the First Prize in the event “On Your Toes” in PANACHE.
- Mr. Vikram Singh and Mr. Hardik Poddar won the game as the first runner up in the event Scavengers.
- Ms. Alekhya along with other members of the team from XISS won the title in the Fashion show event.

- Ms. Kajol Chatterji won the competition of the dress making, where she stood clear winner among her rivals with her outstanding capability and capacity to perform outrageously.
- The most awaited event of PANACHE was Walk the Ramp, where there was a total of six members from IT department, Mr. Anand Kumar Singh, Mr. Kumar Akshay, Ms. Gurpreet Kaur, Ms. Anamika Ghosh, Ms. Pallavi Koshik and Ms. Akansha Singh who walked the ramp with utmost confidence. At last, with all the sheer hard work and with outrageous effort Ms. Anamika Ghosh won the title of Miss Panache.
- There were also many events where students of the department rendered their precious services as volunteers for the last few weeks apart from those three days extravaganza.
- The students actively participated in inter institutional events and brought laurels to the institution. XLRI: STREET PLAY, BUSINESS QUIZ and in many more events like theatre play from TEAM AWAAZ at IIM Ranchi and TUG OF WAR, SOLO SINGING at Xavier University, Kolkata fetched awards to the participants.

The students of PGDM-IT who participated in a number of events are:

- Ms. Anamika Ghosh, Ms. Gurpreet Kaur and Ms. Akansha Singh won the first runner up at XLRI, Jamshedur.
- Ms. Gurpreet Kaur, Ms. Akansha Singh and Ms. Anamika Ghosh were the members of the Street Play which won the first prize at IIM Ranchi.
- Mr. Ayush Kumar participated in the singing competition at Xaviesta, Kolkata and won the second prize in the competition.
- Mr. Kumar Akshay also participated in XLRI, Ensemble at theatre and won the first runner up position.
- Winner at the selfie competition organized by Embark-prop a mania and was won by Ms. Anamika Ghosh.

Students Official Clubs & Magazines

1) Embark, the talent management club of XISS

Mr. Ashish Kumar and Mr. Swapnil Gupta are the active members of this club who had given their full dedications in organising the events hosted by the club like “Mindscape” (3rd February, 2020), “Enigma 3.0” (15th February, 2020), “Prop-O-Mania” (5th July, 2020), “Enigma 2.0” (1st February, 2019), “Corporate Roadies” (11th October, 2018). Their valuable contributions made these events a successful one with outstanding results.

2) RCSR, The Rotaract Club of Social Revolution.

Mr. Ujwal Hisaria (Joint Secretary), Mr. Swapnil Gupta (Media Head), Ms. Shikha Mishra (Director), Mr. Mandeep Kumar Kushwaha (Director) and Mr. Pavitra Rana (Joint Creative Head) are the active members of this club. They had given their full dedication in organising the events hosted by the club like “SPOTRACT 4.0” (15th and 16th January 2020), “Blood Donation Drive” at District level (15th March, 2019), “Apno Wali Diwali”, a Diwali celebration at an Old Age Home on 24th October, 2019

and “ Prayatna” with a goal to distribute winter clothes and blankets to poor and needy on 23rd November, 2019. Many students volunteered for all these events and with full determination they have organised, volunteered and made these events a great success.

3) Obscura- The Media Club, XISS

Mr. Ashwin Kumar (President) and other active members of the club: Ms. Shikha Mishra, Ms. Nayana Khare, Mr. Swarnjit Banerjee and Mr. Navdeep were felicitated during the Panache 2020, for their dedicated services.

4) TechNext – IT Club

Being recognized as one of the official club of XISS, the active members of Club TechNext: Ms. Shikha Mishra, Mr. Ashish Kumar, Mr. Swaranjit Banerjee, Ms. Snigdha Sajjal, Ms. Nayana Khare, Ms. Gulnaz Hoda, Mr. Rakesh Kumar, Mr. Pratik Ranjan, Mr. Ashwin Kumar, Mr. Pavitra Rana, Mr. Ujwal Hisaria and Ms. Rishita Mukherjee had supported its full functioning and launched its fourth edition in the ICT conclave organized by the Department of Information Technology (XISS) in alignment with the Confederation of Indian Industry, Jharkhand on 19th October, 2019.



Talk session through VC

5) Creategic

Mr. Pavitra Rana, Ms. Poonam Patel, Mr. Subham Bajaj, Mr. Naveen Kumar and Mr. Ranjai Kumar are the active members of this club and have given full dedication in organizing the major events like the annual fest “Panache” of XISS .They have shown their artistic knowledge and hard work in decorating every event with excellent planning skills. Creativity is a replication of this club and every member has the ability to create something unique out of ordinary objects.

6) Pulse

Mr. Zaid Imam (President), Mr. Ivan Robert Paul, Mr. Raj Kachhhap and Mr. Rakesh Kumar are the active members of this club who have organized and participated in Panache as well all many other events throughout the year. They have consecutively won “on your toes” in panache 2019 and 2020. They have organized many workshops and have given performances in TEDX Kanke and also at other prominent malls of Ranchi. Pulse was felicitated during panache and was encouraged for its contribution in entertaining XISS.

PLACEMENTS

Summer Placements

The Summer Internship program, which is an integral part of the PGDM - IT program, 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 2020, many students found summer internships in organisations like Maruti Suzuki India Limited, Eupheus Learning, Tata Steel, Techstern Solutions, Puresh Daily, DYLIS, Hitaya Technologies, Saija finance Pvt. Ltd. Sunitha Infovision Limited. All the internships in this year are Work from Home, as per AICTE guidelines due to COVID – 19.

Final placements

The Campus Recruitment program is still continuing with its full potential. Like last year the department has witnessed a very good placement till date of a batch of 43 students. One student has opted out from the Placement process. So far 35 students have found quality placements in more than 10 organisations like WNS Global, Odhisha Livelihood Mission, ICICI Prudentials, HDFC, LifeBoat, RBL Finserv, Airtel, Chaitanya India, Eupheus Learning, Saija Finance, Satya Micro Finance, BYJU'S etc. The highest package till date for this year is Rs. 8.00 lakhs per annum.

A few more companies are in process to visit the Institute shortly. The students, Central Placement Cell members headed by Central Placement Co-ordinator & the Departmental Placement Coordinator are working round the clock in this placement process.

FACULTY ACTIVITIES & ACHIEVEMENTS

Publication Details:

- Banerjee M & Kumari R (2020). Implementation of a DSPL using DeltaEcore Dialect. In Journal of Analysis and Computing (JAC), JAC ISSN 0973-2861, VOL XIII, January 2020.
- Thepade, S., Das, R., & Ghosh, S. (January, 2020). Human Face Gender Identification using Thepade's Sorted N-ary Block Truncation Coding and Machine Learning Classifiers. International Journal of Intelligent Engineering Informatics, Inderscience Publishers (Web of Science Indexed, ESCI, DBLP and ACM Digital Library) (Accepted)
- Das, R., Arshad, M., Manjhi, P.K. & Mahanta, H.S. (October, 2019). Melanoma Identification with Content Based Image Classification using Bit 3746-3749), Blue Eyes Intelligence Engineering and Sciences Publication (BEIESP) (Scopus Indexed).
- Das, R., De, S., & Thepade, S. (August, 2019). Machine Learning in Hybrid Environment for Information Identification with Remotely Sensed Image Data. In Transactions on Computational Science XXXIV (pp. 1-28). Springer, Berlin, Heidelberg. (Scopus Indexed).
- Plane Features. International Journal of Innovative Technology and Exploring Engineering, 8(12) (pp. Edited Volume
- Das, R., Banerjee, M., & De, S. (October, 2019). Emerging Trends in Disruptive Technology Management for Sustainable Development. Chapman and Hall/CRC.

Edited Volume

- Das, R., Banerjee, M., & De, S. (October, 2019). Emerging Trends in Disruptive Technology Management for Sustainable Development. Chapman and Hall/CRC.

Article Review

- Ms. Madhumita Singha reviewed an article titled “Simplified Model of Prescription Dynamics and Decision Making in Pharmaceutical Sector” of Jharkhand Journal of Development and Management Studies (JJDMS)

Invited Talks

- Dr. Rik Das was a Resource person for UGC-HRDC Refresher Courses in Information and Communication Technology, 2020.
- Dr. Rik Das was an invited speaker on “Research Paradigms using Machine Learning” at MHRD Initiative under Pandit Madan Mohan Malviya National Mission on Teachers and Teaching organised by Dr. Shyama Prasad Mukherjee University, Ranchi and Hansraj College, University of Delhi, August, 2019.
- Dr. Rik Das was an Invited Speaker (AI and ML) at Teq-Tonic Meetup organized by Teqfocus Consulting LLC at Ranchi, Jharkhand, India, May, 2019.

Members in different Forums

- Prof. (Dr.) S. N. Singh was invited as a member of the Board of Studies of Marwari College, Ranchi on 3-2- 2020.
- Prof. (Dr.) S. N. Singh is a member of Syllabus Committee of St. Xavier’s College, Ranchi, Shyama Prasad Mukherjee University, Ranchi, Ranchi Women’s College, Ranchi University M.Sc Maths and M.C.A., BIT Mesra, Lalpur Campus, Vinoba Bhave University, Hazaribag (M.Sc & M.C.A. Maths)
- Prof. (Dr.) S.N. Singh is nominated in the three member selection committee for the appointment of JRF in CSIR sponsored mathematical research project entitled “On the Construction of Hadamard Matrices and Generalized Hadamard matrices with some Applications on 4.2.2020 at Vinoba Bhave University, Hazaribag
- Prof. (Dr.) S.N. Singh was a member of Expert Panel for Recruitment of Faculty members in Department of Computer Science and Engineering at IIIT (NIT Campus Jamshedpur) which was scheduled on 26th July, 2019.
- Prof. (Dr.) S.N. Singh was a member of Expert Panel for Recruitment of Faculty members in Department of Computer Science and Engineering at IIIT (Namkum Campus) which was scheduled on 25th January, 2020.
- Prof. (Dr.) S.N. Singh is a member of Doctoral Committee for Pre-submission Seminar (Ph.D.)
- Dr. Rik Das is a member in the editorial board of International Journal of Hybrid Intelligence, Inderscience Publishers (Online ISSN: 2515-4281)
- Dr. Rik Das was appointed as a Program Committee Member of 10th. International Conference on Awareness, Science and Technology which was held on October 23-25, 2019, Iwate Prefectural University, Morioka, Japan.

- Dr. Rik Das was appointed as a Technical Committee Member of eHaCON 2019, International Ethical Hacking Conference, Institute of Engineering and Management, August 22-25, 2019, Kolkata, India.

PhD Supervision:

- Dr. Mahua Banerjee is guiding one PhD scholar of Jharkhand Rai University.
- Dr. Mahua Banerjee is a co-guide of one PhD scholar of ICFAI, University, Ranchi.
- Prof. (Dr.) S. N. Singh is guiding one Ph.D. research scholar at Rai University, Ranchi
- Dr. Rik Das is Co-Supervisor of three registered PhD Scholars in Vinoba Bhave University (State-University)

Online Courses:

Prof. Sarbjeet Prasad learnt the following online courses:

- Learn Moodle 3.8 Basics from Moodle HQ
- Understanding Open Educational Resources from Commonwealth of Learning

FDP

- Dr. Madhumita Singha attended a FDP on “Excellence in Pedagogy and Quantitative Research” at BIT Mesra from 26th – 30th August, 2019.

Paper Presentation in International Conference:

- Dr. Mahua Banerjee attended and presented a paper titled “Implementation of DSPL” in the International Conference on Artificial Intelligence and Machine Learning at Madurai by the department of Computer Science, Mangayarkarasi College of Arts & Science for Women, on 30th January, 2020.
- Dr. Viplava Thakur Moderated and Presented a Paper titled “Rural Poverty in Jharkhand : An Empirical Exploration of Socio- Economic Determinants” in the National Conference held at ICFAI, Ranchi on 25th of February 2020 themed, “Digital Transformation for Socio-Economic Development of Rural India”.

COLLABORATIONS & CONNECTIONS

Industry Interface:

The industry academia relationship is one of the major needs in professional courses which help the students to have an understanding of the business processes. The students of First Year need to participate in this activity by visiting a few local and nearby industries. This activity known as Industry Interface has been conducted from 3rd March to 7th March, 2020.

The students visited:

- 1) Prabhat Khabar, Ranchi
- 2) Indian Institute of Coal Management, Kanke

- 3) Tata Steel, West Bokaro, Ghatotand
 - 4) Tailing Dewatering Plant, West Bokaro, Ghatotand
 - 5) Uranium Corporation of India Ltd., Narwapahar Mines, Jamshedpur
 - 6) Russi Mody Centre for Excellence, Jamshedpur
 - 7) Hindalco Industries Limited, Muri
- Prof. Sarbjeet Prasad and Mr. Himanshu Mohanta accompanied the students during the visits in Prabhat Khabar, Tata Steel & Tailing Dewatering Plant, West Bokaro, UCIL and Russi Mody Centre for Excellence in Jamshedpur.
 - Prof. Madhumita Singha accompanied the students in the visits of IICM. The last visit of the Industrial Interface was Hindalco Muri. The students were accompanied by Dr. Mahua Banerjee and Dr. Madhumita Singha.
 - The learning, experiences, awareness of corporate cultures and work environments in mining sectors, plants etc. and all interactions were recorded by the students through individual reports. These reports are evaluated as one of the components of this interface.

Guest Lectures:

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

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

- (i) Mr. Gurprit Singh, Senior Manager HR, Tinsplate Company of India Ltd., Jamshedpur delivered a lecture on “Industry Expectations from Managers”.
- (ii) Dr. P.K. Banerjee, GM (Retd.), MTI Sail, Ranchi engaged in a session on Achieving Success.
- (iii) Mr. Kishalay Bhattacharjee, Former Chief (Academics), IICM, Ranchi delivered a lecture on “Role of Attitude for Career Growth and some insight for a powerful resume”.
- (iv) Mr. Atul Gera, Head, Thalassemia Foundation, Jharkhand addressed the students on “Blood Donation Benefits”.
- (v) Dr. Poonam Das, Psychiatrist enlightened the students on “Mental and Physical Wellness” in her guest lecture.

The above all lectures were delivered during the Orientation program of the 1st year students in June, 2019. The following lectures were delivered during the academic year 2019-21.

- (vi) Mr. Mrityunjoy Panday, Machine Learning Researcher and Data Modernization at Cognizant, Kolkata conducted a session on “Emerging Trends on Information Management”, on 17th September, 2019 through Video Conferencing.
- (vii) Mr. Jatin Kumar Modh, IT Consultant in industries like TCS etc. and having a rich, prolonged experience in verticals like IT/ITES, IT Security and Governance Function delivered a lecture on “Data Quality and Data Security” on 18th October, 2019.

- (viii) Mr. Karunesh Prasad, a very senior alumnus of XISS and an entrepreneur (Change Et Al and Bridge Et Al of Singapore) conducted a training on Change Management on 24th October, 2019 through webinar. He was assisted by Mr. Animesh Prasad, a senior alumnus of XISS.
- (ix) Ms. Anju Kumari, a senior alumnus of the department with a long experience in Fortune 500 companies like Microsoft, AXA, Sapiens etc. had engaged in a session on “Industry Expectations from MBA Freshers” on 2nd November, 2019.
- (x) Mr. Arun Kishore Nahar, a senior alumnus and Senior Manager HRD at Newgen Software, New Delhi shared his more than 15 years of Corporate Experiences with the students on 11th November, 2019.
- (xi) Mr. Rajkumar Biradar, Director Research and Analytics at WNS Global Services, Bengaluru interacted with the students on different queries related to Business Analytics and Data Analytics through Video Conferencing on 18th February, 2020.

MISCELLANEOUS

SWAYAM Online courses

Study Webs of Active Learning for Young Aspiring Minds (SWAYAM), a program of the Ministry of Human Resource Development, Government of India has been introduced in PGDM - IT curriculum as non-credit compulsory courses with an objective for developing the self-learning skills in students of the program. As per the curriculum, the students must obtain certifications on two courses of his or her choice from the online courses offered by SWAYAM.

The first year students have enrolled in the following courses of SWAYAM:

1. Soft Skill Development
2. Supply Chain Analytics
3. Management of New Products and Services
4. Business Analytics For Management Decision

The mentors of the above mentioned courses are Prof. Mahua Banerjee, Prof. Sushil Ranjan Roy, Prof. Satya Narayan Singh and Prof. Madhumita Singha.

SWAYAM Local Chapter

XISS, Ranchi has been made as a Local Chapter by SWAYAM. Prof. Rik Das has been appointed as Single Point Of Contact (SPOC) for XISS Local Chapter. He has taken an active role in facilitating enrollment and other necessary activities for all the programs in XISS. The first year students of all programs have enrolled in SWAYAM courses under the mentorship of different faculties of XISS.

Tutorial Classes

The students of first year were given special tutorial classes on Data Analysis and Business Modeling using Excel, Programming Techniques and Problem Solving, Database Management System I & II by the second year students. The second year students Ms. Megha Kumari, Mr. Ashish Kumar and Ms. Rishita Mukherjee were the mentors. As per the Institute's rule, the mentors were given

remuneration and a certificate. Such tutorials have not only benefited the mentees but also the mentors who developed the teaching skills apart from their revision of the subjects. Hence, such tutorials enhance skills to both the first and second year students.

ROAD AHEAD

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

The program fosters the latest trends in its domain and strives to adopt and practice the same in its pedagogy. The Board of Studies and the faculty members are instrumental in upgrading the course curriculum to offer a strong foundation during the formative period of new age Managers in the era of Industrial Revolution 4.0. dominated by Artificial Intelligence and Data Analytics. The program always encourages innovation by engaging into collaborative research work with Industry and its counterparts. It has made its own mark in its own right by aspiring towards excellence with dedication and perseverance.

The department is planning to have the following activities in near future:

- Organizing Faculty Development program and/or Management Development program
- Upgradation of Faculty through certification courses of SWAYAM
- Certificate courses in Analytics

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 rendered their valuable, sincere and dedicated support.

I put on record my sincere appreciation for the unflinching support of Dr. Prof. Amar Tigga, Acting Director, XISS. My sincere thanks to Fr. Pradeep Kerketta S.J., Asst. Director, XISS, for his whole hearted support in all academic and non academic matters.

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

Special thanks to the Central placement coordinator and his team for enhancing the placement of the program.

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

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

AXIS 2020 : Annual of Xavier Institute of Social Service



BATCH OF 2018-20

INFORMATION TECHNOLOGY





MARKETING

■ **Dr. Pinaki Ghosh**
Head of Programme

INTRODUCTION

The program of Marketing successfully completed yet another academic year of 2019-2020. This year the program experienced some significant developments in all the aspects of curricular, co-curricular and extracurricular activities. The program is grateful to the newly appointed Acting Director Dr. Amar Tigga for extending the much required support to make the programme of marketing tread into newer frontiers.

Through active consultation with the industry and other important stakeholders the program has identified the growing need to bring in the best practices from the field of academics and corporate.

STUDENT ACTIVITIES: CURRICULAR, CO-CURRICULAR & EXTRA-CURRICULAR

CURRICULAR ACTIVITIES

COLGATE PALMOLIVE LIVE PROJECT

Students of the program of Marketing participated in the Colgate Palmolive Live Project on Shopper Engagement in the months of August 2019 and January 2020. In both the instances, the students were placed in Big Bazaar outlets across different towns in Jharkhand like Bokaro, Jamshedpur, Deoghar, Dhanbad and Ranchi. The first stint of this 7-day project ended on 15th August, 2019. The second stint was a 9-day project which was conducted from 18th January, 2020 to 26th January, 2020. The students gained insights in the following areas:

- Consumer behaviour
- Product Pricing Strategy of Colgate Palmolive
- Visual merchandising
- FMCG sales

AMUL WINTER INTERNSHIP

Three students from Marketing (Batch 2019-21) completed a winter internship project with AMUL Ltd. The internship was from 22nd December to 5th January. Their project was on 'Market Penetration of Amul' and it required the interns to carry out the tasks in Ranchi.

The insights that they gained through this winter project were:

- Product promotion
- Logistics and distribution management
- Business development

At the end of the internship, they achieved a splendid target of increasing the sales of Amul milk by 250 ltr/day.

CO-CURRICULAR ACTIVITIES

MARKBUZZ 2.0

Markbuzz is the official Marketing club of XISS and Markbuzz 2.0 was organized under its aegis.

The event started with a panel discussion based on the topic "Speed of technological change, Start up Culture, Sustainable development and traditional business – The Challenges to co-exist" which had Mr. Anurag Mazumdar (Co Founder- The Logical Indian), Mr. Ravi Ranjan (Entrepreneurship Evangelist and TEDx Speaker), RJ Gaurav



Ideating during Markbuzz

(Brand Ambassador of Swach Indore and Mentor at Atal Innovation Mission) and Prof. A.R Bodra (Associate Professor and former Head of the Department, Marketing Management) as the panelists. The panel discussion was moderated by Dr. Pinaki Ghosh, Head of the Program, Marketing Management.



Industrial Visit

Industrial Visit

The students of the second year (2018-2020 batch) had their industrial visit/Corporate interaction program from 21st September 2019 to 1st October 2020. The students in three different teams visited New Delhi-NCR, Bangalore and Kolkata. Based on Alumni and Industry feedback Bangalore has

been the new centre identified in place of Mumbai to understand the placement potential for the newly introduced courses through the BOS and understand the current trends in tech based- based marketing.

Rural Camp, 2020

The Department of Marketing Management organized the “rural camp” for its 1st year students (2019-2021 batch) from March 6th, 2020 till March 8th 2020 at Khunti and Gumla. The Objectives of the Rural camp has been identified has been to sensitize the students towards the poor and marginalised living in the rural areas; to make the students understand the rural economy and dynamics of rural markets and to analyze the marketing opportunities of rural products and services in the region. The students should be able to



Marketing 1 Students and faculty meeting with the Panchayat Functionaries during the Rural Camp at Gumla

- Understand and identify the socio economic issues of poor and marginalised.
- Interpret the potential of the rural market
- Develop the marketing plan for the products and services.

PANEL DISCUSSION ON BUDGET 2020

A Panel Discussion was organized on Budget 2020 by Prof. Bhabani Prasad Mohapatra, Faculty in the area of Economics and Econometrics.

EXTRA-CURRICULAR ACTIVITIES

Plantation Drive

AICTE propelled an extensive Plantation program “One student one tree”. XISS organized the tree plantation drive on 17th August 2019 at 10:00 am along Harmu river bed starting from the point nearest to Guru Nanak School. The main aim of this drive was to spread awareness to protect the environment from degrading. The saplings were supplied by the local municipality corporation. The students planted various types of plants including Jacaranda (Nili Gulmohar), Mountain Ebony, Rain tree and Jurul tree. Within an hour and a half 450 samplings were planted. Social activists Atul Gera, Manmeet Singh and Harmit Singh joined the noble cause.

Aawaz- the first official dramatics society of XISS and its achievements

The newly created dramatic society of XISS “AAWAZ”, which is an initiative of the program of Marketing Management, represented XISS at XLRI’S Annual Festival ENSEMBLE VALHALLA. Team AAWAZ has raised its banner high in every event it took part in. They bagged the 2nd position in “NUKKAD NATAK” event. One of the members of AAWAZ stood 1st runner up in “KAVISHAALA” event. The team also

performed in “THEATRE” event and ended up as the 1st runner up at the event. Two of the members of team AAWAZ also performed in the “MONOACT” event and both the members grabbed winning opportunities, as one of the member came 1st and the second member stood up as 1st runner up.

CROSSROADS

One of the most exciting events of Panache which is also known as the "mini roadies" of XISS was held in multiple stages. The first round was the personal interview round where the contestants had to go through different mental and physical exercises. About 15 teams qualified for the second round where the participants had to showcase their physical strength and complete multiple hurdles. The final round was the mix of both mental and physical ability of the participants where Ajay Dumdum and Aditya Vikram emerged as the winners.

ON YOUR TOES (WINNERS)

The on your toes competition is one of the most awaited events. This year 9 teams performed for the final event on 15th of February 2020. Team Pulse, the official dance club of XISS, came out as a winner for group dance. There was the appropriate mix of different flavours of dance such as hip-hop, flamenco, contemporary, belly, whacking, Indian classical, disco and mj5 aligned with the theme of the competition

FASHION SHOW

The Fashion show was held on the second day of PANACHE dated 16th Feb 2020. The theme of XISS TEAM was “RETRO AND METRO”. The participants walked in three rounds. The first round was the Retro round, 2nd round was the Western round and the 3rd round was Ethnic round

TUG OF WAR GIRLS (WINNERS)

Tug of war was held on the second day of Panache dated 16th of Feb 2020. Many teams participated in it and displayed their synergy. Every team had 7-10 players. Every member gave their 100% in this game of strength. After several rounds of matches between RM-I, Finance-I and Marketing-I girl's team, the Marketing-I girl's lifted the trophy.

WALK THE RAMP

A three round show where in the first round it's the introduction round where the participants showcased their personality and culture by their outfit and speech. Second the sponsored western round which was sponsored by Spykar jeans and then the third round was a couple round which was sponsored by Pall's ethnic. Which was followed by the question answer round following which the title was declared. This year the legacy continues where the title of being Mr and Miss panache was held by Satyam Kishore (Marketing) and Amanika Ghosh (IT). Abhishekkumar Mishra of Marketing was the 2nd runner up.

PLACEMENTS

Summer Placement 2020

Summer Internship is an integral part of the two year marketing programme. In this the students have to complete a 6-8 weeks of project with an organization. The companies are well established

companies and spread across different parts of the country. The Marketing Batch of 2019-21 saw a marvelous summer placement season even amidst the COVID-19 pandemic.

We were able to achieve 100 percent summer placement for the batch with the help of alumni, DPC and the CPC. Our key recruiters were Tata Motors, Tata Steel, Amul, Coca Cola, TIL, Momspresso, Wayfarers Technologies Pvt. Ltd., Medicento and Adani Wilmar. There were 9 students who got placed with Amul, 6 students with Coca Cola, 11 students with Tata Motors and 3 students with Tata Steel. 2 students were placed with TIL. 3 students were placed with Medicento, a pharmaceutical startup based out of Bangalore. 4 students were placed with Wayfarers Technologies. 3 students were placed with Wonder Chef, the famous cookware and kitchen appliances brand. 1 student was placed with Adani Wilmar. 2 students were placed with Momspresso, the blogging platform for mothers.

The other companies that the students got placed with, were: Bridgestone, My Captain- an educational startup, Management Consultants for Human Capital (MCHC), Vox Populii Research, Quadsel Systems Pvt. Ltd., TAI International, Puresh Daily, Blue Tree Aroma, Tata AIG, Reliance Retail, Maruti Suzuki, Tata Hitachi, Mindfluential LLP, JBM Auto Ltd., Jain Adishwar Hosiery Works, The Coders Nation.

The highest stipend was Rs 20000 offered by Bridgestone and the average stipend was Rs 15000.

Final Placements, 2020

The program of Marketing Management achieved 89.09% placements as on 10th June, 2020. Few more students are expected to be placed by the end of their program. More than 20 companies came for the campus recruitment. Some of the prominent organizations where the students got placed are HDFC, ICICI Lombard, Prism Johnson, Aditya Birla, Cavinkare, HDFC AMC, Darwin Box, Reliance Retail, Airtel, Crompton Greaves, Bandhan Bank, Pantaloons, UTI, Colgate Palmolive to name a few. This placement season saw 2 PPOs offered to the final year students from HDFC Bank.

FACULTY ACTIVITIES & ACHIEVEMENTS

Papers Published

The following are the papers published during the period of the report

- Pooja and Kumar, P.(2019) “A proposed model for emotional intelligence and leadership for ensuring leadership effectiveness in the Indian Service Sector”. International Journal of Indian Culture and Business management, Inderscience Publishers, Vol 19, No.2, pp 211-225,ISSN Online-1753-0814,ISSN Print- 1753-0806 (Clarivate Analytics, CABS)
- Kausar, A & Pooja (2020). “Impact of financial literacy on sustainable financial living in the region of Jharkhand at ETTIC, 2020 organized by Department of Humanities and social sciences of Jaypee Institute of Information Technology, Noida (February 6-8, 2020)

FDP organized and attended

- Dr. Pooja completed a 16 Weeks Annual Refresher program in Teaching (ARPIT)-“Online Refresher course in Management” offered by Banasthali Vidyapeeth (AICTE Approved FDP) through SWAYAM in February 2020.

- Dr. Pooja was the co –organizer and resource person for a Two day FDP on “Embracing self learning in research with SWAYAM” organized by Xavier Institute of Social Service, Ranchi in association with IIT Kharagpur (15-16th January 2020).
- Dr. Tina Murarka and Dr. Pooja attended a Two day workshop on “Participant centered learning- Case Method of teaching” organized by Indian Institute of Management, Ranchi (25th - 26th May 2019)

Workshops

- Dr. Pooja was invited as a Resource person for the Workshop on “Research and Data Analysis using SPSS” on 28th Feb, 2020 for the MBA students of Amity Business School, Amity University, Ranchi, Jharkhand.
- Dr. Pooja was invited as a Resource person for a workshop on “Stress management” for the lady employees of ONGC, CBM, Bokaro, Jharkhand on the occasion of International women’s Day (06th March 2020)
- Students of Marketing Program and faculty attended the DIGITAL MARKETING WORKSHOP BY ADVOTIS 360: The two-day Digital Marketing workshop carried out in Capitol Hill, organised by Advotis 360, a Marketing Communication firm, was aimed at sharing insights about digital marketing, image building and growing business through an online medium.



Conferences and seminar participation

- Dr. Tina Murarka participated in a 2-day conference on 8th and 9th February 2020 in XLRI Jamshedpur organized by SIGMA – OIKOS on Social Entrepreneurship Conclave 3.0.
- Dr. Tina presented a paper on “An Estimate of GST Implications on Insurance Sector in India“ in one day International Conference on Management of Business, Marketing, Tourism, Accounting, Banking, Finance, Economics and Entrepreneurship (BMTAFE 2019) at Jawahar Nehru University (J.N.U.), New Delhi on 3rd August 2019.

Other Faculty Achievements

- Dr. Pinaki Ghosh was the resource person and panelist for the : Digital Marketing Workshop held at Capitol Hill.
- Dr. Bhabani Prasad Mohapatra was invited as an economist to speak of Budget 2020 by Prabhat Khabar which got published in the newspaper.

Promotion

- Dr. Pinaki Ghosh the present HOP has been promoted to the Associate Professor position from July 2019.
- Dr. Amar Eron Tigga a Professor in the program of Marketing has been appointed as the Acting Director by the Governing Body of XISS.

COLLABORATIONS & CONNECTIONS

ALUMNI TALK

TALK SESSION BY HIMALAY INDRAPRASTHA (XISS BATCH 2010-12 RM)

Himalay enlightened us with the various aspects of enrolling ourselves as a part of PGDM in marketing. He also told us to identify our strengths and weaknesses and develop ourselves accordingly in this two years time span.

ALUMNI TALK BY AKSHAY RAKSHIT (XISS BATCH 2013-15 HRM)

Akshay Rakshit, an alumnus of Human Resource Management, batch 2013-15 visited the campus for the alumni talk with the marketing students of batch 2019-2021. Being an HR personnel he gave insights upon what an HR expects of a fresher and a person who has job experience.

TALK SESSION BY Mr. SHAKIB ALAM (XISS BATCH 2010-12 MM)

Shakib Alam, an alumni of the program of Marketing Management, addressed the batch of 19-21 to bring into notice his learning from the corporate world as a fresher.

WORKSHOP ON RETAIL STORE OPERATIONS 2.0

A guest lecture cum workshop was organised by the program of Marketing Management at Xavier Institute of Social Service on 13 September 2019. It was attended by all the students and the faculty of the Marketing Department. The keynote speaker at the event was Mr. Jagannath Ojha. He is the Deputy General Manager-Retail Operations at Max India. Mr. Ojha has an experience of more than 12 years in the retail industry and specialises in the areas of store operations, planning, merchandising and training for channels.

GUEST LECTURE SERIES- 2019-2020

LECTURE ON MONETARY POLICY AND RBI

The program of Marketing at Xavier Institute of Social Service, Ranchi, organised a guest lecture on the Monetary Policy and Reserve Bank of India. The keynote speaker of this session was Mr. Rajesh Ranjan Tiwari who is currently serving as the Assistant General Manager at Reserve Bank of India.

SESSION BY Dr. VINAY BHARAT

An interactive session with Dr. Vinay Bharat was organized by the program of Marketing at XISS on "Communication Skills Development". Mr. Bharat is a teaching expert and has been into the teaching profession for the past 15 years.

GUEST LECTURE ON SUPPLY CHAIN MANAGEMENT

A guest lecture was organised by the program of Marketing Management on Supply Chain Management on 30th August 2019. The keynote speaker at the event was Mr. Milton Srivastava. He is an ex-consultant at the Jharkhand Milk Federation in the Marketing and Plant Operations division with an experience of 30 years in the dairy industry. He spoke on the subject of Supply Chain Management in the Dairy Industry and its relevance for the B-school students.

TALK SESSION BY MR. RAJEEV GUPTA

Mr Rajeev Gupta, the founder of TedX Kanke, addressed the batch of 2019-21 and spoke about a whole new concept of communication. He emphasized on how non verbal communication is more important than a verbal one. Parameters like hand movements, gestures, proximity and facial expressions were some important indicators of communication as highlighted by him.

MISCELLANEOUS

SWAYAM COURSES

The Program of Marketing introduced various courses to the first year students through SWAYAM portal keeping in mind the current industry requirements. This year the program has decided to offer it as a non credit transfer course. Altogether, 15 different courses were identified by the department to be offered to the students of 1st year of the Program of Marketing Management for the session starting from January 2020. Every student is supposed to complete 2 such courses during their stay at XISS.

Business analytics and data mining, Modeling using Supply Chain Analytics, Marketing Analytics, Entrepreneurship Essentials, Design Thinking, Block Chain Technology and Applications, Machine Learning, Managerial Skills for Interpersonal Dynamics, Finance for Non-Finance, Quantitative Marketing Research, Consumer Buying Behavior, Banking and Finance Markets etc were some of the courses which were identified by the Program to offer the same to the students keeping in mind the changing industry requirements. The courses received an overwhelming response from the students and all the students of 1st year of Program of Marketing Management registered and enrolled themselves in at least one of the courses offered.

TUTORIAL CLASSES

To improve the quality of teaching and learning in the department, tutorial classes were introduced from this year itself. This initiative was taken by the Institute by our Acting Director for all the programs. Some selected subjects were identified by the Head of Program in consultation with the Management and students were allotted to the different subjects based on their overall performances. The innovativeness of the program featured second year students acting as Tutors. The method involved in identifying the Tutor was through the process of self nomination followed by a Personal Interview by a Director nominated interview panel.

Trimester	Subject	Number of 1 st Year Students	Tutor
II	a. Accounting for Managers –II	16	Mr. Keshav Kacchap
	b. Operations Research	28	Ms. Simona Jain
III	a. Foundations of Business Analytics-II	28	Mr. Arpit Katiyar
	b. Cost and Management Accounting	4	Mr. Bijay Kumar Tiwary

ROAD AHEAD

As a program we are fully aware of the newly introduced Industry 4.0 reference point which is earmarked as a paradigm shift in the conventional business practices to a more VUCA enabled tech driven business approach. This has also shaped the marketing function worldwide. This is the opportunity we see as a program to position our content, delivery and our competencies towards this changing business scenario. The new frontiers for the marketing program have been identified as Artificial Intelligence, Machine Learning, Block chain and Marketing Automation which are part of the ever increasing importance of MARTECH-Technology Led Marketing. As a program we plan to introduce these areas in our curriculum as core papers in some cases as well as electives. NPTEL-SWAYAM platforms will also be extensively used to make the program more future ready. Presently the program is in the process of understanding the resource requirements in these areas. We look forward to collaborating and surge forward to meet our goals.

The program dedicates all its achievement to Ex-Director Dr. Fr. Alexius Ekka, S.J and the Acting Director Dr. Amar Tigga who have always been a guiding force and a pillar of support. The program also acknowledges the entire XISS Management for the support, inspiration and guidance. The program will continuously strive hard to achieve future growth par excellence by way of overall improvement in all dimensions.

As a Head of program I bestow my best wishes to all the faculty members, the administrative and the support staff and all the students of the Graduating Batch of 2020. Thank you very much.

AXIS 2020 : Annual of Xavier Institute of Social Service



BATCH OF 2018-20

MARKETING





FINANCE

■ **Dr. Arup Mukherjee**
Head of Programme



INTRODUCTION

Like every year XISS welcomed its new batch 2019-21 with the FRESHERS ORIENTATION PROGRAM on June 19th, 2019 with utmost zeal and zest. Students from all the five departments - Human Resource Management, Rural Management, Information Technology, Finance and Marketing were inducted in the auditorium.

The Chief Guest for the day was Shri Rajesh Kumar Sharma, IAS Secretary Technical and Higher Education, Government of Jharkhand. Dr. Fr. Alexius Ekka S.J., Director, XISS welcomed the new batch with his

inspiring words, and introduced us about the culture and values of XISS. The Guest of Honor for the day was Professor Dr. Shailender Singh, Director, IIM Ranchi. He congratulated the new batch, shared his words of wisdom and enlightened us about the importance of networking in the corporate world.

STUDENT ACTIVITIES AND ACHIEVEMENTS

Rural Exposure Visit:

The purpose of the rural exposures is to study and understand the rural market. Like other years, students of the department of Finance (First year) visited Gumla and Simdega. The camp at Simdega

was held under the supervision of Dr. Arup Mukherjee and Dr. Amit Kr. Giri. Similarly the camp at Gumla was conducted under the supervision of Dr. Rishi Dwivedi and Prof. Prashant Kr. Jha.

Gumla Group (led by Dr. Rishi Dwivedi & Prof. Prashant Kr. Jha) :

The rural study tour for the finance department for the session 2019-2021 commenced on 4th of March 2020 to 7th of March 2020.

The class was divided into two groups of 30 students each, wherein each group was accompanied by two faculty members. One of the group of 30 students went to visit Gumla, Jharkhand and we're accompanied by Dr. Prashant Kr. Jha and Dr. Rishi Dwivedi and another group of 30 students went to Simdega, Jharkhand and we're accompanied by Dr. Arup Mukherjee and Dr. Amit Kr. Giri. The students went to different villages and the working of Jharkhand Tribal Development Society (JTDS), Jharkhand State Livelihood Promotion Society (JSLPS) and Self Help Groups (SHGS) of respective places. The students came to know about their plans to work on financial inclusion in order to uplift, create awareness among the people and to remove poverty.

The very motive of this visit for the groups was to see how the agencies work in villages and what are the impacts along with having a clear picture about how things work in villages.

Mindscape 2020

On 3rd of February, 2020, Team Embark- 'The Official Management Club of XISS Ranchi, has organized its first offline event, known as Mindscape: A case Odyssey, in the auditorium of XISS. We congratulate Pratik Kumar, Mayank Vardhan and Shweta Singh PGDM Finance (2018-2020), for giving a tough competition to all the participants and winning "second position". Congratulations to the team for bringing this laurel to our department and keeping our heads high.



Winners Mindscape 2020

Industrial Visits:

Every year students of the department go for industrial visit which is an integral part of the course curriculum. The purpose of the visit is to provide exposure to them about the practical aspects of the organizational functioning so that they can correlate their theoretical knowledge with the practical aspects and also to gain exposure to the current market scenario so that the students can explore their job opportunities. This year's industrial tour to Delhi was headed by (Prof) Dr. Amit Giri and Prof. Prashant Kumar Jha; and the Bangalore group was headed by (Prof.) Dr. Rishi Dwivedi. During the industrial tour the groups visited many reputed companies like SEBI, BSE, ICICI Prudential AMC, HCL, KPMG, Edelweiss AMC, Accenture, UTI AMC, ACC Cement, Flipkart, SBI MF, ANZ Bank, Intel, State Street Corporation, Qualcomm, Maruti Suzuki Ltd., American Express, Hero Moto Corp, Spark Minda Foundation etc. and interacted with the corporate personnel. The students got an opportunity to experience the corporate culture and their work environment.

FEAST OF ST. IGNATIUS OF LOYOLA

On 31st July 2019 we celebrated the feast of st, Ignatius of Loyola, the day started with a holy mass offered by our Dr. Fr. Alexius Ekka S.J., Director, Dr. Fr. Pradeep Kerketta S.J., Asst. Director and Fr. Xavier Soreng, Finance Officer. Followed by an interdepartmental act competition on the topic six task forces:- Political Leadership, Education of the marginalized, Environmental & Economic injustice, Inter-religious, Leadership, Peace & Reconciliation, which was won by the Finance Department beating all the other departments.

PARTICIPATION IN PARADOX AND VALLAHA 2.0

The students of Finance department leave no chance to showcase their hidden talents as they visited various colleges like Xavier University, Kolkata and XLRI, Jamshedpur, a band named “paradox” is composed of four students of our department who made it to top five in the “battle of bands” held in Xavier University. On different occasion our students took part in nukkad, stage play at “VALLHALA 2.0” held at XLRI Jamshedpur. One of our student Mr. Rohit James of Finance (Batch 2019-21) won 2nd position in the monoact event in the same festival. Ensemble Valhalla instead of Valhalla 2.0.

PARTICIPATION IN PROP O MANIA

Ms. Kriti Sinha of Finance department (batch 2019-21) was the 1st runner up at Prop o mania organised by Embark-The Event club of XISS. This event was organised by Embark for the freshers to showcase their personality type and interpersonal skills using a prop.

Environmental Management

As our Institute states Social Service, it becomes our responsibility towards the environment as well.

“Let’s go green, before the green goes”. was an initiative taken by the finance department through the support of our facilities and with the help of Mr. Saba Alam (DFO). Under the supervision we planted 150 saplings of various trees at Harmu River bank, Ranchi with great teamwork and co-operation not only among the studies but from the society and houses thereby, faculty and staff made a very well directed effort and made it a success.

SPORTS

The interdepartmental basketball tournament has been one of the most enthusiastic and lively event organized by the culture and sports department of XISS. The Combined Girls team of batch (2018-2020) and batch (2019-2021) qualified for quarterfinals and the boys team reached the semi-final in the month of January 2020. Last year the girls team won the champions trophy defeating other departments.

For the first time Interdepartmental Badminton tournament was organized where boys performed extremely well and combat ended in the last actions of semifinals. Although gaining no achievements this time participants always go back home with managerial experience, knowledge and a strengthened confidence.

Apart from this, Mr. Nitin Dungdung and Mr. Abhijeet Minj of finance department batch 2019-21 are a part of XISS basketball team which represented XISS in VAJRA a cultural fest organized by BIT Mesra where they backed up Gold Medals and were declared as champions.

SPORTS MEET AT XLRI

On 15th august 2019 management school XLRI Jamshedpur hosted a sports meet with XISS Ranchi and NIT Jamshedpur. The events were basketball, football, badminton, chess, cricket, table tennis and volleyball. The students of XISS participated in football, basketball and chess. All the participants were extremely enthusiastic for the events and played with full vigor and energy. It was really a proud moment for us to represent our college there.

PLACEMENTS

Summer Placement :

To correlate the classroom knowledge with the practical business functions the curriculum at Xavier Institute of Social Service has summer internship program. The students have to do a live project for a period of 6-8 weeks in some organization. However because of the practical difficulties posed by COVID-19, such internship is being conducted on virtual basis. Out of 60 students only 04 students are doing their internship in physical form in SBI Mutual Funds and Axis Bank, since these organisations have insisted on physical internship. However, proper caution has been taken both by the organisation as well as the students. The summer internship provides students a deep insight into the real life business situations in a competitive environment which is very much uncertain. The Chief Placement Co-ordinator Dr. Amar E. Tigga and Summer Placement co-ordinator Dr. Bhaskar Bhowani have worked very hard and have ensured the summer placement of the entire batch spanning the cross-section of industries ranging from manufacturing to the services sectors.

Sl. No.	Organisation	No. of students
1	Metlife	01
2	Think Through Consultancy(TTC)	01
3	RBI	02
4	Chaitanya	02
5	Deloitte	02
6	Eupheus Learning	01
7	Earnst & Young	01
8	Nivea	01
9	C.C.L.	03
10	Spark Minda	06
11	SBI Mutual Fund	03
12	Axis Bank	01
13	HCCB	01
14	Gulf Petroleum	01
15	KRG Consultancy	01

Sl. No.	Organisation	No. of students
16	Tata Steel	09
17	CIBC	06
18	Paragon Finance Ltd.	02
19	Flipcarbon	01
20	Shreeram Insurance	07
21	HPCL	01
22	Myfundbazaar	02
23	Medecento	04
24	Arohan	01

FINAL PLACEMENTS

The Program of Finance Management saw yet another successful placement season 2020. Remarkable feat of placing 96.43% students was achieved through methodical training and well designed session on mock interviews and mock GDs. The department channelized and focused its resources under the capable guidance of faculty members to help students acquire the skills important for the industry. Various programs like mentorship and deliberation on key events impacting economy/financial markets helped them shape their understanding and vision about the key concept concerning the markets. Placement records over the last 5 years have consistently soared to greater heights both in terms of quantity and quality . More than 35 companies visited in season 2019-20 among them 9 companies visited for the first time which is a big pay off for our hard work and commitment. Median salary received this year was 5.74 lac per annum. The major recruiters were:

1. ICICI Lombard
2. HDFC Bank
3. HDFC AMC
4. ICICI PRU
5. Bandhan Bank
6. ICICI Securities
7. Tata Motor Finance
8. Tech Mahindra
9. Axis Bank
10. Narnolia
11. Collabera
12. UTI AMC

The overall placement scenario for this year encourages us to look forward to next placement season with optimism and also strengthens our resolve to do even better.

FACULTY ACTIVITIES & ACHIEVEMENTS

- Dr. Arana Kausar actively participated in the Two Day Workshop on “Participant Centered Learning” held during 25th-26th May, 2019 at the Indian Institute of Management, Ranchi. She also presented a paper titled “Impact of Financial Literacy on Sustainable Financial living in the region of Jharkhand” at an International Conference on Digitalization of Management and Social Sciences (ETTIC-2020) organized by Department of Humanities and Social Sciences of Jaypee Institute of Information Technology, Noida from February 6-8, 2020.
- Dr. Arana Kausar and Dr. Amit Giri participated as Subject Matter Specialist as part of the Selection Committee for the interview scheduled on 11/01/2020 at Jharkhand Tribal Development Society, Dr. Ramdayal Munda, Tribal Welfare Institute Campus, Ranchi.
- Dr. Arana Kausar was invited as a Resource Person to conduct a Workshop for the Lady Employees of ONGC, CBM Bokaro in Jharkhand on the topic, Stress Management on the occasion of International Women’s Day on 6th March, 2020. She also has been a Resource Person for Training of Middle level managers at the Regional Training Institute of the AG Office Ranchi on 29.08.2019. The topic covered in the session was Personality & Leadership.
- Dr. Rishi Dwivedi presented a paper entitled “An Integrated SWARA-WSM Model for Analyzing Performance of Indian Banks” at 2nd International Conference on Mechanical Materials and Renewable Energy SMIT-Gangtok (ICMMRE-2019) on Dec 6-7, 2019.
- Rishi Dwivedi presented a paper entitled “Application of MOORA Method to Analyze the Factors Affecting Success of Social Programs” at 2nd International Conference on Mechanical Materials and Renewable Energy SMIT-Gangtok (ICMMRE-2019) on Dec 6-7, 2019.

COLLABORATIONS & CONNECTIONS

ALUMNI INTERACTION

- Ms. Paridhi Newatiya an alumna of PGDM Finance, batch 2013-15 had an interactive session on 10th August 2019 with the students of Department of Finance. She shared about her journey at XISS and she also gave us insights about entrepreneurship.
- On 6th November 2019, Mr. Praveen Karn, an alumna of PGDM Rural Management, XISS of batch 2005-2007. He shared his 13 years of experience in the field of Development and CSR.
- Ms. Shreyase Banka an alumna of PGDM Finance Department, she is currently working as Assistant Manager Operation in Mahindra Finance.



Guest Lecture

GUEST LECTURES

TALKS ON MUTUAL FUND DURING WORLD INVESTOR WEEK

On 30th September 2019, a session on Mutual Fund was conducted by Prof. Prasant Kumar Jha of the Finance department during the WORLD INVESTOR WEEK. The session was delivered by Mr. Purusartha Tripathi, Assistant Manager at HDFC Asset Management Company Limited. During his talk session, he emphasized on the importance of saving to the students from the beginning of their careers while informing about the HDFC Group of Companies. He gave insights on how we can convert income into wealth.



Guest Lecture

On 24th October 2019, another session on Mutual Fund was conducted by the finance department with Mr. Gurjeet Singh Kalra, Regional Head- Retail Sales & Distribution, ICICI Prudential AMC Ltd., he gave insights on percentage of current investment in Mutual Funds as part of the Indian economy. In the time of such unprecedented turmoil within Indian economy, the Mutual Fund is the way ahead.

ROAD AHEAD

Plan for the coming academic year

The department plans to work to keep up the placement records and also bring about betterment in the average salary of the students with the help of the central placement cell. The faculties of the department of Financial Management will be concentrating more on research and publications and will do all that is needed to secure accreditation that is desired.

Conclusion :

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

I can never forget the guidance and inspiration which we all have received from our Acting Director Dr. Amar Eron Tigga and Assistant Director Fr. Pradeep Kerketta, S.J.. and I would like to extend our gratitude to both of them on behalf of the department.

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



BATCH OF 2018-20

FINANCE





CENTRAL PLACEMENT CELL (CPC)

- **Prof. (Dr.) Amar E. Tigga**, *Chief Placement Co-ordinator*
- **Prof. Prashant Kr. Jha**, *Assistant Placement Co-ordinator*

The placement cell of XISS is proud and elated to announce that the placement season 2019-20 has been truly remarkable and a landmark event. The feat we have achieved would not have been possible without the unwavering trust the corporate has shown in the quality and competitiveness of our students despite a generic slowdown in the overall employment scenario. It is a huge encouragement and humbling event and makes our resolve to serve the corporate with supply of capable and energetic talent stronger.

The final placement figure this year has already touched **88.59%** and with a good number of companies still lined up for the process we are set to soar higher still. As a testimony of competence and tenacity our students exhibited during their internship period we received **11 PPOs**. Highest CTC we clocked was another feather in the cap of the . Two students from PGDM-HRM received CTC of **Rs 26.49 lacs**; highest ever. Stipend offered to summer interns was equally encouraging with the highest stipend of **Rs 1.25 lac**.

All said, this is a success we must share the credit of with our regular recruiters who have shown enormous faith in our ability to provide the rich pool of talent we nurture at our . Participation of many new recruiters also excites us about working with fresh crops of corporations that are going to drive the future of employment generation. We thank both sets; regular and new recruiters, from the bottom of our grateful heart for the opportunity and we look forward to their continued patronage as we gear up to fulfill their expectations.

We have adopted a structured approach towards functioning of our placement cell wherein the Central Placement Cell (CPC) works in close coordination with departments through Department Placement Coordinators and Summer placement coordinators to guide all students through the journey of becoming a desirable talent. Mentoring, feedback from selected students, mock interviews and GDs etc are conducted across departments to prepare students for the upcoming placement

season. Timely preparation of placement brochures, identifying the fast evolving requirement of corporate and designing suitable training modules, enabling student placement representatives to connect and attract recruiters gives a self sustaining and a dynamic tinge to the entire placement effort.

We started the placement season on a very cautious note at a time when job losses and slowdown in the economy were the buzzwords. In this context getting the opportunity to host **122 companies** to participate in the process was not just a huge relief but highly motivating. Out of **122, 35** were new recruiters. Total of **264 offers** were made with a highest CTC of Rs **26.49 lacs** per annum and the average CTC was **Rs. 5.85** per annum. The average salary for the HR department touched a record **Rs 8.61** lpa. The department of Finance management , Department of Rural management, the department of Marketing and the department of IT have achieved a placement of **96.43%, 94.52%, 89.09% and 83.33%** respectively.

The recruiters represented well diversified sectors such as consultancy, Automobile, power, Steel, Edu-tech, BFSI, IT, Retail, telecom, Pharma and Social/Non-profit organizations.

Highest number of job offers came from the Banking sector which recruited **10%**, followed by **Insurance** sector **9%**, and then **Development** sector **4%**.

HDFC Bank offered the highest no. of jobs at **29** followed by **ICICI Lombard Insurance Company** which offered **25**, **Bihar Rural Livelihoods Promotion Society** with **11** offers and **ICICI Prudential Life Insurance Ltd.** which offered **10**.

Some of the prominent recruiters were Aarti Industries Ltd, ABFRL – Pantaloons, ABFRL (Lifestyle Brand), ACC Ltd, Addverb Technologies, Alien TT, Alivira Animal Health Ltd, Aptech Ltd, Arohan Financial Services, Arora Iron & Steel Rolling Mills (P) Limited, Axis Bank, Bandhan Bank, Basix Sub K iTransactions Ltd, Bharat Financial Inclusion Limited, Bharti Airtel, Bihar Rural Livelihood Promotion Society, Byju's, Cadila Pharmaceutical Ltd, Cavinkare Pvt Ltd, Centum Learning, Chaitanya India, CINI Tata Trust, CISCO, Colgate Palmolive, Collabera, Crompton Greaves Consumer Electricals Ltd, Darwinbox, Delhivery, Deshpande Foundation, Dudhdhara Dairy, Eduonix Learning Solutions, Eupheus Learning, Foundation for Ecological Security, Fincare Small Finance Bank, Flipkart, Forsysinc Software India Pvt Ltd, Godrej & Boyce, HCL Foundation, HDFC AMC, HDFC Bank , Hero Motocorp Ltd , Hindalco Industries Ltd, Hindustan Unilever Ltd., ICICI Bank, ICICI Lombard GIC Ltd, ICICI Prudential Life Insurance Ltd., ICICI Securities Ltd, IDFC First Bank, Indian Hotels Company Ltd, Jaipur Rugs Company Pvt Ltd., Jaro Education, Jindal Stainless Ltd, Jharkhand State Livelihood Promotion Society, Jubilant Bhartia Foundation, L&T Technological Services Ltd LifeBoat Risk Management Services Pvt Ltd., Linde Group, Loom Katha, Mahindra & Mahindra Ltd., Margdarshak Financial Services Ltd., MBAtrek Pvt Ltd, MTR Foods, Narnolia Financial Advisors Ltd., Nestle, NM Sadguru Foundation, Nuvoco Vistas Corp Ltd, Odisha Livelihood Mission, Prism Johnson, Rajasthan Grameen Aajeevika Vikas Parishad, RBL Finserve, Reliance Retail Ltd., Reliance Industries Ltd., Saija Microfinance Pvt Ltd, Satya Microcapital Pvt Ltd., SBI Life, Shroffs Foundation Trust, SOS Children's Village, Srijan India, Shikshit Rojgar Kendra Prabandhak Samiti - SRKPS, Tata Advanced Systems Ltd., Tata Motors Finance, Tata Motors Ltd., Tata Power, Tata Steel BSL Ltd., Tata Steel Ltd, TCS, Tech Mahindra, Technoserve India, TTC Glocal, UTI Asset Management Company Ltd., Vedanta - Electrosteels Steel Ltd., Vedika Credit Capital Pvt

Ltd., Volve Eicher Commercial Vehicle, Wazir Advisory, WNS Global Services Pvt Ltd., TCI Express, Sabse Sasta Dukaan, Firstnaukri.com (CSB Bank), Ingram Micro Finance, Kotak Life Insurance, Muthoot Finance, SKF India, Tata Autocomp, Midland Mutual Fund, Edelweiss, Lido Learning, Reed & Willow Talent Advisory, Sambandh Finserve, HIL Ltd - C K Birla Group, ESAF Small Finance Bank, ISWPL, Vinee Wire Products Pvt Ltd., Vox Populi, GATI Ltd., Teqforce Solutions, Spark Minda, Chitrika, Bharti Foundation, International for Energy Conservations, Aditya Birla Capital, IndusInd Bank, 3M Consultant, Hyundai Motors Ltd & L& T Technological Services Ltd.

KEY HIGHLIGHTS

- Highest Package this year is Rs. 26.49 Lakhs per annum
- 11 PPO's from three departments i.e. Human Resource Management, Rural Management and Marketing.
- Overall 88.59% of students placed.
- Percentage of students placed in 1st Phase was 51.34%
- Most of the Summer Internships for Batch 2019-21 is with stipend & PPO facility (Highest Stipend is Rs. 1,25,000.00 per month)

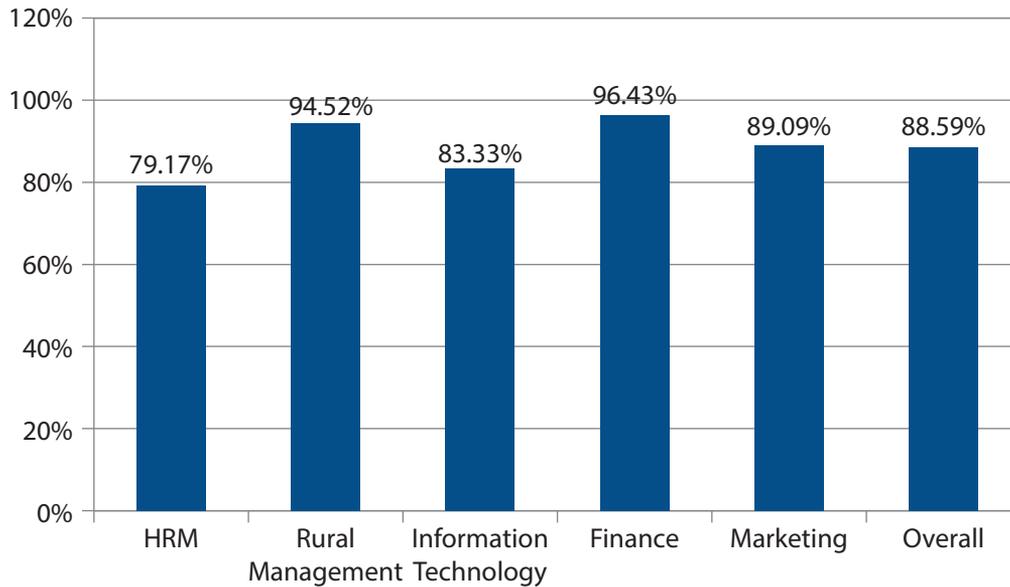
Placement Statistics for Class of 2018-20

Number of Companies / Organizations participated in the Campus Recruitment process	122
Companies / Organizations that participated for the First Time for Final Placements	35
Number of students joining their family business / Higher Studies / Opted Out of Placements	07

Different Departments offering PGDM	Batch Size for Placement	Placed	%age placed
Class of HRM	72	57	79.17%
Class of Rural Management	73	69	94.52%
Class of Information Technology	42	35	83.33%
Class of Finance	56	54	96.43%
Class of Marketing	55	49	89.09%
Total	298	264	88.59%

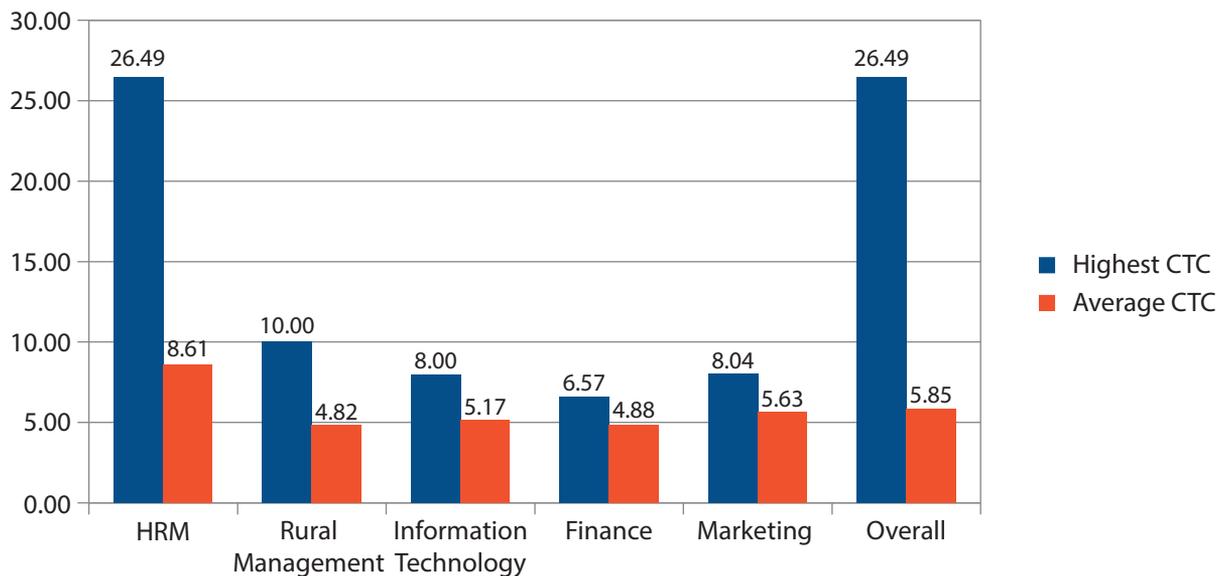
Placement percentage 2018-20

Placement Percentage 2018-20



Salary package (CTC) in Lakhs per annum: 2018-20

Salary Package (CTC) in Lakhs Per Annum : 2018-20



The has shown immense flexibility and agility amidst a fast changing job environment. Future job seekers are not only going to be judged for showing their ability to perform in a challenging environment but also how they adapt to fresh challenges that may come their way. Therefore it is advised to all candidates for the upcoming placement season 2020-21 to brace for a tough year. They must take inspiration from what worked in the favor of successful candidates in this season and learn from what didn't.

We would like to share the credit of yet another year of stupendous placement season with respected faculty members who groomed students and instilled a sense of purpose among them. The students also deserve special words of praise for keeping the flag of the institution flying high.

A special shout out to head of all PGDM programs and my core team of placement cell Prof Sajeet Lakra (APC), all DPCs Dr Sant Kumar Prasad, Dr Kumar Mohit Spring, Dr Pinaki Ghosh, Dr Bhaskar Bhowani, Dr Rik Das and Mr Sanjay Verma.

Ms Aditi Mehrotra has shown unwavering commitment as a placement officer and deserves our sincere appreciation. The internship process ran smoothly and students received multiple offers amidst all the challenges. It could happen largely because Ms Koyel Mukherjee dedicated her effort to ensure it does as a committed placement officer. And we thank her for her effort.

We appreciate and thank student placement representatives and all the members in their team for their tireless effort and hope it inspires their successors to fit in the big shoes. As we look back and soak in the excellent placement season gone by, we must aim higher and endeavor to create history in the upcoming placement season.



DEPARTMENT OF RESEARCH & PLANNING

■ **Dr. Pramil K. Panda**

Head of Department



Dr. Pramil K. Panda Presenting the Rapporteur's Report of National Conference on Voices of the Unheard Putting the Last First at Xavier Institute of Social Service, Ranchi

Prologue

After its establishment in the year 1978, the department of research and planning has created a distinct space for itself within and outside the Institute through continuous engagement in different academic activities and carrying out several consultancy research projects. The year 2019-20 gave a serious jolt to the department when one of our beloved colleagues Mr. Herman Ekka went for heavenly abode in the month of December 2019. Everyone was shocked by his sudden demise during the treatment after more than a month long stay in the hospital

due to a critical illness. The department extends its heartfelt condolences to the bereaved family and prays to God for giving them enough strength to overcome this difficult phase.

Our Assistant Project Officers Mr. Aditya Raj and Mr. Akash Bhunya brought laurel to the department by qualifying University Grants Commission's National Eligibility Test (UGC-NET) in the subjects Social Work and Computer Science respectively. The department congratulates both of them in their academic endeavours. Among the faculty members, Mr. Prakash C. Dash completed an online course on Satellite Remote Sensing in Agro-meteorological Applications conducted by Indian Institute of

Remote Sensing (IIRS), Dehradun in December 2019 held at IIRS Outreach Network Centre, Jawaharlal Nehru University, New Delhi. Dr. Amardip Singh added glory to the department by receiving the best paper presentation award for his paper, Assessment of



Mr. Harsh Vardhan as a Participant in the Training Course on Research Methodology in Social Sciences for Research Scholars at Madhya Pradesh Institute of Social Science Research, Ujjain, Madhya Pradesh

Water Springs in Gauri Ganga and Devikhet Watersheds of Pithoragarh and Pauri Garhwal Districts of Uttarakhand, in the Third World Clean Environment Summit 2019 that was held from 19th to 21st August, 2019. This summit was organized by St. Xavier College, Ranchi in association with International Benevolent Research Foundation, Kolkata and Confederation of Indian Universities, New Delhi. Fr. (Dr.) Ashok Ohol conducted three orientation programs at XISS, Ranchi for teachers on 15th September, 2019, for doctors on 22nd September, 2019 and for nurses on 20th October, 2019. He also organized two medical camps at Torpa; one on 12th May, 2019 and another on 17th November, 2019. As the chief guest of the Independence Day celebration at C. F. Andrews Memorial English School, Ranchi Dr. Pramil K. Panda hoisted the national flag and addressed the gathering of teachers and students about the history of developmental planning in India after independence. Dr. Pramil K. Panda also appeared in a youtube channel called Unbreaking that covered a story on Jawaharlal Nehru University, New Delhi on the topic 'What is JNU: Opinions of Some Old Students'. The video is available at https://www.youtube.com/watch?v=w47EKKO8l_4

Academic Pursuits and Achievements in the Department

As resource persons, the faculty and staff members of the department have made substantial academic contributions within and outside the Institute as follows:

1. Supervision of Ph.D. Scholars

Dr. Pramil K. Panda as an external Ph.D. Thesis Supervisor has been supervising a Ph.D. scholar Ms. Deepika Anshu Bara in the Department of Humanities and Social Sciences at the Indian Institute of Technology (Indian School of Mines), Dhanbad.

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

2. Invited as Resource Persons

Dr. Pramil K. Panda gave an online interview on Female Feticide in India: A Paradox of Development to a Germany based News Paper Deutsche Welle (DW) which is covered in a story available at <https://www.dw.com/en/female-feticide-in-india-a-paradox-of-development/a-49852825>

Dr. Pramil K. Panda was invited by the Oil and Natural Gas Corporation (ONGC) Foundation as a selection committee member to select a fellow for the prestigious ONGC Fellowship program 2020. The selection process took place at Radisson Blu hotel in Ranchi on 18th January, 2020.

Dr. Pramil K. Panda as a Resource Person took a session on Combating Plagiarism through the Use of Citations and References in Preparation of Manuscripts in the Faculty Development program on Embracing Self-Learning in Research with SWAYAM organized at Xavier Institute of Social Service, Ranchi during 15th and 16th January, 2020.

Fr. (Dr.) Ashok Ohol conducted an Orientation program on Entrepreneurship for the students and faculty members of St. Vincent's College of Commerce, Pune, Maharashtra on 11th October, 2019.

Dr. Amardip Singh chaired a session on Socio Environmental Challenges: Issues, Monitoring and Controlling Process in the Third World Clean Environment Summit 2019 organized by St. Xavier College, Ranchi in association with International Benevolent Research Foundation, Kolkata and Confederation of Indian Universities, New Delhi from 19th to 21st August, 2019.

Mr. Prakash C. Dash delivered the keynote address in the workshop on Enabling Participatory Planning and Research in Urban Development: Innovations in GIS-based Slum Planning and Climate Resilience jointly organized by Citizen Consumer and Civic Action Group and Mahila Housing Sewa Trust held at BNR Chanakya hotel, Ranchi on 28th June, 2019.

Mr. Sunil P. Kumar contributed as a resource person in the workshop on Enabling Participatory Planning and Research in Urban Development: Innovations in GIS-based Slum Planning and Climate Resilience jointly organized by Citizen Consumer and Civic Action Group and Mahila Housing Sewa Trust held at BNR Chanakya hotel, Ranchi on 28th June, 2019.

3. Participation in Seminars, Conferences and Workshops

Dr. Pramil K. Panda presented the Rapporteur's Report and coordinated a technical session in the National Conference on Voices of the Unheard: Putting the Last First organized by the Department of Rural Management at Xavier Institute of Social Service, Ranchi, Jharkhand during 8th and 9th November, 2019.

Dr. Pramil K. Panda participated in the Workshop on Participant Centred Learning: Case Method of Teaching organized by the Indian Institute of Management, Ranchi, Jharkhand from 25th to 26th May, 2019.

(Dr.) Ashok L. Ohol organized Five Workshops on Entrepreneurship; at XISS, Ranchi on 6th July, 2019, at Khunti on 24th August, 2019, at Sarvada on 8th September, 2019, at Pune on 10th October, 2019 and at Mandar on 29th November, 2019.

Fr. (Dr.) Ashok L. Ohol organized a Workshop on Skills in Research and Writing for the writers at Shrirampur, Maharashtra on 5th October, 2019.

Fr. (Dr.) Ashok L. Ohol organized a Workshop on Studies in Marathi Christian Folklore at Shrirampur, Maharashtra on 6th October, 2019.

Dr. Amardip Singh presented a paper titled 'Strategy Formulation on Strengthening the Current Education System in Government Schools of LBCT Project Areas of Ballabgarh' in the 10th International Congress of Environmental Research organized by Journal of Environmental Research and Development at Adi Shankara Institute of Engineering and Technology, Kalady, Kerala from 19th to 21st December, 2019.

Mr. Aditya Raj and Dr. Pramila K. Panda (in absentia) presented a paper titled 'Role of Dairy Farming in Empowering Rural Women: A Case Study on Mulkanoor Women's Cooperative Dairy' in the ICSSR sponsored National Seminar on Agricultural Transformation and Rural Development in India: Issues, Challenges and Possibilities Organized by HNB Garhwal University, Srinagar, Uttarakhand in collaboration with Indian Economic Association during 12th and 13th October, 2019.

Mr. Firoz Ahmad (Birsa Agricultural University, Ranchi) and Mr. Prakash C. Dash (in absentia) presented a paper titled 'Land Potentiality Investigation for Agro-forestry Purpose using Remote Sensing and GIS' in the International Conference on Global Perspective in Agricultural and Applied Sciences for Food and Environmental Security Organized by Agricultural and Environmental Technology Development Society at Kumaon University, Nainital, Uttarakhand during 1st and 2nd December, 2019.

Mr. Harsh Vardhan participated in the Training Course on Research Methodology in Social Sciences for Research Scholars sponsored by the Indian Council of Social Science Research and organized by the Madhya Pradesh Institute of Social Science Research, Ujjain, Madhya Pradesh from 10th to 19th February, 2020.

Mr. Sunil P. Kumar presented a paper titled 'Applications of Remote Sensing, GPS and GIS in Geographical Studies' in the 41st Indian Geography Congress organized by Dr. Harisingh Gour University, Sagar, Madhya Pradesh on 28th December, 2019.

Mr. Akash Bhuinya participated in the ICT Conclave: An Industry Academia Dialogue organized by the Department of Information Technology in association with the Confederation of Indian Industries at Xavier Institute of Social Service, Ranchi, Jharkhand on 19th October, 2019.

Fr. (Dr.) Ashok Ohol, Dr. Amardip Singh, Mr. Prakash C. Dash and Mr. Harsh Vardhan participated in the workshop for the presentation of Report on Social Inclusion and Empowerment of Scheduled Caste and Scheduled Tribe Population under National Dairy Plan-I at the office of National Dairy Development Board, Anand on 8th July, 2019.

Mr. Harsh Vardhan participated in the video conference with the officials of Ministry of Consumer Affairs, Food and Public Distribution, Government of India for sharing the key findings of concurrent evaluation of implementation of National Food Security Act, 2013 in the state of Chhattisgarh on 20th November, 2019.

Mr. Akash Bhuinya participated in the video conference with the officials of Ministry of Consumer Affairs, Food and Public Distribution, Government of India for sharing the key

findings of concurrent evaluation of implementation of National Food Security Act, 2013 in the state of Jharkhand on 20th November, 2019.

4. Publications

Ohol, A. (2019). Jubal: The father of musicians. *Niropya*, 116, 37.

Ohol, A. (2020). Entrepreneurship. *Niropya*, 117, 34.

Ohol, A. (2020). Rev. Purushottam Choudhury: Writer, poet and bhajan composer. *Niropya*, 118, 25.

Panda, P. K. (2019). Corporate, casualty and compensation: Families of victims in the chimney collapse accident of BALCO. In B. K. Mishra (Ed.), *Development studies in India* (pp. 161-177). New Delhi: Mittal Publications.

Panda, P. K., & Raj, A. (2019). Disappearing daughters and de-feminization of Indian society: Trends, reasons and implications. In A. K. Mishra, & S. Mishra (Eds.), *Contemporary gender discourse: Issues and contestations* (pp. 36-50). New Delhi: SSDN Publishers and Distributors.

Raj, A. (2019). Is rural India truly open defecation free? *Youth ki Awaaz*. Retrieved from <https://www.youthkiawaaz.com/2019/10/is-rural-india-really-open-defecation-free/>

Raj, A., & Panda, P. K. (2019). Role of dairy farming in supplementing livelihood and empowering women in rural areas: A case study of Mulkanoor women's co-operative dairy. In P. Kandari, M. C. Sati, & P.S. Rana (Eds.), *Agricultural transformation and rural development in India: Issues, challenges and possibilities* (pp. 165-175). DehraDun: Bishen Singh Mahendra Pal Singh Publishers and Distributors.

5. Academic Assistance to Other Departments

Dr. Pramila K. Panda taught two papers titled 'Theories of Development' and 'Social Research Methodology & PRA' to the students of PGDRM, the paper titled 'Research Methodology' to the students of PGDIT and the paper titled 'Qualitative Research Methods' to the students

of PGDHRM. He also supervised 2 students of PGDRM in dissertation writing and guided 6 students of PGDRM in term paper writing.

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

Dr. Amardip Singh taught the paper titled 'Climate Change and Sustainable Development' to the students of PGDRM and the paper titled 'Environmental Management' to the students of PGDIT. He also supervised 5 students of PGDRM in dissertation writing and guided 4 students of PGDRM in term paper writing.



Mr. Aditya Raj Presenting a Paper in the National Seminar on Agricultural Transformation and Rural Development in India Issues, Challenges and Possibilities at HNB Garhwal University, Srinagar, Uttarakhand

Mr. Prakash C. Dash supervised 5 students of PGDRM in dissertation writing and guided 6 students of PGDRM in term paper writing. He has also been mentoring 7 students of PGDIT registered in the SWAYAM course.

Mr. Nirmal K. Mishra prepared the Faculty Evaluation Report on the basis of the feedback given by students for all the 5 PGDM programs.

Mr. Harsh Vardhan drafted the Manual of Procedures for the PGDM students.

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

Dr. Pramil K. Panda, Dr. Amardip Singh, Mr. Arvind Dey, Mr. Aditya Raj, Mr. Akash Bhuinya, Mr. Harsh Vardhan and Mr. Manoj K. Singh as organizing committee members wholeheartedly contributed to the organization of National Conference on Voices of the Unheard: Putting the Last First organized by the Department of Rural Management during 8th and 9th November, 2019.

6. Other Academic Contributions

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

Fr. (Dr.) Ashok Ohol developed three training modules on Leadership, Decision Making and Business Ethics for the use of Management Development programs.

Fr. (Dr.) Ashok Ohol participated in the Tribal Extravaganza staged in PANACHE: The Annual Fest of Xavier Institute of Social Service organized from 15th to 17th February, 2020.

Mr. Prakash C. Dash reviewed a research article for International Journal of Energy and Water Resources (Springer Link) as a peer reviewer.

Research Projects Carried Out in the Department

The department has completed quite a few research projects in the financial year 2019-2020, one is under progress and a few more are expected to come. The details are given below:

1. Completed Projects

A national level study on 'Social Inclusion and Empowerment of Scheduled Caste and Scheduled Tribe Population under NDP I' sponsored by National Dairy Development Board, Anand, Gujarat is completed. The project was led by Fr. (Dr.) Ashok Ohol and coordinated by Dr. Amardip Singh. Support for field survey was provided by Mr. Harsh Vardhan, Mr. Arvind Dey, Mr. Akash Bhuinya, Mr. Manoj K. Singh, Mr. Aditya Raj, Mr. Ashok R. Baitha and Late Herman Ekka. Technical support was provided by Mr. Nirmal K. Mishra and Mr. Shree Ram Mishra in terms of data cleaning, tabulation, graphical representation and statistical analysis. Academic support was provided by Mr. Prakash C. Dash, Dr. Pramil K. Panda and Dr. Himadri Sinha.

End term evaluation of an implemented project titled 'End Line Survey and External Evaluation of the project on Elimination of Child Labour and Trafficking through Community Empowerment' sponsored by Shaktivardhini, Patna, Bihar is completed. The project was led by Mr. Arvind Dey

with academic assistance from Mr. Aditya Raj in terms of research design and report writing. Support for the field survey was provided by Mr. Akash Bhuinya, Mr. Harsh Vardhan and Mr. Ashok Ram Baitha. Mr. Nirmal K. Mishra provided necessary technical support in terms of data cleaning and tabulation and graphical representation.

A quarterly evaluation project on 'Concurrent Evaluation of the Implementation of National Food Security Act, 2013 in Chhattisgarh and Jharkhand' sponsored by the Department of Food and Public Distribution, Government of India, New Delhi is completed. Nodal officer for this project was Mr. Arvind Dey. Mr. Akash Bhuinya, Mr. Harsh Vardhan, Mr. Aditya Raj, Mr. Manoj K. Singh and Mr. Ashok R. Baitha; all have contributed in field survey and report writing with the technical assistance from Mr. Nirmal K. Mishra and Mr. Shree Ram Mishra in terms of data cleaning and tabulation.

The project on 'National Level Monitoring (Phase-I) of Central Government Sponsored Schemes in 6 Districts of Bihar' sponsored by the Ministry of Rural Development and Panchayati Raj, Government of India, New Delhi is completed. The Nodal officer for this project was Late Mr. Herman Ekka. Mr. Aditya Raj, Mr. Manoj K. Singh and Mr. Ashok R. Baitha; all have contributed in field survey and report writing with technical assistance from Mr. Shree Ram Mishra in terms of data cleaning and tabulation.

The project on 'National Level Monitoring (Phase-II) of Central Government Sponsored Schemes in 6 Districts of Uttar Pradesh' sponsored by the Ministry of Rural Development and Panchayati Raj, Government of India, New Delhi is completed. The Nodal officer for this project was Dr. Pramil K. Panda. Mr. Ajit Tirkey, Mr. Arvind Dey, Mr. Aditya Raj, Mr. Akash Bhuinya, Mr. Manoj K. Singh and Mr. Ashok R. Baitha; all have contributed in field survey and report writing with technical assistance from Mr. Shree Ram Mishra in terms of data cleaning and tabulation.

A project related to corporate social responsibility on 'Societal Impact Evaluation of 10 Peripheral Villages under CSR' sponsored by Ultratech Community Welfare Foundation, Malkhed, Karnataka is completed. The project was led by Mr. Akash Bhuinya with initial guidance from Mr. Arvind Dey and was assisted by Mr. Manoj K. Singh in terms of conducting a field survey. Technical support in terms of data cleaning and tabulation was provided by Mr. Shree Ram Mishra.

A GIS project on 'Preparation of Development Plan for Kailashahar Municipal Council, Tripura' sponsored by HUDCO, Guwahati, Assam is completed. The project was led by Mr. Prakash C. Dash with technical support from Mr. Sunil P. Kumar.

A GIS project on 'Scanning, Digitization, Georeferencing and Preparation of Shape file/KML file of CA Land for Manoharpur Ore Mines, Chiria' sponsored by Steel Authority of India Limited, Chiria, Jharkhand is completed. The project was led by Mr. Prakash C. Dash with technical support from Mr. Sunil P. Kumar.

A GIS project on 'Conducting Land Use/ Land Cover Pattern Study for establishment of Industrial Area of KIADB at Thandya and Immavu area, Nanjangud Taluk, Mysore district, Karnataka' sponsored by Mecon Limited, Bengaluru, Karnataka is completed. The project was led by Mr. Prakash C. Dash with technical support from Mr. Sunil P. Kumar.

2. Ongoing Projects

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

A GIS project on 'Carrying out DGPS survey and Associated Works on Various Optical Fibre Cable (OFC) Routes in the Area of Forest under the Jurisdiction of Chhattisgarh State' sponsored by T. K. Construction-BSNL, Raipur is under progress. The project is being led by Mr. Prakash C. Dash with technical support from Mr. Sunil P. Kumar. The draft report along with a data sheet has been submitted to the client and comments are awaited for inclusion and submission of the final report.

3. Project Liaison Cell

The department has a project liaison cell that facilitates liaising with the clients, preparation of project proposals and expedition of recovery of pending dues from the clients. Mr. Ajit Tirkey is the in-charge of the cell and Mr. Nirmal K. Mishra provides regular technical support in e-tendering process. In the financial year 2019-20, the cell has applied 16 projects, out of which there are 4 projects related to social impact evaluation of activities done under corporate social responsibility, 4 projects related to evaluation of programs undertaken by the governments, 3 projects related to baseline studies, 3 projects related to end line studies and 1 each of the projects related to socio-economic survey and sanitation survey respectively. Besides, there are also 5 GIS projects applied in the financial year 2019-20.

4. Geographic Information System (GIS) and Remote Sensing (RS) Laboratory

The department has a GIS & RS laboratory established in the year 2015 that apart from taking up the projects related to GIS & RS also conducts a six month training programme on GIS & RS. Prof. Prakash C. Dash is the co-ordinator of the programme and in-charge of laboratory and Mr. Sunil P. Kumar is the laboratory assistant. In the year 2019-2020, training has been provided to the trainees in two batches; from March 2019 to September 2019 (6th batch) and from September 2019 to March 2020 (7th batch). The number of trainees who successfully completed the training in the 6th batch is 27 and in the 7th batch is 28. Out of the successful trainees in 6th batch, 7 of them sat for placement and all are placed in Ceinsys Tech Limited (Formerly ADCC Infocad Ltd.), Nagpur. Out of the successful trainees in 7th batch, 14 of them sat for placement and 12 are placed in different companies viz. 2 in Scanpoint Geomatics Limited, Ahmedabad, 3 in GIS Consortium India Pvt. Ltd., New Delhi and 7 in Computer Plus, Raipur.

Epilogue

Although the department has created a distinct space for itself among its clientele as a leading agency of carrying out consultancy assignments all over India, it is yet to establish itself in the academic circle in terms of substantial academic contributions. Thus, an environment needs to be created in the department where everyone will develop critical thinking, epistemological orientation, reading habit and writing skill thereby fulfilling the academic commitment along with consultancy assignments simultaneously. The department plans to organize an in-house orientation program



Mr. Akash Bhuinya and Mr. Ashok R. Baiitha Conducting the Inspection of a Public Distribution Shop in a Village of Jharkhand under Concurrent Evaluation of National Food Security Act, 2013

on application of statistics in social science research that will help all of us in the department for appropriate use of statistics in writing project reports as well as in writing research papers. A similar in-house training program on qualitative research will also be organized for better understanding of various qualitative techniques of data collection and data analysis beyond participatory rural appraisal. The GIS & RS laboratory is trying to explore the possibility of starting a diploma course on Geo-informatics as a lot of requests have been coming from the trainees for the same. If the technical requirements are met and the management provides a formal go ahead, then a final call in this regard

will be taken. The department has also an ambitious plan to set up NABL (National Accreditation Board for Testing and Calibration Laboratories) accredited Environmental Laboratory for air, water and soil quality assessment (Environmental Monitoring) and further seek accreditation from NABET (National Accreditation Board for Education and Training) for conducting Environmental Consultancy Services (Environmental Impact Assessment / Environmental Management Plan) in future. Dr. Amardip Singh has been recruited for this and he will lead this project.

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



DEPARTMENT OF RESEARCH & PUBLICATION

■ **Dr. Shyamal Gomes**
Head of Department



Talk on Higher Education at Nirmala College, Ranchi.

The Department of Research and Publication of XISS was established in June, 2002. The overall objective of the department is threefold: (i) to conduct research studies independently, (ii) to select quality research articles and publish those in academic journal JJDMS, and (iii) to organize seminars, talks and workshops in management fields. Since its establishment, the Department is continuously striving to move ahead in terms of its research growth and publications. During the academic year 2019-20, various activities undertaken and achievements that have been made by the Department are described below:

JJDMS continued to be in the UGC-approved list of Journals up to June 2019

In our last year annual report we have mentioned that the Standing Committee of UGC removed 4,305 journals from the list of approved journals in May 2018, because of poor quality/incorrect or insufficient information/false claims etc. However, Jharkhand Journal of Development and Management Studies continues to be in the UGC-approved list of journals with journal number 48435 under Social Sciences category up to June 2019.

Indexing of JJDMS in Indian Citation Index (ICI) Database

JJDMS got indexed in the ICI database. On 1st May 2019, Indian Citation Index released the approved list of the new journals and JJDMS included in their new list.

Publication of XISS Journal

In the year 2019, so far the following thematic/non-thematic issues have been published:

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

The following are the forthcoming themes of the journal for the year 2020:

- (i) General Issue (April-June, 2020)
- (ii) AI for Achieving Sustainable Development Goals (July-September, 2020)
- (iii) General Issue (October-December, 2020)

Note : On account of Lockdown period from March to May the Management decided to Publish 3 thematic issues in this year 2020.

Brief Information about the articles published in 2019

Issue	Theme	Research Topic / Article	Author/s
1 st	General, Vol. 17, No. 1	“Exclusion of rural poor of Odisha: A case of Malkangiri district”.	Archana Kaushik
		“Determinants of household cooking fuel use in rural Sikkim”.	Depesh Subba
		“Factors affecting online shopping behaviour: A case of Indore city”	M. Vasim Khan
		“Issues and challenges of corporate governance in banks: An empirical study based on managerial practices”.	Suman Kalyan Chaudhury
		“Paniya tribe as ‘the other’: Experiences from an anganwadi centre in Wayanad district, Kerala”	Soumya Prakash
		“Land inheritance rights of tribal women: A case of Munda tribe in Jharkhand”.	Shalini Saboo
2 nd	Governance and Management of Natural Resources, Vol. 17, No. 2	“The Anthropocene in Jharkhand: Issues related to mining and sanitation” by using ethnographic data. Dr. Radhika Borde	Dr. Radhika Borde

Issue	Theme	Research Topic / Article	Author/s
		“Panchayati Raj in Scheduled Areas of Jharkhand and Natural Resource Management”.	Dipti Paridhi Kindo and Dr. Pradip Kumar Bhowmick
		“Community based cultural resource management: A study of Mawphlang Sacred Forest in Meghalaya”.	Anindita Nayak
		“A paradigm shift of natural resource management from state controlled to community based management”.	Dr. Parikshit Sahu
		“Environmental and social impacts of solar energy: A view point with reference to India”. Abhishek Gawande and Pradeep Chaudhry,	Abhishek Gawande and Pradeep Chaudhry,
		“Kaziranga National Park of India: Some wildlife and tourism management related pressing issues”. N. K. Dheerendra Patnaik, Kunal Sharma and Dr. Pradeep Chaudhry	N. K. Dheerendra Patnaik, Kunal Sharma and Dr. Pradeep Chaudhry.
		“Invisible Hands in Peasantry: An Anthropological Study to Understand the Interface between Land and Gender in Uttarakhand”	Richa Joshi
		“Trolling public-personal spaces: Rising of the selfie monster”. by Kshipra Sharma.	Kshipra Sharma.
3rd	General Issue, Vol. 17, No. 3	“Dimensions of Tribal Education and Employment in Jharkhand: Linkage of Educational Level and Industrial Category”. , Vijay Kumar Baraik,	Vijay Kumar Baraik
		Internal Migration, Exclusionary Urbanization and Quality of Life: the post 2015 Development Agenda”.	Noli Nivedita Tirkey
		“Structural Constraints of Women Empowerment in India: Historical Trajectory and Emerging Paradigm”.	B.N. Prasad
		“Opportunities for Development and High Employee Engagement in Organizations: A Critical Look”.	Rakesh Ranjan and Shyamal Gomes
		“Analysis of Exchange Rate Valuation and Indian Trade: An Elasticity Approach”.	Neha Gupta and Ganesh Kawadia
		“Effectiveness of Financial Assistance Received Under Building and Other Construction Workers Welfare Cess Act, 1996: An Empirical Investigation”.	Kartik Chandra Das and Santosh Kumar Tripathy

Issue	Theme	Research Topic / Article	Author/s
4 th Vol. 17, No. 4	Health & Wellness	Health Care System and Well-Being of SCs Children	Virendra B. Shahare
		“Case narrative on Tracing Comprehensive Abortion Care (CAC) Program In Rural Telangana – Facts and Gaps on the Ground on Abortion Care in Local Health Government Institutions”.	Sudha Bharati
		Suicides in India: Regional Trends and Patterns	Kanchan Bharati & Biswaroop Das
		Expenditure on Child Birth at Public Health Facilities in India: A Regional Analysis	Hijam Hijam Kanankumar Singh
		Simplified Model of Prescription Dynamics and Decision Making in Pharmaceutical Sector	Sanjiv Kr. Sharma
		Tata Steel’s Initiatives for promotion of Health and wellness through Corporate Social Responsibility	Khushboo Rai

Book Review

Kalapura Jose and Vishal Ashutosh Kumar’s book, “Dalit Education in Bihar - A Study of Exclusion”, attempts to present an overview of the status of schooling in Bihar and India especially in the context of Dalits. By reading the book, Sudeep Kumar notes that the book shows a distinct pattern of inequality in terms of school admission and dropout among Dalits in the line of gender and caste. The authors have made an important contribution in understanding the programs and policies of both the union and the state government, especially Bihar, in improving the education status of Dalits. The reviewer of the book feels that the book has not been written very well. Nonetheless, the book covers an important subject of topical nature, the book is recommended to policy makers, planners, administrators and NGOs.

Another book “Interrogative Social Capital: The Jharkhand Experience” written by Prasad, A (2019) attempts to present a rare study and exploratory report on Government of Jharkhand’s effort on the issue of “CPR Social Capital” and Church inspired development of tribal in India, especially in Jharkhand. By reviewing the book, Rev. T.S.C Hans pointed out that while discussing evolution of Jharkhand policies on Environment the author has elaborated on Environmental composition of Jharkhand. Moreover, Common Property Resources (CPRs) and Social Capital thus comes under review through Jharkhand’s common lands and forests, wild life, national park and other projects. The author has also provided 10 case studies of change on the ground level with interesting stories in social, economic and environmental effects. Thus, both the Government of Jharkhand and the Christian



Releasing the 16th Combined Volume of Jharkhand Journal of Development and Management Studies.

inspired organizations are providing a set of potential solutions to some of the most severe problems facing Jharkhand today. The reviewer of the book feels that the strength of the book lies in its thoroughly scientific temperament. Although the numerous names and quotations might be burdensome to the minds of those not trained in Sociological fields, yet the style in which it is penned down makes it interesting. However, the reviewer also feels that the book can serve as a Hand Book for those who are seeking to serve the poorest to the poor.

Publication of Books/Volumes

Tigga, E.A., Kerketta, P. Gomes, S. (2020). Combined Volume of “Jharkhand Journal of Development and Management Studies” Vol. 17. Ranchi: Xavier Institute of Social Service, Ranchi.

Article published

Kumar, S. (2019). CSR and health care services of Tata Steel with special reference to East and West Singhbhum districts of Jharkhand. ARISCOM Journal of Management, 1(1), 43-49 (RNI No. JHAENG/2018/75345, ISSN: 2581-9631).

Book Reviews

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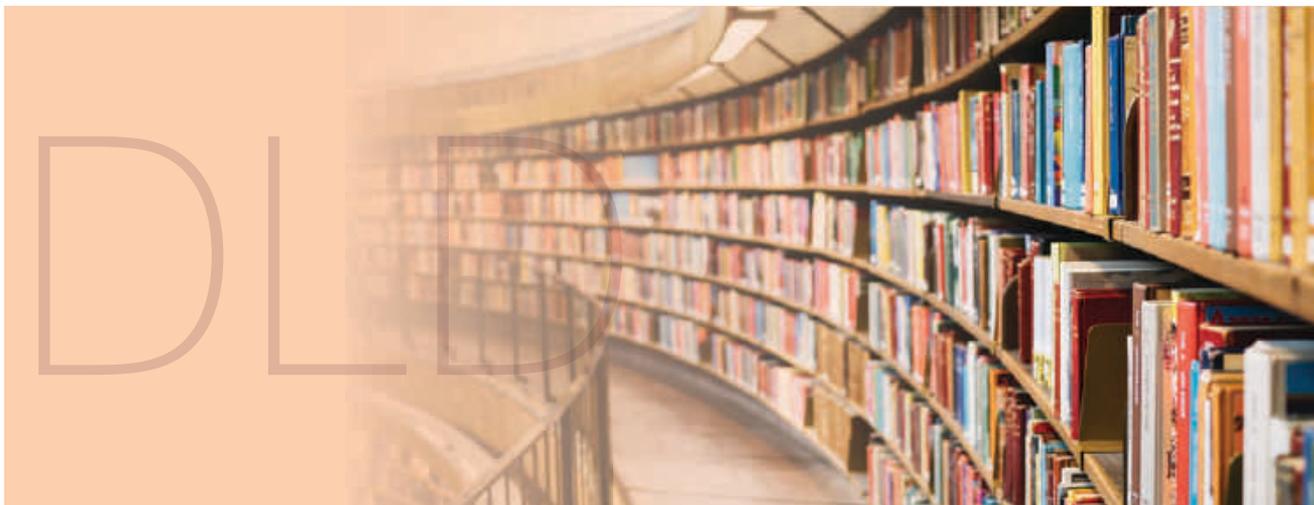
Concluding Remarks

Future Strategies in 2020

1. The department has the plan to keep a more professional relationship with Journal of Economic & Social Development (Published by Institute for Social Development, Ranchi) and Jamshedpur Research Review – International Research Journal (Published by Gyanjoti Educational and Research foundation, Jamshedpur).
2. The department has the plan to regain JJDMS as UGC-CARE Reference list (UGC CARE List), journal, in 2020.
3. The department has the plan to organize an Editorial Board Meeting (JJDMS Review Meeting) in July-August 2020. During the seventeen year of its journey, we have been following a rigorous editorial process including double-blind peer review process. Moreover, the Department of Research and Publication has created an ethical policy that after finalization of articles it has been uploaded online on the JJDMS website. The journal (JJDMS) has gone for open access on the XISS web page since January 2016.

We take this special privilege to extend our gratitude to Dr. Amar E. Tigga, Acting Director, XISS, Fr. Pradeep Kerketta, S.J., Assistant Director, XISS, and Fr. Xavier Soreng, S.J., Superior & Secretary of XISS for their continuous guidance, immense support and constant motivation towards the growth of JJDMS and entire efforts of management and social research.

Finally, our deep condolence goes to the grieving family of late Dr. Sudeep Kumar, who was the editor of JJDMS and HOD in Research and Publication. We lost a young, energetic and hard working good human being in November 2019. May his departed soul be rest in peace, in heaven.



DEPARTMENT OF LIBRARY AND DOCUMENTATION

■ Mrs. Shamida Lakra

Assistant Librarian

Introduction

In the modern Era, the rapid change in technology, digitization of information, availability of e-resources and users demand has changed the library scenario. The involvement of Information and Communication Technology (ICT) in libraries makes the possibility of easy access to information in many formats and from many sources cause encouragement, progress learning capabilities, reading habits as well as knowledge among users.

Presently our Institute library has varieties of collection in print and digital forms including books, journals, magazines, newspapers, CDs, DVDs, online resources like e-books, journals, magazines and business cases etc. All these resources give the value addition in teaching, learning and research.

Primary objectives and planning

Our primary objective is quality collection developments in print, digital resources and databases with the latest available technology to identify and support the curriculum and to meet the changing information needs of the campus community.

To meet our objectives, we provide followings to users:

- Acquiring and organizing all the materials, equipment and facilities and staff to meet the user's needs at the right time.
- Develop the practice of reading, learning and thinking habits.
- Provide guidance in the use of technology, materials and resources.

- Keep updating with current literature.
- Provide professional materials for teacher reference and professional growth.
- To provide enough reading area with adequate light.

Library has fully computerized the routine work as well as library services through ERP. Now resources as well as services like check in, check out, book renewal, fine collection, web OPAC, generate statistical reports etc. available at your fingertips within campus as well as outer campus using internet

Resources/E-Resources

Books: Total holdings of XISS Library are around 37,000 books in the area of Business Management, Rural management and Information management cover wide varieties of subjects like economics, marketing, leadership, finance and business planning, social sciences and humanities etc.

eBooks: Around 20,000 eBooks are available from “ProQuest’s Business eBooks” Unlimited users can access eBooks concurrently. It also covers a wide subject’s area with inter-related topics in an applied sense.

Periodicals (Online/Print): Our Institute has subscribed to the EBSCO online database “Business Source Elite”. There are around 540 online peer reviewed journals available from India and abroad.

Around 3000 subscribed Business Cases are available online through SAGE.

Subscribed EPW (Economic and political weekly) journal is available in print form as well as online.

Our Institute has subscribed to 48 peer reviewed national and international print journals. Out of 48, 22 SAGE print journals are also available online on complimentary basis. Besides, our library also subscribes to 25 magazines and 13 newspapers.

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

Resource Management

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

Services and Facilities

Circulation Services: Online Check in and Checkout, Fine collection, Emails alert, Book reservation etc.

Web OPAC: Users can remotely search their literature through web OPAC as well as can drop requests to reserve any document and pay their fine.

Internet Services: Accessibility of e-resources within campus as well as outer campus through internet services.

Current Awareness Service (CAS): CAS through indexing and new arrival list.

Catalogue Cards: Through catalogue cards you can search literature manually.

Other services are-

- Reprographic Services
- Reference Services
- Textbook Services
- Periodicals Services etc.

Events Organised for Library Patrons

One day orientation program on subscribed product “ProQuest Business eBooks” has been conducted successfully on 12th July 2019. Around 500 students and staff attended this program. Resource person Mr. Sanjay Rajan was invited for this.

One day orientation program was held on subscribed online “SAGE Business case studies” on 10th August 2019 have been conducted successfully. Resource person Mr. Kinsuk Chakraborty was invited for this.

One day orientation program was conducted on subscribed online journal database “Business Source Elite” of EBSCO on 23rd November 2019. Mr. Raj Mahapatra resource person from EBSCO was invited for this.



DEVELOPMENT RESOURCE CENTRE (DRC)

■ **Dr. Sant Kr. Prasad**

Head of Department

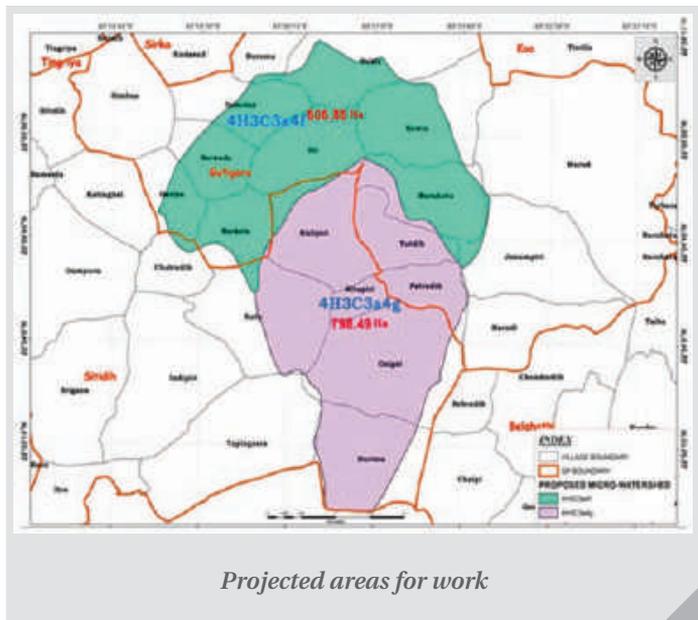
DRC, as its name suggests is a Resource Centre and has been playing a crucial part since its inception by supporting various developmental initiatives undertaken by small NGOs and CBOs across Jharkhand. DRC under the aegis of Xavier Institute of Social Service (XISS) has been following the mission of serving the society and thus has been implementing several projects for improving the lives of villagers.

During the year 2019-20, DRC completed the project Enhancement of Livelihood Opportunities in the selected blocks of the south eastern region of Chotanagpur in the state of Jharkhand. The project was supported by CONFERENZA EPISCOPALE ITALIANA. After completion of the project duration DRC, XISS organized a project completion cum experience sharing workshop on 4th April 2019 at XISS, Ranchi. The basic purpose of this workshop was to share its learning, achievement and challenges under the Project titled, “Enhancement of Livelihood Opportunities in the selected blocks of south eastern region of Chotanagpur in the state of Jharkhand”. The project with the networking support of 11 partner VOs/CBO started in the month of April 2012 with a major objective of “Enhancing Rural Livelihood” in the 10-blocks of 4-districts namely Ranchi, Khunti, Simdega and Gumla.

In their presentation the partner organizations stated that 56% tribal and marginalized were involved in different Income Generating Activities (IGAs). Keeping the achievement in mind, a comparative analysis stated that old VOs and CBOs (like GJJM, Hoffmann, JUS, CBO-Sarvada, Sahabhazi Vikas, DMVK) had shown their substantial achievements ranging from 50-70% of target groups involved in IGAs. In the case of VOs & CBOs (SRI, SITARA and CBOs- Namkum & Angara) their achievements were in the range of 15-30% target groups involved in IGAs. Since these VOs & CBOs were undertaken during the first year of extension phase so the total no. of target groups (in comparison to previous

year 2014-15) decreased but the achievement in terms of percentage is equivalent or even greater than the previous year (i.e. from 47% to 50%).

After the completion of the project duration, the partner organizations aimed for better avenues of income generating activities. Thus, activities like lac cultivation which had supported these partner organizations in the past with good economic support, were started again but with an aim of sustaining well in future as they have moved on to more income generating activities. Vegetable cultivation has been found as the most attracting activity amongst all, where minimum capital is required to earn maximum return. Some parts of Ranchi and Khunti districts have been observed as vegetable export zones by the State Government which adds on volume to this income generating activity shift. The project observed a major shift in the nature of IGAs. VOs like GJJM, HSSS and JUS which had more focus on vegetable cultivation rather than Semialata Lac cultivation and Piggery, which was reported earlier. Similarly Sahbhagi Vikas's primary focus was on Piggery and Goatery Activities. During the reporting period target groups with the support from SHGs were facilitated to continue their IGAs.



Projected areas for work

Lastly the Partner Organization reached to a consensus that they need regular hand holding support from DRC and they will continue with the ongoing various IGAs initiated under of livelihood project and focus on:

1. Mainstreaming with JSLPS and other line departments for wider linkages.
2. Continuation of Training and Visit program and monitoring of SHGs and Income Generating Activities by DRC.
3. Facilitate SHGs to formulate Micro Credit Plan for those target groups who couldn't get IGAs in spite of linkages.
4. Attending SHGs-meeting and motivating them to get linkages and help them to select livelihood options and help them to start IGAs.
5. Monitor the growth and development of IGAs which has been started by target groups.

II. Proposed Program of DRC, XISS, Ranchi:

DRC, XISS, Ranchi has submitted a "Proposal on Watershed Development" to National Bank for Agriculture and Rural Development (NABARD), Regional Branch, Ranchi. The operational area will be Murhu Block of district Khunti in Jharkhand.

Village Boundary Map, Block : Murhu ; District : Khunti

Under the proposed site there are 18-revenue villages (consisting altogether 28-hamlets/tolas) situated in the radius of 2-kilometer. These Villages fall under 3-panchyats namely Indipiri (6 villages 8 tolas), Kewra (11-Villages 21-tolas) and Headguan (1-Village 2 tolas). This project aims towards the livelihood up-gradation by focusing on food security of people. Hence, it will have an impact on 1250 households and touch the lives of around 7300 population of the proposed site.

1. DRC, XISS has submitted a Project proposal titled “Tejaswini: Socio-Economic Empowerment of Adolescent Girls and Young Women in Jharkhand.” The project is sponsored by the Government of Jharkhand with the support of the World Bank. The Project aims to improve completion of market-driven Skills Training and Secondary Education for Adolescent Girls and Young Women (AGYW) in 10 districts of Jharkhand. These districts are divided in zonal cluster which are as follows:
 - Cluster -I (Palamu, Chatra and Koderma).
 - Cluster -II (Latehar, Lohardaga and Khunti).
 - Cluster -III (Sarikelakharsawan, Simdega and East Singhbhum).

The Project is being implemented by the Department of Women, Child Development and Social Security (DWCDSS), Government of Jharkhand through its autonomous body, Jharkhand Women Development Society (JWDS).

DRC, XISS is in the process of developing an ambitious Project Proposal titled “Youth Leadership and Development”. The program aims to contribute towards integrated community development through youth leadership and their organizations to access entitlements and government programs. This project is to be facilitated in 4-districts (namely Ranchi, Khunti, Gumla and Simdega) of Jharkhand covering 2-2 blocks in each district.



DEPARTMENT OF ENTREPRENEURSHIP DEVELOPMENT PROGRAM (EDP)

■ **Mr. Harpreet Singh Ahluwalia**

Department In-charge

INTRODUCTION

In XISS, the journey of promotion of entrepreneurship that started 46 years ago has still not reached its destination. In early 70s, the success of Entrepreneurship programs led XISS established a separate department as “Department of Entrepreneurship Development Programs”, EDP in 1974. A long way still has to cover, precisely in a situation when economic liberalization & Global concept of business has adversely affected the Small scale industries & small business sector.



Session at Faculty Development Program.

The result of the first few Entrepreneurship Development Programs inspired XISS to continue Entrepreneurship Development as one of its major activities. In 1974, the Institute created a new department named EDP department, to reinforce the efforts of entrepreneurship promotion.

Unemployment is the major challenge India has been facing in the process of its development. Lakhs of youths are entering the job market every year after completing their school/college education. This

tremendous waste of human resources and mismatch of potentiality with productive deployment has baffled the planners and administrators. All these indicate the need of promoting self-employment entrepreneurial ventures among the unemployed youths. We hope that the unemployed youths will take advantage of the department to develop entrepreneurship and set up their own enterprises.

Development of the department in all sense has always been given high priority by the Institute especially in recent years, such as, its own separate well equipped office, sufficient training rooms & class rooms with modern audio visual training aids, and a 30 bedded moderate hostel and good backup of full time faculties.

In order to maintain the effectiveness of the training programs are designed to meet the specific training requirements of the target group. The course content of the programs are continually revised to keep them in tune with the changing environment.

From the very beginning, stress has always been given to all-round development of entrepreneurship, such as, organizing Entrepreneurship Awareness Camps, different types of EDPs, Faculty Development Programs on Entrepreneurship, Management Development Programs, Capacity building of SHG members & their associates, Micro Enterprise Development, Research and Development, Publication, organizing Trainer's Training Programs, consultancy services, organizing seminars, workshops, trainer's meet, etc. as well as working as resource unit for other EDP related Institutions, skill development training programs for groups.

Consequently, emphasis on some of the activities has been given by us are as follows:

- To organize all types of Entrepreneurship Development Programs (EDPs).
- Capacity building for SHG members.
- Small Industries Management Program (SIMAP) and & short term Management Development Programs (MDPs) for different target groups.
- Research and Publication in the field of Entrepreneurship.
- Organizing Faculty Development Programs (FDPs) and Trainer's Training Programs (TTPs).
- Provide consultancy services to existing entrepreneurs for their further development, expansion.
- Organize Awareness Camps, Seminars, Workshops, Trainer's meet, etc.
- Working as a resource unit for other EDP related Institutions.
- Conduct Skill Development Training programs for groups.
- Assist Small & Medium Enterprises (SMEs) by organizing customized training programs for their Human Resource Development, or by providing specific consultancy.

Faculty Development Program (FDP) on Entrepreneurship:

Department has successfully completed the Faculty Development Program (FDP) on Entrepreneurship. The program aimed to equip the participants with knowledge and skills that were essential for inculcating entrepreneurial values in students and guiding and motivating their progress towards entrepreneurial career. The participants were Faculty members of University, Engineering

Institutes, Polytechnics, and Management Institutions and from Non Government Organization. Participants attended the program so that they can act as resource persons in the field of Entrepreneurship. They may float related courses, training programs and workshops in their respective institutions. The program was sponsored by, National Science and Technology Entrepreneurship Development Board, Department of Science and Technology,

Government of India, in association with Entrepreneurship Development Institute of India. We also planned to conduct more Faculty Development Programs (FDPs) on Entrepreneurship during the forthcoming financial year (2020-2021).



Participants Group Faculty Development Program.

Entrepreneurship Awareness Camp (EAC):

With a view to expose students of academic institutions, offering degree/diploma courses in Science and Technology, to entrepreneurship as an alternative career, Entrepreneurship Awareness Camps (EACs) were conducted for students of Five different Universities, Polytechnics and ITIs at their premises:

1. University College of Engineering & Technology, VBU Hazaribag.
2. Jharkhand Rai University, Kamre Ranchi.
3. Government Polytechnic, Ranchi.
4. RANTEC. ITI, Hehal, Ranchi
5. Department of Management, VBU Hazaribag.



Industrial visit Faculty Development Program.

EACs were conducted with an aim to create awareness among students about various facets of entrepreneurship while highlighting the merits of pursuing such a career option and also to create an awareness of the need and importance of entrepreneurship. All together about four hundred sixty six students (466), of mentioned five Institutions, were exposed to different aspects of entrepreneurship, including opportunity guidance, services offered by agencies of support system, concept of entrepreneurship, financial aspects, creativity, problem solving,

communication skills, motivational aspects, etc. The program was sponsored by, National Science and Technology Entrepreneurship Development Board, Department of Science and Technology, Government of India, in association with Entrepreneurship Development Institute of India. This time we planned to conduct more Entrepreneurship Awareness Camps (EACs) during forthcoming financial year (2020-2021).

Programs 2019-20:

Sl. No	Program/Activity	No. of Batches	No. of Participants
01.	Entrepreneurship Awareness Camp (EAC), at:		
	1. Jharkhand Rai University, Kamre, Ranchi.	01	111
	2. UCET VBU Hazaribag	01	87
	3. Government Polytechnic, Ranchi.	01	72
	4. RANTEC ITI, Hehal, Ranchi	01	98
	5. Dept of Mgt Studies, VBU Hazaribag	01	98
02.	Faculty Development Program on Entrepreneurship at XISS Campus.	01	23

Proposed Programs:

Sl. No.	Program	No of Programs	Sponsor
1	Faculty Development Program on Entrepreneurship at XISS Campus.	02	DST, Government of India, in association with Entrepreneurship Development Institute of India.
2	Entrepreneurship Awareness Camp	08	DST, Government of India, in association with Entrepreneurship Development Institute of India.
3	Workshop on Entrepreneurship for Aspiring SC-ST Youths	01	Jharkhand Industrial Infrastructure Development Corporation. (JIIDCO)
4	Workshop on Business Growth for SC-ST Entrepreneurs	01	Jharkhand Industrial Infrastructure Development Corporation. (JIIDCO)

Activities and achievements:

Mr. Harpreet Singh Ahluwalia delivered a talk on “Opportunities and Challenges faced”, in a National Conference on “Rural Entrepreneurship for Inclusive Economic Development-Opportunities & Challenges” held on 26th March 2019, organised by ICAFI University Jharkhand.

Harpreet Singh Ahluwalia attended a “stakeholders meet for incubation centers capacity building”, called by Department of Information Technology & e-Governance, Government of Jharkhand, on 4th January 2020. We are also planning an Incubation Center at our campus.

Department of Information Technology & e-Governance, Government of Jharkhand organised “Jharkhand BPO/BPM Summit – 2019” at Judicial Academy, Ranchi on 22nd August 2019. Harpreet Singh Ahluwalia attended the Summit as a Special Guest. Government of Jharkhand devised business friendly policies to attract investments in the state.

Harpreet Singh Ahluwalia, attended the finale of “Business Communication Training of Entrepreneurs” as a Special Guest, organised by Atal Bihari Vajpayee Innovation Lab (ABVIL), Ranchi in association with US Consulate General Kolkata on 28th August 2019. On the occasion, participants pitched their business ideas to media, business professionals, investors and venture capitalists in the presence of the Director of American Centre and Public Affairs officer of the U.S. Consulate General Kolkata.

Harpreet Singh Ahluwalia delivered a talk on “Startup India” in National Integration Camp-2020, at Vinoba Bhave University Hazaribag, organised by the Ministry of Youth Affairs and Sports, Government of India on 2nd March 2020.



Appreciation during “National Integration Camp-2020” at Vinoba Bhave University Hazaribag.

Impending Strategies:

“The best time to plant a tree was 20 years ago. The second-best time is now.”

We are constantly on the move. We are so focused on our goals, apart from our regular activities, we are also developing our plan in a more mature and elaborate way to reach those goals, and implementing the action steps required to attain those goals. We are planning to use other opportunity to modify our plan by selecting an alternative and imminent activities like:

- Involvement of students pursuing different Management courses and even our alumni force, in regular departmental activities.
- Conduct more Faculty Development Programs (FDPs) and Entrepreneurship Awareness Camps (EACs).
- We are also planning for erection of “Incubation Center” at our campus.
- Conduct training programs on “Business Growth for Existing Entrepreneurs”.

This Report reaffirms that we are moving towards meeting promises that we have made in our Objective, Vision, Mission and Goal. The success of our trained participants profoundly affects our own success. This, of course, could be possible only with help, active participation and tremendous encouragement from all our well wishers.

We give our sincere thanks to all those who helped us and contributed in our departmental activities so that everything went favorably well for the department.

We look forward to the coming year.



CHILDLINE

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



CHILDLINE

CHILDLINE stands for a friendly 'didi' or a sympathetic 'bhaiya' who is always there for vulnerable children 24 hours of the day, 365 days of the year.



CHILDLINE team with Hon'ble Governor of Jharkhand

CHILDLINE 1098 SERVICE

A phone number that spells hope for millions of children across India, CHILDLINE is India's first 24-hour, free, emergency phone service for children in need of aid and assistance. Whether you are a concerned adult or a child you can dial 1098, the toll free to access our services.

We not only respond to the emergency needs of children like medical aid, repatriation, rescue, emotional support, and guidance etc. but also link them to services for their long-term care and rehabilitation in the space of shelter.

CHILDLINE is a platform bringing together the Ministry of Women and Child Development (MWCD), Government of India, Department of Telecommunications, street and community youth, non-profit organizations, academic institutions, the corporate sector and concerned individuals.

The CHILDLINE scheme across India is supported by the Union Ministry of Women and Child Development (MWCD) and facilitated by Childline India Foundation (CIF), Mumbai under the Integrated Child Protection Scheme (ICPS).

At City level intervention

As a phone number that spells hope for millions of children, any call coming into a CHILDLINE center is attended to by the CHILDLINE teams. This ensures that the calls coming in are attended to, all 24 hours at the phone-receiving center. Depending on the nature of the call, be it by a child or an adult, the team member responds to it effectively and it could be by going to meet with the child first and then linking him or her to medical help, shelter, repatriation, rescue from abuse or even intensive counseling as per requirement.

At CHILDLINE we believe that every call is important:

CHILDLINE Ranchi has been functional since December 2001. It is working as an Urban Model in Ranchi City with one Nodal organization, one Collaborative organization and one Support organization. The CHILDLINE team in Ranchi is directly covering 55 wards of Ranchi Municipal Corporation. Besides this team also received cases from distant blocks area like Silli, Mandar, Itki, Burmu, Ormanjhi, Kanke, Namkum, Tamar, Lapung and Bero., a Child Help Desk (Railway CHILDLINE) is also operation in Ranchi Station since June 2015. Presently, the following three partner organizations are implementing 1098 service in the district and at Ranchi Railway Station-

CHILDLINE Ranchi from has intervned a total number of 497 cases from April, 2019 till February, 2020

Categories	April, 2019	May	June	July	August	September	October	November	December	January, 2020	February	Total
1. Intervention												
Medical	00	01	02	02	05	03	03	01	01	01	01	20
Shelter	04	06	01	04	02	05	08	09	07	04	06	56
Restoration	15	07	17	12	10	04	10	09	07	07	07	105
Protection from abuse	11	21	19	14	19	07	10	08	10	08	02	129
Sponsorship	00	01	00	00	00	00	02	00	00	00	02	05
2. Missing												
Child Lost	04	00	03	12	08	01	03	03	03	01	02	40
Parent ask for help	05	04	02	04	02	03	03	03	02	03	04	35
3. Emotional Support & Guidance												
	06	02	03	05	03	03	06	00	05	01	04	38

Categories	April, 2019	May	June	July	August	September	October	November	December	January, 2020	February	Total
4. Unclassified	00	00	00	00	00	00	00	00	00	00	01	01
5. Referred by other Childline	01	00	00	02	02	03	01	00	03	00	02	14
6. Did Not Find	01	04	04	02	02	06	04	02	02	02	03	33
7. Other Intervention	02	02	07	02	02	01	00	03	03	02	00	26
Total	49	48	58	59	55	36	50	38	43	29	32	497

Table1: CHILDLINE, Ranchi case intervention from April 2019 till February, 2020

During the period, April 2019 till February 2020, CHILDLINE, Ranchi has intervened a total number of 129 cases of child protection issue, which includes cases like Child Labour, Child Marriage, Sexual Abuse, Physical and Emotional abuse, Child trafficking, Corporal punishment, Beggary etc. CHILDLINE Ranchi has intervened a total number of 497 cases till date including all categories. Railway CHILDLINE, at Ranchi and Hatia Railway Station has intervened 402 cases from April, 2019 till February 2020.

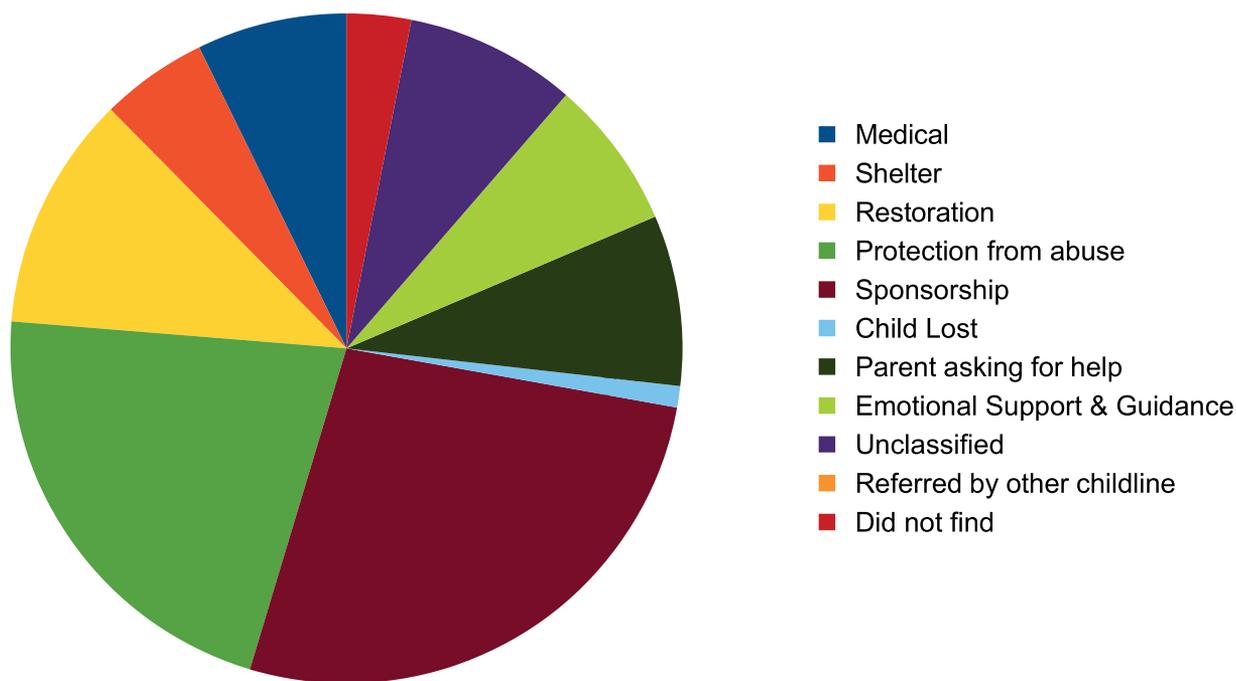


Figure 1: Showing CHILDLINE, Ranchi case intervention in 2019-20

CHILDLINE, Ranchi covers various events and activities across the town and have been able to restore, reunite lost and runaway children with their families. We are constantly learning from each other's diverse experiences. CHILDLINE, Ranchi reaches to the most marginalized children with the

objective of providing them rehabilitation and care from unsafe situations. Any child in distress or in crisis is calling to toll- free 1098.

Following are the activities organized during the period April, 2019 till February, 2020 by CHILDLINE, Ranchi.

A one day training program on Juvenile Justice Act 2015 and Protection of Children from Sexual Offences (POCSO) Act 2012 was organized with teachers' of Government Middle School, Ranchi district on 25th February 2020 at XISS (Nodal organization of CHILDLINE, Ranchi). Teachers from 30 schools were attended the training program. This one day training program was beneficial to the teachers and they came to know in detail about Child in Need of Care and Protection (CNCP) and Children in Conflict with Law (CCL). Resource persons of this training program were Ms. Reshma Singh, Head, Jharkhand Association for Advocacy and Legal Initiatives (AALI) and Ms Bhawna Kumar, Member, Juvenile Justice Board (JJB), Ranchi.

- The CHILDLINE Advisory Board (CAB) meeting of this financial year was organized in the office of DDC, Ranchi on 24th February, 2020. Following decisions taken were :
 - CHILDLINE has to attend a crime meeting of Police department (CID).
 - Regular training of School teachers' and Police officials on child rights and child protection issues
 - Formation of Rescue team in Ranchi district
 - Regular coordination meeting with allied (Education, Police, Health, Labour etc.) system.
- The Resource Organization meeting was organized on 27th September 2019 in the conference hall of XISS. Following suggestions were taken care off:
 - Substance abuse
 - Child beggary
 - Dropout children
 - Health care of children
- On the occasion of World Day against Child Labour, a signature campaign and drawing competition was organized in community hall of Bero Block in which fifty children were participated from twenty five schools of Bero Block on 12th June 2019.
- CHILDLINE Se Dosti is a week-long campaign organized from 14th – 20th November 2019 to make ordinary citizens a stakeholders of CHILDLINE 1098. The primary objective of this campaign is to spread awareness amongst those who remain unaware of the work was done by CHILDLINE and generate CHILDLINE 'Dosts' everywhere. Be it an allied system, a student, an auto driver, a rickshaw puller or a housewife, it is our objective to reach out to people from different walks of life to get to know CHILDLINE, begin to care about vulnerable children and initiate action towards change. The ostensible purpose of this campaign is to generate a Million 'Dosts' for CHILDLINE and acquaint people with Child Rights and Protection.
- CHILDLINE received a grant of the current financial year 2019-20 vide sanction letter no. BG/E/19-20/26/SI dated 27th December 2019.

OPEN HOUSE Program

Children are also involved in evaluating the CHILDLINE service through Open House programs. It is a platform for children to express their opinions, give suggestions, address conflicts and give feedback. Open House serves as a means for children to assess, review and evaluate CHILDLINE. This open uninhibited interaction allows the CHILDLINE team along with the children to identify solutions to problems. Thus giving children the authority to judge a situation and decide a verdict or determine a course of action in relation to a problem. It also serves as an opportunity to share the positive encounters between children and functionaries of allied systems like the police, health personnel etc, who otherwise traditionally share a relationship of mistrust. This helps not only in giving insights for improving the service but also in building a relationship of trust with the children.



CAB meeting with DDC and officials of Allied system, Ranchi

During the period April, 2019 till February, 2020, CHILDLINE Ranchi has conducted 24 Open House and 06 special awareness activities. CHILDLINE has also ensured participation of Principals, School teachers, Students, Ward members, Civil society, SHGs members and other stakeholders in said programs through formal invitation.

Outreach and awareness

CHILDLINE's success is measured not just by the number of calls in a city / district but also by the levels of awareness. CHILDLINE awareness strategies aim at empowering children to dial 1098 when in crisis, building partnerships across society where each one has a role to play in protecting children and advocating for children. CHILDLINE team has conducted 8967 person hours of outreach and awareness program from April 2019 till February 2020. It includes daily outreach activities, engagement with Blocks, Panchayats, Communities, Parents groups, CHILDLINE Children's group, conducting special events etc. Around 72% of the cases intervened by the team has been received from outreach.

Workshop/Seminar/Meeting

- Ms. Suradha Kachhap, City Coordinator attended state level workshop on Child Protection Policy in National Law University, Ranchi organised by UNICEF on 28th June 2019.
- Mr. Sanjay K. Verma and Ms. Suradha Kachhap, City Coordinator attended a case hearing of National Commission for the Protection of Child Rights (NCPCR) on 29th August 2019 at Tribal Research Centre, Morabadi, Ranchi.
- Ms. Suradha Kachhap, City Coordinator attended a training cum workshop on POCSO Act 2012 and JJ Act 2015 at NIPCCD, Lucknow from 3rd till 5th September, 2019.

- Ms. Suradha Kachhap, City Co-ordinator attended a consultation meeting on child protection on 28th January 2020 at National Law University, Kanke, Ranchi.

Future Outlook....

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 a child-friendly environment has to yield astonishing results. CHILDLINE works with the system and its processes on behalf of the child to reach the goal of a safe child-friendly environment. Hence, impact and change are processes that take a considerable amount of time and call for perseverance. It is the surest way to ensure a long-term solution.

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