



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

XISS Bulletin

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DIRECTOR'S MESSAGE

This time of the year marks a culmination of the academic journey for both years of the PGDM programme. The first years after completing their third trimester goes to the market for their summer internships, tasting the realities of the outside world while the second-year students are on the verge of getting convocated and establishing themselves as individuals, as managers of the present, as professionals with a difference!



It has been an honor and a privilege to watch you grow and develop over these years. I have witnessed your academic achievements, your leadership abilities, your innovativeness, your talents, and your unwavering commitment to excellence. I have seen you collaborate with your peers, challenge yourselves, and push beyond your limits to achieve your goals. You have truly made a difference to our institution, and we are proud of all that you have accomplished.

As you embark on the next chapter of your life, I encourage you to stay focused, stay curious, and stay true to yourselves. Remember the lessons you have learned here and the values you have embraced. Use your skills and knowledge to make a difference in your communities and the world at large. Take risks, embrace challenges, and never stop learning. I see the potential in all of you, and I believe you will make your dreams come true.

One extremely important piece of advice from my end is to remain glued to digitalization but don't forget the human quotient of life. Digitalization is imperative as it has taken over all forms of communication networks and we need to adapt to it. Digital technologies are rapidly transforming the way we live, work, and do business. The emergence of technologies such as artificial intelligence, machine learning, robotics, and automation are disrupting traditional business models and creating new opportunities for growth and innovation.

My dear students, as per my experience, you will have to face more hard challenges than before in your later life. However, never get fed up and continue to go ahead, having strong confidence and belief in yourself. Your belief, courage, patience, and hard work will surely lead you ahead and give you a bright future. My good wishes are always with you, and I wish you all the best.

I have a nice line for you that **Albert Einstein** well says:

"Try not to become a person of success, but rather try to become a person of value."

Bulletin Team:

Editor: Dr Joseph Marianus Kujur SJ, Director, XISS

Content & Editing: Aayurshi Sahay, Shruti Sahay

Designing & Layout: Akash Bhuinya

Vision:

We envision a centre of academic excellence towards creating a sustainable society with peace, justice and reconciliation.

Mission:

- To become a leading management school in India by offering a portfolio of academic, research, social involvement and outreach programmes.
- To create leaders with conscience, compassion, competence, and commitment for sustainable development and empowerment of the marginalised.

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XISS Bulletin Team

Digital HR Conclave on Capability Building

Xavier Institute of Social Service (XISS), Ranchi along with SAIL, CCL, MOIL and NHRD (Ranchi Chapter) organized an international conclave on Digital HR for Capability Building in Metals and Mining Industry on 12-13 April 2023. A group of students of XISS, along with some faculty members participated in the two-day conclave at Management Training Institute Auditorium, SAIL, Doranda, Ranchi, Jharkhand.

The welcome address was given by Dr Kujur, Director, XISS where he highlighted the importance of the metal and mining industry in the Indian economy and the importance of such industries in Jharkhand's economy. He mentioned that challenges faced by such industries include environmental changes, regulatory issues, workforce management, shortage of labour, and youth perception of it being old-fashioned. He also discussed the general perception of the industry that there is a skill shortage due to a lack of technological advancement. Further, Dr Kujur stated that the importance of Digital HR in the metal and mining industry is to streamline routine tasks, enhance employee engagement, improve safety, facilitate remote work, attract, and retain top talent, and create a culture of innovation.

Ms Soma Mondal, Chairman, MTI SAIL shared her key takeaways on how to use digital in HR and how to make people believe it is time to go digital during the conclave. Further, in the programme a skit presented by the students of Aawaz Club of XISS displayed how HR is crucial for any organization in shaping people's minds and making them feel like family at work. It also highlighted how workers were agitated by new technology, from the fear of losing jobs to accepting technology over time, and that digitalization is the present and future, setting the context of the conclave.

Sri Sanjeev Kumar, NHRDN, President Ranchi Chapter, ED(HRD), SAIL, and Ms Atrayee Sanyal, VP(HRM), Tata Steel addressed the audience. They discussed the importance of AI and its understanding, the shift of physical objects through photons, and the importance of analytics and pillars of HR. Sri KK Singh, D(P), SAIL, discussed that AI is bringing everyone together and India should lead the industry 4.0. He stated that India should take the lead and HR should know that people are highly capable and should be trained. Sri P P Chakrabarty, IIT Kharagpur, spoke about the digital revolution and how it is caused by 4 conquests: computing, space/memory, bandwidth, and energy. Sri Rajiv Shekhar, Director, IIT Dhanbad shared that the development of white-collar workers is equally crucial. Mr M Manivannan (Founder Touch Labs, IIT Madras) spoke about Industry 5.0 which deals with interaction and the human touch which is absent in Industry 4.0. Mr Neel Agarwal, Digital Transformation Leader, Schneider Electric spoke about the importance of data and proper data collection methods. Mr Sudhir Mattoo, Partner (Talent Transformation), IBM, India enlightened all with the 10 HR actions needed in today's environment for change management. The inaugural and plenary session was concluded by the MTI Chairman with a vote of thanks. Further in the program, Sri A K Saxena, Chairman cum Managing Director, (MOIL) claimed that we need to train our

manpower to adapt to the change happening around us. In the 2nd Technical Session Mr Manish Kumar was the Industry Expert, while Dr Sharda Singh, Assistant Professor, XISS was the moderator and Dr Indrani Ghatak, Assistant Professor, XISS was the emcee. There were 4 presentations during this session. Following this technical session, another session on Tools for immersive Employee Experience was organised where Dr Kumar Mohit Spring, Associate Professor, XISS was the emcee while the expert speaker was Mr Anup Kumar, Executive Director (Collieries), SAIL and moderator was Ms Rajashree Banerjee, CGM, RDCIS. This session was chaired by Ms Saba Karim, India Head, Academics and Government Vertical at LinkedIn.

The 3rd Technical Session was moderated by Dr Amar E. Tigga, Dean Academics and Chief Placement Coordinator, XISS along with Mr K.S. Murthy as expert and Mr Anindya Ghosh as the emcee. The session began with the words of wisdom by Dr Amar on the Organisation Agility where he let the audience know about how Digitisation is important to being a successful organization. The topics which were introduced by the speaker were organization agility, quick response to a change in society, unsure of the change, change is the only constant and we must adapt to that and change according to digital culture is important. In the concluding session, Mr Arnav Kumar discussed digital transformation, the budgetary, HRD, UPB, LEARN-UNLEARN & RELEARN, the mining industry, sustainability, and AR/MR/VR. Mr Puneet Sharma highlighted the digital today and its implementation, and Mr S J Ahmad thanked the various committees for their efforts. The two-day conclave was successful due to the wide participation and the key takeaways and learnings. Dr Kr Sanjay discussed the 40 papers and 26 entries in the E-gallery.

The winners for full papers were Mr Saurabh Varshneya, Mr Arunesh Sharma, Mr Akhil U K and Mr Jitendra Meena from Bhilai Steel Plant. Ms G S S Anila, Ms Rashmi, and Dr Sharda Singh from XISS, Mr Parichay Bhattacharjee and Mr Prashant Kumar Singh from Bokaro Steel Plant, and Mr Arif Khan, Mr Sachin Narang from HINDALCO also won the awards. The winners of the e-Gallery included a team of Mr Prashant Gupta, Mr Vinoda Thakur, Mr Bijaya Kumar, Mr Ashutosh Jha of HINDALCO, Team of RDCIS and BSP, Mr A Goswami, Mr Aneesh PA, Mr A Malviya, Mr S Prakash, Ms Archana Sharan, Mr S Parida, Ms Anupama Kumari, Mr JPS Chauhan, Mr V Subash, Ms Deepmala, Mr R Awadhiya and Mr T Buhiril. The anchors of the event were Ms Sneha and Mr Chandranath, while Md Yusuf Hussain concluded the two-day conclave with a vote of thanks.



Inauguration of the Digital HR Conclave on Capability Building



XISS and MTI SAIL representatives during the Digital HR Conclave on Capability Building



Souvenir Release during the Digital HR Conclave on Capability Building



XISS students perform a skit during the Digital HR Conclave on Capability Building

XISS Students present paper during the International Conclave

Paper: ChatGPT: The Trend Changer in the field of HR



Ms G S S Anila, Ms Rashmi (First Year Students) and Dr Sharda Singh (Assistant Professor), Human Resource Management, XISS, Ranchi

The paper prepared by the team focused ChatGPT as a language model developed by OpenAI, designed to respond to text-based queries and generate natural language responses. It is a part of the broader field of artificial intelligence known as natural language processing (NLP), which seeks to teach computers to understand and interpret human language. ChatGPT can be used for a plethora of work, including activities in the HR domain. In this research paper, they explained the application of ChatGPT in the entire employee life cycle. Through this paper, the emphasis is to establish various benefits in the field of HR tech, accelerated by ChatGPT. The various HR functions included in this research paper were recruitment, learning and development, performance management, career planning, and employee engagement. Other HR applications have also been briefly explained. For the accomplishment of this research paper, ideas and concepts were taken from various articles and authors who have explained these activities thoroughly in their works. Aspects like the privacy and confidentiality concerns of using ChatGPT were also discussed in the paper. The conclusion indicates that immediate implementation of ChatGPT may not be on the cards as of now, but the wide range of applications that it provides will surely bring about a change in the HR domain, as it can reduce redundant work and enhance efficiency as well as the effectiveness of the employees.

The paper prepared by the team discussed on gamification which refers to applying game design principles and mechanics that enhance learner motivation levels and improve knowledge retention and engagement through social mechanisms like badges, points, or leaderboards. In today's VUCA world, technology is naturally a driving force behind learning and the development of employees. Industries increasingly utilize cutting-edge digital tools and strategies to achieve better results in their learning and development methods. In the case of metals and mining industries, implementing gamification in the learning and development methods can help build their workforce's capabilities. They are facing huge skill storage because they are unable to adapt to constant innovation and technological changes, which makes this sector unattractive to the younger generation. Bringing gamification to learning and development will increase the engagement and productivity of employees, encourage social interaction and teamwork, and foster creativity and innovation in the work culture. This will gradually help retain and attract young talents to the metal and mining industries. The main purpose of this research paper is to study the metals and mining industry's problems and challenges regarding skill shortage and how the adaptation of gamification in the learning and development process can help this industry overcome these challenges.

Paper: Gamification in Learning and Development

To read more on the conclave proceedings and papers presented, click on the link: <https://xiss.ac.in/pdfs/Souvenir%20-%20International%20Conclave%20on%20Digital%20HR%20for%20Capability%20Building%20in%20Metals%20&%20Mining%20Industry%20-%2012-13%20April%202023.pdf>

'Au Revoir - 'till we meet again'-XISS bids farewell to the batch of 2021-23

XISS, Ranchi organized a farewell ceremony 'Au Revoir - 'till we meet again' for the batch of 2021-23 at the college campus on 20 April 2023 to bid adieu to the students. The special evening was a sight to behold as the campus was buzzing with passing out students dressed in ethnic wear making each moment memorable as their journey as PGDM students concluded.

The event commenced with the lighting of the lamp by Dr Joseph Marianus Kujur SJ, Director, Dr Pradeep Kerketta SJ, Assistant Director, Fr Xavier Soreng SJ, Superior Dr Amar E Tigga, Dean Academics, Fr Claber Minz SJ, Finance Officer and the Head of Programmes of Human Resource Management, Rural Management, Financial Management, Marketing Management. Dr Kujur in his welcome speech highlighted the journey of these students so far and quoted "Stay focused, stay curious, and stay true to yourself" as these students embarked on their new journey. He mentioned that he is proud of the students and appreciated their hardworking, passion, grit, and determination. He also asked students to never give up and remember the lessons and values learned. He concluded by saying "Try not to become a man of success but rather try to become a man of value- Albert Einstein."

The cultural evening began with the members of Aawaz Club of XISS performing a skit on the theme "Life at XISS" which left everyone enthralled. The evening proceeded with students from the passing out batch of each programme sharing their experience at XISS. A certificate distribution amongst the students of the Programme Clubs was also held along with felicitation of all students and group photography of the batch.

The evening also witnessed a spectacular musical performance by MAXIS Club. Joy, fun, and cheer were in the air as everyone sang and danced their hearts out. The celebration of the success of the students was a grand affair. The evening was memorable as the senior students of the Institute are now ready to enter their professional lives as they bid adieu to their alma mater.



XISS bids farewell to the batch of 2021-23

Faculty Achievements

- Dr Amar E Tigga, Professor & Dean (Academics), and Chief Coordinator - Placements (i) moderated a technical session on Unpaid Care and Domestic Work and Time Poverty for Women: Prospects for Women's Collectives in Unburdening Women in the Conference on Economic Empowerment of Women in East India and the Role of Women's Collectives on 17-18 March 2023. (ii) was a Chair cum Speaker for the technical session on Digital Culture for Lean and Agile Organisations in the International Conclave on Digital HR for Capability Building in Metals & Mining Industry on 12 & 13 April 2023. (iii) been appointed as a Member of the Education & Skill Development Committee of Indian Chambers of Commerce, Jharkhand State Council dated 24 April 2023.
- Dr Pooja, Assistant Professor, Marketing Management Programme presented a paper titled "Online Education during Covid 19 induced lockdown: issues and challenges" in the 17th International Technology, Education and Development Conference (INTED 2023) organized from 6-8 March 2023 in Valencia, Spain. Her paper has been published in the conference proceedings with ISBN: 978-84-09-49026-4 ISSN: 2340-1079, doi: 10.21125/inted.2023

- Dr Fedric Kujur, Assistant Professor, Marketing Management Programme presented a paper titled "Use of YouTube as Social Networking Sites by Organizations - Is the Engagement Emotional or Rational?" at the International Conference of Marketing (ICM 2023) "Consumer Experience in Digital Era" held at the Indian Institute of Management Bodhgaya (IIMBG), from April 14-15, 2023.
- Dr Pinaki Ghosh, Associate Professor, Marketing Management Programme was the guest speaker on a programme titled, 'Career possibilities in Marketing Management with an expert' which was broadcasted live on Doordarshan on 12 April 2023 to a subscriber base of 68.2K.
- Dr Sharda Singh, Assistant Professor, Human Resource Management (HRM) presented two research papers at the Digital HR Conclave along with students of the HRM I. i.Gamification in Learning and Development by Ms Aprajita Sharma, Ms Saumya Pandey, and Dr Sharda Singh. ii.ChatGPT: The trend changer in the field of HR by Ms G S S Anila, Ms Rashmi, and Dr Sharda Singh won the 2nd runner-up award and cash prize under the best technical paper category.
- Dr Indrani Ghatak, Assistant Professor, HRM Programme took a session at Reserve Bank of India, Ranchi during its two-day workshop on National Mission for Capacity Building of Bankers for Financing MSME Sector (NAMCABS 2.0) on March 22-23, 2023, at Hotel Treat Residency, Ramgarh Cantonment, Jharkhand. The title of the topic was 'Behavioural perspectives on MSME lending: Role of Emotional Intelligence in dealing with MSE customers, Stress management for enhanced performance, understanding entrepreneurial needs in MSME, financing-effective communication with MSME clients. Among 40 participants present, the key deliverables presented were: 1. Importance of Emotional Intelligence and its usage in the field of MSME. 2. Analysing transactions among different stakeholders through Transactional Analysis, and 3. Stress management mechanisms using Emotional Intelligence Scale and application of Rational Emotive Behaviour Therapy and NLP model.

Student Achievements

- Nine students from the Programme of Marketing Management successfully completed the SWAYAM NPTEL courses in the January-April 2023 semester. These students are:

S.N.	Name	Certificate Type	Roll Nos.
1	Mr Anoy Roy	Elite	20
2	Ms Anusha Kumari	Successfully completed	38
3	Md Faizan Alam	Elite + Silver	1
4	Mr Harsh Prasad	Elite	9
5	Mr Kushagra Singh	Successfully completed	21
6	Mr Piyush Kumar	Elite	10
7	MD Raghieb Ehsan	Successfully completed	58
8	Ms Kumari Tulika	Elite + Silver	45
9	Ms Surabhi	Elite	37

- Four students from the First Year of the Programme of Marketing Management secured second position in the

"Branding Re-Branding event of B-TRIX 2023" conducted by the Department of Management of Birla Institute of Technology, Mesra. The student's team named Brainy Buddy, secured the second prize, and comprised of Mr Anupam Upadhyay, Ms Aastha Priya, Ms Kumari Shreya, and Ms Ayushi Agarwal.

Alumni Achievement



Mr Salil Lal (PGDM-PM, Batch 1990-1992) has been elevated to Executive Vice President -HR at Maruti Suzuki India Ltd.



Mr Saurabh Kumar (PGDM-PM, Batch 2005-07) began a new role as Deputy General Manager-HR at Maruti Suzuki India Limited.



Mr Manoj Jaiswal (PGDM-PM, Batch 1998-1990) is promoted as Senior Advisor- Group IR Head of Maruti Suzuki India Ltd.



Mr Krishna Kumar (PGDM-PM, Batch 1994-1996) has been promoted as General Manager HR at Maruti Suzuki India Ltd.



Mr Pramod Kumar Jha (PGDM-PM, Batch 2004-2006) began a new role as Senior Director HRBP at LTImindtree.

Media Corner

The media corner features several articles. One article titled "International Symposium concludes at SAIL MTI" discusses the seminar on Digital HR for Capacity Building. Another article, "AI has vast potential, but need a robust roadmap, say Experts", highlights the potential of AI in HR. A third article, "एक्सआइएसएल: डीमि जाँच पॉलिस्ली का मिला लाभ", reports on the success of the SWAYAM NPTEL courses.

View the media gallery, click on the link:

<https://www.xiss.ac.in/media-gallery>

Willing to contribute?
Write to us at bulletin@xiss.ac.in
Send in your relevant ideas with photographs or share with us your valuable suggestions or feedback.

Address :

Xavier Institute of Social Service,
Dr. Camil Bulcke Path, P.B.- 7, Ranchi-834001, Jharkhand
Website: www.xiss.ac.in