

XIME News

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**XAVIER INSTITUTE OF MANAGEMENT
&
ENTREPRENEURSHIP
BANGALORE, CHENNAI & KOCHI**

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INTERNATIONAL CONFERENCE ON "BEST PRACTICES IN HEALTH CARE MANAGEMENT"

Xavier Institute of Management & Entrepreneurship (XIME), in partnership with **Association of Healthcare Providers of India (AHPI)** organized a two-day International Conference on "Best Practices in Healthcare Management" at XIME Bangalore, Electronic City on 8th & 9th March 2018.

The conference aimed to **highlight innovations in Healthcare Delivery Systems in India and several foreign countries**. The conference also deliberated on the **Healthcare Delivery System for the Hospitals of the Future**. The event was inaugurated in the august presence of several dignitaries including **Dr. Devi Prasad Shetty**, Chairman, Narayan Healthcare; **Mr. Sanjeev Malhotra**, CEO, Nasscom Centre of Excellence – IOT; **Rev. Fr. Alexander Lobo**, Principal, St. John's College; **Prof. J Philip**, Chairman, XIME Bangalore; and **Dr J Alexander, IAS (Retd.)**, Chairman, XIME Kochi. The event started with the prayer song and ceremonial lighting of the lamp.



Prof. J. Philip, Chairman, XIME Bangalore, welcoming the Chief Guest, Speakers and Delegates.



Dr Alexander Thomas, President AHPI addressing the gathering.

Prof. A Anantharaman, Provost, XIME Bangalore and Co-Chair of the Healthcare Conference set the stage for the conference, by deliberating on what led the team to conceive and organize the conference with specific emphasis on the choice of the theme for the healthcare conference.

The first keynote address was delivered by **Dr. Devi Shetty**, Chairman, Narayana Healthcare. He emphasised on the importance of technology in the field of medicine. He talked about the Electronic Health Record System which is the key technological advancement as well as hindrance for the US healthcare system. The second keynote speaker was delivered by **Prof. Mukesh Kapila**, Professor of Global Health and Humanitarian Affairs at University of the Manchester and Former Director, WHO; who spoke on the "Non-communicable diseases-why business as usual won't



Dr. Devi Shetty, Chairman, Narayana Healthcare, delivering the Keynote Address.



Prof. Mukesh Kapila, Former Director, WHO delivering the Keynote Address.

do?" He explained and urged the audience to Demystify, Democratize and De-medicalize the healthcare sector with new entrepreneurial ideas and conscious efforts.

Three leading hospitals from the country were invited to showcase their innovations in Healthcare Delivery Models. **Dr. Ajaikumar**, Chairman & CEO, HCG Ltd, talked about the value-based healthcare delivery in non-communicable diseases such as cancer and how it can be achieved. **Dr. Shakti Gupta**, Medical Superintendent, AIIMS, talked about the importance of governance structure and growth of AIIMS across the years. He talked about a research conducted on the



Dr. Shakti Gupta, Medical Superintendent, AIIMS, addressing the gathering.



Dr. George Cheriyan, CEO, American Medical Hospital Bahrain, addressing the gathering.

understanding of the demographics of patients visiting AIIMS which gave an insight as to where the healthcare industry should focus and who their target consumers are. **Dr. Naveen Thomas**, CEO, Bangalore Baptist Hospital talked on the development and various initiatives which the hospital undertakes in collaboration with international bodies to achieve better rural healthcare delivery.

Afternoon session talked about the facets of Law, Ethics and Communication in Healthcare. **Dr. George Cheriyan**, CEO, American Medical Hospital, Bahrain told the audience that around 4,00,000 deaths occur in a year because doctors don't follow necessary hygiene protocols. **Prof. Sadhvi C. Kanth** from National Law School, deliberated on how medical law came into existence and also about the various aspects of the medical jurisprudence. **Dr. Alexander Thomas**, President AHPI talked about the importance of communication in the medical field, and elaborated on the adverse consequences when communication fails. **Dr. Murali Srinivasan**, Chief of Clinical service, Manipal Hospital talked about the importance of physician engagement and the various innovative ways of patient engagement in a healthcare system. In the next session, **Dr. Jaume Ribera**, Director, Centre for Research in Health Innovation Management, Spain, discussed on the theme of 'Future Trends in Healthcare: Impact on the roles of Health providers and managers'. He showcased a study on "Hospitals of the future", involving two leading European Public Hospitals.

Day one concluded with the session where three Healthcare start-ups showcased their innovations in Healthcare. **Mr. Milind Naik**, CEO, Chitsak, discussed about their innovative, low cost, comprehensive assessment of Non-Communicable Diseases, which can in 10 minutes asses over 20 health indicators. He highlighted how this can become a diagnostic tool for the masses in rural settings. **Mr. Ashim Roy**, Co-Founder & CEO, Cardio Track showcased their innovation in Cardio diagnostic and how it could be a game changer in the diagnosis of cardio vascular diseases. **Ms. Chitra Rajakuberan**, Content & Publishing Lead, Tacit Key, showcased their knowledge management system, which can help monetise tacit knowledge of experts from healthcare sector.

Day two began with deliberations on managing innovation in healthcare. The first speaker of this session was **Prof. Magda Rosenmoller**, Centre for Research in Health Innovation and Management, ICSE Business School, Spain. The speaker talked about the operational excellence framework and the objective of the healthcare sector including knowledge and patient experience. She shared her insights from Europe, South American and other settings she has been working over the last few decades. The second speaker was **Ms. Vera Siesjö**, Country Director-Access Health International, Philippines. She talked about the various innovative multi stakeholder initiatives undertaken by her organization to increase access to quality healthcare for the masses.



Mr. Rajendra Pratap Gupta, Advisor to the Union Minister of Health & Family Welfare, addressing the gathering.



Dr. Thuppil Venkatesh, Professor Emeritus, St. Johns Medical College, Bangalore, addressing the gathering.

Conference with an aim of showcasing business model innovation required to reach the masses, had planned a session on Compassionate Healthcare Models. **Dr. G Chandra Sekhar**, Vice Chairman, L V Prasad Eye Institute and **Dr. Ashish Katewa**, Director, Sri Satya Sai Sanjeevani Hospitals, Raipur showcased how they have altered their business model to be able to deliver high quality medical services to the poor at low or no cost. The next topic of conference was 'Enablers of Good Practices in IT, BT, QC and AI in healthcare'. **Mr. Suraj Kumar**, Head Business Area, Diagnostic imaging of Healthcare, Siemens started his speech by focusing on the applications of technology for enablement of quality healthcare. He spoke about the three major reasons for digitizing healthcare: Improving patient experience, expanding precision medicine and transforming care delivery, which would enable a smooth transition towards digitizing healthcare when paired in harmony. **Ms. Nidhi Mathur**, COO of Niramai Health Analytix Pvt. Ltd. deliberated on the critical issue plaguing our women, i.e. low detection rates for early detection of Breast cancer in India. **Mr. Guru Prasad S**, General Manager of the Healthcare division of Bosch, India started with an overview about the healthcare Industry of India by talking about the paradigm shift due to the technology disruption, contribution of the healthcare sector towards GDP, rising healthcare investments and increasing public - private partnerships.

Dr. Rajeev Shukla, development economist, who was formerly associated with Bill and Melinda Gate Foundation and World Bank, spoke about Evolution of Healthcare policy in the country with critical insights on the New Healthcare Insurance Policy of the current government. He pointed out the importance of the successful cooperation of private, public healthcare organizations and insurance companies to develop healthcare frameworks that will help all sections of the people fairly. Dr. Rajeev concluded that it is difficult to narrow down to one healthcare model and instead the models should be tweaked according to the needs of the people. **Ms. Latesh Sen**, GM, Costing and Business Analysis, Radiant Healthcare Pvt. Ltd, spoke about Activity Based Costing and features of affordable Healthcare. **Dr. Sarang Deo**, Executive Director, Max Institute

of Healthcare Management, spoke about the Operational Innovations for Hospitals of the future. He brought about the importance of digital technology in improving healthcare accessibility in a cost-effective manner. **Mr. Sandeep KM**, GM, Sales and Marketing, Sakra World Hospital, spoke



Dr. Jaume Ribera, Director, Centre for Research in Health Innovation Management, Spain; Prof Magda Rosenmoller, ICSE Business School, Spain; and Ms. Vera Siesjo, Country Director-Access Health International, Philippines, addressing the gathering.

about Ideal Hospitals of the future. He deliberated on the changing landscape of hospitals and highlighted the key points of differentiations for the future hospitals.

Two distinguished dignitaries addressed the audience during the Valedictory Session of the International Healthcare Conference. **Mr. Rajendra Pratap Gupta**, who is currently the Advisor to the Union Minister of Health and Family Welfare, first addressed the audience. He spoke in detail regarding the **Roadmap to Implement the New Healthcare Policy 2017**. He was in the team of policy makers and spoke to the audience about the process of policy drafting along with the implementation of the same. He explained how the new policy revolved around one motto: 'Healthcare for all'. **Dr. Thuppil Venkatesh**, who is currently the Professor Emeritus at St. John's Medical College, Bangalore spoke on 'Building Excellence in Healthcare Management' and emphasised with the help of various case studies. This was followed by a Q&A session where delegates asked extremely insightful questions. The session ended with the Vote of Thanks and the Prayer Song sung by the students of XIME.



In Loving Memory of

Siddarth Prakash

Batch 12
1982 - 2018

Our heartfelt condolences to your family.

We cherish the many precious memories you left behind, your laughter, your confidence, your composed approach towards life.

XIME Family

CHAIRMAN'S DIARY

MBAUniverse.com Directors Roundtable



MBAUniverse.com Directors Roundtable was held at ITC Welcome Hotel, Bangalore on 16th March in partnership with IFIM Business School, The Hindu and The Business line Newspaper. The session started with the Keynote Address of CEO and HR Leaders Panel trailed by an address on AICTE Model Curriculum for MBA & PGDM 2018. The subsequent session was Directors Roundtable with Academic Leaders regarding the **Industry 4.0 and MBA Education- changing expectations and responses**. The first Session was addressed by **Prof**

J Philip, Principal Founder of XIME and current Chairman, XIME Bangalore; **Dr BM Metri**, Director, IIM Trichy and **Dr Atish Chattopadhyay**, Director, IMT Ghaziabad.

Prof J Philip referred to the book - "**Disrupt or be Disrupted**" and exhorted the gathering to bring in more strategic thinking in B-schools. He also challenged the findings of the ASSOCHAM Education Committee Report of April 2016, which stated that only 7% MBAs outside the IIMs are employable. He lamented that Indian B-Schools are not doing well in Global ranking and expounded on the various reforms required to empower B-Schools to raise to the challenges posed by the market. Some of them includes closing every B-School which doesn't attain registration of at least 35% in 2 years; removing Ph.D. as a requirement for Professors & Directors; empowering Independent Agencies to do the Accreditation; giving autonomy to B-Schools; allowing freedom to partner with Foreign Universities; and bringing back into operation All India Board of Management Studies.

KT Chandy memorial lecture

KT Chandy memorial lecture was organized jointly by **XIME Kochi and Kerala Management Association (KMA)** on Tuesday the 27th March 2018 at XIME Kochi. KT Chandy, has the unique recognition of being the first Director of the first IIM of the country. Prof J Philip, Chairman, XIME Bangalore and Former Director of IIM Bangalore was invited to deliver a speech, on '**Remembering Late K T Chandy**' at the event. In his speech Prof J Philip remembered the various interactions he had with Prof KT Chandy, right from the time Prof J Philip was in XLRI (1966); later when he joined Hindustan Steel Ltd, where Prof Chandy was Chairman (1971); and later during his times as Director of IIM Bangalore. Prof J Philip celebrated the passion that Prof Chandy had for his staff and classified him as a **Level 5 leader** (according to the concept developed by Jim Collins), who displayed strong will with humility. It is noteworthy to note that Prof J Philip was invited in 2003 to deliver a speech in the event celebrating the 90th B-day of Prof KT Chandy.

National Seminar on Leveraging Employee Engagement for Driving Growth

Prof J Philip was invited as a chief guest to the National Seminar to speak on "Leveraging Employee Engagement for Driving Growth" at Learning & Development Centre, NLCIL, Neyveli, Tamil Nadu on 23rd March 2018. The objective of the seminar was to bring in fresh thoughts illustrated by demonstrating business success through firm belief in engagement philosophy, engagement strategies and interventions capable of winning the hearts that work in tandem with hands and minds of the employees. The Seminar was attended by over 300 employees of NLC. The gathering benefits immensely from the insights, personal experiences and anecdotal explanations shared by Prof J Philip.



MDPs/EDPs/OBPs/FDPs

MDP on Time Series and Panel Data Econometrics

XIME, Bangalore organized the 8th Two-day workshop on Time-Series and Panel Data Econometrics on 23rd and 24th February 2018. The primary objective was to provide orientation in essential econometrics relevant for research in business and finance. Twenty-Nine participants attended the programme, which comprised of faculty members, business analysts and research scholars. The workshop consisted of eight sessions and they were equally shared and delivered by Dr. P. Srinivasan, Senior Assistant Professor – XIME and Prof. N. Vijayamohanan Pillai, Associate Professor of Centre for Development Studies (CDS), Trivandrum, Kerala. Dr. Moorthy Uppaluri, Director, XIME, Bangalore addressed the gathering and issued the 'Certificate of Participation' to the participants during the valedictory session.



Leadership Development Programme at NLC India

XIME collaborated with NLC India to design and deliver Leadership Development Programme exclusively for the Chief Managers of NLC India Limited. The customized programme was organized in 6 batches of 4 days each and 182 Chief Managers participated in the same. The topics for the program included Developing Self - Management Skills, Transformational Leadership, Work – Life balance, Understanding NLCIL Balance sheet, Profit and loss account and fund flow statement, Managing Time and Creativity, Decision Making, amongst others. The programme was well received and much appreciated by NLC management and the participants.

Leadership Development Programme for Alten

Leadership Development Programme was conducted for Technical and Project Leads of Alten India Private Limited on 01st and 02nd March 2018 at XIME, Bangalore.

Spread across 2 days, 21 Technical and Project Leads of Alten participated in the program. The topics for the program included Leadership Styles, Effective Communication & Interpersonal Skills (Including Email Etiquettes), Building & Sustaining Teams through Team Work and Motivation, Time Management, Team Building Activities, and Presentation Skills. Senior faculty of XIME including Fr. Dr. George Sebastian (Director XIME Chennai) and Prof Joy Varghese (Dean XIME Bangalore) conducted the programme.



FDP on Case Writing and Preparation of Teaching Notes

XIME Kochi conducted a Case writing and Preparation of Teaching Notes workshop on 16th and 17th February 2018 with Prof. Sanjeev Prashar of IIM Raipur as the resource person. This Workshop had 22 participants from the academic fraternity and was well received by all of them.



MDP on Professional Sales Management

An MDP on Professional Sales Management was conducted on 23rd and 24th January 2018 for the Sales Professionals from various companies across Kerala .The sessions were taken by Mr.John Chiramel, Mr.Alok K, Mr.Sam Placid and Ms.Ranjana Varghese. The 24 participants of the programme gave a good feedback of the programme.



FDP on Curriculum Building for Data Science & Business Analytics

XIME Kochi in collaboration with SAS India organized an FDP on Curriculum Building for Data Science & Business Analytics from 31st January to 2nd February 2018. Nine participants from all over India attended the programme and it was well received by everyone.



FACULTY AS RESOURCE PERSON

- **Dr. Manoj Varghese** was a resource person for a session on **HR Analytics** conducted by NIPM Kottayam Chapter on 22nd February 2018. He also did a session for the HR managers of Malayala Manorama on 7th March 2018 on the topic '**Data Science in HR**'
- **Dr. Francy T V** was the lead faculty for three-Day National Workshop on **Data Extraction for Social Science Research** at Government College Kodanchery sponsored by Directorate of Collegiate Education on 18th January 2018.
- **Ms. Ranjana Varghese** was a resource person for the MDP on **Managerial Effectiveness Programme for the Executives of Manappuram Finance Limited** on 24th February 2018 at IIM Kozhikode. She took sessions on Leadership & Team Building
- **Dr. Assissi Menachery** was the resource person for the session at Mar Othonecius Training college on '**Educational Process Quality, Student Centered Learning and Client Centered Psychotherapy**' on 16th and 22nd January 2018. He was also a resource person at MES Kuttipuram (Institute of Management) for a session on '**Resume preparation and Interviewing skills**' on 6th January 2018. He was also the resource person for training at Indian Rare Earth Limited, Chavara, Kollam on March 16th & 17th for the GM level and middle level management, on '**Enterprise Risk Management**'
- **Dr. P. Srinivasan** was as a resource person in the Two Week AICTE sponsored Faculty Development Programme (FDP) on "**Financial Econometrics - Theory and Applications**" during 11th-23rd December 2017, held at the MITS School of Business, Madanapalle Institute of Technology and Science, Andhra Pradesh.
- **Mr. Platosen Samarasam**, was a resource person in State Level Seminar on "Green Marketing" organized by Xavier Institute of Business Administration (XIBA), Tirunelveli on 24th February 2018. He spoke on "**Sustainable Marketing Strategy for Organic Farm Produce**"

FACULTY PUBLICATIONS

- **Dr. Naseer Mohamed Jaffer and Dr. P. Amalanathan** published an article, '**Rethinking Business Management in the Era of Globalisation and Technology Transformation**', in the International Journal of Research in Management & Social Sciences, Volume 6, Issue 1 (VI): January – March 2018 (ISSN 2322 -0899)
- **Dr. P. Amalanathan** published an article titled, '**Effects of working capital management on select FMCG companies in India**' in ACME Intellects International Journal of Research in Management, Social Science and Technology – ISSN 2320 – 2939(print) 2320-2793 (online) – Volume 20, No. 20 – Oct 2017.
- **Ms. Ranjana Varghese** published an article titled '**Educational Transformations: What B-Schools can give to Business**', in a special edition of University News during the occasion of the AIU Central Zone Vice Chancellors meet 2017, Vol.55, No.50, Dec 11-17, , ISSN: 0566-2257.
- **Ms. Ranjana Varghese** also presented a paper titled '**Technology for Repurposing as a Means for Sustainable Waste Management in Developing Countries**' in the OISCA International Global Youth Forum.

- **Dr. Joshin John** published an article '**Decision Insights for Shipbreaking using Environmental Impact Assessment: Review & Perspectives**' in the Jan-March 2018 issue of *International Journal of Strategic Decision Sciences (IJSDS)*, 9(1), 45-62. [ABDC – B Category]
- **Dr. Mercia Selva Malar** along with **Prof. Varkey** and **Rev. Godson Samuel**, presented a paper titled, '**Pollution Control with Nano Technology and Water Conservation: The Role of Palmyra palm**' in OISCA International, Global Youth Forum, on 10th February 2018
- **Dr. Mercia Selva Malar** published a paper titled '**Transformative Finance and Gender Outcome**' in *International Scholarly Research Journal for Interdisciplinary Studies* (ISSN 2278-8808)
- **Dr. Selvam Jesiah & Umalakshmi** authored a paper titled '**Customer Knowledge Management Capability in Emerging Markets: Analysis of Website Knowledge Infrastructure of Global Retailers in Indian Context in 2018**' which has been accepted for presentation in *Journal of Academy of Marketing Science (JAMS) India Conference*, ISB, Hyderabad and Georgia State University, US, ISB Campus, Hyderabad, April, 26-29, 2018
- **Dr. Pachayappan, Panneerselvam** published a paper titled '**Development of similarity coefficient for machine-component cell formation of cellular manufacturing system and its comparison**' in *Asian Journal of Empirical Research*, 7(6), 134-146, 2017. (ABDC Listed Journal)
- **Dr. Pachayappan, Panneerselvam** presented a paper titled '**Lean manufacturing – Leading or Fading in Industry 4.0**' in 11th ISDSI International Conference at IIM Tiruchirappalli, on December 27-30, 2017
- **Dr. Mercia Selva Malar** contributed three articles in the edited book '**Gender Parity & Women Empowerment – Challenges & Way Forward**' (ISBN: 978-93-86638-73-1), Bonfring Publishers, Published in February 2018.
- **Dr. D. Sangeetha** authored a Book titled '**Sheer to Shape: Personal Effectiveness and Self Leadership**' which is accepted for Publication in Research India Publication, New Delhi

STUDENT'S WINNING STREAK

XIME Excels at International E-Summit, FMS Delhi

Mr. Ananthram from XIME was the youngest & the only student to be selected among the top 10 contestants (others were entrepreneurs), in E-Summit 2018, an International Entrepreneurship challenge organized by Faculty of Management Studies (FMS) Delhi, from 17th to 18th February 2018. 500 teams from across India participated in the preliminary rounds. Top 10 teams were asked to present their ideas in E-Summit and Mr. Ananthram was declared as the winner of the IEC. He received a Cash Prize of 1 Lakh, a funding worth 1 Crore from Peopleist India Private Limited and Axis Bank, fully sponsored web hosting and cloud space from F6S and a free workspace at New Delhi.



Pranav Rao among Top 5 Nominees for the Business Standards Awards

Business Standard instituted '**Best B Schools Standard Award**' to honour excellence among students from India's Best B Schools. Business Standard received 142 projects for evaluation in

2017. The projects included the SWOT Analysis of Mahindra and Mahendra's Gramveer Network and creating a preposition to merge it with the Mahendra Mitra Programme. The criteria used by the jury to shortlist the projects included the quality of research and analysis, issues being addressed, practicality of the solution and the extent of innovation. Apart from the problems being addressed, the jury also investigated the practical implementation of the project. **Pranav Rao** of XIME, was one of the five nominees who was shortlisted for the Business Standards Awards that was held on 9th March 2018. The five nominees made the presentation to the jury comprising of **Mr. Ajit Balakrishnan**, Founder and CEO, Rediff.com; **Ms. Nishi Vasudeva**, Former Chairman and Managing Director, HPCL; **Mr. Hasit Joshipura**, Chief of L & T Corporate; **Mr. Rajkamal Vempati**, Head- HR, Axis Bank; and **Mr. Amit Ganda**, CEO , Avanse Financial Services. **Pranav Rao** finished in the 4th position.



XIME Students Winning Continues

I. Amrita School of Business Management Fest: XIME Bangalore team was the Overall Winners at the Management fest conducted by Amrita School of Business, Coimbatore on 24th & 25th January 2018.

The winners are:

B-Plan competition : 1st Prize won by XIME Bangalore team of Anantram k and Aswin MS

HR event : 1st Prize won by XIME Bangalore team of Simona Davis, Simran Gupta, Sonali M and Samiksha Jain

Finance event : 2nd Prize won by XIME Bangalore team of Yash Jain, Sonal Chouhan, Simran Gupta and Vernon Rocky Fernandes

Marketing event : 2nd Prize won by XIME Bangalore team of Venkateswara M, Suvojeet Konar, Shreeram S and Daryl Varghese

Operations event : 1st Prize won by XIME Bangalore team of Adarsha M, Ashish Joseph, Ashrita and Alwyn Philip

II. Thiagarajar School of Management : Management fest was conducted by Thiagarajar School of Management Fest, Madurai on 9th & 10th February 2018. XIME Bangalore team was the **"Overall Winners"**

The winners are:

Best Manager event : 1st Prize won by Kamala Sundaresan, Batch 22, XIME Bangalore.



B-Plan competition : 1st Prize won by XIME Bangalore team of Ananthram K and Aswin MS.

Strategy competition : 1st Prize won by XIME Bangalore team of Karthika S Das, Vernon Rocky, and Yash Jain. 2nd Prize won by XIME Kochi team of Srivenkitesh K, Praveen Kumar and Raveena

Finance event : 1st Prize won by XIME Bangalore team of Infant Pricilla and Samrudha S. 2nd Prize won by XIME Kochi - Isaac Arghandiwal, Saikrishnan, Manoj Chilukuri and Richard Pears.

Digital Marketing event : 1st Prize won by XIME Bangalore team of Anju James, Richa Scaria, and Nandana Soman Pillai.

Marketing event : 1st Prize won by XIME Kochi team of Chintalapudi Satya, Deep Raj Singh, Vikash Singh and Dhiraj Changia. 2nd Prize won by XIME Bangalore team of Anna Johnson, Lenis Simon, and Shamlin Ann Roy.

Operations event : 1st Prize won by XIME Kochi team of Jeevan Karthi Hareesh Kumar and Karan Gupta. 2nd Prize won by XIME Bangalore team of Siva Niranjana, Rose Mary Joshy, and Saikat Deb.

HR event : 1st Prize won by XIME Chennai team of Ms. Shreelekha and Ms. Maria Rhea James

CSR event : 1st position won by XIME Kochi team of Karthikeyan, Jayanthan Jay and Kanugula Lokesh Babu

Strategy Game : 2nd Prize won by XIME Kochi team of Shaurya Pandey, Yash Mehta, Sandeepan Banerjee and Lucky Rajwani.

Apart from this few students also got **“Internship offers”** on the spot.

HR Team of XIME Bangalore comprising of Akshara Ganesh, Divya Garg, and Shreya Dhergwan, got SIP offer from “Techmahindra” due to their excellent performance in the competition.

Digital Marketing team of XIME Bangalore team comprising of Anju James, Richa Scaria, and Nandana Soman Pillai also received spot offer from a firm called “ Digital Deepak”.

III. IFMR, Management Fest Chennai, 9th & 10th February 2018

Marketing and Strategy event : 1st Prize won by XIME Bangalore team of Mr. Nikhil Jain, Mr. Ashish Joseph & Mr. Sauvik Das of Batch 22

IV. Lal Bahadur Shastri Institute of Management Delhi, 12th February 2018

Business Plan and Strategy event : 2nd Prize won by XIME Bangalore team of Mr. Nikhil Jain and Mr. Ashish Joseph of Batch 22

V. Indus Business Academy : XIME Bangalore team was the Overall Winners at the Management fest conducted by Indus Business Academy, Bangalore on 9th & 10th March 2018.

The Winners are:

HR event : 1st Prize won by XIME Bangalore team of Shreya Swamy, Shruthi Shenoy

Operations event : 1st Prize won by XIME Bangalore team of Shreya Sengupta and Shipra Chandak

Marketing event : 1st Prize won by XIME Bangalore team of Sajiv Ramachandran and Siddhant Hoshing

Business Analytics event : 2nd Prize won by XIME Bangalore team of Santosh Kumar and Sagar Bhatia

Business Plan event : 1st Prize won by XIME Bangalore team of Anam Siddiqui, Rituraj Asthana, 2nd Prize won by XIME Bangalore team of Akshat Kapur and Albin Francis

Business Conglomerate event : 1st Prize won by XIME Bangalore team of Harshit Jain, Shreya Derhgamen and Sakshi Sinha

Best Manager event : 1st Prize won by Shivani Kumari, XIME Bangalore.

VI. INVICTUS-2018 : Management Fest was conducted by Vellore Institute of Technology (VIT) Business School on 16th and 17th March 2018 at VIT Main Campus, Vellore

Paper Presentation competition : 2nd Prize won by XIME Bangalore team of Srilekha Das and Sugandha Banerjee.

PLACEMENT UPDATES

As on 7th April 2018, over **65 companies** had recruited **203 students** across various verticals and sectors. Placement at XIME has crossed 73 % which is better than the placement scenario last year. The highest salary till date is **11.51 Lakh per annum**. Placement is in full swing and we expect 90% of students to be placed by 30th April 2018, as has been the case conventionally.

Partial List of Recruiters this year includes Accenture, KPMG, Deloitte, PWC, Moodys, Oracle, Infosys, WIPRO, TCS, Mindtree, Alstom, VMware, Mahindra & Mahindra, Honeywell, Genworks Health, Capital First, Federal Bank, HDFC, Muthoot Finance, HungerBox, ICICI Prudential, Orient cements, Godrej & Boyce, Rane, Zee TV, Genworks Health, Future Generalli, etc.

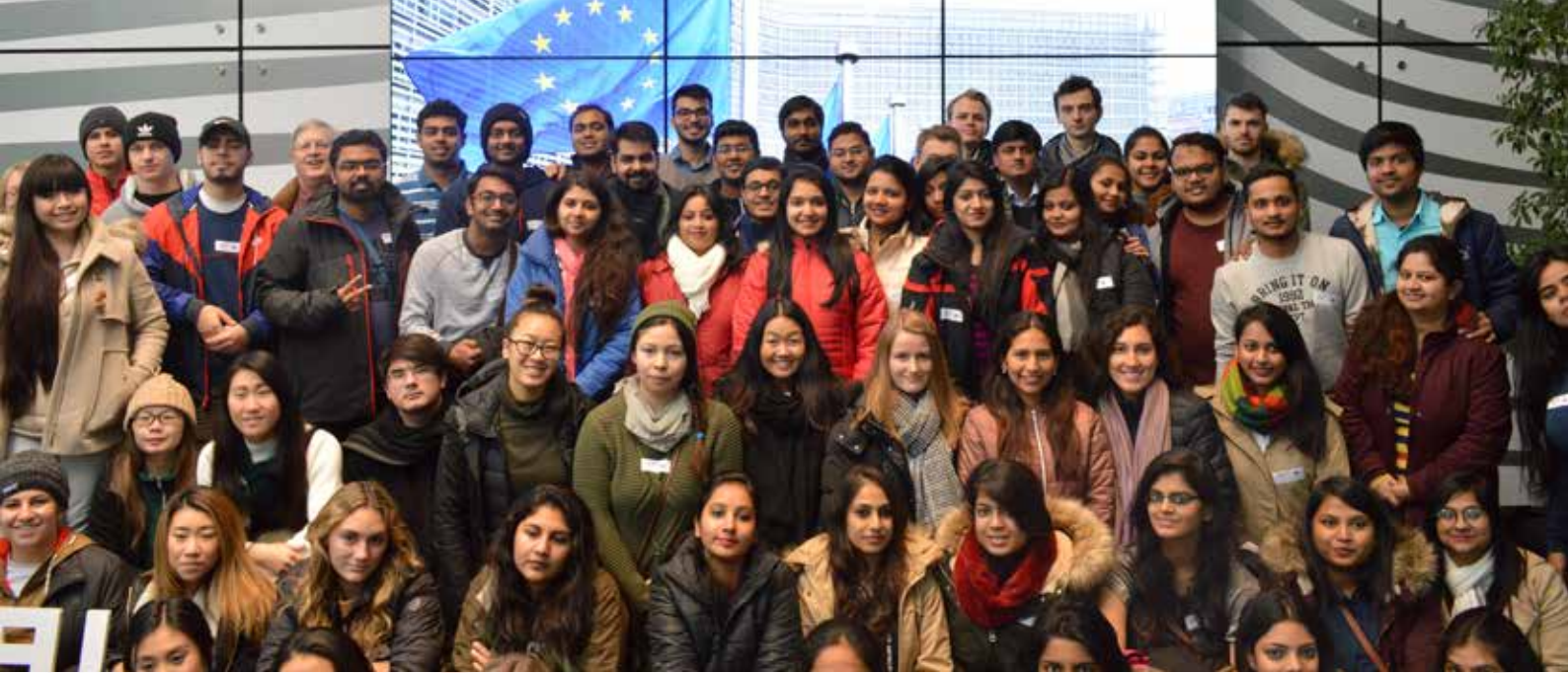
WINTER EXCHANGE PROGRAMMES

Audencia Business School, France

The Winter Session of the Graduate Management Courses in Audencia Business School is a student exchange program between Xavier Institute of Management and Entrepreneurship, Bangalore, India and the Audencia Business School, Nantes, France. 40 students from XIME were part of this 10-day program, consisting of class room training, activities, field trips, industrial visits and institutional visits. Students from various institutions all over the world were invited for the program, such as the George Washington University, California University and the ESAN University, Peru. This enabled a wide range of intercultural interaction, which was like an icing on the cake.

The program's overall theme revolved around the topic of 'European Productivity'. It included interactive class room sessions inside the Audencia Business School, Nantes campus and industrial visit to Cointreau Distillery. The choice of subjects available to the students encompassed the fields of microeconomics.

The students also had the opportunity of visiting Europe's three apex political bodies on their visit to Brussels namely the European Parliament, European Commission and European Council and learned about the history, the current workings and most importantly, the future of the European Union. They also visited the National Bank of Belgium which gave them insight about the financial system and issues related to EU finances.



GDUFS, China

The Winter Study Programme held at MBA Education Center, School of Business, Guangdong University of Foreign Studies (GDUFS), China from 1st to 18th January 2018 was indeed an enriching experience. The 40 member group from XIME Bangalore and Kochi were guided through the workings of Chinese business in the classroom learning sessions and its culture through various other activities. The classroom sessions gave the students a deep insight to the success of most Chinese businesses and its correlation with their general lifestyle practices. They were also introduced to how and why the Chinese intended to focus on the so-called smaller markets like Africa and Latin America. The trip also included visits to industries like the MegaCap Group, Guangdong Eagle Gifts Co. Ltd and Guangzhou Zhujiang Brewery Group Co Ltd. The visits to Guangzhou Museum, Shamian Island and Baiyun Mountain added to the new experiences. The students also visited the metropolitan cities of Shanghai and Beijing.

INDUSTRIAL VISITS

Industrial visit to Hyundai

Students of XIME Chennai visited the Hyundai plant at Chennai on 2nd Feb 2018. During the visit, students were addressed by Mr. RV Prasad, Plant Public Relations Manager- Hyundai India Limited. Students got to witness the real time manufacturing of various models of Hyundai cars and understood the integrated and delineated functioning of an automobile industry.

Industrial visit to Toyota Kirloskar Motors

On 12th February 2018 a group of 45 students of Batch 23 visited the Toyota Kirloskar Motors (TKM) Plant Pvt. Ltd at Bidadi, Karnataka. The student were given an insight into the functioning of the most efficient production lines in the world. The students were given the opportunity to visit Plant 1. All processes follow the Toyota principle of QDR – “Quality, Durability and Reliability”. The parts are in transition every 6 hours to different locations.

Industrial visit to Eastern Condiments

Batch 5 students visited Eastern Condiments in Adimaly , of the Eastern Group established in 1983, along with the faculty coordinator Mr.Varkey Pattimattom. Students witnessed the assembly line process and the making of the masalas and the pickles. It was a great learning experience for all.

XIME ALUMNI

THE ENTREPRENEURIAL FERVOUR FLAMES ON...

It was a privilege for our team to conduct interviews of 3 XIME entrepreneurs, who began their journey 20 years apart but stand as testimonies to XIME's fostering of the Entrepreneurial fervour **Ms Roopa Rangaswamy (Batch 2), Mr. Sandipan Mitra (Batch 12) and Mr Ananthram (Batch 22)**. The following are excerpts from their interviews.

Ms. Roopa Rangaswamy, Founder Director at Searchtek and First IPO

(Entrepreneur guided by many years of Experience)

Ms. Roopa Rangaswamy an alumna of XIME, Bangalore, **Batch 2**, completed her PGDM from XIME in Human Resources Development. She is skilled in Negotiation, Human Resources, Talent Management and Performance Management. She is an experienced consulting partner with a demonstrated history of working in the human resources industry.



1) **What is your take away from XIME? How has it helped you in your entrepreneurial journey?**

Ms. Roopa spoke about the great learning experience on various aspects like Finance, Marketing, Strategy during her PGDM and how this helped her in her entrepreneurial venture.

It gave her a good understanding of Business and Management. It has given her tools to help mitigate risk and increase the possibility of success.

2) **Could you share few words about your company?**

Ms. Roopa spoke about her two organizations – Searchtek and First IPO. Searchtek is a recruitment consultancy firm established in 2014. They have highly experienced HR recruitment consultants. Searchtek's differentiating factor is the quality of hired professionals they offer to their clients across different domains such as IT – Consulting, Banking, Finance, Engineering etc. Some of their major clients are Tech Mahindra, NTT, Sonata, Redbus, Nestaway etc.

First IPO is a video based interview platform established in 2014. It is a bootstrapped startup. They do web based interview services for some of the major companies like Mindtree, Happiest Minds, ITC etc.

3) **What are your interests? Any books you read or your hobbies?**

Ms. Roopa spoke about her interest in yoga. She is currently undergoing a yoga teacher's training certification program. She is currently reading books related to yoga.

4) **What would you say are the top three skills required to be a successful entrepreneur?**

Entrepreneurs need to have self-confidence, energy, passion and should be able to communicate and make people buy their idea. Another major factor is grit/persistence. Entrepreneurs should stay on till they take their idea to fruition.

5) **A piece of advice to the future entrepreneurs of XIME?**

Think through. Entrepreneur is one who takes risks. It's an attitude and an aptitude which is hardwired into one's personality. Question yourself and understand if you have it in you to go the full mile as an entrepreneur.

Mr. Sandipan Mitra, Founder & CEO, Hunger Box

(Serial Entrepreneur redefining food e-commerce space)

Mr. Sandipan Mitra an alumnus of XIME, Bangalore, **Batch 12**, completed his PGDM in the year 2008. Mr. Mitra is one of the pioneers of online food ordering business in India & co-founded the first online ordering portal hungryzone.com in Nov 2009. Hungryzone.com was later acquired by JustEat Inc. & then eventually by FoodPanda (Rocket Internet) in Dec 2014. Prior to foodpanda.com, Mr. Sandipan Mitra was heading entire marketing strategy for JustEat.in in India and as part of that used to oversee all channels of marketing including digital. He was part of its management team & was instrumental in establishing B2B segment of the JustEat India business which he further continued to build at FoodPanda with greater focus and rigor. Apart from this Mr. Sandipan has also worked with Yahoo India & Wipro Technologies earlier. He is creative, expressive & influential in his personal style and is currently founder & CEO of Hunger box based out of Bangalore, India.



1) What have been the firm's recent developments?

In the Food-tech segment due to increased competition in the industry, many start-ups are compromising on quality, safety and taste while others are on the verge of shutting down. Yet in this difficult scenario, Bengaluru-based HungerBox is looking to scale up the business and become India's biggest food-tech company in terms of daily orders processed through expansion into cities around the country.

The food delivery start-up recently raised \$2.5 million in a pre-Series A funding round led by Singapore-based Lionrock Capital and Kris Gopalakrishnan, Co-Founder, Infosys. Hunger Box is currently valued at 130 Crores and has presence in 9 cities across India (Bangalore, Mumbai, Pune, Hyderabad, Chennai, Delhi, Kolkata, Jaipur and Noida).

2) What do you think are your key takeaways from XIME?

Mr. Mitra says that the story behind starting XIME continues to inspire him till today. The way it expanded from a temporary shed at St. Martha's Hospital compound to 3 sprawling campuses is a great and significant achievement. He considers XIME, equivalent to IIMs, in the private sector.

3) How has your Entrepreneurial journey been so far?

Mr. Mitra started his entrepreneurial journey with Hungryzone.com in 2009 after graduating from XIME in 2008. The Business was later acquired by JustEat Inc & then eventually by FoodPanda (Rocket Internet) in Dec 2014. Mr. Mitra then went on to become the Director-Corporate Sales and Marketing of FoodPanda before starting my own B2B food delivery start-up named HungerBox which is now the largest full stack Corporate F&B company in India.

4) What does your CEO Backpack contains?

Mr. Mitra never forgets to carry his laptop, Battery charger and Power bank.

Mr. Ananthram K, Founder of Paarijaatham

(Budding Entrepreneur driven by passion)

Mr. Ananthram K is a student of Batch 22, graduating in May 2018. He is successfully running Paarijaatham, an exclusive saree showroom that recently opened its second store at Trivandrum,

Kerala. His venture, has not only witnessed great success but also proven how small investments are all you need to build a great firm. A lot of money is required to start a business is a myth says Mr. Ananthram, who started his business with Rs.30,000. He also was the winner of the E-Summit organized by FMS Delhi in February 2018 and was awarded a Cash Prize of 1 Lakh a funding worth 1 crore from Peopleist India Private Limited and Axis Bank.



1) **How did your journey begin?**

6 individuals, school mates and engineers, decided to foray into a sector that directly affected all human beings i.e. irrespective of how much you earn, food, clothing and shelter becomes your basic need, so deciding on the industry was a no-brainer. The ideation of Paarijaatham took place in September 2014 and the first product was sold In March 2015.

2) **What was your modus operandi?**

We decided at the outset that for the same one output we would attempt to increase revenue which would result only from increasing our output levels. For this, we started with door-to-door selling then moved on to creating a website and later an App for our customers.

In the first month of starting Paarijaatham, with a 15 saree inventory we sold off just 1 saree worth Rs 1500, with a profit of Rs. 200. Starting with a share of Rs. 6000 per person, we have crossed 1 crore in 2017.

3) **What were your biggest challenges?**

The biggest was convincing my family about wanting to foray into the business or retail, especially sarees. The fear of being a laughing stock was always there. However, **“if people do not laugh at your goals, your goals are too small”**, said this passionate entrepreneur.

4) **Where do you see yourself in the next 10 years or so?**

We intend to create a disruption in the industry, in the sense that silk sarees now are sold on the intricacy of their design which is unethical as it should be sold on the means of its weight. This is the change we would like to bring hence disrupting the market and also educating customers.

We also intend to set up a Saree Museum in the future featuring one saree from every Indian state. It would reflect our motto of “Different state sarees under one single roof”.

5) **Your takeaways from XIME?**

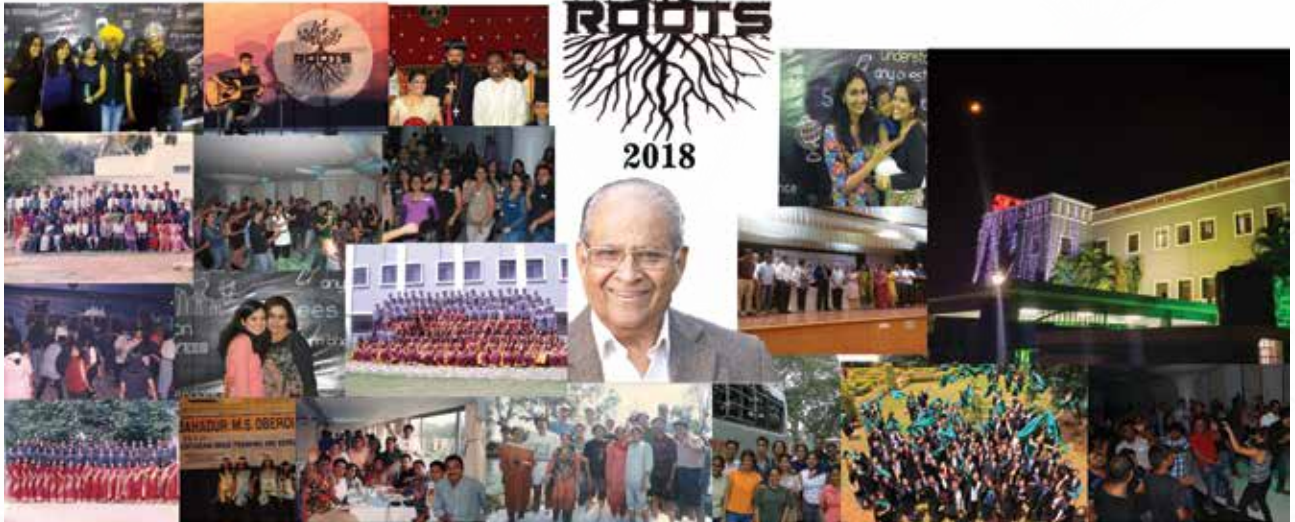
XIME gave me the best of platforms to grow as an individual and an entrepreneur. Faculty members, supported and guided me to bring a structure to my business.

6) **Any last word of advice to the readers?**

A CEO or leader is not born by delegating work. He needs to start from the ranks, work his way through and only then can he know what work has to be delegated. I started with door-to-door selling of my product, all of us did. This helped us understand the business better and customers better. Lastly, ‘Big Money is required to start a business’, is just a myth.

ALUMNI MEET 2018

XIME Alumni Association organised a grand annual Alumni Meet- **Roots 2018** on 17th February 2018 at XIME Bangalore. The meet started with '**Coffee with Prof Philip**', the Principal Founder of XIME and the current Chairman of XIME Bangalore. **Prof J Philip** welcomed the Alumni and highlighted the various achievements of XIME over the last 1 year and expounded upon the strategic tie up with XLRI. Dr. Moorthy Uppluri, Director of XIME Bangalore, addressed the Alumni and explored mutually beneficial ways through which Alumni can continue to collaborate with XIME. The formal event was followed by an wonderful evening of Nostalgia, Fun, Games, Networking and Dance. Over 90 Alumni participated in this year's meet. The event was sponsored by Hunger Box, a company founded by Mr. Sandipan Mitra & Mr. Uttam Kumar, XIME Alumni from Batch 12.



XIME BANGALORE

EVENTS



PANEL DISCUSSION ON THE UNION BUDGET

The Finance Club of XIME organized a panel discussion on the Annual Union Budget (2018-2019) on 7th Feb 2018, where the impact of Budget on various sectors such as Agriculture, Healthcare, Education, MSME, Banking and Finance were discussed by eminent panelists. The guest speakers for the event were **Mr. Babu K. Thevar**, Chartered Accountant, Chairman Indirect Committee, South Indian Regional Council, ICAI, Bangalore Chapter; **Mr. Vijay Krishnamurthy**, Former CFO, Legal Head and Company Secretary of Tata Elxsis Ltd; **Ms. Shubha Ganesh**, Fellow Chartered Accountant, Founder of Money shiksha and Guest Faculty in IIMB and **CA Chandrashekar**, Partner at Shekar & Yathish Chartered Accountant Firm, Bangalore. After listening to the Guest Speakers' views about the Present Union Budget, an interactive Q&A session was held. The session ended with a vote of thanks and mementos were handed over to the esteemed panelists.



REPUBLIC DAY CELEBRATION

XIME Bangalore celebrated Republic day amid much fanfare. After the national anthem, **Dr. J. Alexander**, Chairman, XIME Kochi who was the chief guest hoisted the national flag. The Chief Guest of honor gave a rousing speech regarding the duties which the future managers have towards the country, and the importance of being ethical in business in the contemporary business environment.



Dr. J. Alexander, Chairman, XIME Kochi, along with students who received merit cum means scholarship.

Finally, the event concluded with the senior management awarding **9 merit cum means scholarship** to the following batch 23 students Arka Mukherjee, Divya Garg, Ramya R, S Santhosh Kumar, Shamlin Ann Roy Pulpel, Siddiqui Anam Shakil, Mohamed Ali A, Subham Bhattacharya, Yuva Vigneas S.

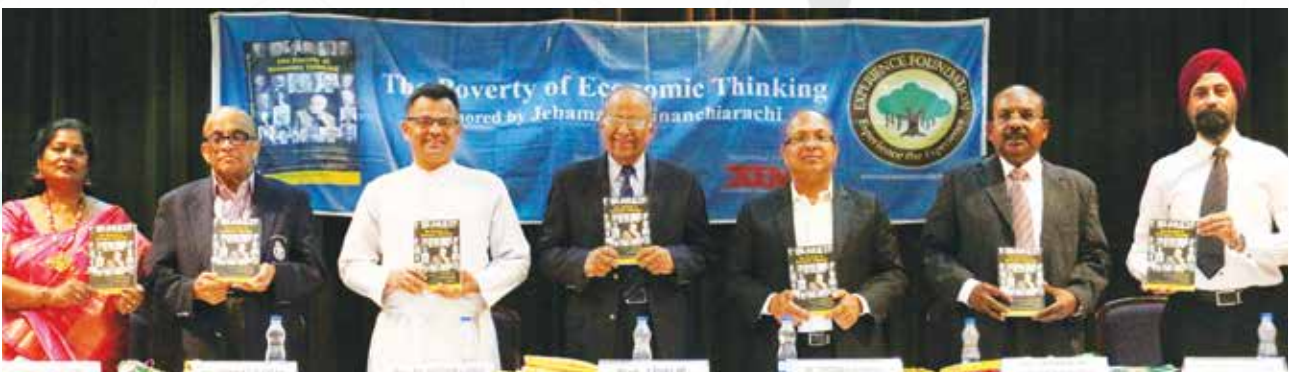
RELEASE OF BOOK : THE POVERTY OF ECONOMIC THINKING

On March 5th, 2018 XIME Bangalore witnessed the release of **Dr Jebamalai Vinanchiarachi's** book **"The Poverty of Economic Thinking"**, published by Indian Newslink, New Zealand. This is the seventh book that Dr Jebamalai is publishing in his illustrious career.

The book release function began with watering a plant by the dignitaries as an alternative to the lighting of the lamp, a gesture comparable to watering the plants of wisdom through books.

Dr Jebamalai gave a brief insight into the contents of the book after which it was officially released by **Prof. J Philip**, Chairman XIME Bangalore.

The book was also critically reviewed by the Editor and General Manager of Indian Newslink, **Mr Venkat Raman** who laid emphasis on how NGOs shape the society and how accountability becomes a sacred attribute of public justice. The ceremony ended with felicitation of all dignitaries including **Mr Thomas Kuruvilla**, MD, Arthur De Little, Dubai; **Rev. Fr. Dr. Victor Lobo**, Principal, St Joseph's College, Bangalore and **Mr Venkat Raman**. The vote of thanks was proposed by **Mrs. Veronica** from the Experience Foundation.



HOLI CELEBRATION IN XIME BANGALORE

On 2nd March 2018 the students of batch 22 and 23 celebrated Holi in the campus in collaboration with the Rotary International Club who provided colours to the students. Filled with joy and colours, students enjoyed to the beats of DJ played by Sauvik Das. With the intention to create awareness on the use of natural colours, the students enjoyed Holi using natural colours.

CLUB ACTIVITIES

Food Fest 2.0

The food fest was conducted at XIME on 13th March 2018 and it was bigger, better and more fun than last year. There was a total of 4 stalls and over 20 participants managing them. The stalls offered the tastes from across India, tingling the taste-buds of students and the faculty. Just to state a few, there was cheese and potato balls served with payasam, chocolate sandwich, handmade truffles, dahi puri, mojito, cheese chilli toast, paneer rolls and many more. It not only satisfied the taste-buds of the students and faculty, but it also showcased the diversity that is shadowed in XIME. The turn-around for the event was high and everyone had a good evening!

Walkathon 2018

XSEED, the social service club of XIME, conducted the WALKATHON 2018 on 24th March 2018 to support the cause of **“Fight against Lifestyle related Diseases”**. The tagline for the event was **“Step out today, your body deserves it”**. The chief guest of the event was **Milind Naik**, the founder director of Chikitsak Life sciences. Around 400 people participated in the 5 km walk around Electronics city. The participants were provided with Walkathon T-shirts and refreshments. The Hindu and The Business Line were the media partner for the event. Hunger Box and Natural Remedies Pvt. Ltd were official sponsors of the event.



Donating a Science Lab to a Government School

The XSEED, social club of XIME Bangalore donated science lab equipment to the Chatrakhane Higher Primary Government School, Chandapura. The event was held on 20th March 2018, at the school, during which science lab equipment worth Rs. 80,000 were donated to the school. The



event began with the students of Chatrakhane singing the prayer song and the Headmistress of the school appreciating the efforts taken by the club. The faculty representative, Dr. Naseer Mohamed Jaffer, then handed over the equipment to the Headmistress. It is noteworthy to remember that XSEED Club of XIME had donated a Library to the same school during the last academic year (2016- 17).

DISTINGUISHED SPEAKERS

Mr. Anand Pillai

On 15th February 2018, Mr. Anand Pillai, Managing Director at Leadership Matters, which focuses on building intrapreneurial culture in organisations, visited XIME. As a motivational speaker, Mr. Anand spoke on how to build oneself as an intrapreneur in an organisation. He said that to become an intrapreneur a person needs four different aspects - self-awareness, agility, specific qualities, tools to identify and develop these qualities. He emphasised that the passion to excel, ownership mindset, managing ambiguity and detail-oriented approach makes a person an intrapreneur.



Mr. Maneesh Rajkumar Pherwani



Mr. Maneesh Rajkumar Pherwani, who is currently heading GE Healthcare in India and South Asia addressed the students on the 16th February 2018. He talked about the core values that are instilled among all GE employees and how it binds all the stakeholders together. He then stressed on what are the attributes, the future leaders are expected to have and how problem solving would be a key skill in being employable. Next, he talked about the kind of grooming, the potential leaders are given at the famous Croton Ville academy of GE. Apart from coaching and mentoring by seniors, peer to peer learning and continuous learning helps in growing as an individual and a professional. He concluded by emphasizing how business divisions can learn from each other

within a conglomerate and how GE healthcare is using elements of digitalisation to transform itself into a new age medical company.

Dr. Thomas Kuruvilla

On 7th March 2018, the students of XIME, Bangalore were fortunate to listen to an extremely insightful talk by Mr. Thomas Kuruvilla on Strategy Management and Management Consulting. The session was an interactive one. He started the session by introducing himself and spoke on the importance of passion. He elaborated on his various passions: management consulting, organic farming and agriculture. He stated that the main intention of Management Consulting and Strategy Consulting is to create value. If there is no money to be made, there is no point in making decisions in these



fields. He even went into the intricate details regarding the negative value of IT Consulting. Mr. Kuruvilla spoke on the need to possess excellent communication skills, develop the capability to openly admit one's own mistakes. He gave them insight about the various job roles in the field and how to reach high positions in their consulting career.

Mr. Raja Rasaiya

On 12th March 2018, students of batch 23 got an opportunity to attend a guest lecture held by Mr. Raja Rasaiya, an eminent academician and researcher in various domains of management. Mr. Raja Rasaiya has published many research papers on many forums and is an authority in the field of Public Policy procedures adopted by South-East Asian countries. He spoke about how these countries, especially Malaysia were using innovation to produce products at cheaper costs than their western counterparts without compromising on the quality aspect.



Mr. Raj Raghavan



It was a privilege to have Mr. Raj Raghavan, presently Country HR Director, Amazon India as our guest speaker on 17th March 2018. He discussed about the latest HR practices in Amazon as well as in the Industry as a whole. He spoke about how Amazon combined the fulfilment and the transportation businesses to form Amazon India Operations for a scalable and seamless customer experience. Mr. Raghavan also spoke about how the technology and AI is changing the way e-commerce works. The new offerings will enable AWS customers to develop and quickly train their own artificial intelligence algorithms, build software applications capable of translating language on the fly, analyze video, and scan text for

trends or key phrases. To conclude, Mr. Raghavan said that by 2020, Amazon India is aiming to raise its turnover equivalent to India's GDP.

Mr. B Muthuraman

Shri B. Muthuraman, who was awarded the 'Lifetime Achievement Award, XLRI' and the Padma Bhushan, addressed the students of XIME, Bangalore on 29th March 2018. He started his career in Tata Steel as an Engineer and later became the Managing Director of Tata Steel. He held a very interactive session with the students regarding 'Leadership and Leadership Development'. He started by asking the students why they were pursuing an MBA. He then spoke elaborately about what skills and competencies one must develop to become an effective leader. He said a leader must be a visionary and an architect, must develop a right culture in an organization and must be people oriented. He spoke about the different types of leaders he had seen in his professional life and stressed heavily on the fact that it is the leader, his leadership skills and the values that he communicates which differentiates a great company from a good one.



XIME CHENNAI

EVENTS

9TH ABBS SUMMIT FEB 2018

Representing India and XIME Chennai for an International event like BRICS is prestigious. The 9th ABBS - BRICS International Students Meet 2018 was held at Hindustan University. It is a meet where students from different B- schools from across the BRICS nations participated. The diversity at display was incredible.

The delegates who represented XIME Chennai were **Dinesh Konidala, Rhea Maria James, C.V. Shreelekha, Shashwat Mishra and Sudeep John Kottil**. Dinesh Konidala and Sudeep John Kottil participated in debate. C.V. Shreelekha and Shashwat Mishra participated in paper presentation. Rhea Maria James led XIME Chennai for the cultural events. Competing with the Fellow XIME branches, other prestigious Indian b-schools and also b-schools from the BRICS nations was a beautiful challenge for us.

Day One: All the management and cultural events happened at Hindustan University. The competitions began post lunch. It was a pleasure to compete with our fellow delegates and also network with them. Post the Debate and the Paper Presentation, there were Management games which were innovative and funfilled. Post the Management games, was the cultural events where Rhea Maria James lead XIME Chennai and did so magnificently. She danced her heart out. Her dance and the music made the fellow delegates dance along.



Day Two: It began with a memory game conducted by Mr. Morais and his wife. Post the memory Game, we had an industrial visit to Ashok Leyland. It was an interesting and informative visit. The step by step processes in the assembly line gave us a fair idea of the importance of operational efficiency. We were debriefed about the organisation and were led by some of the top-level managers at the plant for the visit. Post the industrial visit, was the dinner at XIME Chennai. There was a DJ night for the delegates which was followed by Mocktails and a Chinese Buffet. The hospitality at XIME Chennai was incredible. The delegates had a gala time at XIME Chennai.

Day Three: The valedictory function was followed by the prize distribution ceremony. The students of XIME Chennai gave the best shot they had at winning the debate and paper presentation and also in the management games and the cultural events. For XIME Chennai to win the debate and bring back home its first trophy was a dream come true. XIME Chennai have now not only proved their mettle to all the institutes that participated at the BRICS meet but have also made a statement to them that XIME Chennai is the new kid on the block and is not a push over but a force to be reckoned with. The cross-culture diversity that the delegates experienced was amazing.

A delegate of XIME Chennai said, "I was really honoured to be given the opportunity to represent XIME Chennai at the 9th ABBS - BRICS International Students Meet 2018. Now that we have won a trophy for ourselves, it's time to kick on and bring more laurels and awards to XIME Chennai.

REPUBLIC DAY CELEBRATIONS

XIME Chennai celebrated the country's Republic day on 26th January 2018. The occasion commenced with a ceremonial guard of honour by the students to the chief guest and management of XIME Chennai followed by the flag hoisting by chief guest **Prof. J. Philip**, Chairman XIME Bangalore. The programme was then followed by patriotic songs and a speech by the student representative highlighting the responsibilities of the future torch bearers of the country. The chief guest highlighted the various achievements of India and the duties each and every students has for the nation. Merit cum means scholarship was awarded to the deserving students. The programme culminated with a human pyramid formation by the students signifying the strength and valour of the young citizens and future leaders of the country. The human pyramid portrayed the importance of unity and team work as the famous proverb says "united we stand, divided we fall."



XIME CHENNAI CELEBRATES HOLI

Holi, the festival of colours, marks the beginning of spring in India. One of the biggest Hindu festivals, Holi holds a mythological importance - that of the triumph of good over evil. The festival of Holi brings together people of all classes and ages, who sing and dance, hand out sweets, and splash colours over friends and loved ones. To mark the spirit of unity and equality



Holi which is the festival of colours was celebrated in XIME Chennai on 3rd March 2018. It was a day filled with laughter, colours and happiness. The students of XIME Chennai had a great time with colours, music. No show in XIME Chennai would end without dancing! They were dancing to the high beat Bollywood numbers with great energy and enthusiasm. The Holi celebration ended with a tradition of having 'Thandai' by the elders of the family. After long hours of study and sleepless nights, Holi celebration was indeed a great end to their Mid-terms!

DISTINGUISHED SPEAKERS

Communication in Advertising

Dr. Tejal Jani is an editor, reviewer, soft skills trainer apart from being Associate Professor of Communications at GLS University, Ahmedabad. She has developed e-content for various courses including Brand Management for National Mission on Education through ICT (NME-ICT). By far one of the most interactive guest lectures at XIME Chennai. She was able to explain the reasons as to why an advertisement is not virtuous, what was erroneous in the advertisement and the key aspects to be investigated in an advertisement. Dr. Tejal explained the importance of having Jingle, mascot for any advertisement.



She took up the advertising campaigns of Tata Nano, Maggi – the 2 minute noodles, Ujala and Nirma and also the kind of advertising wars that happened between Coca Cola and Pepsi. She explained in detail, what is the message conveyed in the advertisement and what are the key factors required in an optimum communication mix. The students felt that it was the perfect prelude to the advertising class of the curriculum.

DIGITIZATION VS DIGITALIZATION.

Mr. Prabhu Nambiappan, Senior Vice President, Human Resources of Ramco Group is a seasoned HR professional with around 30 years of experience working with Indian and Multinational companies. The topic of guest lecture was **Digitization VS Digitalization**.



The lecture dwelled upon how the organizational efficiency has increased with the advent of technology. He also said that an organization should always be on new technology adoption mode.

The last part of the guest lecture was on his personal experience in the corporate world. He stressed upon 3 important aspects. The first one he talked was about **networking**. He said networking is a crucial aspect for the success in the corporate world. The second one was **building digital skills**. As millennials he insisted that one should be acquainted with the new digital evolutions and be proficient enough to survive in the fast-paced corporate world. The third aspect was about the **quick response and our relevance** in the present day corporate world.

XIME KOCHI EVENTS



REPUBLIC DAY CELEBRATIONS

XIME Kochi celebrated Republic Day with great enthusiasm. All the faculty members, staff and students gathered in the Institute premises for the Flag hoisting ceremony, after which the National Anthem was sung.

Kevin George of Batch 5 gave a speech on “**The India of my dreams**” in which he spoke about the right to fight for one’s fundamental rights which was one of his dreams. Pooja, from Batch 4, sang a beautiful patriotic song in Hindi.

Mr. P. C. Cyriac IAS (Retd.), President of XIME, delivered the keynote address. In his speech, he highlighted the laurels of the nation in various spheres- agriculture, IT, space exploration among others encouraged the audience to be proud of their nation and to keep the flag flying high.

As part of XIME’s Republic Day Celebrations, a few meritorious students of the junior batch were rewarded with scholarships each year. **Bhargavi and Jayanthan K** received scholarships of One Lakh rupees each along with **Juliet and Prakhar Saxena** who received scholarships worth fifty thousand rupees. **Kevin George and Ajay** received prizes for best speaker while **Pooja and Karan** received prizes for the best singer. There were also prizes for best dressed male and female and it were given to **Karthikeyan** and **Srija Bhattu** respectively.



OISCA INTERNATIONAL GLOBAL YOUTH FORUM

OISCA International Global Youth Forum organized by OISCA International South India Chapter in association with XIME Kochi was held in XIME Kochi premises from 9th to 11th February 2018. OISCA International Global Youth Forum was attended by 30 international delegates and approximately 250 national delegates. The **Love Green Children’s Convention**, held as a part of the event attracted about 150 children from different schools.

The chief guest Padma Vibhushan **Sri Adoor Gopalakrishnan** and the President of OISCA International **Ms. Etsuko Nakano**, planted a sapling in XIME Kochi campus to mark the event.



Dr. Manoj Varghese, Director, XIME Kochi, welcomed the dignitaries and the delegates. The inaugural address was delivered by Padma Vibhushan Sri Adoor Gopalakrishnan. Key Note address was delivered by **Dr. J. Alexander IAS (Retd.)**, Chairman, XIME Kochi. **Dr. J. Letha**, Vice Chancellor, CUSAT delivered the special address. **Ms. Etsuko Nakano** presented the benevolent address. **Mr. Suresh Heblickar** felicitated the event. The four youth icons. **Mr. P. R. Sreejesh** (Sports), **Ms. T.V. Anupama IAS** (Public Administration), **Dr. Gayathri Subramanian** (Art & Culture) and **Ms. Arya Gopal** (Literature) were awarded OISCA Youth Icon Award and were recognized by the chief guest **Sri Adoor Gopalakrishnan** and the OISCA International President **Ms. Etsuko Nakano**. OISCA Global Youth Forum was titled **Enviro Tech 2018**. The discussions of the forum were scheduled around three sub-titles: Furusato, Water the elixir of life and Technologies for Combating Pollution. On 10th February 2018 three technical sessions were organized in three venues where more than 30 papers and a poster were presented and discussions were initiated. The discussions lead to the **drafting of the Cochin Declaration**, which would serve as an action plan in the activities of OISCA International. The Love Green Children's Convention was addressed by the President of OISCA International and **Mr. Mohammed Y Safrulla IAS**, Collector of Ernakulam.

The valedictory ceremony was held on 10th February 2018 at 4.00 p.m. in Maria Philip Auditorium. The chief guest on the occasion was **Mr. K. Jayakumar IAS (Retd.)** and he delivered the valedictory address. The fifth **OISCA International Youth Icon** awardee **Ms. Vidhu Vincent** (Film, Youth Icon Awardee) was honored and recognized by the chief guest and the President of OISCA International. Cochin declaration was read and signed by the senior executives of the Forum.

PULSE 2.0

PULSE 2018 Annual Entrepreneurship Conclave & Start-Up Idea Pitch Competition of XIME Kochi was held on 17th March 2018. It was inaugurated by **Dr. M Beena IAS**, MD KSIDC. The Conclave had panel discussion on '**Startup - A Challenging Career or a Mistake of joining the herd**', which was moderated by **Mr. Mittu Tigi**, Thinker-in-Chief, Zhooyi Communications. The panelists were **Mr. James Joseph**, Founder and CEO at God's Own Food Solutions Pvt Ltd, **Mr. Aswin Shibu**, Global Director of Sales-FullContact and **Mr. Kannan Surendaran**, Co-founder & Managing Director at FinLead.

The second panel discussion was on '**Women Entrepreneurs: Breaking the Taboo**'. The panelists were **Mr. Harsha Thachery**, Founder & CEO at Masalabox and **Mr. A. Sahitya Raj**, Co-Founder, CTO & CHO at Sreeal Technologies Private Limited. The panel moderator was **Ms. Ranjana Varghese**, Assistant Dean, XIME Kochi.



19TH MALAYALA MANORAMA BUDGET LECTURE

A group of students from XIME Kochi attended the budget lecture by Dr. Ajit Ranade which was being held at the Le Meridian. The eminent speaker opened his speech by giving the audience a backdrop of the global economy- which was experiencing a strong synchronized growth. He also spoke about the rise in the interest rates and oil prices almost a decade after recession.

The speech then moved on to the headwinds of the economy- which include high oil prices, high current account deficit and job creation issues among others. The crux of his speech revolved around five main aspects- job creation, rural/agriculture, private investment spending, exports, and the banking situation. Both positives and negatives of the said topics were discussed.

Dr. Ranade also mentioned that slashing the percentage of workforce involved in agriculture by 10-15 per cent and equipping the workforce to get skilled in more value addition should be explored as escape routes to tide over the agrarian crisis. Economic growth can only be achieved through a number of measures to reduce fiscal deficit. Demand for assets, demolition of assets and extension of tax evasion are required.

WOMEN'S DAY TALK



On the occasion of International Women's Day (8th March 2018) X-SEED Club, XIME Kochi organized a talk on "**Women Empowerment and Gender Justice: Legal & Social Dimensions**". **Dr. Athira PS** (Advocate) - Director (I/C) National University of Advanced Legal Studies, Kochi, was the distinguished speaker for the event.

The speaker expressed that the world would continue to celebrate International Women's Day, until all women, regardless of nationality, caste, creed, color, or race would be given the same rights as men. The students were shown alarming facts such as- there are 940 females for every 1000 males in India and that this number would decrease to 898 in ten years, 17 Indian states have a skewed sex ratio, among others. The speaker talked about the various laws governing the myriad of crimes committed upon millions of helpless women that have virtually no effect upon the perpetrators.

The audience was also enlightened on the rights that have recently been given to all victims of harassment, the right to zero FIR, the right to no arrest after sunset and before sunrise, for example. The He for She movement, the MeToo campaign, the MeettoSleep movement were all the awareness movements that arose out of the need to promote awareness on women safety.

FYNERGY 2018

Initiative- The Finance Club Of XIME Kochi organized their annual finance conclave Fynergy on 10th March 2018 amidst great mirth, verve and camaraderie . The theme for the conclave was '**Emerging Trends in the Financial Sector**'. **Mr. APM Mohammed Hanish IAS** inaugurated the conclave and he spoke on points like derivatives being the most fascinated delight in the financial markets, minimum government maximum governance happens only in dreams and Indian banking system is still resilient because public sector banks have been stable in its thick and thin.



There was a panel discussion on Innovations in Capital Market and the panelists consists of **Mr. Sudip Bandopadhyay**, Group Chairman Inditrade Capital Ltd and **Mr.Gauri Shankar**, Chief Manager –NSE and the moderator was **Mr.Sathish Menon**, Manager, Geojit Financial Services. The next session was by **Mr. M K Mall**, Chief General Manager ,RBI on the topic Latest developments in Banking sector. **Mr Vinay Vaidya**, Director, Ekalavya academy of wealth creation and former CEO and director ISC securities Ltd., took a Workshop on Wealth Creation. This was followed by a session by **Mr Paresh Gupta**, founder and CEO Global Centre for Entrepreneurship and Commerce which is an initiative by My Career Architects and Vivekanand Global University (VGU) to promote entrepreneurship and commerce education.

DISTINGUISHED SPEAKERS

Maritime Security- Coastal Security and its concerns

Vice Admiral M. P. Muralidharan (Retd.) delivered a speech on 'Maritime Security- Coastal Security and its concerns' on 16th March 2018. Through his talk, the students of batch 5 learned about the Indian Navy, its multiple stakeholders and the issues being fought against. The speaker spoke about the various challenges and constraints faced by the Indian Navy including, resource exploitation, criminal acts, infiltration, smuggling and poaching among others. To address these problems, the effort made by all stake holders must be well coordinated.



The second part of the talk was about management and leadership. He presented to the audience the qualities of a manager by citing examples of **Sergeant Patton** and **Admiral Pereira** who portrayed distinct leadership styles. The speaker signed off by offering sound managerial advice to the students.

Open innovation and value creation network through disruptive technology

The speaker for the day, **Dr. Jebamalai Vinanchiarachi**, Senior Economist and Former Principal Advisor to the Director, United Nations Industrial Development Organization, Industrial Development, addressed the students of Batch 5. The topic discussed was "Open innovation and value creation network through disruptive technology."



Through his humor filled speech, Dr. Jebamalai shed light on the India's import intensity that led to vulnerability because of short term lending. The export pattern of India, according to the speaker was not akin to reality. He then moved on from major drovers of the industrial revolution to the characteristics of Industry 4.0 which is currently underway. The audience was informed about the commodity tragedy, noticed particularly in Africa.

For an individual or firm to exploit disruptive technology, they must first establish links, through liberate resources, with dynamic sources of growth, while fostering a sense of learning. Dr. Jebamalai ended his speech by encouraging all potential disruptive leaders to continue developing in their areas of interest regardless of all odds

UPCOMING EVENTS

Events	Dates	Location
Program on Emerging Technologies for Managers	14 April 2018	Bangalore
XIME Kochi Convocation	28 April 2018	Kochi
XIME Bangalore Convocation	5 May 2018	Bangalore
Reopening of the Academic Year 2018-19	18 June 2018	Bangalore/ Kochi/ Chennai
Case Based Teaching	22 - 23 June 2018	Bangalore



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