

# XIME

## NEWS

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Shaping Future Leaders

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## 28TH CONVOCATION AT XIME BANGALORE

APRIL 13, 2024

**Xavier Institute of Management & Entrepreneurship**  
Bangalore | Kochi | Chennai

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# XIME BANGALORE NEWS

## 75<sup>TH</sup> REPUBLIC DAY CELEBRATIONS

As the first light of dawn adorned the sky with the tricolour hues of saffron, white, and green, the XIME Bangalore community gathered with pride to commemorate the spirit of our republic. The event was graced by the esteemed presence of Mr. Anil J. Philip, President of XIME Society, and Rev. Fr. Dr. Roy Abraham, Director of XIME Bangalore, alongside deans, faculty, staff, and students.

The tricolour flag, embodying the values of strength, purity, and bounty, was hoisted by Mr. Anil J. Philip, followed by a collective rendition of the National Anthem, echoing the unity and patriotism of the occasion.

Dhruthi Parik from batch 28 delivered a thoughtful address highlighting the significance of the 75th Republic Day, underscoring the nation's journey and its enduring principles. Mr. Anil J. Philip, President of XIME Society, then delivered an inspiring Republic Day address, reflecting on the milestones achieved and the path ahead for our nation.

The event culminated with the award ceremony led by Dean of Academics, Dr. Roshni James, who honoured deserving students across disciplines. The students were recognized by the institution for their outstanding performances in various activities. The total worth of the all the scholarships awarded was worth over Rs. 21 lakh.



The following students were awarded scholarships: Aakash K (Founder J Philip Means and Merit Scholarship). Trupti R, V. S. Akhil, Sanket Sudam Mane and Neha Soni (Chairman Means and Merit Scholarship). Vaishnavi K L, Samaira Kampani, Samarth Kulkarni, Saloni Jain, Deepika R, Jiza James, Nandha Kumar V (President Merit and Overall Performance Award worth Rs. 30,000 each). 12 students from all three campuses were awarded Sarosh J Gandhi Recognition for Cross Learning / for being Eclectic. Harneetha R, Ananya Bhatt, Akshaya K S, Thamel Nesan N (Directors Fast Start Academic Excellence Award). Student Engagement Recognition award for 5 from each section of both the batches. Outstanding Participation Recognition was awarded to 22 students from both batches.

As the day concluded, the community carried forward a renewed sense of pride and commitment to upholding the values of our nation.



## AUDENCIA STUDENT EXCHANGE PROGRAM

The student exchange initiative between Xavier Institute of Management and Entrepreneurship (XIME), Bangalore, and Audencia Business School in Nantes, France, for the Winter Session of Graduate Management Courses was successfully organised in January 2024.

The program unfolded in three distinct phases. It commenced with a week-long session in Nantes from January 8–12, 2024, where students participated in the course titled “Boost Your Self-Confidence & Self-Esteem,” engaging in discussions on personal development. Following this, participants moved to the Audencia Business School campus from January 15 to 19, 2024, where they explored the theme of “Automation, Artificial Intelligence (AI), and Multinational Business,” delving into cutting-edge topics pertinent to contemporary business landscapes.

The final leg of the exchange took place in Brussels from January 22 to 26, 2024. During this phase, students embarked on visits to prominent landmarks such as the House of European History, European Union institutions, including the European Parliament



and Union Commission, and the Museum of the National Bank of Belgium. These visits provided invaluable insights into European history, governance, and economics.

This exchange program offered XIME students a unique opportunity to expand their understanding of global business practices and immerse themselves in diverse cultural experiences. Additionally, it strengthened the collaborative bond between XIME and Audencia Business School, enhancing the educational journey of the participating students.



## **SOCIALLY USEFUL AND PRODUCTIVE ACTIVITY (SUPA)**

SUPA is a unique programme at XIME. As part of the curriculum, students are expected to do an internship of 3 weeks from 4.01.24 to 30.01.24 in an organisation representing the social sector, preferably an NGO, SME, or a small hospital, etc. XIME believes that the SUPA experience will help our students develop kindness toward the less privileged in society. Also, the SUPA experience gives the students experience of the hardships and challenges faced by the last, the least and the lost. It helps to inculcate the value of societal concern in our students.



XIME's SUPA program stands at the intersection of management education and societal impact, embodying a commitment to transformative leadership. This year, our collaboration with 53 NGOs marks a significant stride in our journey towards fostering socially conscious leaders. Through these partnerships, students engage in a diverse range of projects spanning healthcare, education, event management, and more, showcasing the multifaceted approach to creating positive societal change.



Leveraging their managerial skills, students address pressing social challenges, making tangible contributions to communities nationwide. From teaching and fundraising to waste management and skill development, each project offers a unique opportunity for students to effect meaningful change in the lives of others.



Reflecting on our collaboration with NGOs, we are invigorated by the collective impact achieved. Looking ahead, SUPA remains integral to XIME's mission, nurturing leaders equipped to navigate an ever-changing world with empathy and innovation. With a firm commitment to driving change through education and service, SUPA continues to serve as a cornerstone of our efforts to build a brighter and more equitable future for all.

## FIRST COMMEMORATIVE LECTURE IN MEMORY OF DR. J. ALEXANDER, IAS (RETD.)

On January 31, 2024, XIME Kochi and Fatima Mata National College, Kollam, proudly hosted the inaugural lecture to honour the legacy of Dr. J. Alexander, IAS (Retd.), the esteemed former President of XIME, ex-Chief Secretary, and Cabinet Minister of the Government of Karnataka. The event took place at the Fatima Mata National College (Autonomous), Kollam.

The lecture series was inaugurated by Shri T.K.A. Nair, IAS (Retd.), the former Principal Secretary to the Prime Minister of India, who also delivered the keynote address. Mr. Anil J. Philip, President of the XIME Society, chaired the event. The function was further dignified by felicitations from Rev. Dr. Abhilash Gregory, Manager of FMNC; Dr. Cynthia Catherine Michael, Principal of FMNC; Sri. P.C. Cyriac IAS (Retd.), Chairman of XIME Chennai and Janab Shahal Hassan Musaliar, Chairman of the TKM Trust.

The Honourable Chief Minister of Kerala, Sri Pinarayi Vijayan felicitated the gathering through Sri Krishna Kumar of Symphony Television.

A touching moment was witnessed when Dr. Alexander's granddaughter, Seirra Jose, expressed her family's appreciation for the tribute. She extended special thanks to Prof. J. Philip and the leadership of XIME for their thoughtful efforts in organizing the lecture series. The function was attended by family, friends, and admirers of Dr. Alexander; all gathered to pay homage to his memory and contributions.



## XIMERA 2024: BACK TO THE FUTURE

XIME Bangalore proudly hosted the national-level B-School festival, XIMERA 2024, on 16 and 17 February 2024. The event, themed "Back to the Future," attracted over 2000 attendees from prestigious institutions like IIMs and Xaviers, marking a milestone in the festival's history.

The festival was inaugurated by Fr. Dr. Roy Abraham, Director of XIME Bangalore, and concluded with a valedictory function led by Prof. J Philip, Founder and Chairman of XIME.

XIMERA 2024 featured a variety of events, including Bizcraft Battle, Flame Flare, and The Best Manager, among others. With 12 events and over 650



participants from 24 institutions, the festival was a battleground of intellect and creativity. The total prize pool amounted to a substantial Rs. 4 lakh.

The event was backed by 30 sponsors, with a generous sponsorship amount of Rs. 4.75 lakh, highlighting the business community's support for the festival.

The festival was a celebration of both mental acuity and physical prowess, featuring intense basketball matches, gripping music competitions, and a corporate runway show that combined sophistication with innovation.

XIMERA 2024 has set a new benchmark for B-School festivals, fostering holistic development and challenging the brightest minds in the country.



## INTERNATIONAL CONFERENCE ON 'EMERGING TRENDS IN AI FOR INDUSTRY AND EDUCATION: OPPORTUNITIES AND CHALLENGES'

The International Conference on 'Emerging Trends in AI for Industry and Education: Opportunities and Challenges' was a significant event organized by XIME Bangalore in collaboration with The University of Adelaide. Held on 22 and 23 February 2024 at the Bangalore Campus, it brought together luminaries and scholars to explore the burgeoning field of Artificial Intelligence.

The conference was inaugurated by Prof. J Philip, with Prof. Noel Lindsay, Pro Vice-Chancellor and Dean of Adelaide Business School, Australia, delivering the inaugural address, and Dr. Sreerama K Murthy, CEO, Quadratyx and Chief AI Mentor, Flatworld Group, providing the keynote. Special addresses were given by Dr. S Somnath, Chairman of ISRO and Secretary, Department of Space, GOI, and Prof. T.G. Sitharam, Chairman of All India Council for Technical Education (AICTE), highlighting AI's impact on various sectors.

The event featured three plenary sessions and presentations of 80 research papers by experts from IITs, IISc, and international AI

specialists. Discussions revolved around AI's role in industry, education, and the regulatory mechanisms to prevent its misuse.

### Outcomes and Highlights:

- Prof. J Philip's emphasis on the enduring superiority of the human brain despite AI's growth.
- Prof. Noel Lindsay's insights on AI's influence on the global startup ecosystem.
- Dr. Sreerama Murthy's revelation of AI reaching an inflection point with innovations like Artificial Brain and Vision.
- Prof. Sitharam's perspective on AI shaping the future of industries and education.
- Dr. S Somnath's exploration of AI in space technology and its role in the successful Chandrayan 3 mission.

The conference concluded on a high note, leaving a profound impact on all participants and fostering collaborative efforts towards harnessing the vast potential of AI for industry and education.



## FOUNDATION DAY 2024

XIME Institutions celebrated their Foundation Day on 3 April 2024, at the Prof. J Philip Auditorium, in honour of Ms. Maria Philip. The day was marked by the Maria Philip Memorial Best Speaker Competition, with the challenging topic “Diversification of Supply Chain from China to India is a difficult proposition”. Teams from XIME Kochi, Chennai, and Bangalore showcased their oratory prowess. The judges were Dr. Manimozhi Theodre, Former Scientist, DRDO, Ms. Sharon Joseph, Former CEO, Guardian Bank, and Ms. Cynthia Stephen, Social Worker. There was also a singing competition that echoed with voices from all three campuses. And the esteemed judges were Mr. Praveen Kumar, Playback Singer and Musician, and Mr. Bhaskar Vidya Shankar, Sitarist.

Nayan Nikhade won the Best Speaker award, and Nandita Deo and Rohan Kumar received the Best Team award. Additionally,

Mishal TJ from Kochi and Rishav Jha from Bangalore were recognized as the outstanding singers. In recognition of their achievements, all winners received attractive cash prizes, symbolizing our appreciation for their exceptional contributions to the event.

Ms. Payal Najiani, Indian-American author and leadership expert and coach, graced the event as the chief guest, imparting wisdom on achieving success through mastery of skills, action-oriented living, and carving one’s unique path. Prof. C. P. Ravindranthan paid tribute to Prof. J. Philip’s vision and XIME’s commitment to quality management education.

It was a day filled with insightful discussions, spirited competitions, and a collective aspiration towards nurturing future leaders. The event was a fruitful convergence of the past’s legacy and the future’s promise.





## XIME BANGALORE TRIUMPHS AT SBI IDEATIONX NATIONALS

In a remarkable display of innovation, XIME Bangalore secured the top position at the SBI IdeationX Nationals held in February 2024. The event, spearheaded by SBI Life Insurance, aimed to inspire creative problem-solving among students in the insurance sector.

On February 16, 2024, eight first-year student teams from XIME Bangalore presented their inventive insurance ideas. The institute proudly received the following accolades:

- **Winning Team:** Manasvi Sharma and team won Rs. 1.5 lakhs for their standout concept.
- **1st Runner-Up:** Aakash K's team earned Rs. 1 lakh for their innovative approach.
- **2nd Runner-Up:** Mohan R's team was awarded Rs. 50,000 for their commendable idea.
- **Participation Recognition:** All other teams were honoured with certificates for their efforts.

Advancing to the grand finale in Mumbai (March 13-15), the winning team from XIME Bangalore outperformed competitors from seven institutes, clinching a grand prize of Rs. 10 lakh.

This triumph underscores XIME Bangalore's dedication to fostering innovation and entrepreneurial skills. The event was a testament to the students' learning and competitive spirit. XIME thanks Prof. Prashant Sabnis for his invaluable guidance in this historic achievement.



## SPEAKER SESSION ON BUSINESS SUSTAINABILITY

On 21 March 2024, XIME Bangalore's Rai Bahadur M.S. Oberoi Auditorium was the venue for a pivotal discussion on business sustainability. Mr. R.G. Krishnan, Joint Vice President and Head of Sustainability at Aditya Birla Chemicals, led the session titled "Sustainability and Regulatory Challenges Facing Businesses" at 3:20 pm.

Mr. Krishnan delved into the impact of sustainability on corporate operations. He also outlined the regulatory hurdles businesses face in adopting sustainable practices. The talk provided attendees with a comprehensive understanding of sustainability's essential role in the modern business landscape and the complexities of the regulatory framework that governs it. The session inspired students, faculty, and other participants to reflect on the ways businesses can evolve and prosper with a sustainability-centric approach.

## CHAIRMAN'S DIARY

6 January 2024 : XIS Soft Opening  
18 February 2024 : XAMI Meeting  
15 March 2024 : Business World Editorial Interview

### DEEPIKA EDUCATIONAL LIFETIME ACHIEVEMENT AWARD 2024: HONOURING PROF. J PHILIP

On March 23, 2024, the Deepika Daily 137th Anniversary Valedictory Celebrations and Stars of Achievement Award Distribution Ceremony took place at Caesar Palace in Nagampadam, Kottayam, India. This event commemorated the 137th anniversary of Deepika Daily, the state's leading newspaper, and honoured individuals who have made significant contributions to society and also to recognize individuals for their great achievements.

The ceremony was inaugurated by Sri V.N. Vasavan, Honourable Minister for Cooperation and Registration. Sri K. Krishnankutty, Honourable Minister of Electricity, presided over the event. Dr. N. Jayaraj, the Honourable Chief Whip, was the guest of honour. Sri Roshy Augustine, Honourable Minister for Water Resources, gave the keynote lecture and awarded the awards. Six persons were honoured for their achievements in education, medicine, writing, and social service.

Among the six award winners, Prof. J. Philip, Principal Founder and Builder of Xavier Institute of Management & Entrepreneurship (XIME) Bangalore, received the award in recognition of his commitment to service and contribution to society and education. This prestigious event not only recognized the Stars of Achievement but also highlighted the enduring legacy and contributions of Prof. J Philip to the community and beyond. The ceremony was indeed a fitting tribute to a remarkable journey of excellence and service.



# CLUB ACTIVITIES

## XWINNERS

Team XW, the competition club of XIME Bangalore, functions as a platform for students to demonstrate their abilities across a spectrum of academic and extracurricular contests. During AY 2023-2024, students have participated in over 30 competitions, providing them with ample opportunities to showcase their talents, and achieve, notable success in each instance. These competitions include Cranium by Jain University, a Debate Competition hosted by St. Joseph's Trichy where they secured a Rs.10,000 cash prize, and XIME Quest by XIME Kochi, where they were awarded a Rs.15,000 cash prize.

## X-SEED

Partnering with St. John's Medical Hospital, X-Seed organized a blood donation drive that garnered an incredible response from students, teachers, and staff. It was heartening to see the community come together for such a worthy cause, reinforcing our belief in the power of collective action. Collecting an astounding 160 kg of used clothes from students in just one week for an NGO named Goonj was remarkable from the Club's end. With hearts full of gratitude, X-Seed is fuelled by the belief that even the smallest acts of kindness can create positivity in the world.

## EMPRESSARIO

Hostel Daze

A fun event named "Hostel Daze – Friends Forever, College Memories for Life!" was conducted on 9 March 2024. "Hostel Daze"- Hostel Daze was a fun-filled event designed to foster camaraderie and friendly

competition among hostel residents. The event started with the distribution of goodies to all participants, setting a positive and welcoming tone. Games were conducted during this event where participants collaborated, communicated effectively, and had a chance to showcase their creative thinking and problem-solving skills.

## MARKXIME

Sensory Showdown

Markxime's Sensory Showdown, held on 1 March 2024, was an immersive event featuring three rounds: Texture Detective (identifying items by touch), Mystery Munch (taste-based identification), and The Scent-Sational Journey (recognizing products by smell). Advancement was based on points, with the top 10 teams from the first round and the top 5 from the second round progressing. After the third round, a memory game tie breaker decided the winner between Team Kolhapur gang and Team Brandy, with Team Kolhapur gang emerging victorious. The Sensory Showdown was a successful and enriching experience for all participants.

## SPORTS COMMITTEE

Xaviers' Cup '24

Xavier's Cup 2024, celebrated with the rhythmic bounce of basketballs and the crowd's roar, brought an energetic revival to XIME Bangalore from February 12 to 16, 2024. Organized by the Sports Committee, the event featured impressive athleticism and teamwork from both boys' and girls' teams, with players showcasing their skills amid a competitive yet sportsmanlike atmosphere. The tournament began with an auction on 11 February 2024 and concluded with Team

Lakers winning the men's category and Batch 28-Combined taking the women's title. Team AL and Batch 29-A were runners-up, respectively. This event not only highlighted sports excellence but also fostered a sense of community and unity through basketball.

### XAVIER PREMIER LEAGUE (XPL) '24

The academic year 2023-24 at XIME concluded with the "Xavier's Premiere League '24," a football tournament open to all students. The event kicked off with an auction on 4 March 2024, where students bid for players, sparking a competitive spirit. During March 5-8, at the XIME Bangalore Football Ground, the Sports Committee's dedication ensured a well-organized event marked by passion and teamwork. XPL was more than a contest; it was a festivity of football, promoting fair play and unity. It also encouraged friendships and community spirit. Team MRP emerged as the winner, with Team Ballers FC as the runner-up.

## 28TH CONVOCATION AT XIME BANGALORE



The 28th Convocation of XIME Bangalore was held on 13 April 2024 at Prof. J. Philip Auditorium. Of the 238 students, 174 were PGDM students of Batch 28, 57 PGDM-Business Analytics students from Batch 02, and some from the previous batch who graduated this year. Mr. Anil J. Philip, President of XIME Society, welcomed the gathering and the chief guest, Mr. Vijaykrishnan Venkatesan and gave an interesting review on the 2-year journey of the passing out students using the examples of multiple series and sitcoms. The Director, Rev. Fr. Roy Abraham Abraham, presented the annual report of the academic year 2023-24 annual report, which highlighted the successful placement record of 79% as of today, with an expected 92% by May 2024. The report also included 20 different awards, such as the Rs. 10 lakh award by the SBI Life IdeationX competition, national-level research awards, etc. He also touched upon the affluent two International and one National conferences and other successful ventures of XIME. As Dr Roshni James, Dean of Academics, called out the graduates, the Chairman, Prof. J. Philip, presented the diplomas.

The Chief Guest, Mr. Vijaykrishnan Venkatesan, MD, Kennametal India Ltd., graced the occasion with his invaluable insights and experiences with the graduates, leaving them enlightened and motivated. His five key points were:

1. Dream big. One needs to have a vision to do anything, and India is in a great place right now, brimming with opportunities.
2. Be fearless. Mr. Venkatesan remembered one of life's goals: combining little ignorance with supreme confidence to become successful.
3. Build competency. Curiosity and learning should always continue, and one must consistently reinvent oneself.
4. Maintain Integrity. Ethics and integrity leave a lasting impression and enrich oneself.
5. Give back to society. More than the achievements and success, one will be remembered for their contribution to society.

Prof. J. Philip, Founder and Chairman of XIME Bangalore, shared his wisdom with the students, reminding them of Thomas Alva Edison's advice: "There is no substitute for hard work." He also drew from James Collins' Built to Last, emphasizing the need to carry the fundamental values in all walks of life. In his brief yet impactful speech, he underscored that long-term success comes with an innovative mind, providing the students with a guiding light for their future endeavours.

Ashwati M Nambiar, of the passing out batch, gave a heartfelt vote of thanks, reminiscing about her fruitful experience with XIME. With this, the Chairman of Bangalore declared the Convocation closed.

The convocation ceremony was evidence of our graduates' hard work and dedication, and it was made even more special by the presence of their parents and esteemed guests from corporate and academia across the nation. We are deeply grateful for your support and encouragement.



## SPACE EXTENSION AT XIME BANGALORE

The new space extension at XIME Bangalore is a testament to the institution's dedication to academic excellence and innovation. With three dedicated meeting rooms, the extension is designed to support the dynamic

needs of 30 faculty and staff members. Spanning approximately 2600 square feet, the facility balances spaciousness with a sleek, professional aesthetic.



## INAUGURATION OF XIME INTERNATIONAL SCHOOL MARKS A MILESTONE IN THE EDUCATION SECTOR IN KERALA

On April 9, 2024, a significant chapter in education unfolded as the XIME International School (XIS) was inaugurated at Pallikunnu, Ettumanoor, Kerala. This day coincided with the 60th birthday of the late Ms. Maria Philip Kappil, whose cherished dream of her father's (Prof. J. Philip) contribution to the management education found a new shape in the birth of XIME International School.

This auspicious occasion commenced with the solemnity of Holy Qurbana led by Mar Raphael Thattil, the Major Archbishop of the Syro-Malabar Church. The Holy Mass was followed by the inaugural function of XIS at its own campus.



The inaugural ceremony was graced by the esteemed presence of: Archbishop Mar George Alancherry; Shri V N Vasavan, Hon. Minister for Cooperation and Ports; Mar Joseph Perumthottam, Archbishop of the Syro-Malabar Catholic Archeparchy of Changanacherry; Mar Jose Pulickal, Archbishop of Kanjirapally; and Mar Thomas Tharayil, Auxiliary Bishop of Syro-Malabar Archeparchy of Changanacherry.

XIS came into existence through Prof. J. Philip's (Principal Founder and Chairman of XIME Bangalore) promise of establishing an educational institution in his hometown, a vision he realized through his late daughter Maria Philip's dream whose 60th birthday coincided with the occasion. The Maria Philip Block of XIS was unveiled commemorating her life. Though Maria's life was short, she contributed to and dreamed of a just society for all.



The star of the event was the introduction of Iris, the humanoid, showcasing the fusion of education and innovation. Iris reiterated that even though she encompasses all knowledge, she can never compare the wisdom and heart of the real teachers.

As the ceremony concluded, attendees departed with a sense of optimism and anticipation, recognizing the profound impact that XIME International School is poised to have on the educational front in Kerala and beyond.

## THINK FORWARD: XIME'S FACULTY STRATEGY MEET

The Think Forward initiative, under the leadership of Mr. Anil Philip, President of XIME, successfully convened a two-day event on April 29th and 30th at Lakesong Resort in Kumarakom, Kerala. This gathering aimed to provide a platform for 22 faculty members from all XIME campuses to discuss operational issues and develop actionable strategies. The serene venue fostered an atmosphere of creativity and collaboration, where participants engaged in intensive brainstorming sessions across nine thematic areas, including curriculum and pedagogy, research, accreditation, placements,

technology, finishing school programs, grading, and student activities. The event began with an orientation by President Philip, emphasizing the importance of faculty-led solutions. Post-lunch sessions involved small group discussions, a boat ride, and dinner, promoting relaxation and camaraderie. On the second day, groups refined and presented their solutions, followed by Q&A sessions. The event concluded with President Philip's commendation of the faculty's dedication and the documentation of the proposed solutions, setting a high standard for future initiatives.



# RESEARCH NEWS

## STUDENTS PUBLICATIONS

Sarika Baishya and Sukanya Guha, (2024). "The Relationship Between Emotional Intelligence and Stress Levels in Management Students of Bangalore" *Journal of Emerging Technologies and Innovative Research*, Vol 11, (2).

Harini and Abhishek, (2024). "The Impact of Flexible Work Arrangements on Job Satisfaction "An Empirical Study on Factors Influencing the Gen Z's Intention to Use E-Wallets" *International Journal for Research in Applied Science and Engineering Technology*, Vol 12, (3).

## FACULTY PUBLICATIONS

Trinley, Sarmila, Upadhaya, Sangita Mohanty (2024). "Consumers' Perceptions and Loyalty Towards Sustainable Clothing Brands: An Indian Perspective" *International Journal of Science and Research*, Vol 13, (3).

Mercia Selva Malar, Gaurav Ghosh, Indranil Mukherjee (2024). "Impact of Debt vs Equity Financing on the Indian Economy 2018-2023" *International Journal of Scientific Research in Engineering and Management*, Vol 8, (3).

Trinley, Akshitha Soni, Akshithi Singh (2024) "Investment Decision Making and its influence on Behavioural Factors, Financial Literacy and Social -Economic Factors" *International Journal of Scientific Research in Engineering and Management*, Vol 8, (3).

Trinley, Bhoomika Motwani, Nishita Sharma (2024) "Impact of Workplace Inclusivity on Employee Morale and Performance" *International Journal of Scientific Research in Engineering and Management*, Vol 8, (3).

Mohammad Muzammil Merzada and Rajkumar S (2024) "Economic Empowerment of Women in Islamic Countries: A Systematic Review of Literature" *Journal of Management and Entrepreneurship*, Vol 18, (1).

Meghashree D, N Jayaram, NMK Bhatta (2024) "Analysis of influence of Institutional Support for Motivating and Incubating Entrepreneurial Ventures: A pilot Study" *Journal of Management and Entrepreneurship*, Vol 18, (1).

Johnsy Mary Johnson, NMK Bhatta (2024) "Paradigms of Online Learning Process and Development of Conceptual Model: A Systematic Literature Review" *Journal of Management and Entrepreneurship*, Vol 18, (1).

Ajosh George, Roy Abraham, Ashish C Pius, R. Velmurugan (2024) "Revealing the Indian Insurance Repository System: A Turning Point Towards Customer-Centricity" *Migration Letters*, Vol 4, (4).



# XIME CHENNAI NEWS

## REPUBLIC DAY CELEBRATIONS 2024

XIME Chennai celebrated the 75th Republic Day with patriotic fervour on 26<sup>th</sup> January 2024. The day began with the national anthem and flag-hoisting, followed by a captivating march past representing various academic disciplines. Dr. Ravi Veeraraghavan, the Officiating Director, delivered an insightful discourse on the constitution's significance, inspiring all present. Batch 6 students showcased the nation's cultural diversity through singing and dancing performances. Batch 6 and Batch 7 students received scholarships and awards for their exceptional achievements in various categories. The event concluded with a delightful community breakfast, fostering camaraderie. This celebration reflected the college's commitment to democracy, diversity, and academic brilliance, serving as a reminder of the progress made and the challenges ahead in building a brighter future for the nation.



## NATIONAL CONFERENCE

XIME Chennai conducted a National Conference on Best Practices in Management on March 26, 2024. For this conference, 68 abstracts were received from researchers across India, of which 45 were accepted. 23 were shortlisted for oral presentations at the Conference. The papers were presented in 2 technical sessions. All the abstracts received for the conference were published with an ISBN and released at the Conference.



## SPEAKER SESSIONS

### X-COPS(OPERATIONS CLUB OF XIME CHENNAI)

February 26, 2024: Mr. Pankaj Kumar Sinha, HR Manager, Ebix Technologies Pvt Ltd, discussed the rapidly changing IT landscape and stressed the value of creativity and adaptability.



### FINNACLE CLUB (FINANCE CLUB OF XIME CHENNAI)

April 13, 2024: Mr. Chandrashekar Kupperi, a finance expert and entrepreneur, spoke on mergers and acquisitions (M&A), covering types, key drivers, historical context, and the M&A process.



## HRHYTHM (HR CLUB OF XIME CHENNAI)

Mr. Felix Vas, OKR Lead at Kaar Tech, spoke on “Current HR Trends & Top Skills,” discussing the alignment of organizational goals with employee performance through OKRs and highlighting key skills such as digital proficiency, strategic thinking, and emotional intelligence.



## XMARKETEERS (MARKETING CLUB OF XIME CHENNAI)

**April 3, 2024:** Mr. Ganapathi Subramaniam, CHRO of Sundaram Home Finance, shared valuable insights into HR management in the finance sector from his extensive industry experience.



**April 5, 2024:** Mr. Karthik DR, co-founder of Nool, shared insights on Nool, a social video conversation app fostering meaningful dialogues and personal growth, during a successful Nool App Talk.



## XSEED – THE BANYAN NGO

The X-Seed Club of XIME Chennai recently visited The Banyan in Tamil Nadu, a sanctuary for those battling mental health challenges, on 24 February 2024. The students shared heart-warming moments with residents, organized a high tea session, and aimed to raise awareness for mental health issues while supporting The Banyan's noble mission. It was a deeply humbling and impactful experience for all involved.



## CLUB ACTIVITIES

Date	Name of the Club	Nature of Event	Brief Description
06.03.2024	XOPINIONATERS (Debate Club)	Workshop/Competition	The club hosted "PITCH WAR", an event that turned the Seminar Hall into a lively arena of debate
12.2.2024 To 25.2.2024	XSPORTIES (Sports Club)	<p><b>A Diverse Array of Sporting Activities:</b></p> <p>The tournament featured a diverse range of sports, catering to a variety of interests and skill levels. Students competed in exciting individual and team events, including:</p> <ul style="list-style-type: none"> <li>● <b>For Boys and Girls:</b> Cricket, Badminton, Carrom, Chess, Gym Activities</li> <li>● <b>For Boys Only:</b> Football, Basketball, Table Tennis (TT)</li> <li>● <b>For Girls Only:</b> Throwball</li> </ul>	This two-week "Xtreme Clash" sports event united over 80 students from both batches in a showcase of athletic skill across multiple sports, promoting both competitive spirit and fellowship among participants
04.4.2024	HRHYTHM (HR Club)	"Building Bridges Together" unfolded its first chapter on March 4th, 2024, with the "Blindfolded Obstacle" Course leading the way. Participants, blindfolded and guided only by verbal cues from teammates, navigated through various challenges, setting the tone for trust and teamwork.	Following this exhilarating start, teams dove into the "HR Word Challenge", where they creatively defined HR jargon, sparking friendly competition and showcasing their knowledge. The event culminated with the "String Word activity", promoting coordination and unity as teams collaborated to write words using only strings tied to pens.
23.3.2024	XMARKETEERS (Marketing Club)	XIME Chennai's Marketing Club hosted the exhilarating "Quest for the Best" on February 23rd, a dynamic treasure hunt that ignited campus excitement!	Students showcased their marketing acumen through thrilling challenges, fostering collaboration and problem-solving. Beyond the thrill of victory, the event provided invaluable learning experiences, equipping participants with essential skills to excel in the dynamic marketing landscape.
07.02.2024	FINNACLE (Finance Club)	XIME CHENNAI Finacle Club hosted a Budget session with Dr. Ravi Veeraraghavan, Officiating Director of XIME.	The session added values and knowledge and filled the seminar hall as students gained a deeper understanding of the budget's implications for their future.

## ETHNIC DAY CELEBRATION

XIME Chennai celebrated Ethnic Day with a burst of cultural vibrancy on 10 February 2024. Students adorned in traditional attire showcased the diversity that defines our college community. The day featured a colourful parade, traditional performances, and delicious traditional dishes of TamilNadu. The event fostered unity and appreciation for our rich cultural heritage and diversity, making it a memorable celebration on campus.



## DREAM FAIR

The Dream Fair 2k24 showcased Batch 7 students' entrepreneurial and creative talents as part of their Managerial Effectiveness course on 10 April 2024. With 18 stalls, the event buzzed with innovative projects spanning tech start-ups to sustainability initiatives. Attendees were captivated by interactive demos and engaging presentations, highlighting the student's ability to turn ideas into action. The fair highlighted the importance of practical experience in entrepreneurship and how effectively students work as a team and implement ideas to life, leaving a lasting impression of inspiration and possibility for both participants and attendees alike.



## EXTERNAL PROGRAMMES

### YOUNG TALENT PROGRAM FOR EICHER- ROYAL ENFIELD:

XIME Chennai conducted a week-long program (“Young Talent Program”) for Royal Enfield Executives during Jan-Feb 2023. The details are given below:

Date	Topic	Duration	Co-ordinator	Sessions handled by
31.01.2024	Team Building and Interpersonal Skills	1 day	Dr. Ravi Veeraraghavan	Mr. A S Rajarajan
01.02.2024	Time Management & Art of Negotiation	1 day		Ms. Arul Mary/ Mr. A S Rajarajan
05.02.2024	Networking & Workplace Communication	1 day		Ms. Arul Mary/ Mr. A S Rajarajan
06.02.2024	Productivity, Cycle Time	1 day		Mr. S. Chandrasekar
07.02.2024	Customer Centricity	1 day		Mr. S. Chandrasekar
08.02.2024	Continuous Innovation & Flawless Execution	1 day		Mr. A S Rajarajan



## 3-MONTH CERTIFICATE PROGRAM ON TOTAL QUALITY MANAGEMENT:

XIME Chennai commenced a three months' Certificate program on Total Quality Management on 2 March 2024, in collaboration with Indian Society for Quality. 20 Executives from companies such as Apollo Tyres, Rane, Vestas, Saint Gobain and IP Rings are attending the Program. Mr. Rajkumar, President-Rane Group, and Mr. Thomas Mathew, Plant Head Apollo, were present on behalf of the Indian Society for Quality to inaugurate the Program at XIME, Chennai.



## XIME CHENNAI BATCH 6 CONVOCATION

On April 18, 2024, XIME Chennai hosted the Convocation Ceremony for its 6th batch with great enthusiasm and grandeur. The ceremony was graced by Mr. K V Sethu Madhavan, Managing Director of Tempel-India, as the Chief Guest. The event began with a welcome address by Mr. Anil J Philip, President of XIME, who introduced the distinguished Chief Guest.

Dr. Ravi Veeraraghavan, the Officiating Director of XIME Chennai, presented the Annual Report, highlighting significant achievements and milestones of the past academic year. Dr. Sebastian George, Director at XLRI - Jamshedpur and former Director of XIME Chennai, delivered a special address, sharing insights and wisdom with the graduates.

The highlight was the conferral of degrees, where Chairman Mr. P.C. Cyriac and President Mr. Anil J Philip honoured the graduates. Chief Guest Mr. Sethu Madhavan then delivered an inspiring address, encouraging graduates to pursue excellence and make a meaningful impact. He also distributed Excellence Awards to students for outstanding academic and extracurricular performance.

After the awards, Chairman Mr. P.C. Cyriac emphasized continuous learning and ethical leadership. President Mr. Anil J Philip presented a memento to Mr. Sethu Madhavan as a token of appreciation. The ceremony concluded with a vote of thanks by Mr. Zidan Moosa, who expressed gratitude on behalf of the graduates to the faculty, administration, and their families. The convocation marked a significant milestone, celebrating the graduates' achievements and the start of their professional journeys.





## RESEARCH NEWS

### ABDC:

1. Dr. R. Sundari (2024) An Investigation into Antecedents of Customer Satisfaction and Loyalty with Reference to Online Purchasing Behaviour, Journal of Informatics education and Research, vol 4(1), pp 1016-1023

### UGC:

1. Dr. R. Sundari (2024), online buying behaviour during covid pandemic – do men and women differ in their behaviour? Rabindra Bharati University Journal of Economics, vol XXVIII(8), pp 42-49.

### SCOPUS:

1. Dr. J. Krithika (2024), chapter entitled "An empathetic elucidating on female merchandising behavioural approach published in the book "Studies in systems, Decision and control"- Scopus indexed
2. Dr. Ravi Veeraraghavan, (2024) "Financial Analysis of Information Technology sector in India" –Migration letters, 21(S6), PP 1465-1475, Feb 2024
3. Dr. J. Krithika. (2024) "Exploring the potential of text mining for Automated Information analysis, IEEE Xplore-SMARTGENCON, Jan 2024



## CHAIRMAN'S 10 STUDENT VISITS

The CII-IWN Kerala Chapter Annual Meet on 23rd February 2024 was a significant event aimed at empowering women's entrepreneurship and fostering collaborative leadership to inspire change. The Chairman's-10 team of XIME, Kochi, the symbol of brilliance, had the privilege of attending this enlightening event with the theme 'Collaborative Leadership & Inspiring Change'.

Notable Speakers of the session were Ms. Bincy Baby, Chairwoman, CII IWN Kerala & Founder of Itzserene Digital Services Pvt Ltd, Ms. Shalini Warrior, Past Chairwoman, IWN Southern Region & Managing Director, Patra India BPO Services Pvt Ltd, Dr. Saji Gopinath, Vice Chancellor, Kerala University of Digital Sciences, Innovation and Technology, Dr. Vasuki, IAS.



The session featured esteemed professionals like Ms. Radhika Ramachandran, Ms. Sarada Jayakrishnan, Ms. Roopa George, and Dr. Nidhi M B. It focused on fellowship opportunities, mentoring, and supporting women in STEM fields. Ms. Sindhuja R Varma shared insights on assessing traditional practices and finding innovative solutions. She underscored the importance of personal branding in professional growth. Ms. Vanita Datla discussed the significance of overcoming imposter syndrome and addressing conscious and unconscious biases towards women in professional settings.

# MARIA PHILIP DEBATE SOUTH INDIA FINALS

The Maria Philip Future Leaders Debate, South India Finals 2023-24, held at XIME Kochi on 9 April 2024, was a thrilling showcase of eloquence, intellect, and passion. The event, aimed at fostering debating skills, particularly among female students, witnessed participation from 366 teams across Telangana, Karnataka, Tamil Nadu, Andhra Pradesh, and Kerala. The event commenced with a warm welcome to the esteemed panel of judges and the audience, emphasizing the importance of respectful engagement and the essence of debate. Dr. George Sreeba, Ms. Anisha Cherian, Ms. Biji SS, Ms. Junie George, and Adv. Anil D Nair comprised the distinguished judging panel, bringing expertise from various fields.

In the Preliminary Round, six teams from prestigious colleges across South India presented their arguments for and against the motion: **“India’s commitment to meet half of its energy requirements by 2030 from renewables is impracticable and would gravely hurt economic development.”** Each speaker adhered to strict guidelines regarding time, language, and anonymity, showcasing their prowess in content, body language, and vocal delivery. After an intense preliminary round, the judges took their time to deliberate while the audience enjoyed a short tea break. The anticipation heightened as four teams were selected to proceed to the Super Final Round based on their performance in the preliminaries.

The Super Final Round adopted a Question & Answer format, where each team faced questions from the judges, assessing their understanding and articulation of the debate topic. With two questions directed at each speaker, the finalists displayed remarkable composure and depth of knowledge, making the final round riveting and intellectually stimulating. Amidst the judges’ tabulation of results, the audience was treated to captivating cultural performances, including Indian classical dance, mime, and contemporary dance, showcasing the rich heritage and artistic talent of the region.

The Maria Philip Memorial Rolling Trophy & Best Speaker, along with cash prizes, were distributed to the following teams:

TITLE NAME	WINNER NAME	COLLEGE NAME	CASH PRIZE
Overall, Winner of Maria Philip South India Finals	Treesa Maria, Ashish K Shintu	Mar Ivanios College, Trivandrum, Kerala	60,000
Best Speaker Award	Vijay Kumar	Emerald College, Andhra Pradesh	25,000
First Runner Up	Ananya V, Nikita Eapen	JSS Law College, Karnataka	25,000
Second Runner Up	Keerthi L, Hemavarshini	Lady Doak College, Tamil Nadu	25,000

The event concluded with a vote of thanks, acknowledging the efforts of organizers, participants, judges, and sponsors. The National Anthem reverberated through the hall, symbolizing unity and patriotism, marking the end of a successful and memorable event. In essence, the Maria Philip Future Leaders Debate was not just a competition but a celebration of intellect, articulation, and camaraderie. It provided a platform for young minds to exchange ideas, challenge perspectives, and emerge as confident leaders of tomorrow. As the curtains drew close, the spirit of Maria Philip’s vision lingered, inspiring generations to come.



## QUEST 2024

Quest '24, XIME Kochi's National Management Fest, was a spectacle of management excellence and cultural vibrancy held on 29 February and 1 March 2024. The fest commenced with a Bharatanatyam performance by Batch 11 students, setting a welcoming tone for the attendees.

The Empresario segment saw fierce contests like "The Goat Manager" and "The Million Dollar Plan," with winners from Government Law College, Ernakulum, and teams from XIME Bangalore and PSG College taking top honours. HRuday's "Talent Wiz" event was dominated by teams from XIME Bangalore, XIME Chennai, and IHMCT, showcasing their HR expertise.

Financial strategies were at play in the Finitiative Club's "Disco Dollar Dash," with XIME Chennai and Christ University students winning big. The Operations Club's Vintage Venture was won by SCMS Cochin, with PSG College and XIME Bangalore also performing well.

Retro Resurgence and the Vintage Bidding War brought creative and strategic challenges to the forefront, with SCMS School of Business and NUALS Kochi emerging as winners. XSEED's game stalls, including a Dart Board and 2X: Double Dhamaka, added fun and engagement to the fest.

Athletic events like the Basketball Tournament, Ping Pong Showdown, and Racket Rewind Rumble highlighted the sportsmanship, with Rajagiri College and Bharata Mata College among the victors.

The fest concluded with a multilingual dance fusion by XIME students, symbolizing the campus's diversity and unity. SCMS College was crowned the overall winner for their outstanding performance across events.



## CLUB ACTIVITIES

### HRUDAY

On April 24th, 2024, HRuday's "ACE Your SIP" event connected students with distinguished alumni for an hour of valuable insights on maximizing Summer Internship Programs. Four sessions ran concurrently from 4:30 pm to 5:30 pm, featuring Joel J Manjaly and Ritu Nayak (HR), Nandan Rao, Vimal Raghunath, and Shruti Tyagi (Operations & Analytics), Alphet Davis, Vivek Digwani, and Nabeel Akhtar (Finance), and Haresh Sriram and Prakhar Saxena (Marketing). This guidance was not just an interaction but a roadmap to career success.

### MARKXIME

Markxime, the Marketing club of XIME Kochi, successfully hosted the Xavier Super League-XSL, an eagerly anticipated intra-college sports league from February to March 2024. The event saw over 80 participants across various sports, divided into two phases: indoor games like Table Tennis, Chess, and Carom, and outdoor sports including Basketball, Football, Cricket, and Badminton. Notably, cricket and basketball teams were formed through auctions.

The winners, lauded for their sportsmanship and determination, received cash prizes—Rs 300 for indoor and Rs 500 for outdoor events. The closing ceremony featured XIME Kochi's Director, Dr. T.V Francy, and faculty members awarding certificates, with Dr. Elizabeth Devasia serving as the Faculty Coordinator.

### XOPS

XOps, the Operations Club of XIME, Kochi organized an event, "DELIVERY DILEMMA," in Central Lawn on 9 February 2024. The total Number of Participants was 80. A team of 12 students divided into 4 segments – Producer, Supplier, Wholesaler, and Retailer (3 members each) – navigating a supply chain game to meet market demand

efficiently. The team achieving maximum demand with minimum stock emerged as the winner. It was a practical experience of manual supply management simulation.

### FINITIATIVE

The Finitiative Club joyously marked the one-year milestone of Chatpate Chaatwale on 8 February 2024, extending warm invitations to both faculty members and the vibrant batches 10 & 11 for a celebratory gathering. The event was brimming with excitement as attendees indulged in cutting a cake followed by the delight of savouring delectable offerings from two stalls featuring an array of treats, including panipuri, dahi puri, bhel, and ghee cake, adding a flavourful touch to the festivities.

### XSEED

XIME Kochi's XSEED club, in partnership with DKMS-BMST Foundation, hosted a session on 'Blood Cancer and Stem Cell Donation' on 25 January 2024. The event at JA Hall saw active student participation, with many registering and undergoing cheek swab tests for stem cell donation. The session illuminated topics such as the critical need for stem cell donation and the life-changing work of the DKMS-BMST Foundation.

On 19 March 2024, XSEED and the Empresario Club organized game stalls at the Central Lawn of XIME Kochi. This fun-filled event, complemented by the Culinary Carnival, served as a fundraiser for XSEED's charitable projects, engaging the crowd in a delightful and spirited atmosphere.

The club also led the GOONJ Cloth Donation Drive, where on 19 April 2024, XSEED members donated 300 kg of clothes and shoes. This initiative went beyond charity; it was a learning experience that fostered team spirit and reinforced the commitment to community service.

## INSPIRA

**7 February 2024:** Mrs. Parveen Hafeez, Managing Director of Sunrise Group of Hospitals, graced our first speaker series. Her talk centred on entrepreneurship, emphasizing confidence, self-appreciation, and work-life balance as crucial elements for success.

**6 March 2024:** Mr. Pradeep Ravi, Industry Leader and Director at IBM Consulting, led the second series. He explored global IT outsourcing trends, India's growing prominence, the 2% mindset, innovation cycles, quantum computing, edge computing, and future technologies. Additionally, he clarified common misconceptions about outsourcing. The session was both insightful and interactive.

## MADX

**Republic Day, January 26, 2024:** XIME Kochi's cultural club, Madx, hosted a Republic Day event marked by patriotic zeal. The day began with the national flag hoisting, followed by addresses from the Director, T V Francy, and the Chairman, Prof. C P Ravindranathan, IFS (retd). The cultural program featured performances by students, including poetry, songs, and dances. The event culminated with the award ceremony that honoured deserving students for their outstanding performances in various activities.

**Holi Festival, March 27, 2024:** Madx continued the festive spirit with a vibrant Holi celebration at XIME's football ground. Participants enjoyed eco-friendly colours, water guns, and traditional Thandai, accompanied by lively music and dance, fostering community bonding and joy.



## EMPRESARIO

On 19th March 2024, Empresario conducted "Euphoria", the flagship event of Empresario, where that created a platform for the students of XIME to experience how a business is run, what are the factors and elements of business, how to procure raw materials, how to do costing, etc. Participants had the opportunity to demonstrate their creativity and business acumen, spanning various categories beyond food sales. There were 11 stalls: nine for food and beverages, one for Arts and Crafts, and one for XSEED's game.

The winners of the X-Seed game were selected based on their business ROI, and were awarded cash prizes. "Euphoria" was a vibrant celebration of student entrepreneurship, fostering collaboration, innovation, and success.

## XIME KOCHI BATCH 10 CONVOCATION

The convocation ceremony for Batch 10 marked a joyous culmination of their academic journey, resonating with resounding success. This was held on 10 April 2024 at Maria Philip Auditorium, XIME Kochi Campus. Clad in academic regalia, graduating students marched alongside esteemed faculty, enveloped in pride and nostalgia. The chief guest was Mr. P.R. Ravi Mohan, Chairman of ESAF Small Finance Bank. The ceremony was graced by other dignitaries, namely Prof. C.P. Ravindranathan, IFS (Retd.), Chairman, Board of Governors, XIME Kochi; Mr. Anil J. Philip, President, XIME Society; Mr. V.O. Sebastian, Vice Chairman, XIME Kochi, Dr. T. V. Francy, Director, XIME Kochi; Prof. Alok Krishna, Dean (Academics), XIME Kochi.

Students received their diplomas, symbolizing two years of dedication, while the ceremony celebrated both academic milestones and exceptional accomplishments with special awards, inspiring peers and highlighting Batch 10's true potential. Ten special awards were presented, including the Chairman's Roll of Honour with a cash award of Rs. 20,000, the XIME President's Roll of Honour with a cash prize of Rs. 15,000, and awards for specialisation-wise excellence, entrepreneurship and social outreach. This was followed by the most special award - The J. Philip Founder Award for the Best Outgoing Student in the PGDM programme of Batch 10, with a cash prize of Rs. 30,000, awarded to Shruti Rajagopal. As the ceremony concluded with a sense of accomplishment and hope, dignitaries addressed the gathering, the annual report was presented, Batch 10 received their diploma certificates and awards of excellence, and Shruti Rajagopal from Batch 10 gave a heartfelt vote of thanks, highlighting their journey at XIME, Kochi.





## NIPM BOOT CAMP SERIES.

The National Institute of Personnel Management (NIPM) launched a four-part boot camp series to delve into Human Resource topics. XIME, Kochi proudly hosted the second boot camp on “Learning & Development” on March 18, 2024. The session, moderated by Dr. Ranjana Varghese and organized with HRuday, featured panellists Mr. Vineeth Mathew, Ms. Jismie Jose, and Mr. Sony Paul Peter, who fostered a dynamic, two-way learning environment.



Innovative activities, including a crossword icebreaker and small group sessions, facilitated a practical and engaging learning experience.

XIME students also participated in the other boot camps held at various institutes, winning activities and gaining insights from speakers on “Compensation & Benefits,” “Performance Management,” and “Data-Driven HR” at Rajagiri Business School, De Paul Institute of Science & Technology, and Bhavans Royal Institute of Management, respectively.

## OBPS FOR BPCL

XIME Kochi conducted two OBPs on Managerial Effectiveness for the Senior Managers of Bharat Petroleum Corporation Ltd.

The Director of XIME Kochi, Dr. T.V. Francy, inaugurated each training program for different batches. This training covers topics such as Communication and collaboration, Emotional Intelligence, Stress Management and Time Management, Internal Marketing, Theory of Constraints, Email Etiquette, and Style Adaptability.

It was discussed using an engaging pedagogy that made learning fun. The OBP received excellent feedback from the participants.

The Program comprised two sessions, which happened on the following dates:

Program 1 – February 15<sup>th</sup> & 16<sup>th</sup>, 2024

Program 2 – February 27<sup>th</sup> & 28<sup>th</sup>, 2024

Prof. A S Girish, Dr. Feba Thomas, Dr. Joshin John, Dr. Ranjana Varghese, Mr. Jomy Lawrence, Prof. Alok K, and Dr. Amitabh Satapathy took the sessions. Dr. Ranjana Varghese designed, curated, and coordinated the program.



## MDP ON APPLYING DESIGN THINKING FOR INNOVATIVE BUSINESS SOLUTIONS

XIME Kochi recently conducted a comprehensive Design Thinking workshop for company executives, featuring Dr. N.M.K. Bhatta and Dr. Joshin John as the lead facilitators. Dr. Bhatta, with his extensive industry experience and specialized training in Design Thinking from Steinbeis, Germany, joined forces with Dr. Joshin, Associate Professor with a rich background in engineering and consultancy, to deliver this immersive program.

The workshop commenced on February 29, 2024, with Dr. Ranjana Varghese welcoming the participants and Prof. A.S. Girish introducing the esteemed facilitators. Dr. Bhatta set the stage with an enlightening introduction to Design Thinking, outlining its co-creative process and the journey from understanding customer issues to delivering innovative solutions. Participants were divided into groups for hands-on exercises in Customer Empathy Mapping and Customer Journey Mapping, fostering a deeper understanding of customer mindsets.

The first day also included practical case study discussions and an engaging Aeroplane Game Exercise led by Dr. Joshin, demonstrating the nuances of product design and prototyping. The session concluded with insights into how Tatas engaged customers to enhance their products.

On the second day, the workshop delved into advanced concepts such as Synthesis, Ideation, and Scamper tools. Dr. Bhatta guided the participants through an Affinity Mapping exercise, encouraging collaborative chart presentations. Post-lunch, the focus shifted to the Value proposition Canvas, Prototyping, Experimentation, and a case study on Siemens, showcasing the practical application of the workshop's concepts.

The workshop ended with a service prototyping session in the computer lab, led by Dr. Joshin, and a feedback session where participants shared their experiences and received certificates of completion. The event witnessed 21 executives from various industries around Kochi, highlighting the universal relevance of Design Thinking across different sectors and roles.



## FACULTY ACHIEVEMENTS

- Dr. Bijith George Abraham was invited as:
- Session Chair at “Student Migration: Trends and Policies”. “Migration Conclave 2024” 5th International Congress on Kerala Studies, at Marthoma College, Thiruvalla. 20th January 2024.
- Resource Person in a One-day workshop for preparing Policy document on “Youth, well-being and Happiness” organized by the Kerala State Youth Commission at the Government Guest House in Thycaud, Thiruvananthapuram. On 19th March 2024.

## RESEARCH NEWS

- Dr. Joshin John & Eappen, N. J. (2024) published the paper “Working principle of agile capabilities for emergency response during cyclones and floods”. International Journal of Emergency Services, 13(1), 33-49. The journal is indexed in ABDC-C, Web of Science, and Scopus.
- Dr. Feba Thomas and Dr. Joshin John authored the research paper titled “Just what the doctor ordered? Students & and teachers; take on conventional vs. AI-tech enabled pedagogies” which was presented by Dr. Feba Thomas at the International Conference of “Emerging Trends in AI for Industry and Education: Opportunities and Challenges” organised by XIME Bangalore on February 22-23, 2024.
- Research paper authored by Dr. Ranjana Varghese, Dr. Bijith George Abraham & Dr. Elizabeth D titled “Exploring Management Educators’ Competencies - A TPACK Framework based assessment of AI Driven Environment” (ABS23) was presented by Dr. Elizabeth D at the International Conference of “Emerging Trends in AI for Industry and Education: Opportunities and Challenges” organised by XIME Bangalore on February 22-23, 2024.

## UPCOMING EVENTS

1. May 21 – Alumni Book Launch and Prof J. Philip’s 88th birthday
2. July 08 – New Academic Year 2024 commencing with Holy Mass
3. July 09-13 – Orientation Programme for the first year students
4. August 15 – Independence Day

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