



Matsah

...ek aur khushi

JULY 2020

Highlights of the month

RLLE: A look into the serenity of Maharashtra

Gramotsava: Where innovation meets dedication

Alumni Connect: 'How the new normal is changing the world'

There's no stopping this warrior

Leadership talks in July 2020

Monthly research: How much farther do we need to go?

Internship stories

Arijit Ghosh Memorial Quiz

FOREWORD



Covid 19 pandemic has not been able to diminish the spirit of our MBA-RM students of 2019-20 batch. They were hard pressed and perplexed, but they did not allow themselves to be in despair. They have demonstrated that they can face any such unforeseen challenges in life and come out victorious. The launching of the Inaugural Edition of UTSAH is a clear testament to the undying spirit of our students and the Jesuit spirit of Magis.

In this edition they have meticulously captured some of the events in their learning living journey in the past two months as students of XSRM. This edition presents the taste of RLLE. “How the new normal is changing the world” is encapsulated through their connect with the Alumni. Their experience with organizing the annual event, ‘Gramotsava’ is expressed as confluence of innovation and dedication.

The best part of this edition is the hero of XSRM, Biswa, who has been awarded the title of ‘COVID WARRIOR by SMILE Foundation.’ Biswa has always been in the forefront of human service. He displayed outstanding courage and dedication to helping others last year when cyclone Fani hit the eastern coast.

Details of Leadership Talks, Joy of completing Summer Internships and the outcome of the Monthly Research undertaken by the RM students are the other topics that feature in this edition.

This year marks the 25th year of RM programme, and the launch of this edition of UTSAH marks the beginning of our silver jubilee celebration.

I congratulate the RMAX team and all those who have contributed to the inaugural edition of UTSAH.

Prof.S.Peppin, PhD
Dean Academics
Xavier School of Rural Management

THE RURAL LIVING AND LEARNING EXPERIENCE

Bhojdari, Ahmednagar, Maharashtra
Watershed Organization Trust (WOTR)



The Rural Living and Learning Experience (RLLE) component of the two-year MBA-Rural Management course gave us an opportunity to not only visit the unexplored rural regions of the country but also helped us gain insights into the way of living of the villagers. I've been a part of India's financial capital since birth and had never seen any village before. I had only read about our villages and heard about them. The more I read about them, the more I was fond of seeing one for myself. It became one of the visions I loved the most. The serene environment, humility, and the warm hospitality of the people, irrespective of the little that they had, really touched our hearts!

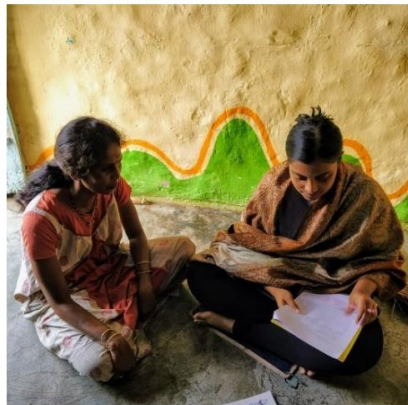
-Ashwamegha Pai (Batch of 2019-21)

For me, it seemed like a whole new world. New language, new culture, new delicacies and what not! The journey that once started off with a tad-bit of struggle, in the beginning, turned out to be one of the best memories of my life! I learnt Marathi, which almost seemed like a foreign language initially! Moreover, I also learnt to cook few local dishes like Bhakri and Kothimbirvadi. The spice level of the local cuisine was a matter of concern initially, but I think, I got used to it as well. We were lucky enough to have witnessed the circle of life (birthday celebration of a baby, the traditional Maharashtrian wedding ceremony of our host family's daughter, and the funeral of the village Sarpanch) at Bhojdari. RLLE was quite an experience!

-Pratikshya Sadual (Batch of 2019-21)



The serene environment, humility, and the warm hospitality of the people, irrespective of the little that they had, really touched our hearts!



GRAMOTSAVA



KHADI AND VILLAGE INDUSTRIES COMMISSION

ADASPUR, CUTTACK
ODISHA



Gramotsava was an experience to cherish throughout life. Beginning from the early morning rides in the bus to Adaspur village to the enjoyable competitions within the different stalls. We were allocated the stall under KVIC. It was a great learning experience wherein we communicated with the villagers about the existence of such a scheme which would be beneficial for their businesses.

The essence of teamwork was a key takeaway. It was rather inspiring to see the former to actually take an initiative to communicate with the villagers. As we proceeded in communicating with the villagers, we got to know about their stories about struggles, success and a lot more.

It was really as ravishing as an experience to learn about the villagers and it made us all gain a lot more knowledge on the lives of people. I think Gramotsava was the best part of the journey of our MBA life



Picture 1 - Arushi interacting with villagers regarding the schemes

Picture 2 - Shalini posing with some girls during Gramotsava



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Xavier Institute of Management

The World Pandemic - COVID-19 has caused chaos around the globe. At this time when unpredictability has become the new normal, to understand the opportunities in the 'New Normal' world and to get better perspective from the view point of the policy makers, Xavier School of Rural Management (XSRM) was extremely privileged to have Mr. Dhananjay Singh, Assistant Commissioner, GST, Ministry of Finance, Policy makers of India and an alumnus from Rural Management batch of 2012-14 for an "Industry Connect Talk" organized by the RM Alumni Committee on 16 May 2020. In this webinar, Mr. Singh shared his insight on "Scouting opportunities in a new normal world".

Mr. Singh believes social media to be a very effective platform for a facilitative multi-stakeholder engagement and collaboration across policy makers, citizens, trade, industry, academia and others to achieve an optimal public policy outcome. He is very passionate about co-creating an entrepreneurial community and ecosystem. He possesses a cross-functional skill set, a balanced attitude / perspective focused on a cumulative knowledge across several domains. He is competent in the interdisciplinary area of public finance, economics, law & emerging technologies such as blockchain, responsible & socially beneficial AI, cyber-forensics. He is a team player with the core skills to execute tasks efficiently and effectively (a 'doer' to the heart) while institutionalizing innovation, evidence-based analysis & design thinking to advance public policy objectives.

During the talk Mr. Singh focused on the initiatives which can be implemented to improve the economy, public finance, trades and technology. He emphasized on the understanding of how economic landscapes and other variables such as social, cultural or human variables affect rural life and also, how public goods impact the Indian market. He emphasized on "Make in India" concept to overcome the COVID-19 challenges that has been created due to the social and economic disruptions. For Make in India to be successful the manufacturing sector has to be given the utmost priority. Mr. Singh explained the importance of digital transformation and its implementation in improving the manufacturing standards. Then the discussion was made through economic lens and we tried to deepen our thoughts on liquidity crisis in MSME. Mr. Singh mentioned a few efforts made by the policy makers to deal with the economic crisis. Some of them are, Garib Kalyan Yojana, RBI easing liquidity in the economy, etc. Policy makers are also facilitating entrepreneurs and redefined MSMEs to encourage them to create more employment. Being a civil servant and working closely with policy makers, Mr. Singh also expressed his views on the importance of public health, nutrition, gender inclusion, the impact on craftsmen and the economic landscape in the context of a global pandemic. The session was very comprehensive and insightful. The webinar ended with a fruitful question and answer session that was food for thought.



THERE'S NO STOPPING THIS WARRIOR

A HUMANS OF XUB FEATURE

Meet Biswajeet, an ordinary guy with an extraordinary will to help others. Most of his classmates know him as the 'projector guy', but outside these four-walled classrooms, Biswa is a hero. At times like this, when the rest of us decided to remain in the safety of our households, Biswa stepped out to help the people in need.

His team prepared cooked food for 500 people daily. They also distribute dry snacks to people in remote locations. These foods are distributed to the working-class people who have lost their source of income because of COVID 19. Apart from this, his team also feeds stray cows, dogs, and crows who usually live off the wastages from markets and hotels.

Biswa has also held multiple campaigns to make people aware of COVID 19. Along with the distribution of food packets, his team also distributes sanitary napkins, hand sanitizers, masks, and other hygiene products. A couple of weeks ago, they set up hand sanitizer dispensers in villages in the Chandaka region.

Biswa has been awarded the title of COVID WARRIOR by SMILE Foundation.

This is not the first time Biswa has shown outstanding courage and dedication to helping others. Last year when cyclone Fani hit the eastern coast, Biswa helped in multiple ways, starting from clearing the streets of debris to providing relief packages to people. Xavier University also presented Biswa with the title of FANI WARRIOR for his actions after cyclone Fani.



Mr. Rahul Mullick



Deputy Director, Bill & Melinda Gates Foundation delivered a Leadership Talk webinar on 3rd July 2020. He shared his thoughts on the Scope and Expectations in the Development sector in India.

The session was a dynamic dialogue between the industry stalwart and the final year MBA students. He emphasized the need for a constant and radical transformation in the health care sector wherein lies the core competency of the Gates Foundation. What really comes up as a challenge is the last-mile delivery of the essential services such as immunization and sanitation facilities to the communities. It is important to note that the foundation continually strives to integrate cutting edge technology and innovation in order to achieve scalability in terms of impact and outreach to the communities. As an institution of learning imparting management education in the field of rural management for the last 25 years, it is an honor for us to be associated with such people and organizations who are a part of the nation-building.

Mr. Kartik Gangwani

Mr. Kartik Gangwani, global Brand Manager, Hero MotoCorp Ltd delivered a Leadership Talk webinar on 2nd July 2020. He gave in-depth insights into how marketers are coping up with the ongoing Pandemic.



He also spoke about the Top of Mind technique and how disruption is bothering the consumer more rather than their health risk. He further spoke about the category drivers and the new shopping baskets present in the current scenario.

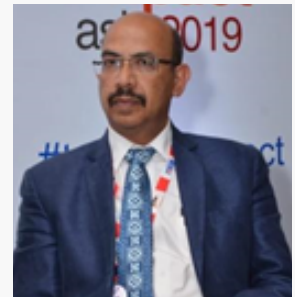
The online interaction helped the students get an idea about the change in the media viewership and the required optimization technique in terms of TV and Digital Media. The students were enlightened by his personal experiences and recommendations on how Strategic Brand Management will help products to survive the forces of the market in the long run. Considering prevailing slowdown, candidly quoted by Mr. Gangwani for Batch of 2021 that "Saving money from Summer Internship for an MBA student was unprecedented."

LEADERSHIP TALKS

JULY 2020

Mr. Pratyush Ku Panda

Head CSR, ACC Limited delivered his thoughts on the first-ever Alumni Leadership Talk organized by XIMB RM Alumni Committee and the Corporate Relations - XSRM Career Advisory Services on July 4, 2020.



Mr. Panda highlighted the paradigm shift in the development sector especially in terms of funding. The radical shifts in the financial vertical of the development sector are mainly due to the change in the nature of the development sector over the years. What used to be ground-level development activities for providing essential services has today been subsumed under the umbrella of overall community development in terms of services as well as a better standard of living. Digitization and integration of technology have brought tectonic expansion in the scope and capacity of organizations to change people's lives across the country.

"Instead of doing best by taking time, try to do better & do it in little time. In this way you start first & anyone else who tries will be second."

-Mr. Pratyush Ku Panda

WEBINAR

MONTHLY RESEARCH



HOW MUCH FARTHER DO WE NEED TO GO?

We have heard stats like: two in every 10 Indians sleep hungry at night. While these numbers are enough to raise many concerns, they cannot provide any solution to this situation. Each year students of Rural Management go for Rural Living and Learning Experience (RLLE) in various parts of the country. They conduct household surveys and collect data on various aspects including a question regarding number of days in a year the family goes without food.

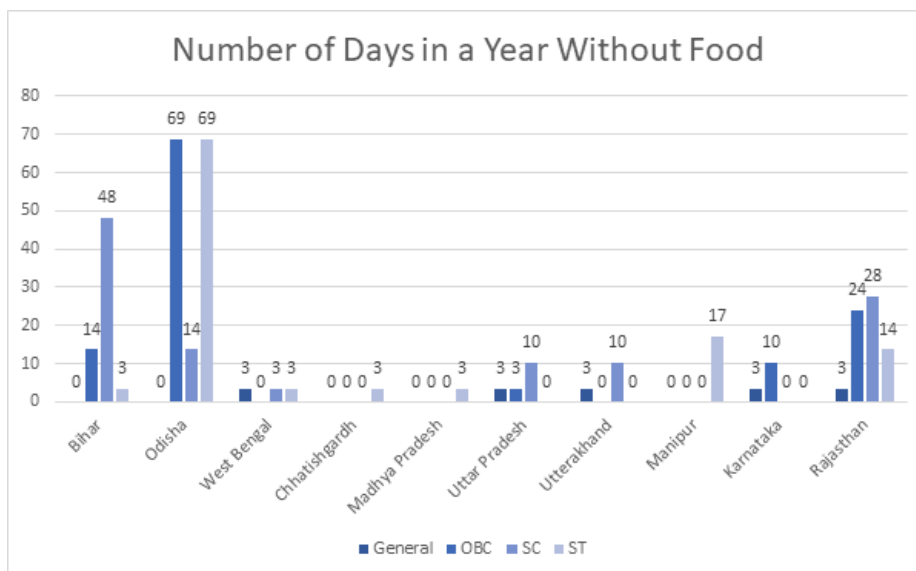


Figure 1 - Provides a comparison of non-availability of food throughout the year across social categories across the given States.

The graph given above shows a comparison of non-availability of food throughout the year in various states. The depiction shown is based on the primary data collected by 2018-20 batch during their time in RLLE. From the graph, we can conclude that the rural communities of Odisha and Bihar are most hunger-stricken and face scarcity of food. The Scheduled tribes in these states especially are more prone to food shortage as compared to other social categories

Brief about RLLE and data collection: RLLE or the Rural Living and Learning Experience is part of the academic course curriculum of the students of Rural Management. Students are paired in two or three numbers. They are required to complete 45 days stay in their allotted villages. The students go all over India and a part of their learning is conducting surveys. The survey questionnaire has questions related to demography, financial situation, etc. The students conduct focus group discussions and informal interaction with the community to fact check the data. At the end of 45 days, we have with us 50 surveys per team per village. A compilation of these is made and analysed by the team Rural Research and Analysis Committee (RRAC).

SUMMER INTERNSHIP PROGRAM



SIP Profile :

Summer intern- BBA RM Resource Material Preparation and Facilitation for Faculty Development at Mahatma Gandhi National Council of Rural Education (MGNCRE), Department of Higher Education, MHRD, GOI



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Summer Internship Program (SIP) is a vital component for an MBA grad. It is an enriching journey for students which gives them an understanding of the Vision, Mission, structure, and the work culture of the organization. The onset of the pandemic has resulted in revoking SIP offers done to the students, in such gloomy and tough times, I as a student of Xavier School of Rural Management (Batch of 2019-21) extend my profound gratitude to Mahatma Gandhi National Council of Rural Education (MGNCRE), formerly known as National Council of Rural Institutes (NCRI), under the Ministry of HRD, GOI, for honoring their offer and incorporating me into the organization.



Rough seas make the best sailor, my two months of the internship was no less than such an experience, with all the work going on virtually, coordinating among ourselves, organizing workshops and interacting with faculty across the country. All the hard work I kept in is for a noble cause-supporting the organization towards establishing BBA in Rural Management course in different institutions at different geographies of India. This mammoth task included writing cases, preparing video lectures, creating PPTs, and facilitating the Faculty Development programs for the partner institutions of the organization, which sums up my SIP. Time Management, Writing Skills, Punctuality, Discipline, Facilitation, Determination, Adapting, Multitasking, Organizing, and Strategizing were my key takeaways from the SIP.

”

Neeli Hemanth Kumar

Summer intern-
Mahatma Gandhi National Council of Rural Education (MGNCRE),
Department of Higher Education, MHRD, GOI



'Questions are the engines of intellect, the cerebral machines which convert energy to motion, and curiosity to a controlled inquiry.'

The quiz was a cracker of a brain-teasing event, where students from the batch of 2019-21 were seen battling their wits out. Arijit Ghosh Memorial quiz is an annual Intra-University quiz competition organized by RMAX in association with XQuizzite (the quiz committee of XUB) on 1st July every year. This competition is organized in the loving memory of late Mr Arijit Ghosh, an alumnus of the 2011 batch. Students from all the schools of XUB take part in this competition. This is the first event of the new academic session. Due to the ongoing pandemic, the event was conducted through 'Dare 2 Compete' for the first time in history.

ABOUT THE WINNER

The winner, Surubhi Pal, from Xavier School of Rural Management, Xavier University hail from the silver city of Odisha, Cuttack. She has completed her higher secondary education from D.A.V Public school, Cuttack. She was intrigued by Economics & thus went on to pursue a degree in Economics during her undergraduate degree from Amity University, Kolkata. She is also passionate about photography and capturing vividness of the earth as part of her daily routine. Exploring and learning new things make her a 'content person'.

"My experience with Arijit Ghosh Memorial Quiz, organized by RMAX was interestingly intriguing, especially because of its content and varied questions from different fields." - Surubhi Pal

ARIJIT GHOSH MEMORIAL QUIZ



THROWBACK 2019



“United we stand, divided we fall” – the spirit abided by the committees of Xavier School of Rural Management has urged them all to work in tandem, bringing about the holistic development of the students through different activities. This publication reflects the spectrum of activities organized by the RM committees.



XSRM
Career Advisory Services



Rural Managers'
Association of XSRM



Rural Research and
Analysis Committee



RM Alumni Committee



Xavier School of Rural Management
Xavier University, Bhubaneswar

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