



## XLRI Celebrates 61<sup>st</sup> Convocation

XLRI celebrated its 61<sup>st</sup> Annual Convocation on 25 March, 2017. On this significant day, 606 XLRI students received their graduating certificates and medals.

In his convocation speech, Mr. Godrej expressed his confidence in today's youth and their capabilities to transform the country's economy, "The millions of educated youth who make valuable contributions to the economy are digitally savvy, internationally connected and inclusively conscious of the environment and society. I see the youth of this country making a difference every day and in every sphere." He said that his confidence of bright future of India came from his belief in the country's demography, democracy and reform and growth-oriented mindset.



Fr. E Abraham, SJ, Director, XLRI congratulated the graduating students and advised them, "As you move on to the next phase of

your work-life journey, endeavor to live up to the values that XLRI has striven to inculcate in all of you — to be leaders who contribute their mite to their respective organizations and also to have a sensitive social conscience."

## XLRI Takes a Lead on Responsible Marketing



The Centre for Global Management and Responsible Leadership in collaboration with La Trobe Business School, Melbourne, Australia, organised International Conference on Responsible Marketing on 23 and 24 January, 2017.

The two-day conference was inaugurated by Anand Sen, President, TQM and Steel Business, Tata Steel. In his address, Sen emphasised the need to promote responsible consumption and prevention of product wastage. Fr. Oswald Mascarenhas, SJ, JRD Tata Chair Professor of Business Ethics at XLRI discussed the topic of responsible marketing in a turbulent market in his keynote address, while B. Hariharan, Vice President, ITC Hotels, elaborated on the efforts of the hotel chain in designing and marketing responsible luxury. Elaborating about the conference, Dr. Pingali Venugopal, Chairperson, CGMRL and the coordinator for the conference said, "Sustainability has become a major concern for the UN. Marketing is being blamed for all the ills in society — be it excessive consumption, environmental

degradation or unethical behaviours such as price wars, selective advertising, and deceptive marketing. It is in this context, we had organised the conference with the aim to consolidate research in this area and develop a framework for Responsible Marketing."

## National Colloquium on School Education



The Centre for Excellence in Research, Training and Leadership of XLRI organised a national colloquium on school education in Jamshedpur campus on 29 April, 2017. Around 50 educationists, practitioners, principals, policy makers and NGO representatives from across the country gathered to deliberate on the theme Teach India; Reach India.

The event was inaugurated by Ruchi Narendran, Managing Trustee, Education Office, JUSCO in the presence of Dr. A. K. Pani, Dean (Academics), XLRI, and other dignitaries. A new leadership and management course, PG Certificate in Applied Educational Leadership and Management, was also launched during the colloquium. The year-long, online programme was rolled out by XLRI for teachers, principals and aspiring heads of schools.

