



XAVOSCRIPT

ANNUAL MAGAZINE OF XAVIER BUSINESS SCHOOL
ST. XAVIER'S UNIVERSITY, KOLKATA

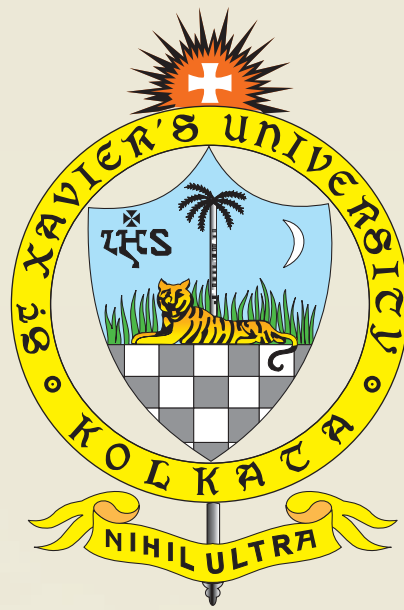
XAVOSCRIPT
3RD ISSUE
2020



MBA BATCH (2019-21)

XAVIER BUSINESS SCHOOL

ST. XAVIER'S UNIVERSITY, KOLKATA



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Message



From the Vice-Chancellor's Desk

Education is the most powerful mechanism with which you can transform the world. It is the passport to the future.

Since its first volume in 2018, the annual magazine of Xavier Business School (XBS), Xavoscript, has gone a long way. XBS of St. Xavier's University, Kolkata, which is a member of XAMI (Xavier Association of Management Institutes) along with other Jesuit management institutes like XLRI, XIMB, LIBA and XISS, marked the successful graduation of its first batch in 2020.

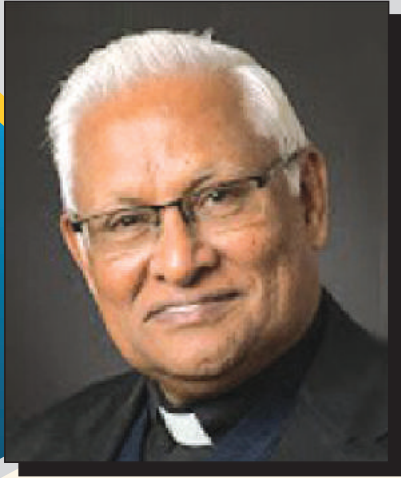
XBS began with the aim to nurture and transmute young ambitious minds into transformational leaders to be a catalyst to positive change and purpose-driven future. The continued and unwavering dedication of the faculty members makes this dream seem achievable.

It is a matter of great pride to present the second edition of Xavoscript, which marks and highlights the arduous three-year journey of XBS. The magazine showcases the pool of talented and creative minds of MBA, who have taken this opportunity to articulate their thoughts by weaving them through words. Writing is a powerful instrument for social change that has influenced human civilization down the ages and an articulate writer is one who has an unbiased mind.

As the Vice-Chancellor of St. Xavier's University, Kolkata, I congratulate the team coordinating the magazine and pray for the never-ending success of Xavier Business School as well as for its teachers and students.

Rev. Fr. John Felix Raj, S.J.
Vice-Chancellor,
St. Xavier's University, Kolkata

Message



From the Pro-Vice-Chancellor's Desk

The Annual Magazine of Xavier Business School, 'XAVOSCRIPT', presents the innovation and creativity of its students. It is an ecstatic feeling to witness the transcript of the creative energies of both the hardworking faculty as well as the passionate students of Xavier Business School. This B-School magazine helps in enforcing the vision of Xavier Business School by nurturing the young and ambitious minds to be industry-ready. It is a platform for the students to express their opinions, articulate their abilities and analyse their achievements of the bygone year. The opinions and the competency of the students with guidance and mentorship help them become empowered leaders and socially acceptable human beings of tomorrow.

With the successful completion of the first two batches, the Management wing of Xavier Business School has earned the confidence across the city of Kolkata and is in a firm position to create a positive impact at the national level. I offer my best wishes to the Annual Magazine as it continues to manifest the progress of Xavier Business School and congratulate the editorial board members of the Magazine for their consistent efforts and valuable time given to this venture.

I pray that the Almighty blesses all the students of Xavier Business School, Kolkata, so that they can bring glory to the world and to their profession.

Rev. Dr. Sebastil L. Raj, S.J.
Pro Vice-Chancellor
St. Xavier's University, Kolkata



Message



From the Registrar

It gives me immense pleasure and pride to observe Xavier Business School under St. Xavier's University, Kolkata bringing out the second issue of its annual magazine 'XAVOSCRIPT' that will depict the success of this B-school and cater to the intellectual needs of the students of the current academic session.

A B-school magazine is an authentic record of the progress of the entire operational structure of the institution through education as well as administration that plays a pivotal role in showcasing its outstanding achievements in co-curricular and extra-curricular activities to the outside world. The first issue of the magazine was an attempt to highlight the quality of education and the all-round activities XBS has undergone since its inception.

This issue will focus not only on the achievements and agenda of this B-school but also on the creative enlightenment by the hugely talented students, along with the enriching contribution by different faculty members and eminent business leaders, that will be a documentation of their hardship even in the time of pandemic for the upcoming days.

We are all proud that Xavier Business School has completed two academic years and is aiming towards elevating the lives and thought process of young enthusiastic minds who want to become successful leaders in the business world. I take this opportunity to congratulate Dr. Manodip Ray Chaudhuri, the Dean of XBS and his team of dedicated individuals for their commitment to help reach all the students towards the pinnacle of perfection and professionalism through learning and enjoyment.

I would like to offer my best wishes to 'XAVOSCRIPT' for all its future endeavours and also congratulate the editorial team for their immense dedication and hard work in making the second issue of the magazine innovative and inspiring.

Prof. Ashis Mitra

Registrar

St. Xavier's University, Kolkata

Message



From the Dean

It gives me immense pleasure that 'XAVOSCRIPT', the magazine of Xavier Business School; Kolkata has now reached its second issue. The past year has been a challenging one for us, but that hasn't stopped our students from doing wonderful things and this year's edition is a true testament to the talent of all the students of Xavier Business School.

I am personally grateful for the opportunity to serve Xavier Business School of St. Xavier's University, Kolkata as the Dean. The way the Management of the University, the faculty members, and the students of XBS have worked together despite the physical barrier has been commendable.

We at XBS, work towards building the Corporate Leaders and Entrepreneurs of the future. We teach them to remain determined and to stay strong – even in the worst of situations. We build leaders of the future who are proactive in their thinking, daring in their ambitions, and actively contribute towards the sustainability of the world that we live in. Our students are presented with immense opportunities to upskill themselves throughout the MBA program so that they are ready to face the corporate world right from the get-go.

This second issue of our magazine showcases how our B-school has managed to hold through during the pandemic – The physical classes might have stopped, but the learning hasn't. This year's issue is the reflection of all our efforts that have gone towards making our B-school a right composition of academics, ambiance, extra-curricular events, and social bonding of a Xaverian Family. I congratulate all the student members of the editorial team for their efforts towards this magazine, and I feel proud of all the students who have contributed to the magazine in the form of their articles, poems, painting, etc.

Dr. Manodip Ray Chaudhuri

Dean

Xavier Business School, Kolkata



Message



From the Professor In-Charge

I feel enormous pride and joy while seeing the excitement among all the individuals from Xavier Business School towards contributing for the second edition of our annual magazine XAVOSCRIPT. The positive creative energy of the faculty members and the students of XBS has been legitimately depicted through the sheer number of articles and other innovative contributions that came pouring in.

Being the Professor in Charge of Xavier Business School's annual magazine XAVOSCRIPT, it gives me extraordinary delight to bring this issue in front of all its readers. Our magazine has not only turned being a space where the students have communicated their thoughts, feelings, minds, innovativeness, dreams and objectives however it will likewise exhibit to the rest of the world about the advancement and improvement that our B-school has made up until now. The magazine fills its need to advise, draw in, motivate and engage an assorted readership.

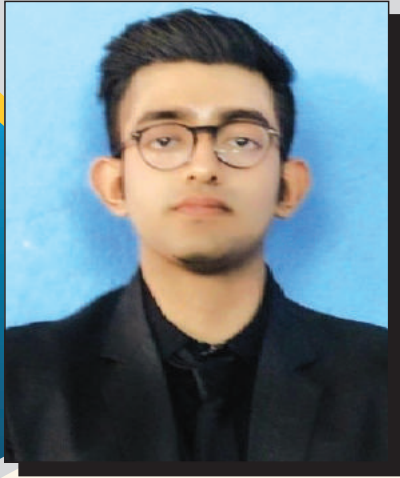
This magazine depicts the blend of activities alongside scholarly thoroughness and discipline which the students of Xavier Business School experience that empowers them to have a general character and personality improvement from an all-encompassing perspective. The significant achievements that we accomplished during the most recent years are all embedded in these scripts with the name of XAVOSCRIPT for its present and future readers.

I generously compliment all the individuals of the editorial for their indefatigable endeavours which have come to fruition in the form of this magazine. I pray for the successful continuation of this tradition that has been set by the current students of Xavier Business School by the future generation of the students to come.

Dr. Ipsita C. Patranabish

Assistant Professor
Professor In-charge, Magazine Editorial Board
Xavier Business School, Kolkata

Message



From the Editor In-Chief

It has been a great honour to be a member of the Xavoscript Editorial Board since its foundation in 2019. I have had the opportunity to work with some of the most creative and dynamic minds in Xavier Business School for the past two years.

We have incorporated the academic inclinations, the myriad dimensions of creative expressions of the students of Xavier Business School within the scope of this magazine. A B-School's magazine testifies its true characteristics and manifests its preoccupations throughout the course of an academic year. I am grateful in that regard that classes of '21 and '22 have stepped up and added value wholesomely to this magazine despite of having a number of constraints brought upon by the pandemic.

I would like to thank each and every member of the Magazine Editorial Board without whose unbridled efforts and enthusiasm, the second edition of Xavoscript wouldn't have come to life.

I am sure that Xavoscript would be published in the decades to arrive. And to have our name etched in its legacy as one of Xavier Business School's pioneering batch is a matter of extreme pride and prestige to us. I would take this opportunity to thank Father VC, Father Pro VC, Dean of XBS and Faculty-in-Charge of Xavoscript for giving us the freedom to express ourselves and leave a mark of our imagination in this magazine.

Rishav Bagchi, MBA (2019-2021)
Editor In-chief, Magazine Editorial Board
Xavier Business School, Kolkata



ABOUT XBS

Xavier Business School (XBS), under the umbrella of St. Xavier's University, Kolkata offers a two-year full-time residential MBA Programme, with specializations in the domains of Finance, Marketing, Human Resources, and Systems & Operations. XBS as a member of XAMI (Xavier Association of Management Institutes), began its journey in August 2018 with a commitment to provide quality management education and develop students into responsible contemporary business leaders and successful entrepreneurs. Besides developing industry-ready management professionals, XBS follows the Ignatius charism and aims at forming men and women for others who are competent, committed, compassionate, and service-oriented leaders. We attest to our motto 'Nihil Ultra' upholding the illustrious Jesuit legacy and our commitment to creativity, leadership, and standards.

The MBA programme at XBS has been designed keeping pace with the contemporary industry requirements. Our teaching-learning process is a blend of both theory and practice. Our beyond-classroom learning exercises encourage the students to nurture their creative and critical thinking skills. At XBS, we have a pool of experienced full-time faculty members, duly supported by industry stalwarts and academicians as visiting faculty and as guest resource persons. With the objective of providing practical exposure to the students, interaction with industry experts in the form of G-Talks, panel discussions, workshops, and webinars are conducted throughout the duration of the



program. To facilitate the holistic development of our students, we motivate them to participate in various co-curricular and extra-curricular activities on a continuous basis.

The residential programme of XBS offers a platform for our students to build upon their cultural sensitivity, social skills, and teamwork. The XBS family creates an environment of home away from home for their students.





FACULTY MEMBERS OF XAVIER BUSINESS SCHOOL



Dr. Manodip Ray Chaudhuri
Dean and Associate Professor



Dr. Soma Sur
Professor



Dr. Sitangshu Khatua
Associate Professor



Dr. Shuvendu Chakraborty
Associate Professor



Dr. Saugat Ghosh
Assistant Professor



Rev. Dr. Mourlin K, SJ
Assistant Professor



Dr. Ipsita C. Patranabish
Assistant Professor



Dr. Monirul Islam
Assistant Professor



Dr. Ruchita Burman
Assistant Professor



Dr. Chhavi Gupta
Assistant Professor



Dr. Sayantan Kundu
Assistant Professor



Dr. Tanushree Biswas
Assistant Professor

INDUSTRY – ACADEMIC INTERFACE

Xavier Business School has always focused on the all-round development of its students where industrial exposure has played a major role. A number of industry stalwarts have visited the university campus and enlightened the students with their valuable words. During the time of pandemic, despite all difficulties, the experts have delivered their viewpoints, through the virtual platform, in several topics which have been essential for the expansion of knowledge of the students and necessary for the growth of the budding business minds. Following is the list of seminars, guest lectures, webinars and entrepreneurial talk series that has taken place during the academic year of 2020-2021.

Date	Resource Person	Designation & Organisation	Topic for the Session
08.08.2020	Ms. Jayeeta Nandi	Regional HR – East, Kellogg India Pvt. Ltd.	Changing Trends in Job Market in the New Normal
13.08.2020	Ms. Poonam Burman Mr. Sammy Lodhwar	CHRM- Homecare Vertical, HUL. Deputy VP- Head Talent Acquisition, East India HDFC Bank Ltd.	Scope and Opportunities for MBA Graduates Post Covid Era
25.08.2020	Mr. Sudipto Ray	MD - Technology Application Services, Accenture	New Trends in the Industry Post Covid Era
26.08.2020	Mr. Sagar Daryani	CEO & Co Founder – Wow! Momo Foods Pvt. Ltd.	Entrepreneurial Talk Series
26.08.2020	Mr. Sayan Chakraborty Mr. Ranodeep Saha	Founder – WTF (Where’s The Food) CEO & Founder (Rare Planet)	Entrepreneurial Talk Series
27.08.2020	Mr. Subrata Chatterjee	Head HR – Global Designing & Engineering Company, Arcelor Mittal	Changing Scenarios in the Market
28.08.2020	Ms. Sunila Banerjee	Chief Mentor at Bani Communications and the author of the book “Creativity does not happen with in Captivity”.	‘To Motivate is to Empower’
07.09.2020	Mr. Arup Mullick	Chief Development Officer of Clubb International Pvt. Ltd.	Entrepreneurial Talk Series



Date	Resource Person	Designation & Organisation	Topic for the Session
12.09.2020	Mr. Subhashis Dutt	Director of Mahendra Dutt & Sons	Entrepreneurial Talk Series
23.09.2020	Mr. Roopen Roy Mr. Partha Roy Rev. Dr. J. Felix Raj, S.J.	Founder & CEO, Sumantrana Management Professor at IIM, Calcutta Vice Chancellor, SXUK	Impact of Lockdown on Economy & Industry
01.10.2020	Mr. Nikhil Bothra	Founder – KNUTS.in	Entrepreneurial Talk Series
15.10.2020	Mr. Avik Chaudhuri	Former Cricketer – Bengal	Journey of a Cricketer
12.11.2020	Mr. Abhishek Mundhra	AVP, Risk Intelligence & Control – HDFC Bank Ltd.	Bank Fraud Awareness Program
30.01.2021	Mr. Prabaker Vincent	Founder & Chairman, MMI Education and Training (Kingdom of Bahrain)	21st Century Skills and Management
04.02.2021	Mr. Anup Kumar Sinha	Chairman - Bandhan Bank	Union Budget 2021-22
04.02.2021	Mr. Anil Kumar Mishra	CHRO – Magicbricks.Com	The Art of staying relevant at all times.
19.02.2021	Mr. Kallol Dutta	Joint Labour Commissioner	Application and Trends in Labour Laws
20.03.2021	Mr. Prafull Anchaliya	AVP Sales & Business Development – Emami Agrotech Ltd.	Driving Growth amid Disruption

XBS STUDENT COMMITTEES

ACADEMIC AFFAIRS COMMITTEE

The purpose of the Academic Affairs Committee is to oversee the academic activities and act as a vital link between the student body and the faculty at the institute. The committee is responsible for promoting an intellectually stimulating learning environment that encourages academic success, personal development and student satisfaction. It addresses all academic concerns of the students and takes them further with the Dean and other faculties for their speedy resolution to enhance academic priorities. It provides valuable recommendations regarding daily academic activities and healthy scheduling of the curriculum to the Dean. It keeps the students aware of the upcoming academic activities and rules and policies of the institute. It oversees industry connect initiatives and library requirements.

THE PLACEMENT COMMITTEE

This committee is formed to interact with companies on a continuous basis in order to bring the optimum and best-fit career opportunities to the students of XBS for their summer and final placements. It also facilitates prospective employers by organizing institute-industry interactions regularly and providing complete support for arranging placement activities on the campus. Ancillary activities include publishing placement brochures, placement reports, visiting the companies to spread awareness about the college, inviting guests for discussions and organizing panel discussions as part of various conclaves.

XAVIER ENTREPRENEURSHIP CELL (XEC)

XEC aims to create an entrepreneurial environment in the University by igniting the spirit of entrepreneurship among the students and encouraging them to contribute to the process of serving the needs of the community through their creativity and innovation and channelize them into the path of creating potential business ventures. The cell not only nurtures the budding entrepreneurs but also provides them with the most advantageous opportunities in order to make sure that no stimulating proposition goes in vain.

MANAGEMENT GAMES, DEBATE AND QUIZ GROUP (MADEQ)

MADEQ is a group of managing minds who put their footsteps together to prepare a platter of business minds and corporate ethics and serve it as the most relaxing yet comprehensive learning experience. MADEQ initiates activities to promote and achieve the mission of empowering every



individual to become more effective and efficient creator, communicator, leader and believer of oneself, by being a catalyst in their MBA journey.

THE ART & CULTURAL AFFAIRS COMMITTEE

The committee strives to celebrate the cultural diversity on campus by organizing various events. The Committee ensures that the students have a home-away-from-home experience at XBS. The Committee provides various opportunities for the students to relax and enjoy campus life amidst rigorous academics. We understand the importance of cultural sensitivity in today's business world and the cultural committee makes the young leaders at Xavier Business School sensitive to each other's culture. This committee is an attempt to capture the vibrant persona of the students by offering them a platform to showcase their inner musicians, dancers, actors, painters, photographers and dreamers.

THE XATHLETES (SPORTS AFFAIRS COMMITTEE)

They provide opportunities for students to play practice and participate in various sports events within and outside the B-school. The aim is to bring out the passion and foster a sense of team spirit, and competitiveness of the student. The committee organizes various sporting events throughout the year, ranging across indoor to outdoor sports that send adrenaline rushing through the aspiring leaders of tomorrow. The events not only help reveal new talent on the campus but also in inculcating the importance of sportsmanship, teamwork and hard-work in the students.

XAVIER SOCIAL RESPONSIBILITY CELL (CSR GROUP)

Xavier Social Responsibility Cell strives to sensitise the future business leaders of the institute towards social responsibilities to maintain a balance between the economy & ecosystems. XBS attempts to bring about significant changes in the society through interactions at the grassroots level with regards to different sectors including education, healthcare, and environmental care. In a time where most companies consider CSR as a compulsion of law, we wish to bring out awareness in students of XBS about its importance and how a change in their perspective could help change the attitude of the industry where they would rise up the ladders as leaders in their fields.

MEDIA & PR CELL

The role of Media and PR committee is to foster community relations with external stakeholders through several media relation activities. The members of this committee shoulder the responsibility of upholding the brand image of the institution in the eyes of the world. All the branding activities of

the college are marketed by the committee. It accomplishes this through its regular corporate newsletters, engagement with the print media and by facilitating institute's online presence across various platforms. The Media and PR committee manages internal communication by reporting events, happenings and achievements to the administration, faculty and student community.

INDUSTRY AND ALUMNI RELATIONS COMMITTEE

This committee is responsible for fostering relationships with multifaceted industries that acts as the liaison between the student fraternity and the corporate community. The enriching Guest Lectures and Panel Discussions headed by eminent industry stalwarts complement the classroom pedagogy and imbibe strong erudition of management principles. The committee also substantiates mentorship programs between the illustrious alumni of XBS and the current students by reconnecting the alumni to their alma mater. The activities include organizing the Annual Alumni Meeting, helping the current students in their placement prospects, releasing the annual alumni e-newsletter, managing and updating the complete database of the alumni.





XBS CLUBS

FINNOVATION (THE FINANCE CLUB)

The club works towards boosting interest in Finance and Investment on the campus. The club's activities explore the various verticals within Finance including stock markets, investments, equity research, financial policies etc. through competitions, workshops, and career-oriented events and opportunities. The club focuses on driving initiatives in the finance domain and intends to further the interests of students interested in finance. It works on creating awareness on different domains and career paths within Finance. The club not only educates the students but also reaches out to industry veterans and has periodic speaker sessions to expose students to the various practical aspects of finance.

PEOPLE ELEMENTS (THE HR CLUB)

They promote students to learn about team building spirit and leadership quality with active participation. It functions with the sole objective to equip the students with the required industry exposure and the latest industry requirement in terms of skills and expertise in various fields of HR. It aims to introduce the HR practices and decision making skills in challenging situations. It also enables them to create interest towards Human Resource Management and develop interpersonal skills needed in the corporate world. The club's aim is to incubate future leaders by engaging diverse innovative methodologies, including experiential learning, simulations and real-life projects.

MARQUEST (THE MARKETING CLUB)

It stands for innovation, creativity and expressiveness. The club aims at keeping members abreast with the latest on marketing while integrating the vast experience of its members across functions and industries such as Advertising, Research, Sales, Branding communication, Digital marketing, Media to name a few. The club enables students to stay in touch with the changing trends and tactics in marketing and provides a platform to interact with industry veterans through summits and workshops conducted over the year. The club is a fervent apostle of creativity and innovation and strives to inculcate the same in the students through regular events.



CONTRIBUTIONS OF EMINENCE



A Study Of Thought Process Outsourcing And Its Execution In Business And Academic Institutions

Dr. Subrata Chattopadhyay

Professor, University of Engineering and Management, Kolkata

The term “Thought Process Outsourcing” is relatively new and not much research into the concept has been done yet. Yet it remains a very important aspect of decision roll out. Simplistically putting, it's a process by which the top management or someone senior in professional hierarchy in an organization puts forth their thoughts, vision and ideology and expect it to be carried out in the way they envisioned. Thus, the concept of “Thought Process Outsourcing” is to get things done in a way that people at the helm desire it to be executed. It is an outcome resulting in execution of the discussions and directions as laid with the expectation that the experiences and the future pathway foreseen would be carried out seamlessly by those who are entrusted to do the same. The basic ideology and the rationale behind the same is to get the cherished outcome as expected in a scheduled time frame in a way as wanted. Hence choice of the right person at the right time for the right job with the right skill set is of paramount importance. Herein comes the judicious choice, which is dependent on the prudence, the clear thought process, understanding of the controllable and uncontrollable and selection of the people based on their strengths and capabilities. However, the concern lies that most of the people at the Senior

Management level lay down the objectives which again is not well defined and there is irregular monitoring and rectification of the same so things go according to the plan. This leads to skewed outcomes and unrealized project deliverables. The more the power distance dimension of Hofstede, the less the chance that the project envisioning will be carried out with the effectiveness it deserves. Research justifies that the result cannot be obtained just by giving directions and expects it to be done with limited or no association. The second important aspect of outsourcing the thought process is that it percolates through the levels and more the number of levels between decision making and implementation to execution the higher the chances of distortion as is evidenced by many a research literature on communication and channel management. There can be a short term, medium term, and long-term repercussions of the same too. Lower the term and the time taken and more closed the loop the higher is the propensity that the execution will be carried out to a T. Many a times the right and efficient person are ignored and side-lined too and there is a bias and favouritism, because of which there is a wide gap between expectation and actual. Non availability of the resources in time when it is highly required is another

concern. Besides, many a times things are dumped on someone who is already neck deep into myriad activities and assignments as expected from the job role, however since there is evidence and/ or previous record of successful execution, the expectation is that in the future too, the performance will be satisfactory. Thus, there are lots of aspects as regards the competence of the outsourcing and the expertise, the number of levels down it would be delivered at actual, the clarity of communication and the transparency in expectation. The role of teamwork and collaborative rather than a directive approach plays a significant role in the same.

This leads to ownership of the job assigned as the idea / vision can only be impeccably done if there is availability, approachability, accessibility, encouragement, enthusiasm, and sense of purpose. The fitness of purpose and the strategic intent will play a stellar role in the

outsourcing process. It is not possible for an individual to carry out all that needs to be done by self, hence the requirement of a “Team”, who can be relied on and who can deliver the same with utmost sincerity. There is again a concern of autocracy which is quite often observed, which leads to grave dissonance. Sharing the thoughts aloud and welcoming perspectives from others opens the window for discussion which is of very much essence. Views of the other team members allow debate and discussion of the pros and cons and enable a concrete decision for a strategic move to be taken. This allows others to play the devil's advocate and oppose any of the thoughts and streamlines the move. There must be synchronization of the thoughts and action and hence bonding as a Team member who understands the strengths and weaknesses, is pivotal to success in any business / institution for synergistic outcomes.



“ *Yes, you must live life beautifully and not allow the spirit of the world that makes gods out of power, riches, and pleasure make you to forget that you have been created for greater things.* ”

— *St. Mother Teresa*



Power Of Empathy – Mastering In Interpersonal Effectiveness

Dbrubajyoti Majumdar

Regional HR Manager (East), L&T Construction Limited, Kolkata

We can't practice empathy if we don't believe people. The quickest path to an empathic miss and disconnection is to evaluate and judge what people are sharing with us through the lens of our lived experiences, rather than listening plus believing – Brene' Brown in the twitter

Foreword

A very common depiction is used by everyone to define the word 'Empathy' and it is putting the others' shoe in your feet and judges the other. But how frequently it is being practiced and/ or in how many such occasion someone is practicing it remains to be million-dollar question. Nevertheless, empathy will always remain to be well promulgated yet neglected behavioural attribute.

It will be the contention of the article on the captioned subject to understand the definition of empathy and its interconnections with interpersonal effectiveness.

Also, efforts will be made so that the budding talents of tomorrow can understand the impact of empathy connect in the human relations at the workplace. In the next section, we will try to figure out the difference between Sympathy and Empathy because, though both are seemingly different but most of the times misunderstood and as a result instead of empathy, former takes the front sits. As an author of the article, I am sure that after glance through the article the budding professionals will acquire some idea on empathy to practice in everyday life.

Empathy Vs. Sympathy –concept and context

Let me take the opportunity to ask yourselves, what type reactions or emotions someone has, while conveying the news of an accident of a close colleague to his keen and the same news if someone has to convey to the parents of your servant encountered with an accident. Whether intensity of emotions will remain same in two incidents?

Just pull back yourself for two minutes and have a patience thought to understand your emotions associated with two different types of episode. If the emotions are different in two separate cases, please spare few more minutes to deep dive and try to differentiate the two distinctive emotions that are emanating in the mind. Initially it seems to be considerably tough to differentiate the two emotions termed as 'Empathy' and 'Sympathy' as both are inextricably intertwined.

Trust the above illustration has thrown some light and aptly set the context of the article. Therefore, it is now the high time to move towards the definition of the word Sympathy and Empathy which will surely uncover few more attributes.

According to Hodges and Myers in the book of Social Psychology, Empathy is defined as understanding another person's experience by imagining oneself in that other person's situation. Therefore, the definition suggests that immense necessity of an emotional connect to feel another person's feeling and responding appropriately without being judgemental. On the other side Sympathy termed as understanding someone else's suffering or sadness. One thing is distinctively clear that in empathy connection with the person, cognition of incidence and identification with the person and incidence all are interconnected and acting as an agent for empathy to occur. On the contrary, in sympathy, cognition and concern are act as an integrating factor. Sympathy literally means 'feeling with' on the other hand Empathy means 'feeling into'.

Empathy at Workplace- walking an extra mile

In an organization context, particularly in the field of human resources it is being widely propagated by the HR leaders to be empathetic towards internal customers who are employees and as well as external customers. One of the principal reasons is that in any organization both people and processes are interconnected, and these interfaces can evoke confusion, frustration, grievance which can only be addressed through proper empathy and subsequent response. Majority occasions people to people communication creates frustration, agitation and grievance, while the organization with a high degree of technological readiness, emotional disruptions remain to be unaddressed and when it is surfaced then neither the immediate boss nor the human resource representative can recover the damage.

Unfortunately, in the organization this essential attributes is most of the times overlooked and mixed up with the sympathy with judgement and culminated into emotional discontentment. The eminent readers may think that what causes of this disruption in empathy when most the professionals are having requisite qualification and experience. Let us try to unravel those hindering factors preventing empathy to grow with flying colour.

- **Lack of Listening skill** – In today's corporate world, almost everyone would like to a speaker and ample number of training programs are designed to develop a speaker. It is very true that good speaking skill can be a game changer in most of the cases in bagging big contracts or present a newly launched product. However, hardly someone come across training program to develop effective listening skill, even if it is designed it is not going to be a choice of the target audience. Due to lack of sincere and patient listening, germination of empathy becomes limited and most probably restricted into close workgroups with similar belief and thoughts.
- **Judgemental** – It is a general tendency of people to judge the whole incidence based on the initial sets of information which is also termed as Anchoring Bias. This can act as a hindrance for empathy and creates disconnect. Sometimes the people become too much judgmental due to Availability Bias which is defined as tendency to think that examples of things that come readily to mind are more representative than actual case. This creates a propensity to judge any incidence in the light of personal experience of somewhat similar kind. Due



to the availability bias, when we came across a news of a car accident committed by a reputed actor, we draw a quick picture of reckless driving but for the same incident for a colleague or a classmate we judge it as a fault of the pedestrian.

- **Mutual trust and respect** – Empathy is two-way process of sharing of thoughts and experience. It involves active listening and internalising of the facts without being judgemental. Therefore, mutual respect and rapport is absolutely mandatory, to believe first and then respond in empathic way to other. Most unfortunately, in today's organization mutual trust and respect in true sense is precious to locate, hence, empathic response from one end to other is also rare to found. In most of the cases, empathy is used as a tool to cool down the grievance of employee as a part of mundane employee connect with associated performance index to capture efficacy of HR functions.
- **Egocentrism** – It refers to someone's inability to understand and appreciate another person's view or feelings different than their own. Egocentrism is a cognitive bias, in that someone would assume that others share the same perspective as they do, unable to imagine that other people would have a perception of their own. Any empathy dialogue majorly failed in the ice breaking process itself due to the possible egocentrism of either or both parties involved in the process.
- **Lack of interest** – Another sad part of empathic miss is lacking interest in human relations. Several occasions, showing empathy can be confused with counselling and ended up with one-way communication with few readymade

panaceas for improving mental as well as occupational health. It is also a fact, that most of the people may be in HR or Head of Units treat it as add on work without any benefits.

- **Underestimation of context** – By this time it is quite clear to all the readers that empathy is always preferred to be a spontaneous act of compassion and it has to imbibe into the belief system of the individual. However, contextual or circumstantial settings are also equally important for empathy to generate a visible result. It is not at all prudent to show empathy to an employee who has just came to know that his promotion is dropped for the year. Empathic discussion without due consideration of context often leads to 'wishy washy' outcome.
- **Individual credibility** – Last but not the least, credibility of the individual can always walk an extra mile in the journey of empathy. The moment an individual feel that the facts, experiences are collected by the other side with a hidden agenda of cross verification or mere extraction of information for the official purpose, the credibility will go off and hard to be regained under any circumstances. It is very much pertinent that empathiser should be credible enough to do justice of his/her role by creating an environment of mutual understanding and rapport under which the whole process can be completed.

Empathy with Emotional Connect – Developing Empathy matrix

To better understand and appreciate the process of empathy, it is now the high time to relate it with Emotional Connect. Based on the conceptual understanding of Empathy, in this

section effort will be made to create an 'Empathy Matrix' to derive variance of empathy in four distinct situations. A note of disclaimer can be noted forthwith that the designing of the matrix is based on individual perception and more than two decades of experience in the field of human resources.

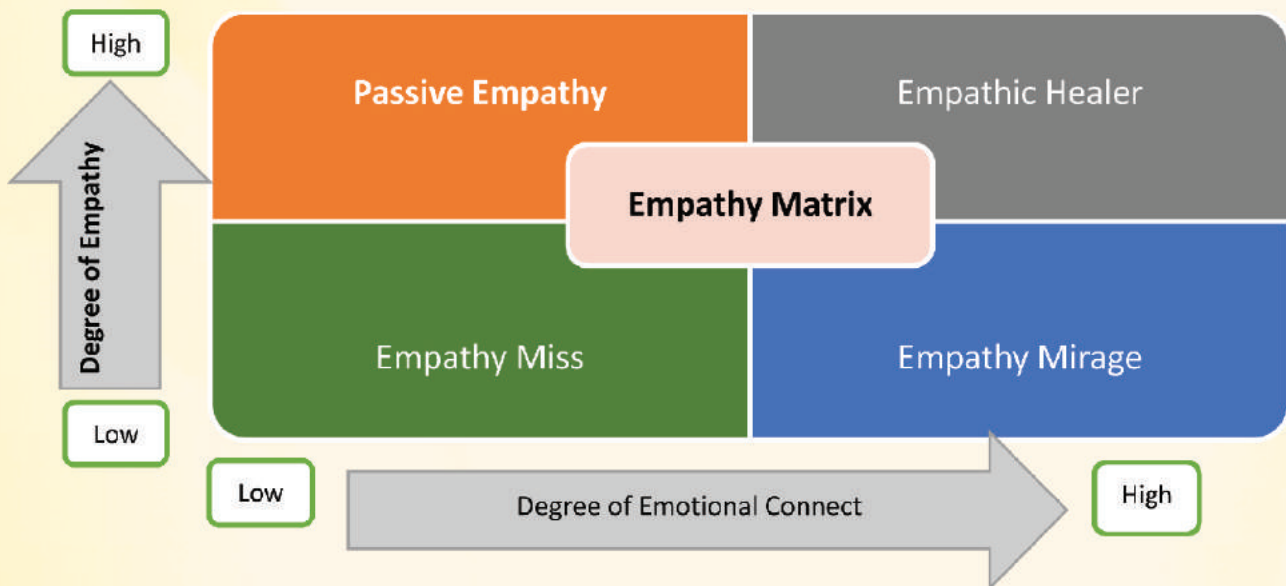
Based on the 2 X 2 Empathy Matrix, it will be the attempt to figure out the right fit for the personal as well as professional life. Also, the framework will try to provide the direction in which flow empathy is desirable or not so desirable. Degree of Emotional Connect (connoted as DoEC) has been taken as an independent variable and Degree of Empathy (connoted as DoE) as Dependent variable and both the variables can be either 'High' or 'Low'.

Let us now examine in detail the four distinct situations and resultant degree of empathy.

- Situation A – High DoEC and High DoE**
 - The individual fallen into this category can be termed as 'Empathic Healer. Due to the high emotional connect with people, these individuals can easily identify, visualize and summarize the

pain point of the other person. As the name suggests, people with such capability is generally also having rich life experience which they can utilize effectively in the process of empathy and can conclude the process with a possible set of solutions. May be that can be a possible reason, childhood buddies are perceived to possess the high degree of emotional connect and therefore, information with utmost secret can be shared with them.

- Situation B - High DoEC and Low DoE**
 - Can anyone think of a situation, wherein, you have shared some sensitive pain area to someone apparently seems to empathic, but it is actually opposite. Due to this, situation is termed as 'Empathy Mirage'. Individual with high level emotional connect but low empathy can damage the process of empathy by creating a veil. Most of the grapevine discussion, workplace gossips are originated from initial discussion in which individual can be trapped into the mirage of empathy and can share vital





personal information.

- **Situation C – Low DoEC and High DoE**
– The task centric bosses often ignore the value of emotional connectivity with the junior colleagues despite their high degree of empathy. According to these individuals, high level emotional connect may affect the business deliverables or perceived to be taken for granted. As a result, such individual can passively express their empathy (Passive Empathy). In the everyday life, you can well visualise this situation. In the parent child interaction, fathers are generally maintaining lower emotional connect and treated to strict but due to high degree of empathy towards the child, generally they express the empathy passively through the mother. It can also be termed as ‘Tough Love’.
- **Situation D – Low DoEC and Low DoE**
– Due to lower degree of emotional connect, the individual may be lacking or avoiding sensitive discussion and only thing individuals are doing ‘Mind your own business’. This situation creates worst possible outcome that there is no scope or concern for an individual which is termed as ‘Empathy Miss’. Such situation can disrupt the whole culture of the organization and can create high amount emotional burnouts and which

in long run resulting in lower self-esteem. Traditionally managed family run organization wherein, due to this low level of emotional connect as well as low level empathy people often accustomed to work despite harsh words. The possible reason can be that people are just for survival due to repeated emotional burnouts such individuals does not have any self esteem for survival.

The word empathy though aptly suggests putting the shoes of others in your feet; but in actual it is having much more ramifications in honing and nurturing even the official relationship. It is not only a mere one-shot affair rather than it is a process initiates with gaining mutual trust by bridging the emotional gap and finally completed with a response of life time. Every single incidence of empathetic interaction can itself leverage the inner power of empathy within us and every single incident expressed we came across from our colleague, junior, superiors or any other can be stored as an empathy repository in our conscious mind and can be retrieved as well as visualised when it is required. Empathy is not how he feels rather than how I feel if I am in that position. If it is visualised properly with an internalization, then only the power of empathy can be exerted meaningfully.

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S T U D E N T CONTRIBUTIONS-I



Impact Of Covid-19 On Indian Economy

Elton Allen D'Costa

MBA (2019-2021)

The pandemic has taken everyone by surprise especially in the corporate world. People have lost their jobs on a large scale and are struggling to get hold of another. There is a huge amount of financial crisis throughout the world and people are sitting idle and depending on their savings which is merely perishable.

Companies like Uber, Ola, Swiggy have slashed several jobs (around 4000 plus) due to the impact of COVID-19 mainly because of the unpredictability of when things would get better. Application-based cabs or even eatery services have seen to have the most impact because of the stagnancy the lockdown has created. With people hardly travelling, it becomes difficult for companies like Uber and Ola to pay their employees with no revenue being generated.

On the other hand, Zomato and Swiggy, the 2 big dogs in the food delivery market, also faced the music, slashing a lot of jobs. But they managed to catch up on their revenue after the lockdown was relaxed. The most interesting strategy they came up with, was opening a grocery/essentials online store where they tied up with various grocery stores and started delivery of authorized liquor.

The effect on the unorganised sector was huge. People lost their jobs and suffered huge losses

and faced a tough time. There were auto drivers, rickshaw pullers who were forced to sell vegetables to earn a living. Many roadside vendors also faced similar problems and had their families starving.

Things in the corporate sector weren't that smooth either. Big companies, to recover their finances have relentlessly cut off several jobs, while few companies have been considerate and have reduced the salaries of their workforce but have ensured job security. Job security has been the major concern. There is a clash of opinions, ideas, and terminologies all round the world. People who are deserving and have worked hours for the success of a company are suddenly asked to leave or resign with no proper justifications. This has led to mental health problems. The suicide rates have doubled or tripled in some nations.

The entire education system was befuddled by this pandemic and gradually adapted to online classes. As primary and secondary education was highly affected, so also were the futures of various college going students. Students pursuing their graduation degrees were initially graduated without exams but after the UGC intervened, they were bound to give their exams in the online format to get their graduation degree.

Post-graduation students also bore the brunt

and their getting jobs were highly uncertain. MBA students and other students of MTech, M.Com and Ph.D. students who had already been placed in the end of December or the beginning of the year faced a huge amount of trouble. Because their joining dates were that of April or May and now, they were kept on hold and many lost their jobs.

Work from home is the new normal with more work load and tighter schedules. People's life is restricted to the vicious cycle of waking up in front of their laptops and ending their day in front of it.

This has largely been a sole reason behind many people losing out on their jobs, lack of technology has caused many people to quit their jobs and resort to other alternatives. People having technological backup are overloaded with work and deadlines.

The main focus of companies has shifted to re-establishing their brand image from the regular smooth functioning of the company. In simple words, the pandemic has made people forgotten certain brands and brands which were just starting to take off at the start of the pandemic. Start-ups faced a great deal of losses just because of their incomplete marketing agenda. Hence now the major onus of the company to hire as many marketing

students possible be it from the graduation level or post-graduation level. Giving them a relatively decent package, the role of the new employee would be to come up with strategies to get an edge of their competitors and also keep in mind the cost crunch of the company.

This has led to a huge decline in the number of jobs of other specialisations namely Human Resource and Finance, because companies would not prefer to invest on a newer batch of people and continue with the existing HR managers and Finance department employees. The end objective of any company is to generate revenue and most companies feel that replacing the existing employees won't benefit them significantly and would also hamper the investment because hiring newer employees is always involved a huge investment cost (Placement Drives, Online advertisements).

The scenario has taught people that there will be times where they cannot choose the job they want but the job chooses you because at the end of the day you will have to settle for something which would give you a proper pay even if you don't like the job or don't enjoy it. Hence adaptability becomes a questionable attribute one needs to possess when it comes to jobs in the pandemic.



The Yellow Metal

Tushar Damani

MBA (2020-2022)

Gold is shiny. Gold is glamorous. Gold is the subject of many bank robberies in movies. It is, in fact, considered to be one of the most precious metals all over the world. But there is much more to it than wedding bands or bricks stolen by any villain of a movie.

In the old days, wearing a gold ornament was thought to be a luxury. All of our ancestors have had a fascination towards the yellow metal - be it for the child's wedding or for investing. Ah, investment! Gold has been seen as a hedge against other assets like real estate, stocks or bonds. However, all of it was a calculation before the Covid era. Now, in this more or less virtual world, it has gained rising popularity as more of an investment purpose or we shall put it as "financial safety". The demand for gold in India is interwoven with culture, tradition, the desire for its beauty and financial protection. Over the past five years, the annual demand has averaged 900 tonnes, equivalent to 26% of total physical demand worldwide and it will only increase further. As old as the heritage of India is, the attachment towards the yellow metal has only grown from the kings and queens to the common man. Dare to say that the common man cannot afford gold price

today, for our pre-occupants have shown that we have the mettle to medal for the yellow metal.

Whenever there is an unfortunate event or accident that is related to the country or the world economy, the only thing rising from that point of time will be GOLD, apart from tensions, fear and anxiety. It is an open secret that in order to achieve financial independence, investment in gold is a must. We can follow the SIP route for investing in gold, that too preferably in a Gold ETF (no fear of storage or other miscellaneous costs). Though we have adopted a major chunk of the Western traditions, one thing which we should definitely learn from our elders and pass on to our juniors is the fascination for Gold, majorly for an investment purpose, for a layman also knows the value and price of gold will only increase with time. The International closing price of 10g of 24 carat gold as of 19th November 2020 is Rs. 49,992. The sky is the limit for this financial instrument and for anyone who does not understand stocks or other investments, Gold is a simple and stress-free investment. As it is said, 'Old is Gold but Gold never gets Old'.

A Woman's Magic Wand : Her Financial Independence

Smita Chatterjee

MBA (2019-2021)

"A woman needs money and a room of her own if she is to write fiction" – Virginia Woolf

Without a shadow of doubt, women across the world, for ages, have been subject to diktat from male bastion.

In her essay "A Room of one's own", Virginia Woolf has used metaphors which express concern over how women have been, for decades, marginalized to patriarchal domination. The call for women's financial independence could not have been clearer than in Virginia Woolf's writing.

'Financial independence', in simple terms, is the ability by which individuals earn their living that enables paying for their needs and wants, to sustain themselves, without depending on others.

For a 'Woman', her financial independence acts not only as a fortifying rampart, but is also a 'Power' and an infallible tool that wields and drives 'Positive' change in the economy and society.

Through this article, the fact that financial independence of women is of supreme importance will find a strong pedestal.

One's self-worth increases morale finds a major boost when there is financial freedom, and this is extremely important especially for Indian women where gender equality is distorted. A majority of the Indian women are

totally dependent on their spouses or other family members, which makes it impossible for them to walk out of an abusive marriage or other atrocious relationships. Having money at their disposal allows them to take strong decisions when it comes to their life. Money gives women agency and enhances their self-esteem. It allows them to be more confident about situations in life.

When the only other earning member in the family is the husband, there is a lot of pressure on the family. Given the volatile situation of jobs in the country, losing one's job is a highly possible event. However, a working woman in a family brings support when she adds her income to the family. It brings a balance to family life and eliminates the uncertainty of job losses.

If families, especially middle-class, have financially independent women, emergencies like medical and others can be tackled head-on, not just because of more contribution of income in the family but because educated and financially independent women in the family generally have robust abilities of discernment.

Financial independence gives women decision making power, and women influence a large



part of the buying decisions not just for themselves, but for their families. Women positively influence financial decisions – because they decide not just for themselves, but potentially for their children, and her elderly parents as well. An increased share in household income controlled by women will lead to more spending on children's education and health.

However, in our society it is difficult to find women in leadership positions too often because even today, in these modern times, not many women are encouraged and given the support to champion in their respective fields and there aren't a lot of female examples to look up to.

By being financially independent, a woman will be able to inspire more women to take up jobs, make successful careers, and take charge of their lives and that of their families. The progress that she shows in her personal and professional life will directly affect the magnitude of someone else's dream. That's a big responsibility and if a woman is in a position of power to positively influence others, then that's nothing but exemplary.

However, the cause of worry is that the present scenario of women's financial freedom in India is still one to raise questions at. According to the data released by the [World Bank](#) in June 2020, India's Female Labour Force Participation (FLFP) is the lowest in South Asia. From 30.3 per cent in 1990, India's FLFP dropped to 20.3 per cent in 2020, and this figure is one of the lowest in the world. Although ample measures have been taken by

the Government of India which is directed towards increasing enrolment for education amongst girls in the last decade, there has not been a commensurate increase in labour force participation rate of women in general. The standard economic model suggests that rising education levels and economic growth should draw more women into labour force. However, a parallel increase in household income in the last two decades has meant a pulling back of women from the labour market. This is owing to the predominant conservative notion that if the income of the man is enough to sustain the household, women are no longer expected to work out of the household. Again, in similar ways, women are not given adequate support and are not uplifted enough to have successful businesses and ventures of their own.

Disappointing is another fact that in the modern-day India which is trying to progress shoulder-to-shoulder with the developed nations of the world, women Chiefs in Defence Forces, women CEOs and board members in organizations are still a tiny percentage.

All these continue to be our reality!

The famous economist [Amartya Sen](#) notes, "Women can become agents of change if four conditions are fulfilled: they acquire more than basic education; they have legal rights of ownership of property; they have an independent source of income; and finally, they can work outside the home. In India, most rural and perhaps the majority of urban women have begun to enjoy only the first of these conditions, and that too only in recent decades. The remaining three conditions still

remain absent. Not surprisingly, India ranks very low on any indicator of gender equality in the world.”

It is a documented fact that countries with higher amounts of participation in the workforce of women have stronger and more robust economies. Economic growth depends on the growth and skills of the labour force, the movement of people from low to high productivity activities, and the investment in education and skills of future generations, all of which is facilitated when our women join the workforce. McKinsey reports that if in India, the labour force participation of women, went up by 10%, we would add \$700 billion to our GDP by 2025. For a developing country that is a big number, i.e., 1.4% addition to GDP to be precise.

Therefore, when a woman becomes financially independent, the impact on society is far reaching and not just immediate. Not only

does she get bestowed with the freedom to make her own choices, take important decisions on her own, and live a life of her aspirations, but also like her when more women become educated and join the workforce, lead organizations, set up successful ventures, excel in different fields like arts, sports, etc., that unfailingly leads to a path of prosperity. Thus, our country must invest in leveraging the potential of its women because when women are at the helm, they drive positive changes across different areas, which is a step towards creating a progressive and prosperous economy.

So, to all the girls and women reading this, my message is: Courage to dream, give yourselves the wings to fly, work hard, think different, dream big, and make it happen. Move your 'Magic Wand' and the show the world your 'Worth'. Create your own Destiny!

“Financial independence is paramount. My mom always says that when a woman is financially independent, she has the ability to live life on her own terms. I think that was the soundest advice that I ever got. No matter where you go in life or who you get married to, you have to be financially independent — whether you use it or not.”

— Priyanka Chopra, Indian actor and filmproducer.

“A woman's best protection is a little money of her own”

— Clare Booth Luce, American author and US Ambassador

“When money flows into the hands of women, who have the authority to use it, everything changes — for women, their families, and their communities”

— Melinda Gates, philanthropist.



Business For A Cause

Li Ke Wenn Alias Kevin Lee

MBA (2020-2022)

Touch Nature is an organization that is established by Ms. Josephine Gaikwad from Singapore for the purpose of providing jobs to women who were victims of human trafficking. Based in Kolkata, the organization is engaged in the manufacturing of handmade soaps and candles that have wonderful fragrances due to the various essential oils and scents added to them. When asked why she had decided to make handmade products, she says that it is because she wants to give a job to as many women as possible.

A little history behind the organization :

The organization was initially established in Nepal by Ms. Josephine Gaikwad to primarily employ single mothers as well as providing a creche and childcare facility for their children. However, due to the political situation there, she had to relocate the organization elsewhere. In the end, she chose to move to Kolkata because it houses Asia's largest red-light district so that she can use her skills and expertise to help them.

Today, in order to work for the cause, Touch Nature has partnered with other like-minded organizations such as International Justice Mission (IJM), Mahima Home in Kolkata, and Made for Freedom in the USA.

The soaps that they make are all handmade

and chemical free that comes in different choices of essential oils added, sizes and shape. They also have options for different kind of gift sets at different price ranges. As for candles, other than ones that are made with paraffin wax, they also make candles using soy wax and bee wax that are more eco-friendly as they do not release any black soot.

All the women working in the organization are personally trained by Ms. Josephine Gaikwad to make the soaps and candles. Currently, her husband Mr. Rajnikant Gaikwad and a friend Ms. Flora Lee help her to run the organization.

Vision and Mission :

The vision of the organization is to build a sustainable business so that it can support rescued women and girls in the long-run and its mission is to answer the call to help these women and girls by teaching them to fish rather than simply giving them the fish. It ensures a comparatively better future which is long-lasting and allows them to provide for themselves with dignity and purpose.

Although Touch Nature is not involved in the front lines of rescuing, it is doing its part in ensuring that some of the females that are rescued will have a place to go after being rescued by organizations such as IJM.

Digital Inclusion : Is It A Far-Fetched Dream ?

Rahul More

MBA (2019-2021)

There was once a boy named Ramesh, who lived with his mum and dad in a cottage near their farm. One fine morning Ramesh goes up to his dad and says “Papa! I have my online school test tomorrow, so can you buy me a smartphone?” Later this evening, Ramesh overheard is Dad and Mom discussing – “We will have to sell our farm”. The next day after receiving the phone, Ramesh again goes up to his dad and says “Papa! How do I start the online test?” But this time his dad couldn't give an answer. They struggled with their poor connectivity, but ultimately logged in. Hours went by, but the question paper wasn't uploaded. A message came from the school: “The teachers were unable to upload the test due to their limited technological knowledge and so effective immediately, the tests have been postponed”.

“If you think education is expensive, try ignorance” – Andy McIntyre

If I could meet this man today and ask him a question it would be this: “What now Mr. Andy?”

We often blame the pandemic for this digital divide, but are that really the case? The digital divide in India has been there for decades. 2020 only makes the need transparent. But digital divide isn't only limited to the infrastructural means for online classes. There

is unequal internet access, poor knowledge in using technology, unequal electricity distribution and most of all, income inequality to remove these obstacles. The story above only gives a glimpse of the helplessness the poor households in India face today. They simply have no choice. On the other hand, a submission by the Delhi government says: “Under Right to Education, schools should provide equipment to children unable to access online classes” (source: Hindustan Times). Let's just say, that is not happening in real life.

If there was one thing the poor could beat the rich in was education. We've seen daughters of rickshaw drivers beating all odds to become IAS officers. But that was only when they were given the means at the cost of their parent's blood, sweat and tears. The digital divide in India is so huge, that its almost heart breaking. Poor students have negligible knowledge when it comes to using smart phones or computers, but that's not the only case. The teachers too are not well equipped when it comes to handling online classes. How can we blame the poor children of India, if their pillar of support faces the same issue as well?

“Survival of the fittest” – Charles Darwin

We fretted about the “rat race” in Indian education. Today, whoever has the means i.e.,



money, can participate in that race. With the rising unemployment in India, it is all the more difficult. Private schools and colleges seem to be doing fine and above the expectations, it is the government schools absorbing the blow. Several pleas of the parents have gone to the drain. The officials from those government schools are not helpful either.

The facts are equally daunting. A survey by the Statesman reported that only 15% of the rural households have access to internet compared to the 42% of urban households. Even if some of the rural residents have access, only 10% are able to operate. Bridging this gap seems close to impossible without the help of the rich. India needs to take the pandemic as an opportunity to set things right. The pandemic has shown the true face of Indian education if it were taken online. The introductory story above is only a reality check.

What's worse than not educating the poor children of India? – Rich corporations making money out of it and not aiding in remedying it. On the face of it, we will see hundreds of corporations pledging to save the day only to come up with a strategy to exploit the poor more. One such example is Lays and Kurkure's free 2 GB offer with Airtel for the prepaid consumers for 3 days. While the idea may look noble, it is only a marketing gimmick to lure in the helpless rural residents to buy those chips. Take a closer look at the validity and it makes sense as to why this is just cheap play. Corporations taking undue advantage of the poor in these times are not only unethical but pathetic to say the least. On one hand, we have corporations like Google, which made

the Google meet platform free for all and on the other we have Zoom. A platform which has been strategically designed to extract more money from the government schools using it. If that's not enough we have several courses online which charge fees to be accessed. How can someone learn to use the online platform if the courses which teach it also charge “nominal fee”.

It is easy for corporations to include the pandemic as an opportunity when they conduct the SWOT analysis, but it defeats the purpose of serving the society. Schools today are still demanding a major chunk of the fees to be paid (of which a part is the actual expense). Their excuse: “We need to pay the teachers”. So, the schools will not be contributing in any means and only pretend to be a facilitator? From smart phone companies doing aggressive campaigns to laptop companies revamping their production, the cry of the poor is somewhere lost in all that money they saved for their child's future. Money is surely the root of all evil as they say. Teachers from the poor section of the society pay for blackboards, computers and broadband just so they can conduct the online classes effectively. Who wins in the end? – The Rich corporations.

Maybe there is some positivity to be derived from this. Perhaps the government's digital inclusion policy – “National Broadband Mission” for the villages would be finished by 2025! After all:

“Education is a right and not a privilege for some, and not a business, not for profit making and negotiating” – Dafne Concha.



EVENTS AT XBS

Classroom Corporates

As the name suggests, 'Classroom Corporates' means bringing the corporate environment to the four walls of a classroom. It aims at providing an opportunity for young minds to experience the life of a corporate in a simulated environment. Through this event, XBS aspires to help the college students identify and enhance their basic analytical as well as social skills.

Xavier Business School, Kolkata in collaboration with North Bengal St. Xavier's College and St. Xavier's College, Burdwan organized the North Bengal and Burdwan Chapter of Classroom Corporates on 29th February and 7th March, 2020 respectively. The program had a series of management games from the domains of Marketing (MADVERTISE) and Finance (BID TO BUILD) and Multi-layered fun intended strategy-making game (CHAKRAVIEW). Students from different colleges of the town participated in this event. The day-long event was a great platform of learning for the college students and they haven't failed to impress the team of Classroom Corporates with their excellent analytical skills and creativity.



XBS Organising Team with SXC(B) Faculty



Event at North Bengal SXC



Event at North Bengal SXC



Panel discussion at SXC(B)

CORPNITI 1.0

With the tagline “An Insight into MBA Life”, Xavier Business School incepted the idea of conducting its first-ever Inter-Department Business Fest with the aim of giving the students a glimpse of the life of an MBA and hence CORPNITI 1.0 was organized on 14th February 2020. The fest was designed in a way to provide a holistic view of the various corporate domains and give the flavour of the real management world to the participants from various departments of St. Xavier's University, Kolkata. Backed by 8 powerful events, the fest was a platform for all students to showcase their hidden Business Acumen which included events ranging from Advertising to PR and HR to CSR. The overall winner was the Department of Business Management.



Felicitation of Chief Guest



Winner of CORPNITI 1.0 (BMS, SXUK)

National Conference On Consumer Choices With XLRI

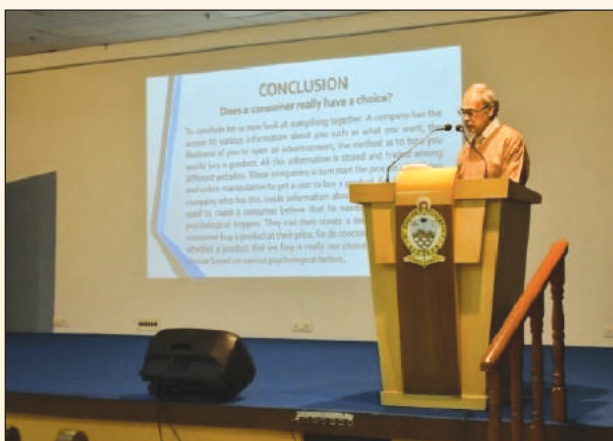
Xavier Business School in collaboration with Institute of Advanced Studies in Complex Choices (IASCC), Hyderabad and Centre of Global Management & Responsible Leadership (CGMRL) of XLRI, Jamshedpur organized its first-ever two day National Conference on Consumer Choices: Impact of Digital Technology at St. Xavier's University Kolkata on 19th and 20th December, 2019.

The national conference was inaugurated by Mr. Roopen Roy, Founder & CEO of Sumantrana Management Consultants LLP and Ms. Chitra Sood, Director - Microsoft India, in the presence of Rev. Dr John Felix Raj, S.J., Vice-Chancellor, St Xavier's University Kolkata and Prof. Dr .P Venugopal, Dean, XLRI Jamshedpur.

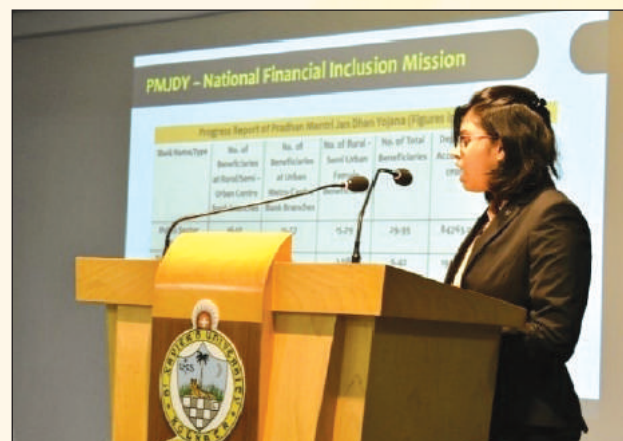
Researchers from both the industry and academia presented their research papers at this national conference here. The two-day of various rigorous paper presentations, recommendations and suggestions from eminent guests and academic personalities, was ended with a spirited and pulsating panel discussion on the topic “Impact of Digital Technology on Consumer Choices”.



Inaugural session at the Conference



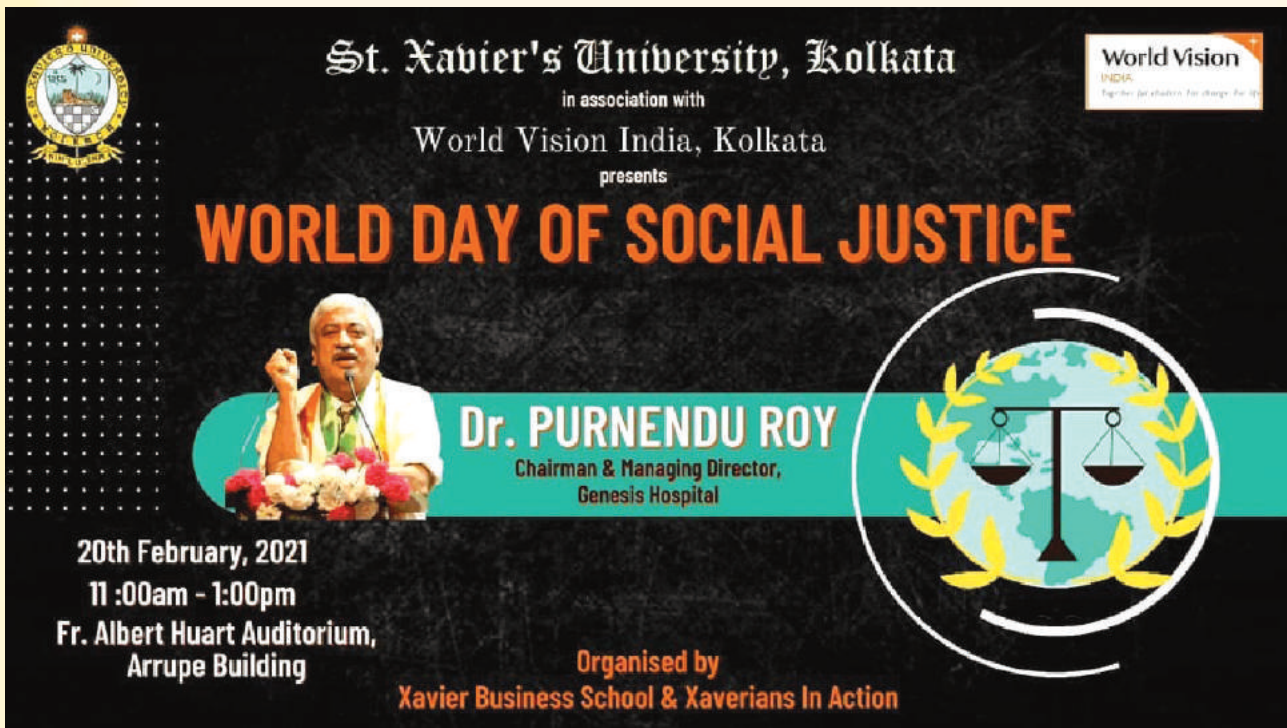
Paper presentation by Prof. Dr. P. Venugopal



Student paper presentation

World Day Of Social Justice

Xavier Business School in collaboration with Xaverians in Action organized an event on the World Day of Social Justice, 20th February, 2021, in the university campus to spread awareness and educate young minds. The programme began by displaying a video consisting of the work done by the XIA committee and felicitation by Pro-VC. Then, the Dean of XBS and Registrar of the university delivered their respective speeches. Dr. Purnendu Roy, the eminent surgeon, founder of Genesis Hospital and chief guest of the event, discussed about various aspects of social and market justice with a focus on the medical industry to create awareness among the students. Then, the programme head of World Vision, put forth her insights on the concerned topic by showing a video comprising of the service provided to the society by their team. The event was then followed by a cultural programme consisting of a few online dance performances by World Vision, and on-stage recitations, songs, mime act by the students of the university and XBS.



St. Xavier's University, Kolkata
in association with
World Vision India, Kolkata
presents

WORLD DAY OF SOCIAL JUSTICE

Dr. PURNENDU ROY
Chairman & Managing Director,
Genesis Hospital

20th February, 2021
11 :00am - 1:00pm
Fr. Albert Huart Auditorium,
Arrupe Building

Organised by
Xavier Business School & Xaverians In Action



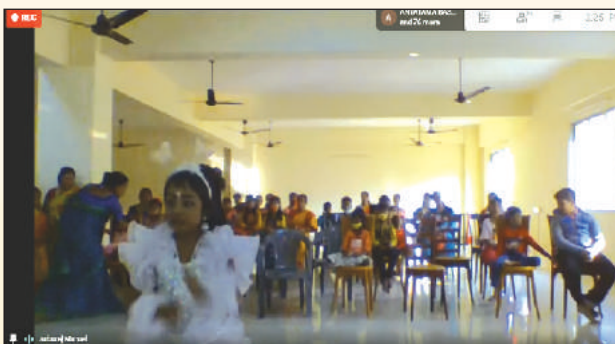
Address by the Chief Guest
Dr. Purnendu Roy



The Organising and Participating Team at
World Day of Social Justice

Sishu Sangmilani: Virtual Celebration Of Children's Day

The Social Responsibility cell of Xavier Business School (XSR), under the guidance of Dr. Fr. Mourlin K. S.J., organized an event named 'Sishu Sangmilani' on 22nd November, 2020 to celebrate Children's Day to have an interactive session with the underprivileged children from various NGOs in West Bengal. The event took place virtually over the platform of Google Meet with the immense back-end support of the students and collaboration of the local people of the different districts with the aim of spreading awareness about the upliftment of the society for a better future of those in poverty and need. The event comprised of several musical and dance performances by those children (Udayani NGO was one of them) along with students of XBS that were really enjoyable and exciting to witness. The event was a successful one which ended with the vote of thanks by Father. The hard work of the entire team of XSR and dedication of the children and their parents were highly appreciated and acknowledged by the professors.



Online Celebration of Children's Day

Social Excursion To North Bengal

On 22nd December 2019, when the world was getting dressed up for Christmas, students of Xavier Business School chose to spend it in an unconventional way. They visited the Howrah South Point Specially Abled Children's Home at Rajganj, Jalpaiguri. This place is a residence for a group of differently able children. A small function was arranged for their entertainment where our students danced, sang and recited stories to entertain this special group of kids. The most surprising fact was that these kids were extremely enthusiastic and passionate about dance and music and they performed small acts for us to enjoy. This acted as a subtle reminder for all of us to value what we have been gifted with, which we so often take for granted and how we should always do whatever little we can for the less fortunate ones.



Faculty and Students of XBS at NBSXC (Rajganj)



Introductory session at NBSXC (Rajganj)



Christmas Celebration at Howrah South Point specially Abled Children's Home at Rajganj

MBA Inauguration Program 2020

Xavier Business School, St. Xavier's University, Kolkata had an eventful curtain-raiser as the school welcomed the 3rd Batch of MBA Students on 24th August, 2020 through the Inauguration Program. The Program was held in the college premises with limited staff and proper norms of social distancing were followed. The event was broadcast live on the University YouTube Channel and Facebook Page for the students. The Chief Guest for the program was Mr. Gautam Chatterjee, MD and CEO, Exide Industries Ltd. Rev. Fr. Dr. Sebastia L Raj S.J., Pro Vice Chancellor, SXUK, delivered the welcome address and Prof. Ashis Mitra, Registrar, SXUK, delineated the code of conduct professed at the university in front of the incumbents. The chief guest was felicitated by our Vice Chancellor, Rev. Fr. Dr. John Felix Raj S.J. followed by an inspirational oration by the Vice Chancellor.

Mr. Gautam Chatterjee, in his speech, elaborated on some wonderful insights on the importance of staying calm during this pandemic and improving the skill set in order to be successful in the corporate world. He mentioned how things were different back in 1970-80s and how things have evolved in the current decade. The program ended with a vote of thanks from Dr. Manodip Ray Chaudhari, Dean of Xavier Business School.



Inauguration Program 2020



Inaugural address by Hon'ble Fr. Vice-Chancellor



Keynote address by Chief Guest
Mr. Gautam Chatterjee



Felicitations of the Chief Guest by
Hon'ble Father Vice-Chancellor

Reminiscence – Convocation 2021

Priyesh Saha, Alumnus

(MBA Finance 2018-20, Tax Associate – PwC SDC)



Priyesh receiving degree from His Excellency, Mr. Jagdeep Dhankar, Hon'ble Governor of West Bengal

As a Bollywood movie buff, since my childhood days, I was fascinated by the scenes of Convocation Ceremonies shown in various movies like Two States, Three Idiots etc. and there on, I had grown up with a dream of receiving my Post Graduate Degree one day in front of my parents and well-wishers wearing that Black Robe and of course, enjoying that joyful moment of throwing that black hat up in the sky along with my batch mates.

During those two years, I made uncountable memories. I made so many new friends who became a family. Although there was academic pressure, assignments, Extra-Curricular Activities but I was fortunate enough to see myself growing day by day along with this newly established business school.

Suddenly, moving out of my comfort zone and doing everything on my own in the hostel was not looking difficult at all. People around me, like my batchmates, Faculty members, Fathers and Sisters were always there to provide their support and contribute towards my growth. Although the ending of my MBA Journey was abrupt due the Covid 19 Pandemic and Country wide lockdown, but I have no regret about the same since I enjoyed my two years to the fullest ensuring that these 2 years become the best days of my life.

And then came 2020, and my dreams got partially fulfilled, when I read the notice board of Xavier Business School showing – Priyesh Saha securing third rank in the first batch of MBA Graduates of St. Xavier's University, Kolkata. My parents, well-wishers and friends were overwhelmed hearing this news. There was never a happier moment in my life than this. This news doubled the happiness of getting placed in a reputed MNC that too in my hometown.

MBA dream always comes with the desire of getting your certificate and celebrating the special moments with your mother applauding with tears of happiness in her eyes, father clicking a picture and sibling doing a live streaming in social media, the entire batch meeting together probably for one last time on campus and sharing moments of happiness of



being an MBA Graduate after surviving Two Years of Residential Life.

Alas! No, not anymore. Coronavirus proclaims – 'Here I come'. No more you can socialize, breathe freely, have public gatherings, and lead a normal life like we used to. In this situation, one thing I was really scared about was whether we will be having a convocation ceremony just like I used to see in movies during my childhood days. With every passing day, the situation around was getting worse and I could see my dream going away from me since other institutes were organizing Virtual Convocation Ceremonies.

But the New Year 2021 started with the happiest news when I received an email from my Institute that this year's convocation would be happening in a blended mode and being a rank holder, I was invited on campus to collect my Degree and Medal from His Excellency Mr. Jagdeep Dhankar, Honorable Governor of West Bengal.

Although I was little sad that my Parents and batchmates were not present with me on campus that day, but I am thankful to St. Xavier's University, Kolkata for making such

wonderful arrangements maintaining all the Covid 19 Protocols ensuring the safety of all. The entire Convocation Ceremony was broadcasted Live on the University Facebook and YouTube Channels so that our batchmates and parents can enjoy the same sitting at home. I was nervous but excited at the same time to be back on campus after almost 9 months and meeting few of my batchmates who were also invited being the rank holders. I was anxiously waiting for my name to be called on stage and finally when that moment came, I was almost into tears of joy. I could feel that all those hard works and sacrifices that I have made during these two years was because of this moment only. I could imagine my parent's reaction at home watching me live, going up on the stage to collect my Degree and Medal. It was indeed a moment where I wanted time to stop forever and thus 6th February 2021, became the most memorable day of my life.

I am really thankful to Xavier Business School for giving us the best 2 years of our life, making us business leaders of tomorrow and ensuring that the first batch of MBA Graduates goes out with flying colours.



S T U D E N T CONTRIBUTIONS-II



1st Gen Creators – From No One To Someone!

Soubhik Majumder

MBA (2020-2022)

“All our dreams can come true, if we have the courage to pursue them” – Walt Disney. It is indeed important to realize your dreams in life at least to try. We all are dreamers. We like to toil in those dreams as if those were real. But we need to strikingly realize that yes, it is possible and why not live it in reality? And then starts the journey, a journey which is worth traversing. We embark on it with mind and heart full of colours, colourful dreams. Though a little clichéd but pragmatic- the path certainly has its speed breakers. We got to slow down, overcome and again drive in full speed. We are to be so intoxicated and crazy that nothing should be able to stop us. Our excitement, zeal and determination ought to remain our essentials for the journey. Sweat and tears are inevitable yet bearable.

Life is not a bed of roses. The path of an ideal life is the stem of the rose; full of thorns. One who gets to walk that way not being sensitive to the bloodshed emerges victorious. He gets to enjoy the beautiful nectar of the flower namely life. He does not enjoy alone but sets an example for generations to come. There are hundreds of such people who showed such intrepidity. Let us see some of these dauntless beings who have grown to become exemplary successful people.

Kalpana Saroj, a Dalit slum dweller of Mumbai got married at the tender age of twelve. The

time when other girls were concerned about their video games, she had to bear the brunt of her husband's physical and mental abuse. She left him and started working as a tailor. Her police constable father lost his job and the whole family joined her at a rented room of Rs 40 per month. Kalpana tried committing suicide, she was saved. Then she embarked on the journey of becoming an entrepreneur. She founded a furniture store. Then she took huge loans from banks out of different government policies and did the thing that changed her life. She bought the famous Kamani Tubes. That illiterate, submissive and docile woman of that slum managed to acquire wealth worth USD 112million. She has been honoured with Padma Shri for her contributions to Trade and Industry. Kalpana says, 'Ivy League degrees and fancy MBAs are not what make entrepreneurs. Grit, perseverance and a superhuman ability to have faith in yourself does.'

Chandra Sekhar Ghosh, a Bengali village boy of Tripura born to a poor sweet seller, sold milk and gave tuitions to support his education. He travelled extensively across Bangladesh and West Bengal and saw the crippling poverty especially of ill-treated women first hand. He thought to microfinance mostly by borrowing money from his relatives. He kept travelling in his bi-cycle from one village to another so as to convince the women to take small loans from

him and aid their education or small business. Like this, in 2014 he registered his idea in the name of 'Bandhan Bank'. Bandhan has 4701 banking outlets presently, serving 2.08 crores customers in a span of only six years.

Another power couple, Sagar Daryani and Binod Homagai, both alumni of St Xavier's College Kolkata do not fail to inspire. After graduating, in 2008 both of them thought of starting something enterprising. Homagai being Nepali could make scrummy momos and decided to embark on their journey centralizing sell of momos. Both of them managed to get a little space in one of the Spencer's in Kolkata and walked several kilometres to and fro daily to sell momos inside the retail outlet, Spencer's. They still recall how they two wearing bright yellow t-shirts used to call upon customers of Spencer's to try their momos. They are none other than the founders of Wow! Momo, which has 240 outlets across 15 cities of India at present.

Ritesh Agarwal, born in a simple family of Odisha, has done historic wonders. He was not academically sound. At the age of thirteen he started selling sim cards to earn money. He dropped out of college. He failed 6 times until venturing into online hospitality venture, OYO. He saw the pathetic condition of budget hotels and eventually taking advantage of technology, he founded the company when he was not even twenty years of age. With sheer determination he scaled his business to an unimaginable height like no one before. He holds the record of being the youngest self-made billionaire in the world with net worth of

USD 1.1 billion.

There are hundreds of such people who have realised their dreams which of course cost them. People like Subrata Roy of Sahara, Dhirubhai Ambani, Gautam Adani, Dilip Shanghvi of Sun Pharma, Sachin and Binny Bansal of Flipkart, Kunal Bahl of Snapdeal, Bhavish Agarwal and Ankit Bhati of Ola Cabs, Deepinder Goyal of Zomato, Falguni Nayar of Nykaa and many many more remain the epitomes of success. They all have brought in a revolution in their respective areas. They all started off with nothing, without any godfather or without any significant material inheritance.

The common things amongst all of them, the first-generation business persons, are a clear path, the knowhow to travel on that path, to work inhumanly hard, shed as much sweat it takes, as many falls it takes and as much risk it takes. The goal needs to be seen like Arjuna of Mahabharata- only the eye of the bird; then only can the eye be hit! Money, even after being extensively useful, cannot be in the center of the goal for it enhances attachment. Honesty, transparency, empathy, generosity and kindness play a major role in this path to success. Money is complimentary to good work. It shall anyway follow; isn't something to chase. As said in the Bhagavat Gita – 'Do your duties without ever thinking of the reward. One shall be inevitably successful.'

If all these people, of the same country as ours, of the same skin of ours, of the same flesh of ours and of the same blood as ours can do it, why can't we?



Tourism : “Mr. Covid, Am I A Joke To You?”

Aronab Sinha

MBA (2019-2021)

Once upon a time there was a man named Mr. Tourism and he met Mr. Covid and that is the end of the story. What? Was that story too short for you? I know, but in the real world, it is indeed a true story. The impact of Covid-19 on tourism sector has been the worst; in other words, it may even be THE END.

In India, there are 28 states and 8 union territories. I have been to 20 states and 5 union territories. I am saying this to merely express my love for travelling and not because I intend to brag. Well maybe, I did brag a little. However, this brings me to terms with the plight of people whose lives are solely dependent on tourism economy. Their recovery remains highly uncertain, as the Covid-19 pandemic continues to heavily hit the sector.

The travel & tourism business has surrendered on its knees worldwide. Country borders are sealed. Cities are at a stand-still. Flights are grounded. Cruise ships are docked in the harbours. Trains are stationary. Buses are not plying. Hotels are shut. Restaurants are shuttered. It remains unknown when the fury of the virus will subside as no vaccine is in sight and people are cloistered in their homes. Social distancing is the new mantra, masks and gloves are the new safety accoutrements and no one is even thinking of a holiday, let alone planning for one.

The outcome for 2020 is expected to be a

decrease in international tourism economy by around 80% (downside of previous estimates), with domestic tourism driving the short-term recovery. Governments have taken impressive immediate action to restore and re-activate the sector, while protecting jobs and businesses. Considering the longer-term implications of the crisis, countries are also developing measures to build a more resilient tourism economy in the post Covid-19 environment. These include staying ahead of the digital curve, supporting the low carbon transition, and rethinking tourism for the future.

In such a situation India is no exception where tourism has seen a significant decline during 2020. Government of India has a crucial role to play in revival and growth of the tourism industry. Government of India needs to take immediate relief measures under the Goods and Services Tax (GST) to minimize the impact of Covid-19 on tourism industry. The Tourism industry has been one of the most significant contributors to India's GDP in recent years. The Government of India, over the past few years, has taken various supportive measures and has focused on making India a global tourism destination by promoting schemes like 'Incredible India', 'Atithi Devo Bhava', 'Pilgrimage Rejuvenation and Spiritual Augmentation Drive' (PRASAD) and 'Swadesh Darshan' among others. The 'World Travel and

Tourism Council' 2020 has reported that in the year 2019, tourism generated 39,821 million jobs in India, which is 8.0% of total employment in the year 2019.

During the Covid-19 pandemic, tourism industry probably reported as the worst hit sector, moreover, because of the consequent restrictions imposed during the lockdown period and also beyond. Revival of this industry should be a prime concern for government. Tourism industry in India requires a push for its

revival and it is expected that the immediate reliefs under GST laws will bring an impetus to this sector to survive.

At the end I would just say that the revival of tourism industry is not only good for the economy, but also for those youths who have no idea there is a hidden gem called "The Great Wall of India" which is the second longest continuous wall in the world after great wall of China. DON'T GO BY MY WORDS, GOOGLE IT YOURSELF.



I am not sure exactly what heaven will be like, but I know that when we die and it comes time for God to judge us, he will not ask, 'How many good things have you done in your life?' rather he will ask, 'How much love did you put into what you did?'

— St. Mother Teresa



Handicraft Ecosystem – The Indian Cottage Industry

Anyatama Basak

MBA (2020-2022)

Indian handicrafts are famous in the world market for two reasons. Those are rich in nature, and can be supplied in various transformations, and mixtures which are the greatest strength compared to the neighbouring countries. The inherent craftsmanship is another major advantage. This sector is now being fortified for the manufacturing of more designed products to face stiff competition, instead of supplying the same type of product range.

Although exports of handicrafts take place, India's share in world imports is still less. This sector is still not completely explored. Unlike other developed handicrafts industries in Japan, Europe, Vietnam, China, and the US, the Indian handicrafts market is still in its growing state with a huge number of craftsmen, and relatively greater interest of customers in high-value products. The major thing about handicraft is its small setup and low investment which encourages individual entrepreneurs to enter into this market. Indian handicrafts are exported to more than hundred countries of the world with the top 10 markets being the US, the UK, the UAE, Germany, France, LAC, Italy, the Netherlands, Canada and Australia who have shown great interest and likeness towards Indian work, and craftsmanship of total export but overall, it contributes the most to the foreign fund inflow to the nation.

Craftspeople, in some area, are like the backbone of the non-farm rural Indian

economy. Millions of artisans are engaged in craft production to earn a livelihood, but they are slowly perishing. According to UN, the number of Indian artisans has decreased by 30% over the past 30 years. Dasra, a leading philanthropic foundation, states some interesting findings in the report 'Crafting a Livelihood' as below:

The global market for handicrafts is of USD 400 billion worth with India's share below 2% that represents a tremendous growth opportunity.

The crafts sector is extremely unorganized as well as informal with 42% artisans who work out of their home.

Craft is a small-scale industry with 39% artisans incurring production expenditure of less than INR 12,000/ USD 215 per year.

50% of household heads of craft producing families have no education with 90% of the women in these families being completely uneducated.

The Ecosystem :

When the upsurge of Indian handicrafts as an important cottage industry and of the artisans was noticed by the government and industry, they started focusing on research and documentation of these arts' history. But only archiving about craft is not enough; sales and exposure to the market are also needed for artists which are the only way to preserve this handicraft heritage of India. When we travel to the interiors of Indian states looking out for

these talented pairs of artisan hands, language often poses a big barrier. But we should go searching for the artisans who are far away from any mainstream conversation and meet them to understand their work.

Among the most popular handicrafts, terracotta and dokra designs, kantha stitch, patachitra and madhubani paintings are of high demand all over world. Not only the fashion industry uses these on the apparels and accessories, but also the home decor materials along with some utensils of daily use are being painted using these natural authentic traditional methods. The experienced designers provide their exclusive ideas which give the final products an urban touch and make it more presentable in the world market. The pandemic has devastated the offline trading of the product since most of these are hand-made and has put a bar on the livelihood of these artisans.

The sheer number of lives it touches even today and holds a minute share in the global market, look like a big opportunity for us, of not only going beyond the barriers of our technical and design education limits, but also being able to make a difference at a large scale. When a craft dies, not only do we lose the art objects but we also lose generations of a special kind of creativity. Today when the industry, entrepreneurs remit payments to an artisan, earlier struggling for recognition, the warmth they get in return is a feeling to remember.

Besides inadequate civic facilities such as electricity, banking etc, the main challenges artisans face is of awareness and outreach. Due to backwardness and lack of exposure, the sense of quality and processes has not evolved enough to compete with industrial

counterpart goods. Training is needed to bring such handworks at par with global market expectations. Despite all, the artisans surpass market expectations, create splendid pieces of work but don't have any powerful showcasing tools at their disposal to share it with a wider audience who can pay its worth.

Limitations :

While crafts used to receive royal and aristocratic patronage during pre-independence period and played a major role in Gandhi's independence struggle, they have slowly lost relevance being inferior with the advent of industrialization. The Government's treatment of crafts as a sunset industry is added with it, which has resulted in a lack of well-developed policies, schemes and programs to protect and strengthen the ecosystem for artisans.

Low productivity generates the problem of unorganized production as handicrafts faces problems such as a lack of professional infrastructure, as example, work sheds, storage space, delivery and packing facilities.

Many crafts require the entire agriculture-based household to participate in production in some capacity for seasonal source of income. Children miss their school, resulting in low education levels for the overall family which makes it difficult to manage inventory, access government schemes and market information and bargain with traders and middlemen.

Artisans may also lack the financial capability to cope up with outdated production methods, or undergo available necessary training on a regular basis in a formal work setting which compromises the quality of their products and



increase the cost of production.

Inadequate inputs cause lack of quality raw materials, hence they are forced to buy sub-standard materials from local money-lender at a higher price sometimes. In case of weaving, handloom weavers compete with the power loom industry which can access high quality raw materials through government subsidies.

Craft producers suffer a lot from lack of working capital, access to credit and loan facilities, lack of marketing facilities for finished products. In most of the cases, designs evolve through the interaction between the artisan and the consumer. Due to changes in usual artisan-consumer relationship and increasing urbanization and globalization of crafts-market, artisans are unable to understand the expected designs of changing preferences.

While consumers of crafts products are becoming urbanized day by day, crafts continue to be sold through local markets; artisans have few opportunities to reach new consumers through relevant retail platforms such as department stores, shopping malls and online markets due to their rural orientation.

Rural youth are increasingly disinterested in continuing their family craft traditions, having seen their parents struggle to find markets and fair prices for their products, the school system pushing them towards white collar office jobs, also crafts are sometimes strongly associated with a family's caste, such as leatherwork.

Conclusion:

Handicraft sector is one of the sectors to contribute to the success of Make in India mission. It does not mean to rely only on the handwork; innovation and technology can be collaborated for further enhancement in this

sector. However, there are some difficulties which needed to be addressed sincerely by the Government, local bodies, and NGO's since it is the motivation and inspiration for new entries in this market.

There is huge communication gap between the urban entrepreneurs and the rural artisans. Since majority of the rural artisans are uneducated so it becomes a huge challenge to actually make the artisans understand the kind of work that is needed by the entrepreneur and even if they understand it they usually can't follow the exact pattern since most of them don't have the required colour combinations.

Since the urban artisans are more technology efficient so they have a better idea about the designs colour combination and have the availability of a wide range of raw materials while the rural artisans who are exquisitely skilled in their work but they don't have enough designs references which could make their work more approachable and since they are hugely dependent on the middlemen that they restricted to certain raw materials.

There are entrepreneurs who are really very much eager to create something new with their business minded plans and skills of artisans. They want to set up new trends in fashion, home decor, in our daily chores. But what is needed most is the patience. The supply of the artisans only then can meet the demand of the entrepreneurs when there is clear discussion between them. Finally, we can say that this sector has potential to grow, and people, willing to be the part of this sector, need help from the government through its effective contribution to the establishment of business to make this sector work as other organized sectors.

World Minus Plastic

Anirban Bandopadhyay

(MBA 2020-2022)

1st position in the essay competition on “Plastic, Plastic Everywhere! Not a place to breathe” organised by XSR cell, XBS in April, 2021

When rapid electrification was happening throughout the length and breadth of America, an alternative for natural electrical insulator shellac was needed and Bakelite was invented in 1907 by a Belgian-American chemist Leo Hendrik Baekeland. Bakelite was the world's first fully synthetic plastic devoid of any natural molecule, and since then there have been a spree of R&D drives and whole the tribe of mankind has contributed substantially in coming up with numerous variants of plastic, personified the viability and convenience in use of plastics or plastic materials, making them marketable, producing in large scale and finally buying plastic goods and using them with utmost satisfaction.

PLASTIC has become an integral part of our daily lives because we as human beings were always ready to welcome it with open arms and found great value in using them, largely and mostly because of the convenience factor. And the worst case as always lies with the developing countries, mainly Asian counterparts. People over here are quite aware about the adverse effects of using such a non-bio degradable component, but are still going through the process of a prolonged dilemma regarding whether to sacrifice the convenience

and feasibility of using plastics and switch over to eco-friendly alternatives such as JUTE and PAPER for creating a sustainable environment devoid of plastic pollution for the upcoming generations to come, or to still continue availing them. The decision lies in their hands and they need to do come forward and do their part in order to create a better world for tomorrow.

It will be largely unjustified if we are only making the consumers of plastic or plastic made products, the one and only party to this never-ending blame game. What role is the government playing? What is the UNO doing? All of them are taking oaths, making promises and merely urging the consumers not to use plastics. Is that enough at all? But where is the initiative to drive consumers to choose a better alternative to plastic? Just the way our ancestors tried to find a better alternative to conventional natural elements and went on to invest time, energy and their monetary resources to invent plastic over the last century, where is the urge and will to find an even better alternative to plastic, based on the same principles of durability, convenience, feasibility and recyclability? Provided the tremendous speed of growth in the domain of science,



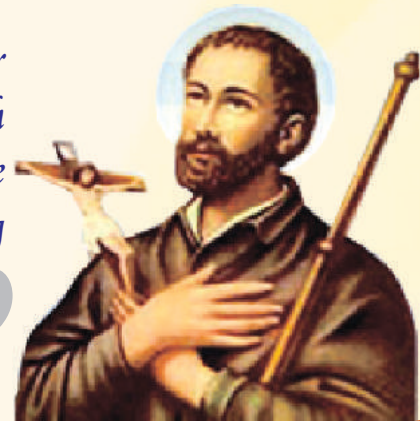
technology, R&D in chemical and biological studies, it is high time we channelise a substantial portion of our resources in inventing an alternative which will be a natural product or substance having the same advantages of plastic, will cause zero pollution and depletion to the environment and be bio degradable in nature. It is very much essential for the government to impose stricter laws to restrict the use of plastic and at the same time, the government should drive the entire plastic manufacturing business fraternity to take up extensive R&D activities to scale up the quest for searching a better alternative to plastic, which is universally applicable and accepted by one and all. It is high time we start moving in this direction and till time we are unable to reach our mission and vision, we should

promote the usage of available alternatives through our own positive will.

The whole business sense in the production and consumption of plastic would only come to an end if there exist no business case. If there is no demand, there would not be any supply and manufacturers would shift from manufacturing plastics to producing better alternatives to plastic. Of course, we all know the benefits and advantages which plastic has brought in the domain of industrial machinery, equipments and infrastructure, may that continue but we need to rationalise and reduce the usage of end point consumer plastics as soon as possible. Till then, let us all pray for a better world with less plastic and move towards a world devoid of plastic.

“*Would to God that these men who labor so much in gaining knowledge would give as much thought to the account they must one day give to God of the use they have made of their learning and of the talents entrusted to them!*”

— *St. Francis Xavier*



The Plastic Planet

Mahima Roy

(MBA 2020-2022)

2nd position in the essay competition on “Plastic, Plastic Everywhere! Not a place to breathe” organised by XSR cell, XBS in April, 2021

My brother recently arrived from his adventure trip in the tiny island of Pacific Ocean, Midway Atoll. As an underwater photographer, he was fascinated by the fact that the remnants of World War II are still found lying deep in the waters of Midway Atoll. As soon as he dived, he was welcomed by the majestic marine life. He saw the school of fishes, the beautiful corals and minuscule of plastic floating everywhere. Soon enough, he noticed the garbage that surrounded him. It provoked him to think, “Plastic-plastic everywhere, not a place to breathe”. It hurt him to see the fishes feeding on the marine debris. Environmental activists have said enough about conquering the horrors of ocean plastic, but enough hasn't been done to eliminate the waste. We fail to realise that it is not the activist's duty alone, but every individual's responsibility.

The main cause of plastic pollution is our innate dependency. Present society wouldn't have been the same if not for Leo Baekeland who discovered the first synthetic plastic, “Bakelite” in 1907. However, in 1950s, people did not anticipate the rapid growth of plastic production. In 5 years, the global plastic production has increased from 300 million to 368 million metric tons in 2019, of

which 57.9 million is produced in Europe alone. This plastic takes years to break down and ends in landfill or polluting oceans which are misused as veritable dumping ground.

The Great Pacific Garbage Patch is a result of continued accumulation of plastic, carried by natural currents of the ocean, caused by decades of superfluous plastic production and a symbol of failed waste management infrastructure in our throwaway culture. According to Environmental Science and Technology, 90% of plastic waste in oceans originates in just 10 river systems. China is one of the largest producers of plastic and importer of plastic waste, accounting for quarter of world's plastic. In 2016, it imported 7 million tons of plastic waste from United States. Plastic pollution is not just an environmental issue but a matter of social justice to other ecosystems.

With time, we have become selfish enough to be inconsiderate to other living beings. The durability and affordability of plastic attracts us so much that we ignore how the longevity of plastic's life continues to create havoc in ecosystems. Apart from ocean pollution, burning plastic leads to toxic air pollution and chlorinated plastic causes land pollution. Despite the consequences, we never fail to ask



for a plastic bag at a grocery store for our own convenience. It is an open forum to debate whether people deliberately ignore the reality or are merely ignorant. Consider India, where we continue to throw the kitchen wastes in plastic bags in bio-degradable bins. Animals who feed from these bio-degradable bins, continue to choke to death.

The years of damage cannot be reversed in a single moment. It will take consistent efforts to reduce if not eliminate the use of plastic. This can be done by educating people and motivating them to start with small and conscious steps at home. Some simple steps are:

Plastic should be replaced with alternatives: Plastic bags should be replaced with reusable cloth bags. Plastic cups can be switched with paper cups, plastic bottles should be replaced with that of steel and plastic plates with ceramic plates.

Encouraging the use of paper: Instead of wrapping eatables or other necessities in plastic, the use of paper should be promoted. Individuals should try to avoid packaged foods

and instead purchase from local farms and groceries.

Do it yourself or DIY: Instead of depending on readymade products, it is better for the environment if we do it on our own like making fresh and healthy juice at home or own cleaning products that are less toxic.

Reuse and recycle plastic: Plastic can be effectively reused and recycled at home instead of disposing and littering. This can be done by creatively reusing plastic bottles as flower pots, pen stands, beverage containers, piggy banks and mini trash cans.

Avoid plastic toys and ornaments: The use of plastic toys, earrings, flowers, frames can be avoided unless it is made from recycled plastic. After all, Romeo could have never wooed Juliet with artificial flowers!

Thus, to reduce and eventually eliminate plastic it is better to go traditional. If small calculated steps are taken every day, it will help us in achieving a sustainable long-term goal. The change has to begin in present. When it does, we wouldn't encounter another dead fish while fishing.



C R E A T I V E
C O N T R I B U T I O N S



Symphony Of Love For God's Best Creations

Dr. Manodip Ray Chaudhuri

Associate Professor and Dean, Xavier Business School

I desire to be with them, in body and soul; I
yearn for their company;

I cherish, relish and revere when I see them in
the morning,

I perish and debase when I depart as dusk
calls me home.

I enjoy their company in the learning hall and
in the spread-out lawns;

It's my amusement and delight to have them all
around;

To me they are God's best creations and am
glad they are born.

During festive times, they are with all mirth and
jollity;

They stimulate, enthuse and inspire me and are
self-inspired to perform.

My heart beats with the rhythm of their
sensation, as they play and dance amidst all
rules and norms.

They clutter during the day-time and
rejuvenate at night;

They are vivacious and bubbly, always ready to
dive and drive.

They spearhead our team and take lead with us
with a strong fist and fingers five.

My day makes me happy and blissful when I
see them smile;

My mind gets a revive and come around
watching them in all their enthusiasm and style.

Their eyes shine bright and draws me every day
to walk with them, yet another mile.

Hard-pressed with work or sessions and visits
galore;

The self in me wants them with me or my entire
day gets mellowed.

They belong to me, they belong to us, they are
our heartbeat in the present, past and
aftermath.

They are no one else, not my family or my
friends.

They are my morning sun and the bright night
moon, sailing with me in my mind morn and
noon.

They are my students of Xavier Business School
and yes, they are to go up the corporate ladder
soon – very soon.

Ode To The Pencil Skirt

Mahima Roy

MBA (2020-2022)

My legs dragged themselves to the glass doors
Of the mall, to which you belonged;
Not for you, at once,
But to save myself from loo and heat
Bathing in a pool of uneasy sweat
Skimming me from head to heal!
You would've been any ordinary pencil skirt
But in the sun, your extraordinary red gleamed
On the red skirt, the golden buckle beamed
I fell by the fountain, admired you from distant
Like any stalker, following a maiden.

I met your sister, long skirt, the other day
Her creased pleats swiped the dusty streets
And made young ladies look like aunties
People often make fun of others insecurities.
She envies your sophistication –
The pamper you get on a dinner date,
Oh, and the invitations to rich parties.
But she is unaware of the stares you face,
And each time the wild eyes judge you,
The tensed legs that race;
Oh, Pencil Skirt! Linger on the thighs a little longer,
Don't be the craving of men's hunger.

And not to forget your cousin mini skirt—
Less visible now; more depressed,
She has made her place in western states;
Patriarchal society has tagged her outcaste
She blames herself for tortures of draped,
Men blame her for seduction, but she was chaste
Excitement makes them molest and rape.
But she is unaware you've seen the same,



In the boss's cabin and an employees' brain.
Oh, Pencil Skirt! Linger on the waist little longer,
Don't be the craving of men's hunger.

Your sisters in other official colours are no better.
Black or White, they become the sight of someone's night.
Skirts are blamed for a women's success,
And prosecuted towards sexual injustice.
I wish I could make them realise,
It is hard work that got her that promotion
Lusting her figure and oppressing her demure,
Will only get you licentious demotion.
Oh, Pencil Skirt! Linger on the butt a little longer,
Don't be the craving of men's hunger.

But I don't blame you or your sisters.
Neither the society and its misters.
They who sin, are not a part of us,
They who sin, are worse than animals.
The girl child has been through it,
And so did the conservative lady behind the veil.
They lusted for physically challenged women,
Even the buried wasn't spared by these cannibalistic men.
There are more Dushasan than Draupadi
And no Krishna to save thee.'

Careful Oh Skirt, once you're sold.
"This had to happen for this skirt," you'll be told.
But cover the lady's shame
For in their minds, lies the problem
Not your length, that they blame.
You're a beauty and they the beast
But this is no fairy tale;
This beast will tear your body apart
For seconds of pleasure and then— depart.
Oh, Pencil Skirt! Linger on the body forever,
Fight the craving of men's hunger.

Times

Sneha Khanna

MBA (2019-2021)

There are times; I want to go to a place,
 Where there are no faces I know,
 No stories that I have heard before,
 No stories that I have left behind.
 No songs whose lyrics I know,
 No sunsets that I have experienced,
 No spring that I have ever tasted,
 No flame which has scorched my skin,
 No sculpture that has touched my lips.

At others, I want to open a box,
 In which time has frozen at instants,
 Every time my mother has smiled,
 Every time my heart leaped into love,
 Every time my poetry inspired another,
 Every time a butterfly sat on my palm,
 Every time a tear rolled down due to joy,
 Every time I smiled with nostalgia,
 Every road that led me home,
 Every tune that made me dance.

At times I wish to live in a museum of memories,
 At others, I wish to burn it all down to ashes.

Truth

Sneha Khanna

MBA (2019-2021)

It is funny,
 how people who assume,
 those who are depressed,
 listen to heavy metal music,
 sit in the corner by them,
 and never smile.

But the truth is,
 sometimes the nicest people,
 or the people, who smile the most,
 are the ones who sit,
 on the cold bathroom floor,
 with blades and knives in their hands,
 and cry the most at night.
 It is heart breaking because,
 those who are depressed,
 are actually the ones,
 who are good at hiding their emotional pain.



Recipe

Susmita Sen

MBA (2019-2021)

Someone asked me;
Define A Successful Person.

Me: A Successful person is an adult who has assembled all the criticisms and used them as a key ingredient to be Prosperous.

Then What About the Criticism?

Me: Some of those turned into a gaze from far away, and some of them turned into slow claps.

What Is the Secret of Being Successful?

Me: If you wanted to be successful you have to get habituated with something.

What Is It?

Me: Take 10 tablespoon of criticisms; add a handful of tears in it, a pinch of struggle in it... Now stir the mixture with hard work and determination.

Make this recipe compulsory on your everyday routine. If you do so Success is yours.

After Time Elopes Will You Say This Same Thing to The Person Who Followed This Recipe?

Me: Nope... I will tell success

"Congrats, Success; you have chosen the right person."

मैं आवाज़ हूँ

Sneha Khanna

MBA (2019-2021)

मैं तेरी अंतरात्मा की आवाज़ हूँ,
मैं आवाज़ हूँ,
मैं आवाज़ हूँ एक जलते अंगारों की,
मैं आवाज़ हूँ हर एक चमकते तारों की।

मैं वही आवाज़ हूँ, जो तुमको मुझ तक पहुँचाती हैं,
और हमसबको, हमसबतक पहुँचाती हैं।

मैं तैरी अंतरात्मा की आवाज़ हूँ,
जिसने मेरा लल्लन पोषण है किया,
जिसने मेरी बात है सुनी,
उसको ही ढूढ़ने पे मिलती हूँ मैं कभी।

जिसको मैं मिली उसको जहाँ मिल गया,
उसको चमकते तारों का आसमान मिल गया।
तोह क्यू बैठ गया थाम के तू वहीं,
याद नहीं तुझे, अपनों की वोह हसी ?

तोह चल,
उठ, क्यू रो के, थम के, तू रह गया है वहीं ?

सुन ले मेरी आवाज़ आज,
और करले कुछ खास आज,
फिर देख आसमान पे नाम तेरा ही होगा,
और बादलों पे पैगाम तेरा ही होगा।

सुन ले अपनी आवाज़,
अपनी अंतरात्मा की आवाज़।



हिंदी शायरी

Tushar Damani

MBA (2020-2022)

रास्ता भी जानता हूं, चलना भी जानता हूं,
मैं आग हूं तबीयत से जलना भी जानता हूं,
मुझे मोम ना समझो जो झट पिघल जाता है,
मैं सूरज हूं डूब कर निकलना भी जानता हूं।

“खुशी के लिये”
बहुत कुछ इकट्ठा करना पड़ता है
ऐसा हम समझते हैं...
किन्तु हकीकत में खुशी के लिये
“बहुत कुछ छोड़ना पड़ता है”
ऐसा ‘अनुभव’ कहता है...!

खोल दे पंख मेरे, कहता है परिंदा, अभी और
उड़ान बाकी है,
जमीं नहीं है मंजिल मेरी, अभी पूरा आसमान बाकी है,
लहरों की खामोशी को समंदर की बेबसी मत
समझ ऐ नादाँ,
जितनी गहराई अन्दर है, बाहर उतना तूफ़ान बाकी है...!

हम भी परिंदा की तरह एक दिन उड़ेंगे
लड़ना पड़े अगर रातों से तो लड़ेंगे,
इस बार न कर पाए अगर मुकाम हासिल,
तो दुबारा उससे भी ज्यादा मेहनत करेंगे।



PUBLICATIONS AND ACHIEVEMENTS



STUDENT PUBLICATIONS

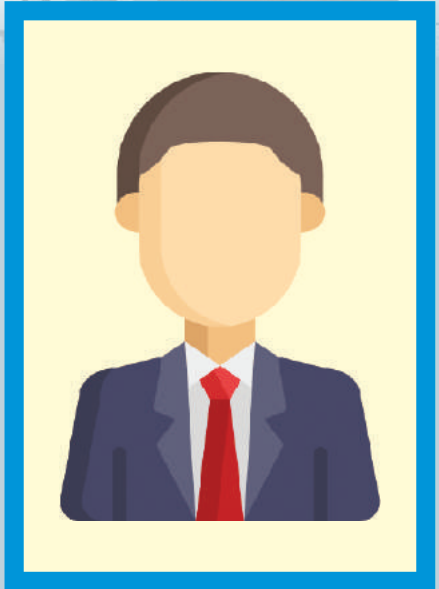
Student's Name	Year of Publication	Title of the Paper	Published in
Simran Handa (Batch 2019-21)	March, 2021	Surge in valuation of online service providers in India during COVID 19 - Blessings in disguise: An exploratory study on online education and pharmacy companies	IJASRET, Volume 6, Issue 3, March 2021
Sataty Das (Batch 2019-21)	January, 2021	Hybrid Working Environment – The New Normal	Kolkata Kindle, Volume IX, Issue 1, of NHRDN (K) – January 2021 Edition
Shourik Dutta (Batch 2019-21)	January, 2021	Effects of Pandemic on the Indian Stock Market	Kolkata Kindle, Volume IX, Issue 1, of NHRDN (K) – January 2021 Edition
Srijita Saha (Batch 2018-20)	December, 2020	Impact of Disinvestment on Financial Performance of CPSEs : Evidence from India	Indian Accounting Review Journal, Vol.24, No. 2, December 2020
Parth Mehra (Batch 2018-20)	August, 2020 (With Dr. Manodip Ray Chaudhuri)	Bearing of training on Employees Performance: Evidence from the banking sector in India	American Research Journal of Business & Management Vol. 6, Iss. 1, August 2020
Kaushik Chakraborty (Batch 2018-20), Smita Chatterjee (Batch 2019-21)	July, 2020 (With Dr. Manodip Ray Chaudhuri)	Insights of Work-Life Balance : Crafting Enterprise Success	Asian Journal of Managerial Science (AJMS), Volume 9, Jan-July, 2020
Arkaprabha Das, Ishani Roy (Batch 2018-20)	April, 2020 (With Dr. Joy Chakraborty)	Forensic Accounting and its Applications: Evidence from the Indian Life Insurance Sector	IUP Journal of Accounting Research & Audit Practices, Hyderabad, Vol. 19, Iss. 2, (7-22) April, 2020
Parth Mehra (Batch 2018-2020)	July, 2020 (With Dr. Manodip Ray Chaudhuri)	Learning and Development for Employees Improvement – Application of E-Learning in a Leading PSU in Kolkata	Management Mirror, Journal of Institute of Business Management, Jadavpur University

STUDENT ACHIEVEMENTS

- Tamoghna Dutta of MBA 2nd Year (2018-20 Batch) secured 2nd position in the event Badminton (Singles) at SPORTSAV 2019 organized by Calcutta Business School on 14th December 2019.
- Rahul More of MBA 1st Year (2019-21 Batch) secured 1st position in National Taekwondo Championship organized by Taekwondo Federation of India (TFI) on 29th December, 2019.
- Allen D'Costa, Subhrajit Paul and Joel Lawrence of MBA 1st Year (2019-21 Batch) secured 2nd position in the event Rann Kaushal (Business Strategy Making) at CONFERO 8.0 organized by International Management Institute (IMI), Kolkata on 10th January 2020.
- Smita Chatterjee and Deblina Pal of MBA 1st Year (2019-21 Batch) secured 2nd position in the event FINVERSE (Stock Trading) at CONFERO 8.0 organized by International Management Institute (IMI), Kolkata on 10th January 2020.
- Tamoghna Dutta and Sinchita Das of MBA 2nd Year (2018-20 Batch) secured 2nd position in the event BEST OUT OF WASTE at CONFERO 8.0 organized by International Management Institute (IMI), Kolkata on 10th January 2020.
- Akash Singh, Priya Agarwal, Simran Handa and Subhransu Patra of MBA 1st Year (2019-21 Batch) secured 2nd position in the event Guess & Explore (Human Resource) at BRIO 2k20 organized by ICFAI Business School (IBS), Kolkata on 15th January 2020.
- Aafreen Ali, Rhea Kochar, Urvi Agarwal & Rishabh Agarwal of MBA 1st Year (2019-21 Batch) secured 2nd position in the event BAZAAR (Stock Trading) at BRIO 2k20 organized by ICFAI Business School (IBS), Kolkata on 15th January 2020.
- Subhro Bose and Suchismita Panda of MBA 1st Year (2019-21 Batch) secured 1st position in the event THOUGHTFUL ARGUMENTS (Debate) at SPARDHA 2020 organized by Praxis Business School, Kolkata on 18th January, 2020.
- Ajitesh Prasad of MBA 1st Year (2019-21 Batch) secured 2nd position in the event PITCH PERFECT (Solo Singing) at SPARDHA 2020 organized by Praxis Business School, Kolkata on 18th January, 2020.
- Subhransu Patra of MBA 1st Year (2019-21 Batch) secured 2nd position in the event LENSATIONAL (Photography) at SPARDHA 2020 organized by Praxis Business School, Kolkata on 18th January, 2020.
- Rahul More and Preksha Lunia of MBA 1st Year (2019-21 Batch) secured 1st position in the event ENCASE (Entrepreneurship Challenge) organized by Salesian College on 6th April, 2020.
- Rahul More of MBA 2nd Year (2019-21 Batch) secured 1st position in National Poomsae/Tuls Taekwondo E-Championship organized by Association of Taekwondo (AOT) on 19th July, 2020.



- Siddhartha Ghosh & Soumy Arora of MBA 2nd Year (2019-21 Batch) secured 1st position in the event MARQUISITIVE (Marketing) organized by Amity Business School, Noida on 20th October, 2020.
- Vasundhara Lodha of MBA 1st Year (2020-22 Batch) secured 1st position in Inter College Extempore Competition organized by Coal India Ltd. on 9th November, 2020.
- Vasundhara Lodha of MBA 1st Year (2020-22 Batch) secured 3rd position in the event Story Preneurs organized by the E-Cell of IIFT Delhi on December 28, 2020.
- Anirban Bandyopadhyay, Vishal Mohan Parasar and Suhel Ranjan Mondal of MBA 1st Year (2020-22 Batch) secured 2nd position in the event Buzzplosion at Konflux 2021 organized by ICFAI Business School (IBS), Mumbai, on 9th January, 2021.
- Isha Mishra, Nikita Panicker and Divyani Agarwal of MBA 1st Year (2020-22 Batch) secured 1st position in the event Invict-us (Best Manager) at Konflux 2021 organized by ICFAI Business School (IBS), Mumbai, on 9th January, 2021.
- Ajitesh Prasad of MBA 2nd Year (2019-21 Batch) secured 1st position in the event Vintage Delights (Solo Singing) at BRIO 2021 organized by ICFAI Business School, Kolkata on 17th January, 2021.
- Subham Agarwal, Anushka Baid, Vasundhara Lodha, and Pratibha Kumari of MBA 1st Year (2020-22 Batch) secured 1st position in the event Social Cult (CSR) at BRIO 2021 organized by ICFAI Business School, Kolkata on 17th January, 2021.
- Debanjan Paul, Nandita Mehrotra, Navnil Das, and Pubali Basu of MBA 1st Year (2020-22 Batch) secured 2nd position in the event Sports Club at BRIO 2021 organized by ICFAI Business School, Kolkata on 17th January, 2021.
- Ajitesh Prasad and Anshuman Baxla of MBA 2nd Year (2019-21 Batch) secured 2nd position in the event Markmind at BRIO 2021 organized by ICFAI Business School, Kolkata on 17th January, 2021.
- Hemant Agarwal, Tushar Damani, Muskaan Agarwal, and Shreya of MBA 1st Year (2020-22 Batch) secured 1st position in the event Finansia and 2nd position in the event Social Cult (CSR) at BRIO 2021 organized by ICFAI Business School, Kolkata on 17th January, 2021.
- Ajitesh Prasad & Rahul More of MBA 2nd Year (2019-21 Batch) secured 1st position in the event BIZZARE-E-BAZAAR (Case Study Competition) and 2nd position in the event Pursuit of Dispute (Debate) at SPARDHA 2021 organized by Praxis Business School on 13th February 2021.
- Aroni Roy of MBA 1st Year (Batch of 2020-22) secured 2nd position in Essay Writing Competition on the 400th Birth Anniversary of Guru Tegh Bahadur Ji organized by Amity Business School, Noida held on April 15, 2021.



INTERVIEW WITH
YOUNG XAVERIAN
ENTREPRENEURS



Interview with **Subhashis Dutt**

St. Xavier's College, Kolkata
B.Com.(Morning), Batch 2010-2013

Business Head –
Mohendra Dutt & Sons

Sir, how has your journey been after completing your education at St. Xavier's College?

A: St. Xavier's kind of paved the way for my future pursuits. During my graduation I became involved in the family business, quite actively. It was a mix of gaining real business experience and a passive conflict pertaining to generational gap. During that time one of our outlets and warehouses caught a massive fire. I bet you learn more in crisis and under pressure than in normal times. The first decision we took after this heavy loss, was to pay off our creditors and staff to sustain their confidence in us. It was a painful financial decision but was a necessary one. The journey of re-building the establishment was another tremendous learning experience. I went on to pursue my postgraduate studies in Entrepreneurship from XLRI, Jamshedpur and further Family Business Management at SPJIMR, Mumbai.

What are the challenges that you faced on joining your family business?

A: Mohendra Dutt & Sons was established in 1882. Data suggests some 70% of family-owned enterprises fail or are sold before the second generation gets a chance to take over. Just 10% remain active, privately held companies for the third generation to lead. And here I'm leading in the fifth generation. And yes, there are a lot of expectations! Although I'm privileged to have great mentors in academia and in my business associations, it becomes a problem when you actually need to match up to the experience of your earlier generations. Challenges included a) to get accepted by your existing management, b) to gain confidence of your suppliers and customers, c) secure trust of your labour force and d) of course most importantly evolving myself to gain credibility of the family members in business. These issues take time and with

time you start figuring out ways in which you resolve these and I'm still on the learning curve.

- a) **What has been the impact of the pandemic on your business?**
- b) **What strategies have you implemented to combat the effect of the pandemic?**

A: The pandemic has hit us badly. Due to seasonality, the blow is even worse. As an entrepreneur I think, focus on holding onto the market share, being frugal in one's daily affairs, shifting to digital mode of processes and sales, aligning the teams accordingly, being open to new ideas in business - no harm in trying the unknown when your main stream of business is next to absent. We have tried novel ways in which we reached out to customers and made a case for umbrellas and rainwear as protection from weather-related diseases so much so that some state governments declared umbrellas and rainwear as essential goods for the monsoons despite the pandemic-related restrictions.

- a) **What are the unique challenges that you face in this industry?**
- b) **What innovative practices have you taken up to retain your position in the industry?**

A: We have diversified into school bags, air pillows, luggage, hot water bags, ladies' bags etc. Although 60% of our revenues depend on umbrella sales, the other items are catching up. Umbrellas are also used during the winters for picnics and outdoor activities. Companies also make use of umbrellas for promotional

schemes with dealers and for advertisement purposes. Hence, the demand is year-round, although 70% of the umbrella business will typically happen in the first and second quarters of a financial year.

Talking of innovation, we are one of those few rain-related product enterprises in the country to try out new ideas almost on a weekly basis. We boast of an assortment of over 600 varieties in umbrella, rainwear and bags and these innovations make us different from the market. Of course, I won't be disclosing how we do it! Trade Secret, you know!

What according to you are the key skills essential for being a successful entrepreneur?

A: The most important skills for an entrepreneur according to me are - Being Knowledgeable, Being Profit-Focused, Being Humble and Open to Ideas.

Sir, what advice would you give to the management graduates of Xavier Business School?

A: Let not the Xaverian cap go to waste! You will have access to a very committed network of alumni from various Jesuit institutions. Make most of it. Create network with the intention of trust-building and with the mentality of contribution. It will pay back eventually!

For the ones who want to build a business, start early right during your studies at the B-School – the best playing ground to validate your ideas and get on with a business idea - you will have access to a brilliant faculty and a motivated cohort in class. All the best!



Interview with **Subhanjoy Roy**

St. Xavier's College, Kolkata
Chemistry Hons. 2013

Founder & Managing Director, Envirevo Pvt. Ltd.
Proprietor Owner of Cloud Kitchen Brands —
Food Junction, Combo.com
KBC – Kolkata Biryani Co., India Rolls

How has your education at St. Xavier's College been of help to you in your entrepreneurial ventures?

A: One thing is that my background was chemistry Hons in St. Xavier's college. My start-up has two things – I am into organic fertilizer manufacturing (Envirevo Pvt. Ltd.), and then there is the food business. Talking about the fertilizer business, my study with Xavier's has helped me a lot. As my project in the last semester in fertilizers, I started reading about the topic in detail – this helped me in product development in my start-up. So, studies have directly helped me in my career. Talking about the food business, one does not get such ideas very often. Online delivery and cloud kitchen might be common now, but it was not that common in 2010. The experience of Xavier's, the exposure that I received to various business houses helped me build that entrepreneurial mindset and made me what I am today.

- a) **How do you manage time between your two entrepreneurial ventures?**
- b) **Do you feel that the two businesses complement each other?**

A: I have been in the food business for the last three years. My older brands include combo.com and food junction. Kolkata Biryani Co. (KBC) is the youngest venture and is only a month old. So, we are into multiple sub cloud kitchen businesses. We are in Kolkata, but our fertilizer manufacturing unit is in Pune, and I am there at the factory for 15 to 20 days a month. So, I need to coordinate the operations for the food business from Pune itself, as in the food sector, things need to be very systematic. The two businesses do not complement directly, but the ideas complement each other. I have seen food getting wasted a lot on my campus, and it is common knowledge that it gets wasted in many restaurants. From my symbiosis campus, my manufacturing unit is

very close. So, what I do is that I take biogas from waste food, which is then used in producing organic fertilizers.

- a) **What has been the impact of the pandemic on your business?**
- b) **What strategies have you implemented to combat the effect of the pandemic?**

A: The pandemic has had certain permanent and semi-permanent effects for all. Things like WFH, businesses moving from offline focus to online focus is going to stay. Many companies have started operating digitally. In the food industry, our cloud kitchen business depends mostly on online, and it has gotten a boost due to the pandemic situation. The second wave has moved people back to their homes, and it has again made people resort back to apps like Swiggy and Zomato, which has, in turn, helped our food side of the business. Talking about the fertilizer business, our main customers are farmers, and our marketing is completely offline. We can't reach them online as they don't buy from Amazon and all, right? So that part of our business has been hit. Our agents have not been able to reach these farmers and market our products. Moreover, farmers are also facing losses currently, and our product being on the expensive side of things, they have been reluctant in trying our products. Moreover, only 8 to 10% of the farmers know about organic farming, and it has been tough to make them experiment and understand the merits of organic farming.

Where do you see your business ventures in the next 2-3 years?

A: I will go one by one. Talking about the food industry, you might know that restaurants and all operating on Zomato and Swiggy earn very low profits. This is one problem with this business. However, you must understand that there are megatrends coming. Digital operations are one of them. We are a part of that megatrend, and you have to be in this trend to be in the business. We go to a good restaurant or lounge maybe once a week or month for the experience, but we order in home much more. This online ordering in India is projected to increase by 7%, which is a big percentage, and this will also invite a lot of players. For instance, Amazon has also started food delivery in Bangalore. So, this industry is bound to move towards online as our lifestyles have changed. It was growing during covid and will continue to grow post covid as well. Maybe in the future, restaurants will venture into DIY. I don't know if it has been done or not, but I have been thinking about it. Like I will be packing you the different materials like five paneer pieces, separate gravy, and you will mix them up to get a sense of cooking your food.

Talking about fertilizers, right now, organic is the buzz. This buzz that has been created is not good for the industry. If you have to get more organic produce and make more farmers use this type of fertilizer, you have to see the pros and cons for the farmers as well. There is a lot to grow and learn in this sector. When I went into it, I had this notion that farmers don't know about it, but I have seen that farmers do know about it. Still, they don't want to experiment because they have been cheated in the name



of organic fertilizers in the past, or the product has been not effective when used. Also, there are a lot of subsidies on chemical fertilizers, which makes them cheap, but the Government is slowly removing them, which will make organic come on par with chemical. You know, the truth is that our farmers don't earn much money. For the tomato that you get for 20 Rs per kg from the market, the farmer gets on average 50p for it. So, you can't expect them to opt for expensive fertilizers, and the Government needs to bring in policy changes to tackle this issue. The farmers need to be incentivized and convinced as the use of organic fertilizers is beneficial for them in the long run and for the people who consume the food.

What according to you are the key skills essential for being a successful entrepreneur?

A: The three important things that I have noticed in my journey till now are – 1. Be Persistent 2. Execution over Ideation. 3. Be Positive and Pivoting.

Sir, what advice would you give to the management graduates of Xavier Business School?

A: I will share a very raw and fundamental

thing that most people don't say. When it comes to entrepreneurship, people always ask – 'What was your funding?'. One should not react to this funding thing or consider it as the sole measure of success. It is important not to give in to the buzzwords; rather, start with the basic ideas and focus on solving the problem. The thinking that the problem needs to be broad is not true; it can be niche. Go to the grassroots and study deeply rather than being superficial about your approach.

Another thing is that don't go for many b-plan competitions. Winning prizes and all is fine for a while, but the more important thing is to start executing. And remember – you can't do everything yourself. Even I have faced this problem myself. Working in a start-up is like self-employment. Even a stall tea maker makes good tea. But the difference between him and someone who runs a successful tea brand is that they are not making the tea themselves. Instead, they have assigned a specialist for that job while they focus on the other basic elements of the business – that is what makes them grow. So, in order to scale your business, it is important that you assign different roles and make people accountable for them.



PHOTOGRAPHY



SERENITY NOW



Subhransu Sekhar Patra
(MBA 2019-2021)



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(MBA 2019-2021)



Subhransu Sekhar Patra
(MBA 2019-2021)



Ramkrishna Paul
(MBA 2020-2022)



Deblina Pal
(MBA 2019-2021)



Anindya Das
(MBA 2019-2021)

FOOD FOR THOUGHT



Kritika Thirani (MBA 2019-2021)



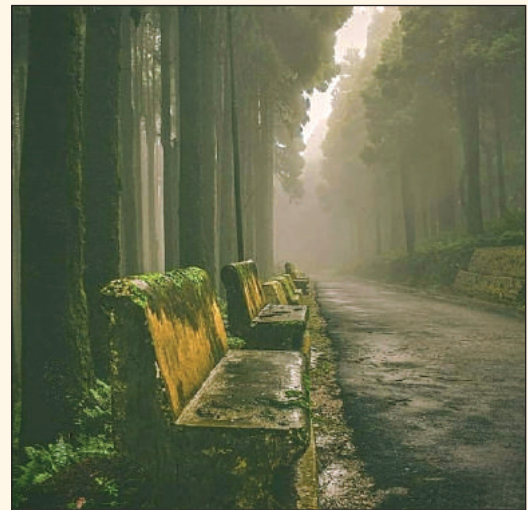
Kritika Thirani (MBA 2019-2021)

LESS TRAVELLED BY

Anindya Das (MBA 2019-2021)



Garh Panchkot Temple



Darjeeling



Uttarakhand



THE LORD AND HIS STRENGTH

Ramkrishna Paul (MBA 2020-2022)



St. Xavier's University, Kolkata



VISUAL ARTS

DIVINE BLESSINGS

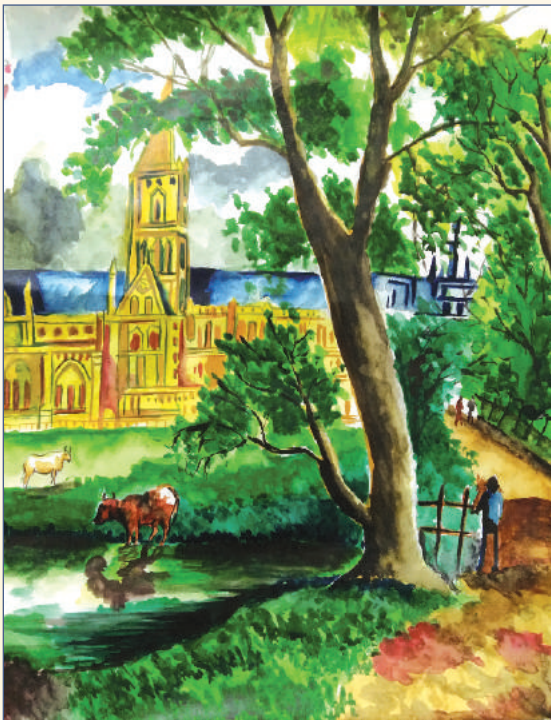


Anish Mojumder (MBA 2019-2021)



Spandan Ghosh (MBA 2020-2022)

MEDIEVAL TIMES



Spandan Ghosh (MBA 2020-2022)

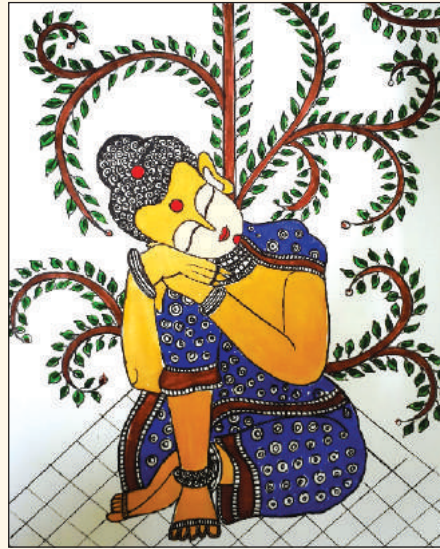


Spandan Ghosh (MBA 2020-2022)

ENLIGHTENMENT



Spandan Ghosh
(MBA 2020-2022)

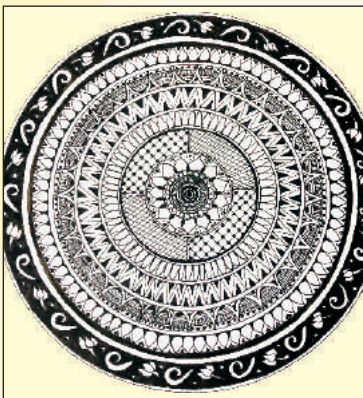


Srijita Datta
(MBA 2020-2022)

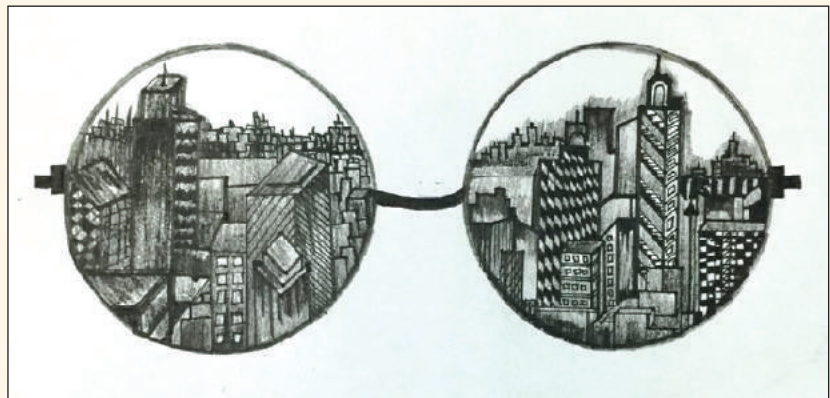


Srijita Datta
(MBA 2020-2022)

MAGIC CIRCLES



Suchismita Panda
(MBA 2019-2021)



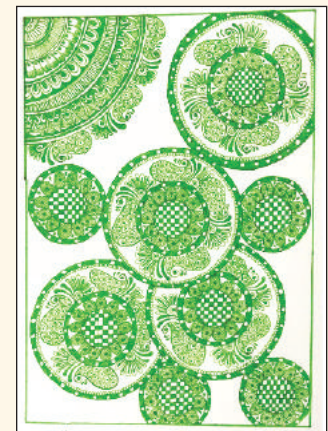
Arijit Kundu (MBA 2020-2022)



Aditi Giri
(MBA 2020-2022)



Suchismita Panda
(MBA 2019-2021)



Suchismita Panda
(MBA 2019-2021)



OBITUARY



Prof. Arup Choudhuri

21-10-1964 to 22-05-2021

administration and had served as Dean both at ICFAI Business School, Kolkata and also at Amity Global Business School, Kolkata. His administration was always an apt blend of rule-centric monitoring and compassionate flexibility. He believed in adaptive leadership and empathetic interaction with all. He has been always loved and admired for his honesty, genuineness and commitment.

Professor Choudhuri had been an entrepreneur on his own. His remarkable creation was Acasia Global. Under this banner he catered to many corporate clients not only in India, but also in many countries in South East Asia. His fame had reached as far as Dubai UAE as a corporate mentor. I always addressed him as Arup Da, and he was more than an elder brother to me. I have always been in close connect with him professionally and familiarly. Today it's my massive personal void to lose Dada, with whom I had a word two days before his death. This loss has made me look at life as an unknown journey once again with gravity. Life is a path which can end at any moment; let us all be a little more empathetic and a little less earthly. It would perhaps make these few days of life that we have, happy for all.

Prof. Arup Choudhuri was associated with us since 2019 as a Visiting Faculty of Finance. Sir's sudden demise has left a void in each one of us. We remember you with sacred sentiments.

Dr.Manodip Ray Chaudhuri, Dean XBS, recollects:

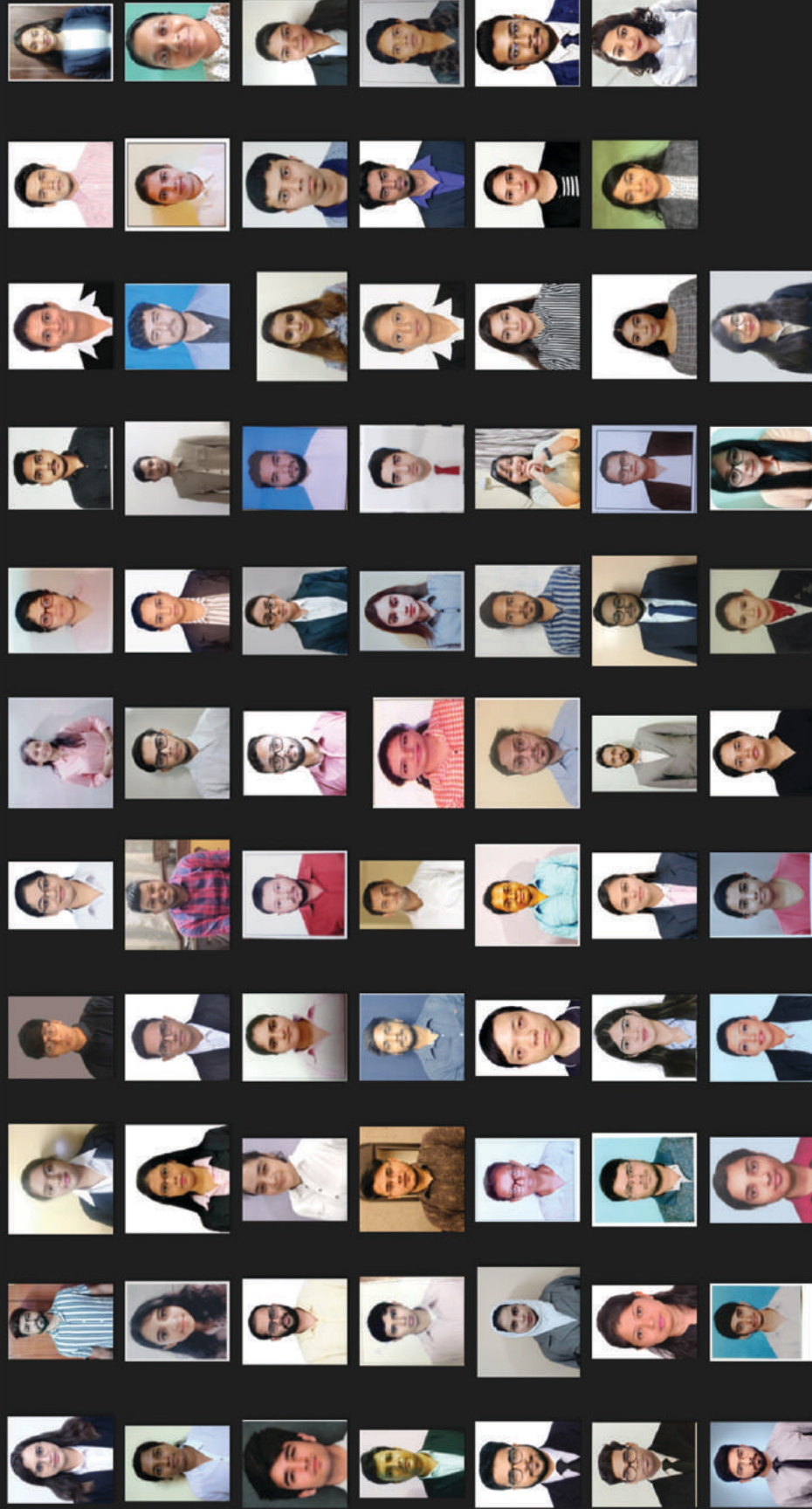
It was July 2001, when I had first met Professor Arup Choudhuri. It was the day I had joined ICFAI Business School, Kolkata as a Lecturer. Since then, it is now more than 20 years that I have known Professor Choudhury and have worked with him in various capacities. His erudite background and a strong knowledge base have always enriched the student community. He had a passion for teaching and a genuine concern for his students.

Apart from being a successful Professor for MBA students, he also had a strong hold in academic



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MBA BATCH (2020-22)

LIFE @ XBS

XBS offers a safe and warm home to all its residential students. The beautiful atmosphere acts as a perfect blend of academic affairs and networking among friends and acquaintances. The campus has an extravagant football field, a badminton court and a basketball court which host several tournaments throughout the year. Apart from outdoor activities, certain indoor activities like carom and table tennis are also available for the students. There is also a gymnasium with all the modern equipment.

The campus witnesses numerous cultural, sports and management events throughout the year with active participation from students. The residential life keeps the students occupied with music, dance, drama, bonfire nights, winter carnivals and various indoor and outdoor sports. The campus also offers a reading room for the students to have a peaceful study time anytime they want, with a library having an extensive collection of books. The aesthetic campus offers an enjoyable experience to the students inspiring them to interact and socialise among themselves. This assists them in building strong communicative skills, both formal and informal. XBS is a home away from home, which emphasises most on the happiness and satisfaction of the students.

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