



Utsah

...ek aur khushi

OCT 2020

Highlights of the month

RLLE: An insight into diverse livelihoods of tribal community in Andhra Pradesh

Public sphere, rural India and media orientation

Alumni Connect: 'A Peek at what goes into Research'

Abhivyakti '20

Disruption driven screenshots : An antidote for development

Leadership talks in Oct 2020
Digital Advancement in the
Improvisation of Indian
Agriculture

Internship stories
Delving into the life of
women and their prospects
in the rural province

Monthly Research: Social
category and occupation
wise migration in Rajasthan &
Odisha

THE RURAL LIVING AND LEARNING EXPERIENCE



Tucked in the foothills of the Eastern Ghats, the Araku valley region of Andhra Pradesh was our Academic "escape". The Scenic village of Sirasapalli comes under Paderu ITDA (Integrated Tribal Development Agency) of Visakhapatnam District. The 120 odd households in the village primarily practice single subsistence cropping which mainly is paddy. The families only grow a single Kharif crop and are mostly idle during the summer season. The tribal community here is heavily dependent on the hills for their daily resources, starting from firewood to medicinal plants. The perennial stream running down the hills becomes weaker during summer due to which it does not meet the water intensive farming methods of the village. It is during this season, the significant rise in seasonal migration is observed. The villagers usually go to nearby towns in search of work as the income from MNREGA wouldn't suffice.



Villagers practice single crop subsistence farming with rain-fed spring water from hills as the primary source of irrigation.

The summer crop poses a challenge because a very high level of investment and training is needed in installing a sustainable irrigation infrastructure. WASSAN then devised a program which plans to implement the community-owned and operated low-investment critical Micro Irrigation system to harness the natural spring water system and facilitate the gravity-assisted water to elevated agricultural lands during the summer season, thus enabling two-season cropping. It has also made sure it finds the appropriate markets in local shandies. These markets represent the most sustainable and decentralized source for economic activity. This additional income generating sources will help the local farmers to grow vegetables for self-consumption as well as for selling in the local weekly markets.



This is where the NGO we worked for comes into play. Watershed Support Services and Activities Network (WASSAN) is an NGO based out of Secunderabad, Telangana. WASSAN as a capacity and resource building NGO provides its technical expertise and collaborates with ground-level NGO's for Diversifying income-generating livelihoods in the village. These Livelihood diversification strategies are mostly focused on BYP (Backyard Poultry), fisheries as well as Zero Budget Natural Farming. The villagers use traditional methods of farming and haven't adopted commercial farming methods for cultivating.



PUBLIC SPHERE, RURAL INDIA AND MEDIA ORIENTATION

Its implications on the livelihoods and production systems in rural India



12 October, 2020

An astounding personality in the pages of Indian journalism, Mr. P Sainath, delivered an insightful and interactive virtual session on Public sphere, rural India and media orientation, dated 12 Oct' 2020. He is the founder-editor of People's Archive of Rural India with a mission to capture the real-timenews of rural Indian society by covering the stories in 12 different languages. They aim to connect to the people & their lives directly, and this effort effectively helps in bringing out fair and crisp journalism that is not skewed and curated according to different expert views which most of the times dilute the real essence of what news should deliver.

He shared his valuable thoughts on the growing disconnect between mass media and mass reality in the current scenario. This discerning lecture was organized by Xavier School of Communications in association with Xavier school of Rural management. The topic's essence was intended to provide the audience with a thoughtful session on the critical aspects of Indian journalism. Nowadays, Journalism has turned into a revenue-oriented business that is scraping the authenticity and real meaning of media and news. He drew a clear line of distinction between media and journalism. Rather than depicting the reality, we are living in the sphere of ad business which works for its own self-interest. It's a matter of discussion that needs attention.

Mr. Sainath also gave a broader perspective on the role of Indian journalism in the rural sphere. He elucidated how we barely find dedicated Rural News repertoire or Farmer centric News reporters in any news organization. When a farmer wants the nation to acknowledge the daily hardships he faces, the Indian media is busy in capturing the nuisance of politics and Bollywood. This outlook crushes the expectations of the countrymen from journalism. And, as a result, people tend to lose faith in media and journalism. He highlighted how Bhagat Singh and Mahatma Gandhi saw journalism as a calling but not as a profession. He, thereby, concluded his speech by delivering a compelling message of directing journalism towards depicting the ground realities, which is the need of the hour in the current scenario.

Journalism is depleting not only in terms of quality but in quantity as well. Today's corporate media has to follow specific norms and commitments to survive in the growing competition, thus, changing the real motive of media and journalism. The fundamental aspect of journalism is becoming baseless now as the media houses are working with a mentality of earning profit rather than providing bias-free news. He highlighted how dissent is one of the most critical aspects of journalism.

A Peek at what goes into Research



Mr Pratyaya Jagannath is an Alumnus from the RM batch of 2002-04. A highly experienced professional and a researcher at heart, he is currently the Managing Director at Kabil Professional Services. We had the opportunity to talk with him on the research he had undertaken on the issue of migration with his associates in coalition with 65 NGO's that form the Rapid Rural Community Response to Covid-19 (RCRC). The data was collected from 17,000 households spread over 80 districts (169 blocks) in 11 states. We talk to him about the challenges he faced and the effort that went into this mammoth work.

What inspired research on Migration?

The issue of migration was and is very relevant. The research started as a way to show that the State plays a vital role in reconstructing the economy. The RCRC was intervening in various ways to assist the migrants and thought to conduct periodic monitoring of the situation. They assessed multiple things like whether they are getting PDS, do they get benefits from the schemes run by the state governments and Central government, whether the Jan Dhan money is coming into their accounts or not, etc. They wanted to figure out where to intervene. They also tracked the health of migrants, whether anybody is sick and how they are managing in lockdown. They surveyed mental health of how people are thinking and feeling in Covid. The research covered a lot of aspects of the lives of a migrant which helped get a good grasp of what was working and what was not.

How do you ensure the continuity and authenticity of the research?

Being the MD of KPC, Mr Pratyaya deals with research day in and day out! Also being in this field of work since 2009 has helped him a lot in proper data cleaning, extrapolation and visualisation. Having a well adept team that deals with this data, various subjects of research and who can judge the authenticity and quality of data also helped. He too is well versed in multiple regional languages – Assamese, Gujarati, Bengali, Marathi and Odia. One must even know the geography of the research area to get the demography data right, especially in the case of migrants. To test the authenticity of the data further, they experimented with various soft wares before settling on SurveyCTO. It is a data collection platform which can be used on mobile and tablet in an offline mode also. They assembled a team with a research coordinator. Each state had a state coordinator to verify further all the data collected.

What challenges did you face during your research?

The major challenge they faced was in the overall coordination process of the survey. The ground level workers had to do telephonic surveys; some used paper and pen for recording data. It had to be entered on SurveyCTO and updated daily. The data had to be analysed across various platforms. They used SPSS, Excel and Stata. For data visualisation, they used Tableau. The important thing, however, is extrapolation using common sense and logical reasoning because the software cannot do that.

Key findings

The findings can be read in detail in the link provided. We will cover a few findings here. The reasons for migration are mainly due to not having better opportunities or lack of employment. Only 22% migration is aspirational; distress conditions still cause 78% migration. It was found that about half the migrants don't have access to schemes and entitlements. Delhi, Surat, Ahmedabad and Mumbai are the top 4 destination cities for migration. The intrastate migration was found to be highest in Gujarat and lowest in Bihar. The MGNREGA programme was found to employ 33% of households. Among those employed only 7% are return migrants. It was found that 40% did not receive full payments for the days worked. 97% of people earn less than Rs—10,000 per month.

What would you advice for students who want to go for a PhD or undertake independent research?



Choose your subject wisely. If you don't have an interest, then it will not work well for you, and it will get monotonous after some time. You must collect and clean the data properly. Talking about data cleaning, it is most tedious, and no software can do it. You must learn to extrapolate, analyze and visualize data. Most importantly, when you write and present your research, be sure to write it in a way that your audience can understand. Finally, he says:

“Be passionate about research and be thorough about everything and most importantly, give proper references!”

LEADERSHIP TALKS

SEPTEMBER-OCTOBER 2020

Mr. Vikash Kumar Jha



Xavier School of Rural Management had the honour to host Mr. Vikash Kumar Jha, Founder, and CEO of RuKart Odisha, for a Leadership talk Webinar on 4th October 2020 for the MBA-RM Batch 2020-22

The session was based on the topic “Digital Advancement in the Improvisation of Indian Agriculture”.

Mr. Jha threw light upon the problems faced by the marginalized farmers in India in terms of low access to cold storage, high-cost brunt due to excessive pricing and scalability. Rukart has been instrumental in mitigating the risks by bridging the lacunae between technology and small fragmented farmland holders.

Xavier School of Rural Management had the privilege to host Mr. Kshitij Batra, Regional Head HR, HDFC Bank, for a Leadership talk Webinar on 18th October 2020. The session was based on the topic “Corporate Calling”.

Mr. Batra threw light on the functional and behavioural expectations from the MBA graduates. He emphasized the importance of acquiring hard and soft skills for the students to be industry-ready. He acknowledged the fact that tough times lie ahead for the students but with the judicious use of resources available in the form of building sound communication skills, acquiring prior information about the roles offered and becoming competent in handling stressful situations would go a long way in preparing ourselves to face the changing corporate atmosphere. This will add to the learning spectrum of an individual and help them in being corporate ready.

Mr. Kshitij Batra



Company Current Affairs on the "Theme - Migration"

Apps connect the dots between migrant labourers and jobs

Vegavid Technology is a technology company, with the service of scalable product development solutions. The 'MyRojgaar' app, developed by Mohit Sirohi, 30, founder and CEO, Vegavid Technology connects skilled/unskilled workers and businesses. The app took two months to develop and went live in June 2020. The aim is to connect labourers with companies/MSMEs across sectors such as construction, manufacturing, transportation, agriculture, and hotels. It will help a worker get employment according to skill set and location, and help MSME hire manpower. The app, available on Android supports English, Hindi, Telugu, Oriya, Gujarati and Punjabi, Bangla, Marathi and Kannada languages. It has an easy interface, and one can register by filling in their details.

PayNearby – A Ray of Hope

PayNearby a B2B2C model startup has recently launched an initiative via which it aimed to create a platform to help the migrant workers and the ones who lost their jobs due to the pandemic get a job in their desired space. The initiative has a back of the Company's vast network of around more than 9 lakh retail touch points which is spread across 17000 plus PIN codes in the country which would help them find a suitable job for the individuals. The initiative is named as "JobsNearby" under which the company has also tied up with multiple partners, including banks, NGOs, global foundations, where the highly qualified individuals can be placed by having a quick registration with them. The Vast network base of the company helped it to get the contacts of the migrant workers who lost their jobs and in the process of providing the DBT access to these workers, the Company got the sense that how bad this pandemic hit this section of people and hence this new initiative was designed.

Great initiative! Indian Railways to generate 8 lakh man-days jobs for migrants in projects worth ₹ 1,800 cr

The railway ministry reviewed the progress of Garib Kalyan Abhiyaan with Indian railways, zonal railways, and PSUs, and instruction to zonal railways was passed to expedite the execution of all ongoing infrastructure work. These infrastructure works would engage thousands of workers. Also, it is being expected that by the end of October 2020, this will roughly generate 8 lakh man-days of employment. In these districts, around ₹1,800 crores would be spent. Also, several railway works have been identified by Indian Railways, which can be executed through MGNREGA. The Railway Board Chairman has also instructed the zonal railways to get the sanction of proposed works under MGNREGA. The works would be monitored by zonal railways daily and they would submit reports to the Railway Ministry every Friday till the end of October 2020.

Omidyar Network India announces ReSolve Initiative to support migrant workers.

Omidyar Network India, a philanthropic investment firm, has decided to invest millions of dollars in social enterprises and is focused on supporting the migrant workers and empowering MSMEs. The firm aims to create a social impact by starting this initiative, which will look to entrepreneurs for those in the lower 60% of India's income distribution to reframe and resolve their issues. The investments under the firm's 'ReSolve' initiative would range between \$500,000 to \$2 million. It is also open to investing more considerable sums, from its annual envelope of \$50-55 million, depending on the proposals' quality. To create a meaningful ground impact, the initiative will be active for 12 to 24 months.

Companies go all out to get back migrant workers – JSW Cement

JSW Cement had arranged for transportation in the mid-May to get a few groups of employees for some of its plants after getting relevant permissions from the local administration. Its plants are located in Andhra Pradesh, Karnataka, Orissa, Maharashtra and West Bengal. However, as a part of its risk-mitigation strategy, JSW Cement has now decided to employ a greater amount of labour in its packaging operations. At present migrant workers account for 80% of local labour at our loading and packaging facilities. "With 70-80% labour at the packaging operations, we can run the plant without any hiccups in any crisis, going forward" said CEO Nilesh Narwekar said. He added, typically, 90-130 people are employed in each plant for packing operations. Most of them, employed as contract labour, left their homes in Uttar Pradesh, Bihar, Orissa and Rajasthan.

Homeward bound migrant workers pushed Jio inactive users to 87 million in June: Analysts

Reliance Jio's base of dormant 4G clients got up to 87 million in June. Numerous clients, such as migrant workers, got back to their villages and gave up their connections because they were incapable of recharging during the COVID-incited lockdowns. The 87-million-gap between Jio's gross and dynamic (or 'VLR') portable clients in June compares with the 6 million and 32 million gap in Bharti Airtel and Vodafone Idea's cases, respectively, said Kotak Securities, analyzing the June Subscriber data put out by the telecom regulator. The Latest Trai VLR information for June demonstrated that 98.14% of the clients were active for Airtel, 89.49% for Vi, and just 78.15% for Jio. Nitin Soni, Senior Director at rating agency Fitch, said: "Jio's active user base has fallen as many migrants across India were out of work during lockdowns, and perhaps gave up their Jio connections." However, he estimates that the 4G administrator's active client base will grow in the following three to four quarters once these clients leave their towns and return to work in the urban communities. The circumstance would improve quickly if the COVID caseload contracts and a vaccine shows up by March 2021.

LabourNet gets a copious amount of requests to migrate both skilled and unskilled labour after the restrictions were eased.

The requests LabourNet has been receiving over the last couple of months give a glimpse of the impact of the loss of labour due to migration. Almost every day they receive demands for at least 1,000 labourers, both skilled and unskilled. Employers had never approached this rate earlier. For instance, organisations like APMC [Agricultural Produce Market Committees] and in the warehouses in the city face a drastic shortage of loaders. It is not just business organisations approaching LabourNet, even small groups of people mainly for individual needs do so. According to Financial Express, "In the work surplus areas, the situation will be grim as there is going to be an abundance of returning workers with relatively higher skills, and thus the exploitation could commence," Gayathri Vasudevan, Executive Chairperson and Co-Founder, LabourNet Service. As she further emphasised on the notion that in the post lockdown world, there are going to be work deficit zones and work surplus regions.

Cargill India supporting the nation amid COVID 19

During this challenging time in India, millions of daily wage workers and migrants are finding it difficult to even access the basic needs. As Cargill is driven by the thought of nourishing our world, they are working hard to ensure that these people have access to basic needs. Cargill India prepared itself to fight against hunger by partnering with NGOs and Government Agencies to provide around 16 million meals to people in need. One of the important interventions by Cargill has been partnering with the Maharashtra State Government Agencies in Pune Zilla Parishad to provide Gemini Sunflower Oil to around one Lakh families in and around Pune. Even they are providing cooked meals and dry rations to 16 cities across the country. It is also a part of a nationwide relief effort through contributions to the PM CARES fund. They are continuously supporting local authorities and are reaching out to NGOs to ensure that basic needs are being provided to those affected.

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Airtel, in partnership with AI start-up Vahan, will extend relief support to migrants

Airtel to extend relief services such as food, shelter, healthcare and even jobs to blue-collar workers and migrants in partnership with AI start-up Vahan. A Bengaluru-based start-up, which matches job seekers with employers inside messaging apps such as Whatsapp, has a network of 1000+ help groups and NGOs working for the cause. Airtel will send SMS in English, Hindi and Kannada carrying a link to Vahan's platform to all impacted workers on its network. Once the receiver clicks the link, Vahan will use an Artificial Intelligence solution inside messaging apps such as Whatsapp to connect the user with the nearest relief providers, the company. Vahan would use technology to touch millions of needy people when they require help the most. They will work towards the betterment of people until the state of normalcy returns.

Parle-G's unprecedented growth during the pandemic

It has been over 80 years since Parle-G was first introduced in India and it recorded its highest-ever sales in the last eight decades during the lockdown period. Parle's overall market share has grown by nearly five percent, out of which, 80-90 percent of this growth has come from the sales of Parle-G biscuits. Parle-G has always been a common man's biscuit, an egalitarian snack that is easily affordable by all. During the lockdown, Parle-G had become comfort food for many, but for several migrant labourers returning to their hometowns, it was the only food available. A pack of Parle-G retails at as little as two rupees, it's two- and five-rupee packs were a saving grace to many migrant workers who had to walk back home.

Most workplaces had to be closed post the lockdown announcement, operations were allowed only for products that were categorized as essential supplies. Once Parle obtained the right clearances to reopen its factories for production, they were quick to resume operations to reach maximum sales. Parle worked with several state governments and NGOs, who were supplied with the product in huge quantities for it to be distributed to the migrant workers. Also, they donated about three crore biscuit packets through government agencies in the months following March 2020 after the lockdown was imposed, to aid the migrant population.

Reliance Foundation Supports Artisan Families and Migrant Workers In Odisha

Having helped crores of migrant workers and marginalised people across the country during the coronavirus-induced lockdown as part of its Mission Anna Seva, Reliance Foundation has now extended support to hundreds of artisan families and migrant workers in Odisha. Reliance Foundation, in collaboration with local NGO partners, have been providing dry ration kits to Pattachitra artisan families at Raghurajpur craft village in Puri district and Sabai or golden grass artisan families at Pratappur in Baliapal, Balasore. Due to restricted movement of tourists amid the raging COVID-19 pandemic, artisan families in these two craft clusters have been in distress since the end of March. Reliance Foundation stepped up to provide them with essential needs like boiled rice, dal, cooking oil, sugar etc. to 160 Pattachitra artisan families at Raghurajpur in Puri district through Raghurajpur Heritage Tourism Committee. They also extended support to around 100 sabai or golden grass artisan families at Pratappur in Baliapal of Balasore district in collaboration with local NGO Kalagarh.

Selco offers capital support to migrant workers

Bengaluru-based nonprofit Selco Foundation has offered to support the artisans, small businessmen and migrants with a capital investment of between Rs 50,000 and Rs 2 lakh to help them rebuild their lives torn apart by Covid-19 pandemic. The Foundation has set aside Rs 2 crore for the project that aims to handhold migrants who have returned to their homes from Bengaluru after the coronavirus outbreak. The Foundation will choose people who are in need of its assistance from villages, small towns and slums in the North Karnataka region, Selco founder Harish Hande said, in a press statement. The foundation said it would scale up the programme if banks, government institutions and cooperative societies lend a helping hand. A team of observers will handhold all those migrants, small businessmen and artisans who are in need of its assistance from villages, small towns and slums in the North Karnataka region for about a year. According to Huda Jaffar (Founding Director of Selco), the precautions and other safety measures taken by these businesses will create an air of confidence among the customers, post Covid-19.

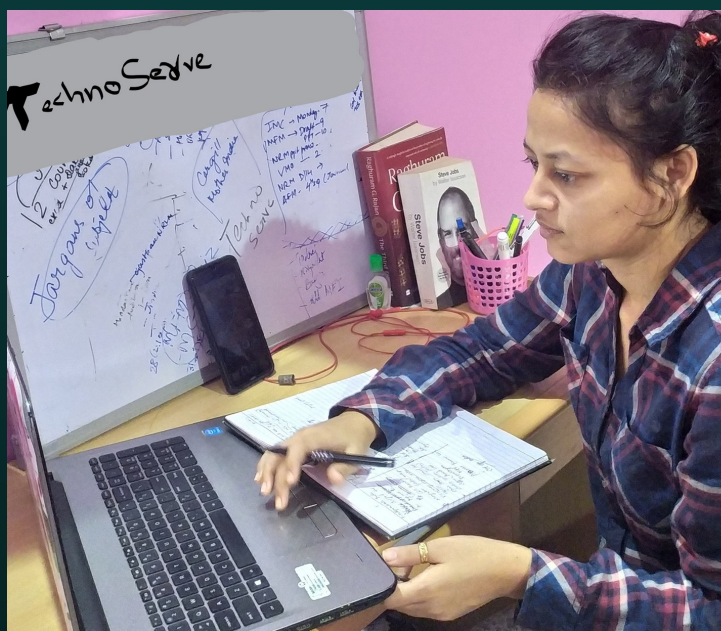
SUMMER INTERNSHIP PROGRAMME



SIP Profile – COVID assessment through a gendered approach of (PRAKRITI)“Pioneering Rural Women’s Empowerment in Key Agribusinesses through Sustainable Initiatives in Madhya Pradesh

Women’s though are a primary work force in agriculture, but have been at back foot when it comes to the input and Produce marketing. This internship was knowing and being a part of their contribution despite every social, economic and most important COVID hurdles. The internship was for monitoring and evaluation of the Project PRAKRITI in different districts of Madhya Pradesh. Its primarily is a women centric project focusing on four different areas that is Increasing Women shareholder base for FPO, Betteraccess to market, finance, Women’s empowerment.

My work started with a Data collection and analysis of the FPO present in MP. I learned there is still need for more FPO supporting organizations like technoserve to make FPO’s Sustainable. The second interesting project was the OKG (Organic Kitchen garden). In-between many conversations with them women who thought they can’t earn was able to save, serve and eat healthy simultaneously. It literally inspired me to see how vegetable seed packet to a women had supported the whole family at times of no open market /mandis in lockdown. This initiative by Technoserve is a great step.



My major project was on the involvement of women’s shareholder in the three FPO. It was based on an Impact assessment study design with a standard questionnaire (Quantitative and qualitative) with a telephonic survey, analysis of (Farmer Profile, Agriculture knowledge and participation, Financial resilience FPO status) and report.

Though a telephonic conversation with women’s had many hurdles like time problem, willingness, especially when you are a stranger wanting to know about them, but the fact that we all are in the same place, struggling with the change happening eased us a bit. But women are long way to come at that place. TechnoServe has been motivating, registering and supporting women’s and now they are taking part in the agriculture marketing which is still considered a men dominant work. Women’s are given an opportunity to have access to various facility in FPO like Input buying, produce selling and be a formal part of the system.

COVID had though disturbed the seasonal migration, many returned, and employment cycle became unpredictable. But Technoserve support had helped many families to have earning from agriculture despite the lockdown. For this whole learning and the vision to work more for our community, I am thankful to Technoserve team.

SUGANDHA KUMARI
XSRM 2019-21

MONTHLY RESEARCH

SOCIAL CATEGORY AND OCCUPATION WISE MIGRATION

OCCUPATIONAL DISTRIBUTION

AGRICULTURE

The non-migrant population of both the states dominate in this respect as can be rightly interpreted as agriculture needs a workforce on the ground to do the job. In Odisha, a total of 18% of agriculture is dominated by the non-migrant population. In contrast, in Rajasthan, the contribution is more from the non-migrant population (12.4%) out of total contribution 16.3% by the agricultural labour sector.

AGRICULTURAL LABOUR

In Odisha the whole 2% in being contributed by Migrant population whereas, in Rajasthan, the contribution is more from the non-migrant population (12.4%) out of total contribution 16.3% by the agricultural labour sector.

BUSINESS

The condition is relatively the same in both the states where the contribution is more from the non-migrant sector 10%(Odisha) and 8.2% in Rajasthan.

GOVERNMENT JOB

In Odisha, the government job part is dominated by the migrant population, and the total contribution is from migrant population .in Rajasthan there is a small non-migrant population contribution as compared to the migrant population.

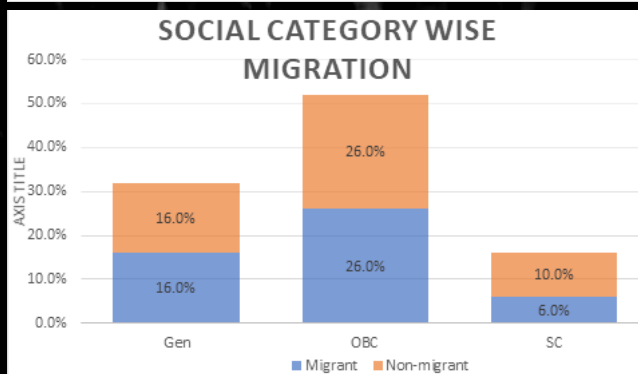
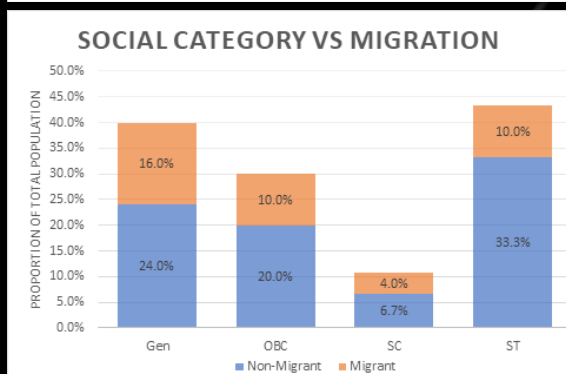
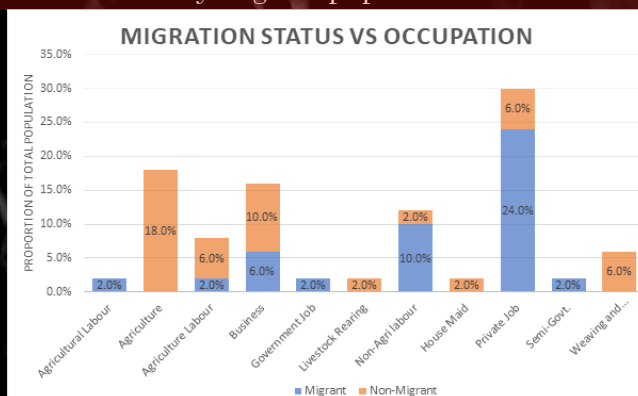
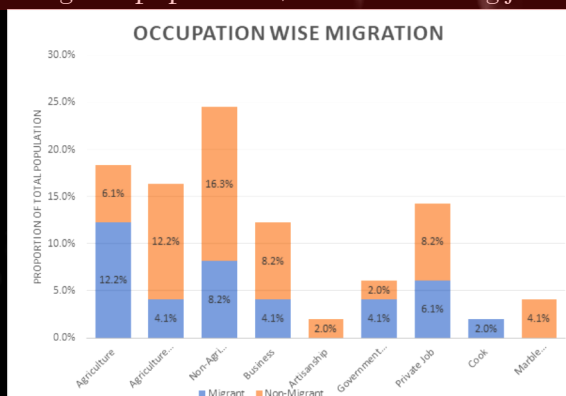
PRIVATE JOB

here there are contrasting trends from both the states wherein Odisha the migrant lot is dominating it. Still, in Rajasthan, it is the opposite situation where the proportion of the non-migrant population has marginally higher contribution in this sector.

OTHERS

In Odisha, occupations like livestock rearing, housemaid, artisanal jobs are dominated by Non-migrant populations, whereas in Rajasthan artisanal and marble works are being overwhelmed by non-migrant population, and the cooking jobs are dominated by Migrant population.

MORWAL VILLAGE, UDAIPUR, RAJASTHAN



KANTABANIA VILLAGE, JAIPUR, ODISHA

SOCIAL CATEGORY AND MIGRATION

There has been relatively equal distribution in case of Odisha if we take the proportion of Gen, SCs, STs, OBCs in the migrant and non-migrant mix but in Rajasthan they are not uniform where the non-migrant population is dominant in every social category. The variation here is considerable almost double in many categories whereas that is not the case with Odisha, where it has been a sort of uniform.

ABHIVYAKTI' 20

The Rural Management Conclave

Theme

Disruption Driven Green Shoots: An antidote for Development

ABHIVYAKTI, the Annual Rural Management Conclave of XSRM, was successfully held on a virtually on the 10th and 11th of October 2020, that saw a congregation of industry stalwarts joining in to deliberate on the theme: Disruption driven Green Shoots: An antidote for Development. The two days of highly interactive and insightful sessions helped us critically analyse the pandemic and the disruption it has triggered across different sectors of the economy.

SECTORS

BFSI

AGRI BUSINESS

MARKETING

DEVELOPMENT



aRMed with Empathy



BFSI

The panel discussed how the quality of assets and their liquidity is shifting in this pandemic with adequate financial results. This scenario needs to be evaluated appropriately by banks and NBFCs. The panel also shed light on the three paths of economic uncertainty, i.e., the moving storm, the rough coaster, and the sustained pain. The government's effort in the current scenario is to help microfinance institutions sustain through this uncertain time. Restructuring should be focused on an individual, organizational, and governmental level. The panel further explained how reverse migration could be directed towards improving the rural sector, how the economy is adjusting to this pandemic's changes, and what structure it will take later on. The panel commented on the transition of traditional services to digitalized services, where consumers are beginning to gain trust in digitized technologies.



MR. PRADEEP KUMAR MISHRA
(Associate professor at Xavier
School of Rural Management)

MODERATOR



MR. VISHAL WADHWA
(Head-Rural Business,
Fullerton India)



MR. ANURAG DWIVEDI
(Vice President,
Midland Microfin Ltd)



MR. ASHIM SARKAR
(National Product Manager -
MSME Finance, Ujjivan Small
Finance bank)

PANELLISTS

MARKETING



MR. SAURABH BAJAJ
(Marketing Head-Dairy,
Britannia Industries Ltd.)



MR. NAVEEN KUMAR
(Vice President & Head-HR,
JSW Group)

The session witnessed the panelists engage in an intriguing discussion on the change in consumer behaviour towards FMCG products during and post lockdown. The panel threw light on some critical aspects of the surge in health-centric FMCG products during this pandemic which resulted in the manufacture of more local products that further led to better job opportunities for the people of small towns and rural areas. The panel deliberated on how disaster management helped us adapt to this sudden disruption as it would continue in the long run.

Pandemic management should incorporate previous catastrophe learning in order to make things fall into place. The speakers also shared the panic of buying food and alteration of dietary preferences of customers. Somewhere in the psychological prism, customer expectations and business investments are tracked for a desired outcome in the current pandemic situation.



MR. SANDIP ANAND
(Professor , Marketing at Xavier
University Bhubaneswar)

MODERATOR

PANELLISTS

AGRI BUSINESS

The session, along with eminent panelists, had an insightful discussion on the topic of Landmark reforms in Indian agriculture and their implications ahead. The crux of the discussion carried valuable insights into the impact of agriculture due to changing reforms and the rising opportunities. It highlighted how India attained food security by shifting from a policymaker strategy to deliberately managing food surplus. It also discussed building up a reliable agricultural ecosystem as a critical focus region of the Government of India. Accordingly, the GOI has now moved its approaches towards making a steady and standardized agricultural framework across the nation. Also, the step has been taken to incorporate capital and technology to our agrarian economy, and improved marketing intervention for agriculture buyers and sellers.

PANELLISTS



MR. MADHAB ADHIKARI
(Associate Vice President,
Sales Coromandel
International Ltd)



MR. SANJEEV KUMAR CHADHA
(Managing Director, NAFED)



MR. SAVESH KUMAR
(Strategic Business Unit
Head, UPL)



MR. SATYENDRA NATH MISHRA
(Assistant Professor at Xavier School
of Rural Management)

MODERATOR

DEVELOPMENT

PANELLISTS



MR. NARENDRANATH DAMODARAN
(Executive Director, PRADAN)



MR. W G PRASANNA KUMAR
(Chairman, MGNCRE)



MR. KUMAR SAKET
(Head of State, UNDP,
Madhya Pradesh)



MR. PRANAV KUMAR CHOUDHARY
(Director Operations,
Dr. Reddy's Foundation)

The session had an insightful discussion along with the esteemed panelists on the theme of "Redefining development post-pandemic: Learnings and Unlearning." The panel reflected on how the current situation has brought about a drastic change in the economic patterns of the country. It also focused attention on how the job opportunities for the underprivileged have dropped by a considerable margin. Development is characterized by proper differentiation and integration of various facets. The panelists highlighted the need for courses and training for the unprivileged masses to be engaged with institutions focusing on rural centric proactive measures to take on the pandemic head-on.

MR. T KUMAR
(Associate professor Information
System and social sciences
at XavierUniversity Bhubaneswar)



MODERATOR

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



XSRM Career Advisory Services



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