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XIDAS Proudly Presents
THE CATALYST
A Students' Magazine

THE CATALYST

Igniting the Spirit of Future Managers

*Many minds
&
million thoughts...*

The Catalyst Committee

Fr. Valentine Ekka S.J.

Dr. Mrs. Namrata Vasudeo Jasrotia

Mrs. Kamna Michael

Xavier Institute of Development Action and Studies

Director's Message



Xavier Institute of Development Action and Studies (XIDAS), Jabalpur, is one of the educational institutions that come under the umbrella of the Society of Jesus (Jesuits), an organization that is internationally acclaimed for its excellent educational service. XIDAS is the only Jesuit run Management Institute in the central part of the country. We offer PGDM and PGDM-RM courses approved by the AICTE, New Delhi. The Jesuit Run, Xavier Brand believes in imparting Ethical, Quality and Socially sensitive management education to students.

We are happy to inform you that we are re-launching the bi-annual Student Magazine, The Catalyst, from this year onwards, after a pause, on December 3, 2017. The main rationale behind restarting the Student Magazine is to encourage and motivate the students to groom and polish their thinking and writing abilities.

The articles in this issue of The Catalyst are written by our very dear Students who are pursuing PGDM (Finance, Marketing, and Human Resource) and PGDM-Rural Management. They have penned down their reflections, thoughts, management ideas and opinions on various aspects of Management and Development issues. They have gathered these insights during classroom lectures, their on-job training and exposure visits, etc. It is through these little and small ways we encourage them to think and write analytically, creatively and intellectually.

XIDAS is proud to have around 900 Alumni who are working Nationally and Internationally in the Corporate and Development world of whom we are very proud. They were and are very much a part of the XIDAS Family. XIDAS, through this magazine The Catalyst would like to provide a platform to the Alumni for sharing their learning, experiences and thoughts with others and especially with the present students. We would like to request you all too to give your valuable contributions, ideas and suggestions for taking this Student Magazine forward in the coming years.

As you all know, Student Publications play a crucial role and are a lifeline for transforming the students into creative thinkers and responsible citizens. We would like to thank each one of you who have contributed to making this re-launch of the Student Magazine, The Catalyst, successful in the year 2017. The Electronic Version of this student magazine will also be available from this year onwards.

We look forward to your valuable suggestions and contribution to make it a Legacy.

Good Luck and God Bless You All!

Dr. Fr. James Santhanam, SJ
Director

From the Editor's Desk



Dear Students,

It goes without saying that ideas trigger the processes of change. No idea is intuitive, i.e. no idea just crops up in somebody's mind. It has to be the end result of mind's effort to find some solution to a problem or problems. And problems are many: economic, environmental, geo-political, managerial, medical, social, scientific, technical, etc. There is no dearth of solutions to problems. But as the humankind keeps making progress leaps and bounds in various fields, new problems keep raising their ugly heads. The old solutions might have worked once upon a time, but they have become obsolete and outdated today. Those solutions can be found entered in some books or be downloaded from the internet. But new problems need

new solutions.

Every problem has a solution that will come to light sooner or later, provided that we apply our minds to finding a solution to the problem on hand. No problem can remain a problem forever. Every problem is a challenge as well as an opportunity too. What is needed on our part is to keep thinking, analyzing, and reflecting single-mindedly and perseveringly. This was and is today the only way out of the forest of problems we face.

The Student Magazine *The Catalyst* we are re-launching this month has all the above elements mentioned and hinted at not only between the first and the last pages, but on them as well. The Magazine says it all loud and clear: 'Igniting the Spirit of Future Managers: Many Minds & Million Thoughts...' And the first cover page depicts the young and energetic 'Future Managers' pursuing their studies at XIDAS 'For Transformation' of themselves for the transformation of the nation. In order for the 'Future Managers' to help bring about personal, social and national transformations. What is required is to learn, positive and creative thinking, to acquire skills by personal hard work to express their innovative thoughts and ideas, and to execute their well thought out strategies efficiently.

The Best of Luck to One and All!

Fr. Valentine Ekka, SJ
Editor

Life can be much easier...all we need is to understand!!!



"UNDERSTAND" is one of the most commonly used terms. We often use this word as "I am trying to understand", "I am not able to understand", "Nobody tries to understand me," etc. In the race to be understood and to understand somewhere we fail to understand what we actually want. It's very essential to prioritize everything in our life, even what to understand and what to ignore completely. From school days onwards we are taught not to cry over spilt milk but it becomes so difficult to understand it as we grow up.

For an instance, I once got an opportunity to host a talent hunt show in my college. As it was an informal function I cracked a joke of a donkey and everybody laughed like crazy. Few months later I got another chance to host an event and I cracked the same joke. This time less people laughed. I continued cracking the same joke on a couple of occasions among the same audience till I noticed there was no laughter in the crowd.

We can't laugh at the same joke again and again, but why do we keep crying over the same thing over and over again?

Deep, isn't it?

Do reflect, and you would be able to understand that life can be much easier and simpler when we start understanding our priorities and stop crying over spilt milk. Yes, Homo sapiens are the most intelligent species on the earth but that doesn't bar them from making mistakes. We all make mistakes sometimes. Some are beautiful experiences and others are lessons for life. They are the stepping stones which can make us more learned and strong...all we need to do is UNDERSTAND!!!

[RISHIKA SINGHDEO/PGDM- MARKETING/2016-2018]

The Art of Communication through Body Language



We all are aware of the famous saying that "actions speak louder than words." But what do we mean by action here? Action means anything that is done. So we can say that anything we do has a more powerful impact on others than just saying something. The same goes with the body language.

It is a means of non-verbal communication which includes facial expressions, body-postures and gestures. Our body plays a very important role in the process of communicating. Research has shown that people pay more attention to the actions of a person than the spoken words.

It accounts for 55% of communication with the people we talk to and nearly 100% of our communication with the people we don't know. The other 45% of our interactive communication is the tone and actual words. Words themselves account for only 7% of our communication. All in all, our body language and tone make 93% of our communication with people. It means that how we say something is 13 times more important than what we actually say.

I remember when I was a kid, I was once told to stand up in front of my classmates and speak something. As soon as I stood in front of them to speak, my legs started shivering. Then I noticed that my classmates were looking at my legs instead of listening to what I was trying to say. Later on I was asked by almost everyone, "Why were you scared?" What came to my mind was how they came to know that I was scared. I asked them, "How do you know?" And the answer was, "Because we saw your legs shaking." From this incident I

understood that there is some connection between my actions and my words. The three most easily observable actions are eye contact, nodding and shivering, etc. While attending lectures in school or college students are often seen nodding and looking at the teacher just to make the latter feel that they are interested in what she/he says. In our daily lives we give message either we are interested or not in some things just by actions. It is often tough to say 'no' in certain situations and so, we use our body language to communicate.

The body language can be classified as "open" and "closed". The open body language makes a person more accepting and friendly whereas the closed body language makes him/her look more reserved and unwelcoming. So one can behave openly when she/he wants to attract people and if she/he wants people to go away, one can use the closed body language. It is a technique easy to master and once one masters it one can deal with the people around easily. Some gestures like looking into the eyes of another person, keeping one's palms open, facing people straight, standing erect, and smiling gently can make a person very accepting and inviting. But not looking into the eyes of another person, frowning, and looking around while talking can make a person look not interested in the conversation.

The body language can also be a very effective means for deception. When someone is hiding behind a mask, others can get the truth by observing his body language. Usually the body language is related to one's unconscious part of mind and she/he is not aware how she/he behaves. According to the research conducted by DePaulo, Stone & Lassiter in 1985 and by Zuckerman, DePaulo & Rosenthal in 1981, the indicators of deception are non-verbal behaviors.

Sometimes we face situations where we know that we are correct but others do not believe us; instead, they believe someone who is wrong. For example, two people, A and B, want to communicate their thoughts. A says, "The sky is blue" without any facial expression and eye contact, and B says, "The sky is black" with full confidence and with a smile on his face. The bystanders are more convinced by B than by A. Why was A not able to convince the people? What wrong did he do? He did not do any wrong but the way he communicated was wrong. This is the kind of situation we face almost daily. We see people focusing mostly on what to say but I personally believe that instead of focusing on what to say, a person should focus on how to say what she/he wants to say.

Research has shown that lie detection can also be done by observing certain cues in a person's behaviour. Lie detection studies normally consist of observing given video tapes of actual witness testimony of people either lying or telling the truth.

A research by Aldert Vrij has shown that 60% of observers are able to detect if a person is telling the truth or not just by observing them. Verbal and non-verbal communications play an important role, if not more important part in lie detection. Most people take someone's word as the truth but trained professionals in dealing with criminals observe not just what is being said but what's not being said, i.e. facial expressions, seated postures, perspiration on the forehead and other body movements.

The body language forms a very important part of communication and once we are able to manage our body language we can master the art of communication.

[VISHAKA RANJAN /PGDM-RURAL MANAGEMENT /2017-2019]

Accept yourself who you are...



When you look in the mirror what do you see?

Receding hairline, dark circles or your obesity...

Is it that your face is really marred? Or is it just your confidence that's shaken?

Do you feel everything wrong within? And do you bottle up your pain and keep it in?

Everyone else is luckier or prettier than you? Your life is a mess; there's nothing you can do about it?

For "a person who has conquered his lower self by the divine self, his own self acts as his best friend; but for that person who has not conquered his lower self, his own self acts as his worst enemy..." Most people find it easy to be hard on themselves; some find flaws in their appearance, while some criticize their luck. In fact, most women all around the world have taken this to such an extent that there can be no stage where they feel content with their lot in life... They find that there is always something wrong in the way they look; they are too thin or too fat, too fair or too dark. This mind frame of women has been prevalent since a long time ago and has been passed down from one generation to another. The result is that young girls step into adolescence with the notion that they are not perfect. This constant self-criticism has ensured that everyone is dissatisfied with herself. The feeling of discontent affects their relations and the way they behave in their lives.

THE BIBLE SAYS, "DO YOU NOT KNOW THAT YOUR BODY IS A TEMPLE OF THE HOLY SPIRIT WITHIN YOU, WHOM YOU HAVE FROM GOD? YOU ARE NOT YOUR OWN." 1 Cor. 6:19

The truth is that we are all beings of divine love, light, power; we have the divine spark within us. Our bodies are in fact the temple of God and part of the divine spirit within. For anyone who loves God, it should be the easiest way to worship Him. But we have lost our faith in ourselves. Stand before the mirror and look at yourself in the eyes for a few minutes and speak out aloud: I am not the body, I am not emotion, and I am not the thoughts. I am the soul. I am a being of divine light, divine love, divine power. I am connected to my higher soul. I AM WHO I AM (this is the truth, regardless of the capacity of the brain to accept it).

I AM NOT THE BODY. Once you realize that you are not this body, there is no reason for you to hurt yourself by criticizing the way you look. So forgive yourself; close your eyes and think of all the things that you have said about your body; forgive yourself for criticizing the gift of GOD. Accept yourself; open your eyes and affirm that you are perfect the way you are. It is not the emotions. Allow yourself to be loved. It is ironic that though desirous of being loved, people are not open to receive love but constantly put themselves down and try to find reasons why anyone would love them. This is not true. You are lovable and there is no reason why someone would not love you. Take a deep breath. You can chant any mantra or concentrate on the image of any divine being that moves you. Whenever a thought comes to your mind, direct your attention towards your breath; give yourself some minutes of peace every day.

[NEELAM XALXO /PGDM-RURAL MANAGEMENT/ 2017-2019]

*“The Greatest Enemy of Knowledge is not Ignorance;
it is the Illusion of Knowledge.”*

- Stephen Hawking¹



Knowledge is ever free and pure but to attain it requires a source of guidance and a real effort. The lack of any of the two will not fetch knowledge to any individual. The misguided one will be led to ignorance of knowledge. And if one does not even try any of the two, it will result in illusion of knowledge. That is why poet Kabir has said: Reading books everyone died; none became any wise. The one who reads the word of Love only becomes wise.

To understand the above couplet in its true perspective is important. Everyone seems to know everything. Yet, the truth is that in spite of all this information, there is no awareness. We are not at peace. Our minds are not quiet and relaxed. We talk of love but have no compassion. Tendencies like selfishness, greed, fear and hatred seem to grip us all the time. Kabir shows us the way through this couplet in his simple but dynamic style. He says that despite all our readings and all our knowledge, we cannot become wise. Only when we 'read' Love, we will become loving and loveable; only then will wisdom dawn on us and life will be worth living.

People who think that they know something really don't. They can cause a lot of trouble by passing on incorrect information they take as facts because other people might believe them too. Ignorance is the absence of knowledge about something, whereas illusion is a false idea or belief about a situation. A person who is ignorant or who lacks knowledge but is willing to gain it will someday by his efforts acquire it. However if someone who believes that he/she has the knowledge and becomes blind to the true knowledge available everywhere around him/her, will never have it unless he/she first makes his cup empty. In other words, you cannot pour more water into a cup which is already full of something. An ignorant person can be given education. He can be taught. But the one who is full of the illusion of having knowledge cannot be educated. He will refuse to be given true knowledge; he will refuse to question his beliefs because he thinks that he has the true knowledge.

This illusion of having true knowledge comes with several problems too. If someone thinks that she/he knows everything, there is no motivation to push the boundaries of research in any field keeping humanity in a stagnant state.

For example, you go to an alcoholic who has an illusion of having knowledge and try to tell him about the harm caused by taking alcohol.

You: Hey man, alcohol is bad for you. He: No... Damn those science books. They try to trick everybody. Listen man, if alcohol was bad for us, some ancient sages would have definitely told us. You: Wow... I did not know that. Thank you. He: Yeah yea... You want to have some? You: Sure.

You're an alcoholic now!

The second volume of the History of Civilization in England by the prominent historian Henry Thomas Buckle was released in 1861. The geological formation of the Earth was discussed in it, and Buckle noted that many flawed and conflicting theories had been developed. Yet, he welcomed these theories because he believed that intellectual ferment was required for progress. Buckle wrote, "For, the great enemy of knowledge is not error, but inertness. All that we want is discussion, and then we are sure to do well, no matter what our blunders may be. One error conflicts with another; each destroys its opponent, and truth is evolved." Similarly, the popular book The Discoverers by Daniel J. Boorstin was published in 1983 in which

the author has written, "The great obstacle to discovering the shape of the earth, the continents, and the ocean was not ignorance but the illusion of knowledge. Imagination drew in bold strokes, instantly serving hopes and fears, while knowledge advanced by slow increments and contradictory witnesses."

Similarly, the famous Chinese philosopher Confucius is acclaimed highly the world over for his saying that to know what you know and what you do not know is true knowledge, and Lao-Tzu says that to pretend to know when you do not know is a disease.

A seed in the ground is undeveloped. But when water is sprinkled on and around it and sunlight falls on it, it germinates, strikes roots, brings forth leaves and slowly grows into a bush or tree providing shelter to birds and humans. But it remains hidden in the ground without water and sunlight. So is with illusion. There is no growth; instead it is a barrier on the path to growth. In other words, in the case of ignorance one can get knowledge by having a strong desire to remove the veil and working for it, but without removing the veil of illusion one cannot attain knowledge. Illusion makes one attached to the fantasy world; it keeps one far from the truth. The remedy to such illusion of knowledge is clearly mentioned in the sacred text of the Gita: "Having obtained real knowledge from a self-realized soul, you will never fall again into such illusion, for by this knowledge you will see that all living beings are but part of the Supreme, or in other words, they are Mine." (4.35)

<https://www.quora.com/What-did-Hawking-mean-by-the-greatest-enemy-of-knowledge-is-not-ignorance-it-is-illusion-of-knowledge>

[ASHISH KANYAL/PGDM-HUMAN RESOURCE/2016-2018]

Life



Life isn't about keeping score, it's not about how many people call or message U, it's not about who you have dated, you are dating or haven't dated at all.

It's not about whom you have love, what sports you play or which guy or girl likes you.

It's not about your shoes, hair, colour of your skin or where you live or go to school, in fact it's not about your grades, money, which bike or car you have, it's not about the brand of your clothes, cell phone or college life. It's not about whether you have lots of friends or you are alone and it's not about how accepted or unaccepted you are... Life isn't about that...

But life is about whom you love or hurt.

It's about how you feel about yourself

It's about trust, happiness or compassion.

It's about sticking up 4 friends and replacing inner hate with love.

It's about what you say and what you mean.

It's about seeing people 4 who they are, not 4 what they have, most of all.

It is about choosing 2 use our life 2 touch someone else's life in a way that could never have been achieved otherwise.

It's about becoming a professor of happiness...

These choices are what life is about...

[PROMILA KIRO /PGDM-HUMAN RESOURCE /2016-2018]

Destiny



I met my special friend
Her name is Destiny
She likes to play with me
She likes to stay with me

She likes to speak with me

She is jealous of others

One day I saw in the mirror my Destiny was kidnapped

And I lost her because I was the loser

But I found her

She was dying

Hugged her and prayed for her

She came back to life

And asked me, "Will you be able to love me

Because you have missed the changes I can do for you?"

But I turned my back on her

She called me back

And when I left her because of obstacles and harsh life exams

I lost myself

I praised her for being a teacher of my life

Because she was in a coma and my life was jailed

I have sentenced my life to kill myself for the sake of some selfishness

But I am recovering

I am healing and I will effortlessly achieve my life path back and live happily with my Destiny.

[NEHA KUMARI/PGDM-FINANCE /BATCH 2016-2018]

Finance? Happy HR Realisation



“A Finance student, an accounts/number lover in the Human Resource class?” That was the frame of his mind for the whole one month.

Emotional quotient should be 90%. "Knock Knock" "Show me the logic." This was the question his mind asked. "You look at the process more than the output" "Knock Knock." He believed that the output was everything in an organization; the result is what matters most.

So, how did he move from finance, the logical world, to the Human Resource world?

The journey of HR class began by bringing reason and logic to the HR. He had chosen HR and he was going to stay with it! So with willingness rather than resistance, his HR journey began.

Life was going well. He started finding reasons why the HR was meant for him. With experience he got his answer too; he released that the one person everyone in an organization looked up to is the Human Resource personnel, and guess what he loved respect. This was the most important reason for staying in the HR class. His personal note to marketing and finance people was: You guys are awesome! Finance walo especially. Spare me! :D)

And something happened which cleared all the doubts he had about his choice. It was when he discovered he was actually living HR.

It was the time of Diwali. He was home to celebrate his maiden Diwali with his family (Obviously it means the first in 2 years, as he was in college). All things were going great, especially the time with his parents. This was one such morning. The family was sitting together when...an argument started between his mom and dad. And for the first time in his 24 years of stay on earth, he neither reacted nor said anything. He didn't even leave the room. He simply sat there and observed the situation. Everything went slow. He suddenly pictured himself as a part of the organization (family), his dad as the CEO and mom as the CFO. What would he do as an HR to stop their quarrel? It took 2 to 3 minutes for him to decide. From his knowledge he knew that to stop such eminent personalities from arguing, someone senior to them would be the right person in that situation. His parents were retired; so he called the Chairperson of the Board of Directors of the organization (family) - his sister. And everything was fine in a couple of minutes. He realized then that he had just done a situational analysis, one of the important tasks of HR life, i.e. Conflict Management. :D

This event gave him a feeling that he was not just studying HR, but actually living (loving) it too!

Note: I bet! You still don't know what may be the best for you.

[XAVIER RAHUL KUMAR/ PGDM -HUMAN RESOURCE/BATCH 2016-2018]

"Bodybuilding" Quotes



"Training gives us an outlet for suppressed energies created by stress and thus tones the spirit just as exercise conditions the body."



"Bodybuilding is much like any other sport. To be successful, you must dedicate yourself 100% to your training, diet and mental approach."

"Not many people understand what a pump is. It must be experienced to be understood. It is the greatest feeling that I get. I search for this pump because it means my muscles will grow when I want it. I get a pump when the blood is running into my muscles. They become really tight with blood. Like the skin it is going to explode any

minute. It's like someone putting air in(to) my muscles. It blows up. It feels fantastic."

What we face may look insurmountable. But practice and training for years strived (for) the pinnacle of success. "Bodybuilding should be fun because you get a feeling of satisfaction which is very hard to explain. A bodybuilder knows when he pumps up his muscles it means growth. The muscles grow. So therefore he knows when he pumps up well, that is progress. And that satisfies him because he feels the progress in his body. Therefore the pump feels good. It's actually the best feeling a bodybuilder can have. It's a difficult thing to explain. Like sometimes we joke around and we get a good pump and we say you have to admit that a good pump is better than coming. Somebody off the street wouldn't understand that, but sometimes a pump is the best feeling you can have."

"The best activities for your health are pumping and humping."

"A beginner does eight repetitions of a certain exercise with his maximum weight on the barbell. As soon as it hurts, he thinks about stopping but work out should be beyond this point, and telling the mind that as soon as it starts aching it is growing. Growing is something unusual for the body when you are over eighteen. The body isn't used to ten, eleven, or twelve reps with a maximum weight. Then do ten or fifteen sets of this in a row. No human body can ever be prepared for this and suddenly it is making itself grow to handle this new challenge, growing through this pain area. Experiencing the pain and ache in muscles is an ongoing challenge. The last three or four reps is what makes the muscles grow. This area of pain divides (distinguishes) a champion from someone who is not a champion. That's what most people lack, having the guts to go on and just say they'll go through the pain no matter what happens. There is no fear of fainting. Do squats until you fall over and pass out. So what? It's not going to kill you. Wake up five minutes later and there you are absolutely Hail (Hale) and Hearty. A lot of other athletes are afraid of this. So they don't pass out. They don't go on."

Success isn't always about 'greatness'; it's about consistency. Consistent hard work gains success. Greatness will come.

[ADITYA RAJ/ PGDM /BATCH 2017-2019]

Organizational Standards Are Dead



Organizations can truly benefit from standard procedures and practices and shape their business to succeed in the dynamic environment. Since Market demand, Consumer behavior and Technology are rapidly changing many companies have shifted to more niche categories. This means that simply established approaches will not deliver results. Companies need to think bigger.

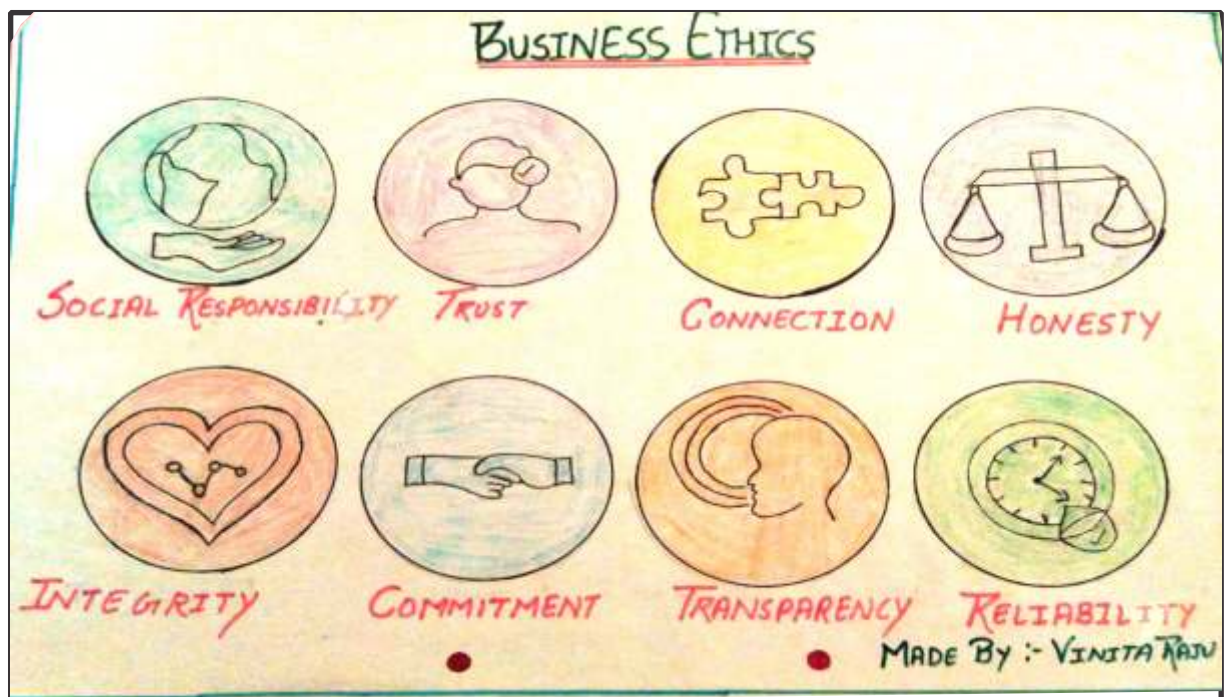
Standard procedures followed in organizations have been very productive and enable predictability and consistency in the long run. Various ways adopted in the companies to deal with specific situations work in similar situations. For these reasons Research consultancy plays a leading role but relying solely on the best practices is no longer feasible for organizations.

Standard models are great for incremental improvements, but for radical innovations or transformations, they are not reliable. For instance, approaches in marketing from direct mailing campaigns to going on social platforms live have transformed the face of advertisements and promotions.

The ever changing environment makes it dangerous to depend on standard practices. Personal and professional experiences won't be sufficient to sustain an Industry. Ways that have not been seen before could be a great starting point for becoming a driving force of any Organization. Every domain of Industry demands Innovation, restructuring methods and policies as one-size does not fit all.

Hence, Situational strategies, Client centric approaches, personalized solutions and Individual guidance help organizations fight back crisis and competition. This is the stage where an Organization comes out as BRAND.

[ANJU PAL /PGDM MARKETING/ BATCH 2016-2018]



[VINITA RAJU/PGDM/2017-2019]

Why? What happens in college probably won't stay in college



An Illustrative Infographic

On the first day you realize that you don't know anybody, that you're in a room full of strangers, and that you're not comfortable being there. This goes on until you realize nobody knows anybody, and everybody is sailing in the same boat. My point is: it's a completely new sea for all the fish to explore, and sometimes some take longer to adjust in the waters than others. That's precisely why I'm writing and illustrating this. So sit back and listen to it.

Number One

You're going to feel small on your first day. You're going to see corridors twisting and turning into impossible by-corridors and you're going to see huge doors looming over you not knowing where they lead to. You're totally confused and confounded, disoriented and distraught, flabbergasted and probably a little frantic, and that's okay. That's what happens in the first stage and the feeling in the initial days of college, and what you're supposed to take away from it is that new places can be overcome. The strange is not always scary; a known devil is worse than an unexplored possibility. You're going to adapt, grow and know at the end of two years that you've adapted and grown and nothing is too big for you anymore.

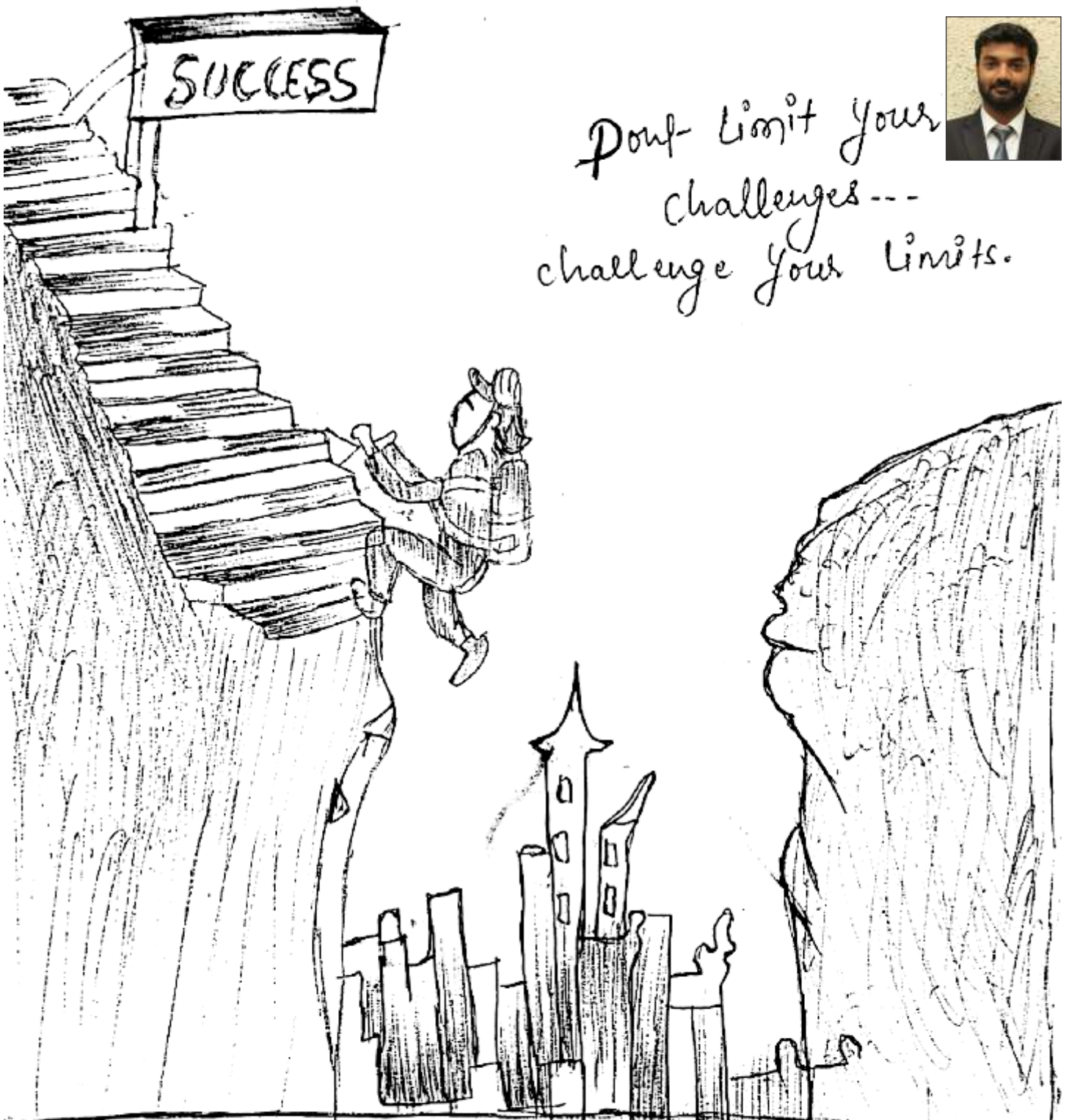
Number Two

Then, when you've found yourself and there are responsibilities thrust on you, sometimes you may lose your way again. There will be roads leading everywhere, choices and decisions you'll never know where they will lead, and you're going to feel as lost as you were on the day. Then take a break, stop, and continue your journey. You haven't lost yourself; you've just hit a roadblock. You shouldn't let that stop you. My point is: college is going to build you up like nothing ever has. It's going to stack brick after brick into your personality. In the beginning it may feel too heavy and you may feel crushed, and halfway through you may feel wobbly like everything is going to come crashing down, but you're growing, and changing, and adapting, and becoming more you.

[RUDRA PRATAP TIWARI/PGDM/2017-2019]

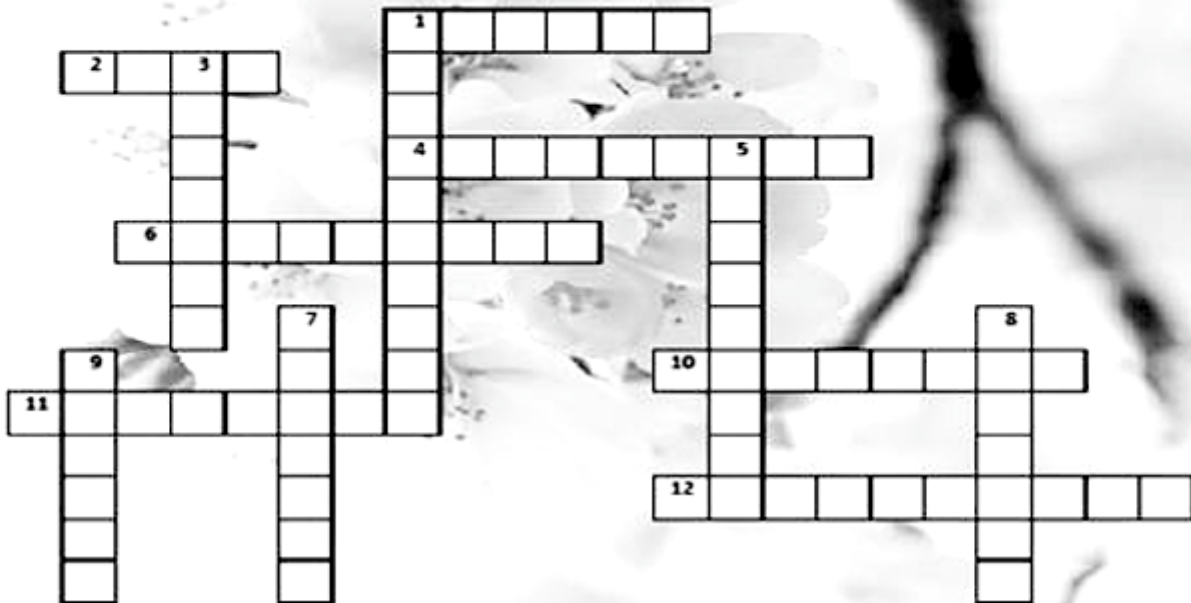


Don't limit your
challenges ---
challenge your limits.



By Rahul Sinha
PGDM II, ROLL NO-10

CRUXWORD: Management



ACROSS

- 1 Abraham _____ proposed the 'Hierarchy of Needs' theory in 1943
- 2 The first 'S' in the 5S Model
- 4 The Father of Economics
- 6 That point in a business venture when the profit is equal to the cost
- 10 Complete the sequence: Planning, Organizing, _____, Directing, Controlling
- 11 A _____ is an agreement (written or spoken) enforceable by law
- 12 Variable reward granted to employees according to variation in their performance

DOWN

- 1 MBWA is '_____ by Wandering Around'
- 3 The _____ Bank of India controls the monetary policy of the Indian rupee
- 5 Persistent and appreciable rise in the general level of price
- 7 If q: quantity, then Q: _____
- 8 An '_____ Public Offering' is the first time the stock of a private Company is offered to the public
- 9 The Father of modern Marketing

SOLUTION

ACROSS: 1 Maslow, 2 Sort, 4 Adam Smith, 6 Breakeven, 10 Staffing, 11 Contract, 12 Incentive

DOWN: 1 Management, 3 Reserve, 5 Inflation, 7 Quality, 8 Initial, 9 Kotler

[SNEHA ROSALIA MIN]/PGDM - HUMAN RESOURCE/2016-2018]

Announcement

XIDAS offers admissions to the following programmes:

Post Graduate Diploma in Management (PGDM)

Post Graduate Diploma in Rural Management (PGDM-RM)

Any Graduate Student with at least 50% marks in aggregate (45% for SC and ST Candidates)

Process: Candidates desiring to seek admission to XIDAS have to do the following:

- Download the Application Form of the Institute from its website (www.xidas.in) and send the filled-in application to the Admissions office of the Institute along with the required fees and documents as indicated in the Application Form.
- Fill online Application Form of the Institute from its website (www.xidas.in)
- Appear for one or more of the National Level Entrance Tests (CMAT, XAT, MAT, CAT, ATMA, MPMET) held between September and May.
- Upon receiving the results of the Entrance Test, submit a copy of the score card to XIDAS

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