



Rural Managers' Association of XSRM (RMAX)

Activity Report (up to September 2019)



About RMAX:

The Rural Managers' Association of XSRM (RMAX) is a recognized student body of Xavier University Bhubaneswar. Its inception roots back to the year 2001 when some students of the rural management programme at Xavier Institute of Management Bhubaneswar (XIMB) started an informal group to arrange some functional activities for the students of rural management. In the year 2004 it became a recognized student body at Xavier Institute of Management Bhubaneswar (XIMB). From then RMAX never looked back and constantly worked on its vision of "Learning by doing and learning beyond the books". With the passage of time it has grown with the growth of XIMB. When the Xavier University Bhubaneswar (XUB) was established in the year 2013, the rural management area of XIMB got its new identity as an independent school named as Xavier School of Rural Management (XSRM). Since then the Rural Managers' Association of XIMB renamed itself to Rural Managers' Association of XSRM. But the name RMAX remained same even after the change in 2014. Team RMAX has always tried to keep the legacy intact set by the founding fathers of RMAX.

The core belief of RMAX remained the same over the years. It believes in "Learning by doing & learning beyond the books". To showcase its mettle and wide acceptance as a credible and diligent community, RMAX forays into a series of activities like- organizing workshops, seminars and guest lectures on contemporary issues, working on live projects from the industry, providing consultancy services, developing case studies, conducting customized market research and promotional activities.

Mission:

"To help the to be Rural Managers in developing their core-competencies by providing them a real-time learning experience through a variety of activities and events"

Vision:

"To enable budding rural managers to work for the betterment of the society".



Team RMAX

Arijit Ghosh Memorial Quiz (1st July, 2019)

Every year, the Arijit Ghosh Memorial Quiz is organized by RMAX team on 1st July, in the loving memory of Late Arijit Ghosh, who was an alumnus of batch 2009-2011 and a former Coordinator of RMAX. It is organized in association with X-Quizzite, the Quizzing committee of XUB. There is a total of two rounds every year, with the last round being the culminating one. The quiz is open to all the students across schools of XIMB, XAHR, XSRM, XSOS, XUMG, and X-Fin. This year it marked the 8th edition of the quiz which turned out to be a cracker of a brain-teasing event with students from the batch of 2019-21 battling their wits out. After the first round, six teams out of the 53 participating ones made it to the final culminating round. Mr. Debasish Sahu and Mr. Praneeth Patnaik from the team 8672 were declared as the runners-up, while Mr. Saptarshi Roy and Mr. Niladri Sanyal from the team Simple Winners 1 were declared as the winners of the quiz. Both the teams were from the Xavier School of Rural Management.



Arijit Ghosh Memorial Quiz Competition 2019

Vaktavya (28th July, 2019) :

Vaktavya, as the name suggests is a national level debate competition, where PG and UG students across the nation participate and put forth their valuable thoughts and opinions on a given topic. The matter of discussion mostly revolves around the major setbacks concerning the rural context of India. This is a platform, where constructive ideas take birth and a healthy exchange of views takes place covering the myriad aspects from the world of rural management. 'Real Issues Real Debate' was Vaktavya'19s motto with the guest speakers being Mr. Akshay Kumar Biswal-Regional Manager, Odisha & South India, Oxfam India and Mr. Soobhraj Purohit, AVP- Annapurna Finance Private Limited. Being a Pan-India competition, teams from XIMB, IIM-C, XSRM, IMI – New Delhi to name a few, lodged in this war of words. Mr. Vishnu Bajpai and Mr. Tanmay Shrivastav of Team Icebreakers from International Management Institute – New Delhi, shined bright as they were declared the winners. Mr. Niladri Sanyal and Ms. Shalini Kumari of Team Questionable Opinions, from Xavier School of Rural Management put forward their powerful opinions and took away the runners-up title to themselves.



Vaktavya 2019

ThotBox (10th August, 2019) :

ThotBox, the movie club of RMAX, holds the responsibility for screening unique movies that appeals to the conscience as well as the humanitarian values of the viewers. The objective is to create awareness among the viewers on socially sensitive issues which we hesitate to debate and discuss in public. It encourages learning through the process of discussions, debates, and dialogue. The movies cover aspects viz., feminism, leadership, alternate perspectives, etc which enables the students to learn and realize the importance of 'being different by making a difference'. After the movie, students are encouraged to express their understanding and their take on the movie, importance of the protagonist and the antagonist, the related impacts on the society and many more in context of the movie. The whole activity is aimed to illuminate the students about the importance of thinking out of the box and developing skills-sets to tackle the eminent issues. This year, RMAX

showcased 'The Least of These' in the first ThotBox of the year. The movie was followed by a stimulating discussion about the impact and psychology behind religious conversions which attempted to answer a lot of unresolved social issues prevailing in the world. ThotBox is a movie session with a difference.



ThotBox 2019

Abhivyakti (18th August, 2019) :

Abhivyakti, the annual business conclave of Xavier School of Rural Management, is hosted collectively by the RM Career Advisory Services, RMAX, and RM Alumni Committee. With the aim of providing a comprehensive view on some of the pressing issues, it brings together the industry stalwarts to share their experiences, problems encountered and all the possible solutions that come with it. It provides a platform for the budding rural managers who would be the future torch bearers and practitioners to get up-to-date with the current emerging trends. Not only does it facilitate the exchange of new ideas and concepts, but also provides a means to evolve consensus and understandings of the sector. With a new theme every year, Abhivyakti is a premium platform for the students of Rural Management. Some of the topics covered over the years are, 'Rural Markets: Tapping opportunities in the bottom of the pyramid', 'Inclusive growth and the digital revolution', 'How third parties can improve CSR processes', 'Rural Business: Impact in Digital Era', etc. This year the theme was 'Tectonic Shifts in Rural Milieu. Abhivyakti'19 saw an amalgamation of the industry stalwarts sharing their perspectives on the trends and pertaining issues in Rural Business.

The sessions focused on the importance of rural aspirations and the rural-urban continuum. The first panel consisted of Mr. Vishal Wadhwa (Executive VP & Head-Rural Business, Fullerton India), Mr. Murli Manohar (National Manager, Ujjivan Small Finance Bank), Shri Priyaranjan (Deputy General Manager, RBI), and Mr. Jagannath Khuntia (GM-HR, Paradeep Phosphates Ltd.) who deliberated upon, “Private Investment in Subsistence Consumer for Inclusive Growth and Policy Formulation”. The second panel had Ms. Jayashree Rao (Chief Marketing Officer, Micro Energy Credits), Mr. Mendu Srinivasulu (Vice President – eFresh Agribusiness Solutions Pvt. Ltd.) and Mr. Abhishek Kher (Assistant Vice President in Motor Business, Bajaj Allianz General Insurance Co. Ltd.) who elaborated on the “Role of Marketing and Social Entrepreneurship in Poverty Alleviation of India”. The third panel involved Ms. Aparna Singh (Senior Manager- CSR & Projects, Projects and Skill Development, AISECT), Ms. Vibha Bansal (Associate Director – International Tax & Regulatory, KPMG), and Mr. Sanjit Kumar Behera (Director, CSR Council, Practical Action Foundation India), who emphasized on “Policy Advisory for Rural Governance and the need for Skill Development”. The evening also marked the launch of 13th edition of Abhigyaan, the bimonthly newsletter by RMAX.



Abhivakti 2019

Gramotsava (20th – 22nd September, 2019)

Gramotsava, the flagship event of RMAX, is a three-day rural marketing fair which was started way back in 2006. It's well-recognized success over the years holds a remarkable place in the history of the Rural Management course. The entire event has three phases: Adi Parva (Pre-fair phase), Madhya Parva (Fair day), Iti Parva (Post-fair phase). The objectives behind organizing the fair are to promote products and concepts among rural masses in partnership with business and social organizations, to carry out market research in association with the partner organizations, and to foster a productive relationship between the rural community and partner organizations. Over the years, this fair has given the institute an opportunity to associate with the esteemed corporate and social entities like John Deere, Jio, Maruti Suzuki, Axis Bank, MCL, ITC, Cholayil Group, ICICI Lombard, UNICEF, Piaggio, HUL, TAFE, Mahindra and Mahindra and many more. The

timing of the fair is just before the Dussehra when the rural masses have the mood to buy new products and services. The theme for Gramotsava' 19 is 'Kaushal Gram'.



Gramotsava 2019

Spardha (29th September, 2019)

Spardha, the inter-college social B-Plan competition is conducted by RMAX, since 2008. It is held every year during Xamboree, the annual cultural management fest of XUB. This unique competition searches for innovative thinking with the generation of new ideas and methods in relevance to the rural sector which can be practically implemented. It tests the participants from all over the country through a plethora of levels, with each level standing for a sector that is influenced by the rural context. These plans are then presented to a panel of experts for their validation. The competition is designed to challenge the critical thinking of management students.



Spardha 2019