



# Newsletter

*A Quarterly Update*

(For Restricted Circulation Only)



**Institute of Public Enterprise**  
Osmania University Campus, Hyderabad - 500 007

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&

Editor : V. Rajeev Karan Reddy

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## Transformation of Indian Railways – Miles to go

Ever since the Bibek Debroy committee submitted its report on restructuring and reforming the Indian Railways, the transformation of the monolith railways has received due attention. Soon after the advent of liberalization in 1991, the reforms in infrastructure sector had become a necessity. However, during the first two decades, reforms in power and telecom sector received more attention. Reforms of railway sector were not much talked about. There were some attempts at privatization previously. Container Policy Liberalization which led to establishment of Container Corporation of India in 1989, The Own Your Wagon Scheme of 1992, Special Freight Train Operator Scheme, are some examples. These schemes were not successful. The first and the foremost reason was the structure of Indian railways itself, in which policy making, the regulatory function and operations are vested within the same organization. A typical case of conflict of interest, in which the policy maker and regulator is also a competitor. The user-hostile conditions of the schemes were another reason, for lack of success of privatization. The Indian railways which is the fourth largest railway network in the world with 20,000 trains, 21 million daily passengers, has made progress in terms of number of trains, passengers and freight carried. This however was not enough. Indian Railways, was saddled with problems of wide gap between demand and supply, politicization of decisions related to fares, introduction of trains, number of halts etc. Low employee productivity, lack of safety, were other problems. In other words, this was again the case of politics of populism gaining over sound economic principles. Commercial considerations took a back seat. Excess manpower, with inter departmental rivalry staring in its face, Indian railways, lacked business orientation. Burgeoning employee costs, put a strain on the already precarious financial status of the railways. Railways also perform certain functions like running hospitals and schools which is not required. Therefore, the need of radical transformation of railways was felt. It was decided to constitute a committee that would suggest measures for a radical transformation of railways. Bibek Debroy committee was constituted in September 2014, which submitted its report in June 2015.

It is beyond the scope of this write up to discuss each and every recommendation of the committee. Some of the very important recommendations, issues and concerns raised are highlighted here. One of the most important recommendations is, setting up of an independent regulator, the Railway Regulatory Authority of India (RRAI). This is one of the most debated and discussed recommendations. What would be the powers of the regulator? Should the regulator be given the power of determining the

passenger and freight tariff? How independent should it be? The committee recommends that the regulator should have tariff fixation power. The committee further recommends that RRAI should be set up statutorily, with an independent budget, so that it is truly independent of the Ministry of Railways. The RRAI will have the powers of granting access to railway infrastructure to private operators, licensing, setting technical standards. The issues and concerns raised in this regard, are many. Critics feel, the independence of RRAI may remain only on paper. The experience of an independent regulator in power sector is often quoted as an example for lack of faith in independent regulator. In power sector, independent regulatory commissions were established in states and one in Centre in the year 1998. Later on, the passage of Electricity Act in 2003, further gave powers to regulatory commissions. The commissions were supposed to remain independent from the ministry of power, in the matters of tariff setting. This has certainly not happened the way it was expected. The state governments continue to interfere in the matters of tariff setting, the goal of 'Rationalization of Tariffs' remains as elusive as ever in the power sector. It was further expected that through the provision of 'Open Access' competition in power sector will become a reality, in which the consumers will choose their electricity distributors, from among the various suppliers in a state or city. The implementation of this provision also has remained tardy, as the state electricity distribution companies have thwarted this provision and prevented shift of consumers to new suppliers. The critics therefore opine that the independent regulator in railways may also meet the same fate. Will the tariff setting become free from politics? Will the regulator remain independent of the ministry in true spirit? Will the regulator be able to give a fair access to railway infrastructure to private operators without any interference from politics?

The other recommendations of the committee which have received due attention are regarding adoption of commercial accounting practices and doing away with archaic accounting practices, rationalization of human resources, lateral inflow of talent, doing away with centralized and hierarchical structure. There is an apprehension, whether this will really happen. Therefore it can be concluded that, recommendations are revolutionary, but till the implementation actually happens, there are miles to go, before the 160 year old organization is truly transformed.

**Dr. G.Rajesh, Faculty Member, IPE**



Editors : **Prof.R.K.Mishra & Dr.P.Geeta, IPE**  
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After many decades of existence of public sector in India, there are still many questions unanswered. Though the Government has delegated financial and administrative powers to PEs(public enterprises) to a great extent to provide considerable financial leverage for taking prudent decisions, the results are not satisfactory. It has been several decades since the MoU system has been introduced in India in the hope of incentivizing performance, yet there are considerable numbers of PEs which are languishing in the fair and good category in terms of performance. Performance challenges still exist in public sector enterprises which are mainly due to inadequate systems, processes and latest technology. The focus now is on making the PEs more efficient and competitive so that they can face the stiff market competition. There is a clear direction that has been set with the Performance Management Division taking lead and rolling out the overarching PMS and implementing RFD. The RFD system provides a comprehensive framework of performance measurement and management for all the government departments/ministries, to develop performance plans in sync with the national priorities and programmes. With the RFD system in place, it will give greater stability to the MoU system and make it sustainable.

The research was led by Prof. R. K. Mishra, Project Director and the other team members were Dr. Punam Singh, Co - Project Director, Dr. Shulagna Sarkar, Co - Project Director, Ms. J. Kiranmai, Co - Project Director. They conducted a National level 'CSR in India' at IPE. The study was funded by ICSSR.

According to the Companies Act 2013, a company shall spend, in every financial year, at least two per cent of the average net profits of the company made during the three immediately preceding financial years in pursuance of its Corporate Social Responsibility Policy. The 12th five year plan aims to bring in inclusive growth, social inclusiveness being an integral aspect. The government initiatives are aimed at achieving social inclusiveness, which requires investment of huge money, resources and commitment from all stakeholders of the society. The government has taken initiatives in the past and is also actively involved in implementation of initiatives to meet the above objective. In view of the scale of resources required to meet the dream of social inclusiveness come true, it is important that organizations work hand in hand with the government. Synergizing the CSR initiatives of the organizations with the

initiatives of the government will be a positive and effective step in fulfilling the commitment for ensuring social inclusiveness.

In view of the above background, the national level exploratory study conducted by the Centre for CSR at Institute of Public Enterprise, Hyderabad aimed to understand the scope of CSR as a tool for social inclusiveness. The research focused on studying the existing CSR practices of organizations and also reflected on the role of various stakeholders in effective implementation of CSR. An impact assessment study was also conducted to understand the effectiveness of CSR.

This study was conducted in the backward districts of the four select states of the country representing the four zones. The need assessment study was conducted in the ST/SC majority villages of the backward districts of Telangana, Odisha, Rajasthan and Madhya Pradesh. A total of 1846 households were surveyed as part of this research. Both qualitative and quantitative data were collected as part of this study with the use of questionnaire, interviews and focus group discussions. Both primary and secondary data have been extensively used as a part of this research. Primary data was also collected from Corporate, local administration and NGOs to understand their perspective on CSR and also to understand the role they need to assume for effective implementation of CSR.

The study reflected that nearly 100% of companies are working in the area of education, 95% in the area of health, 90% in the area of livelihood, 95% in rural development and 85% in the area of environment. The organizations studied had a CSR policy in place and have also disclosed it on their websites. The study revealed that a majority of the large private sector companies are implementing their CSR through their own trust or foundations. In case of public sector companies, a majority of their projects are implemented through CSOs/ NGOs. The companies should be very careful in selecting the right NGOs. There is also a need to empanel NGOs by a central body so that companies have a list of NGOs in terms of credibility and expertise to choose from. The study also highlighted the importance of local administration in the effective implementation of CSR and also the implementation difficulties faced by organizations during CSR implementation. CSR in the proposed format as per the law is in its nascent stage and it will take at least 3 to 5 years for the impact to be measured.

It has been concluded that at the micro level, increasing income generation through livelihood initiatives, improving public infrastructure, healthcare, education, and women's empowerment supported through civil society organizations, good governance, and integrated initiatives of corporates can help accelerate poverty reduction. Access to basic facilities such as health, education, sanitation, drinking water helps to reduce exclusion thus opening the channel for social inclusiveness.

## Recently Completed Projects

S. No.	Project Title	Principal Investigator	Funding Agency	Project Year
1.	Rural Urban Migration in Andhra Pradesh : A Study on Socio-economic Impact on the Families of Migratory Farmers	Mr. V. Anji Raju	UGC	2014-15
2.	Rural Urban Migration in Telangana : A Study on Socio-economic Impact on the Families of Migratory Farmers	Mr. V. Anji Raju	ICSSR	2014-15
3.	Relationship between S & T inputs and GDDP in select Indian states – Andhra Pradesh (2013 : DST – TIFAC)	Dr. P.S. Janaki Krishna Dr. Jayasree Raveendran Dr. Usha Nori Dr. Ch. Lakshmi Kumari	DST	2014-15

## Ongoing Projects

S. No.	Project Title	Principal Investigator	Funding Agency	Project Year
1.	Sources of funding for Social Science Research in India	Prof. R.K. Mishra Dr. Jayasree Raveendran	ICSSR-IDRC	2015-16
2.	Effectiveness of E-Governance Initiative through Social Media : A Study with Respect to Southern States in India	Dr. A.S. Kalyana Kumar	ICSSR	2015-16
3.	Effective Corporate Governance and Social Responsibility for Sustainable Business	Dr. Shulagna Sarkar	ICSSR	2015-16
4.	Social Marginalisation of Women Textile Workers – A study on the Textile & Garment Clusters at Coimbatore, Tirupur, Ahmedabad & Surat	Dr. M. Karthik	ICSSR	2015-17
5.	A Study on Water Resource Management : Post-Liberalization Issues and Challenges in Transforming Rural Andhra Pradesh and Telangana	Dr. Anupama Dubey	ICSSR	2015-2016
6.	Women on Indian Corporate Boards	Dr. Shital Jhunjhunwala	ICSSR	2014
7.	Study on Corporate Social Responsibility in Hazardous Sector (with reference to Mining and Oil and Gas Sector in India)	Prof. R.K. Mishra	ICSSR	2015-16
8.	Effects of Public Expenditure on Growth in India	Dr. Indersekar Yadav	UGC	2014
9.	A Study on Impact of Faculty Development Programme on Quality of Teaching in Management Education : A Special Reference to Andhra Pradesh	Dr. Ch. Lakshmi Kumari	UGC	2014-15
10.	Micro Finance Institutions as a way towards Financial Inclusion – A Study on Select Districts of Odisha	Dr. Swayam Prava Mishra	UGC	2014-15
11.	A Study on the Impact of Agrarian Crisis on Migration of Farmers / Farm Labour in Andhra Pradesh	Dr. P.S. Janaki Krishna	ICSSR	2014-15



### Consultancy Projects (2014-15)

Name of the Faculty	Project
Dr. K.V. Ananth Kumar	Engendering Gender Diversity At The Work Place; It's Impact on Organizational Performance
Dr. Ch. Lakshmi Kumari, Dr. S.S. Subrahmanyam	Performance of North Eastern Karnataka Road Transport Corporation
Dr. S.K. Mathur Dr. S.S. Subrahmanyam	Performance of North Western Karnataka Road Transport Corporation
Dr. Meher Karuna Dr. S.S. Subrahmanyam	Performance of Karnataka State Tourism Development Corporation
Dr. Ch. Lakshmi Kumari Ms. J. Kiranmai	Evaluation of Financial Assistance For Self - Employment to Nomadic & Semi-Nomadic Tribes
Dr. S.S. Subrahmanyam Dr. S. Sreenivasa Murthy	Evaluation of Karnataka State Coir Development Corporation
Mr. V. Anji Raju Dr. M.L.N. Rao , Dr. V. Srikanth	Evaluation Project for "National Food Security Mission in Karnataka"
Dr. S.S. Subrahmanyam Dr. Ch. Lakshmi Kumari, Dr. S.K. Mathur,	Feasibility study for creating Palakkad Unit as an Independent Unit of Instrumentation Ltd, Kota.
Prof. R.K. Mishra, Dr. V.S. Srikanth, Mr. P. Mahesh Mr. V. Anji Raju, Mr. A.S. Kalyana Kumar, Mr. S. Vivek	Market / Customer Survey for NMDC's Iron Ore Sales Strategy

### Ph.D. Thesis Submitted

S.No.	Name	Year of Submission	Topic
1.	Mr. Sode Raghavendra	2015	Corporate Sustainability Development in Coal India Limited – A Study

### Ph.D. Theses Completed

1.	Mr. Maschendar Goud	2015	Performance Evaluation of Mahatma Gandhi National Rural Employment Guarantee Scheme in Andhra Pradesh
2.	Mr. Narsimhulu Siddula	2015	Commodity Derivatives : Effectiveness in Price Discovery and Risk Management

- ▶ A Four-Day Management Development Program (MDP) titled “**Applied Financial Management**” was conducted by Shri K R S Sastry, Senior Faculty Member for Executives from various Central & State Public Enterprises from 27<sup>th</sup> to 31<sup>st</sup>, October 2015 at IPE's Auditorium, at IPE Osmania University Campus, Hyderabad.
- ▶ Three-Day Management Development Program (MDP) titled “**Companies Act, 2013**” was conducted by Shri T. Anil Kumar, Faculty Member, IPE for Executives of various Power Sector companies, from 28<sup>th</sup> to 30<sup>th</sup> October, 2015 at Central Institute of Rural Electrification (CIRE) campus, Rajendra Nagar, Hyderabad. The Program was jointly organized by IPE and CIRE.



*Shri KRS Sastry, Senior Faculty Member, IPE addressing the Executive - participants of the above program. Also seen are Prof. R.K. Mishra, Director, IPE and Sri Rakesh Kumar, Director (Finance), Neyveli Lignite Corporation Limited.*



- ▶ A Two-Day Management Development Program (MDP) titled **“Enhancing Behavioural Competencies Through Soft Skills”** for the executives of Life Insurance Corporation of India (LIC) was conducted by Shri K.R.S. Sastry, Senior Faculty Member, IPE on 6<sup>th</sup> & 7<sup>th</sup> and again on 18<sup>th</sup> & 19<sup>th</sup> November, 2015 at IPE Osmania University Campus, Hyderabad.
- ▶ A Two-Day Management Development Program (MDP) titled **“Information & Cyber Security”** was conducted by Mr. A. Rakesh & Mr. A.S. Kalyana Kumar, Asst.Professors, IPE from 23<sup>rd</sup> to 25<sup>th</sup> November, 2015 at IPE Osmania University Campus, Hyderabad.



*Prof.R.K.Mishra, Director IPE, Mr.A.S.Kalyana Kumar & Mr.A.Rakesh, Asst.Professors, IPE are seen among the Program participants in the backdrop of IPE Osmania University Campus.*

- ▶ A Three-Day Management Development Program(MDP) titled **“Cyber Crime Against Women & Safety Measures”** was conducted by Mr. A. S. Kalyana Kumar, Faculty Member, IPE from 9<sup>th</sup> to 11<sup>th</sup>, December, 2015 at IPE Osmania University Campus, Hyderabad.
- ▶ A Three-Day Management Development Program (MDP) titled **“HR for Line Managers”** was conducted by Dr.A.Jagan Mohan Reddy, Associate Professor, IPE for Executives of various Power Sector companies, from 15<sup>th</sup> to 17<sup>th</sup> December, 2015 at Central Institute of Rural Electrification (CIRE) campus, Rajendra Nagar, Hyderabad. The Program was jointly organized by IPE and CIRE.

- ▶ A Two-Day Dealer Training Program titled **“Total Dealership Management”** for the Dealers of Central Public Sector Enterprise, Indian Oil Corporation (IOCL) was conducted by Shri S. Satish Kumar, Senior Faculty Member, Dr. M.M. Karuna & Dr. A. Sridhar Raj, Asst. Professors, IPE on 6<sup>th</sup> & 7<sup>th</sup> October, 2015 at IPE Osmania University Campus, Hyderabad.



*Dr.S.S.Murthy, Dean, IPE, Mr.M.K.Gupta, Director (MoU) Division, Department of Public Enterprise, Government of India and Dr.P.Geeta, Asst.Professor, IPE, are among those who are seen in the photograph.*

- ▶ A One-Day Workshop titled **“Online MoU System for CPSEs and Administrative Ministries”** was organized at IPE Shameerpet Campus, Hyderabad on 9<sup>th</sup> October, 2015 by Dr.P.Geeta, Assistant Professor, IPE.
- ▶ A One-Day Workshop titled **“Reservation Policy for SCs, STs and OBCs in CPSEs, SLPEs and Banks”** was conducted by Prof .R. K. Mishra, Director, IPE & Ms. J. Kiranmai, Asst. Professor, IPE on 16<sup>th</sup> October, 2015 at IPE Osmania University Campus, Hyderabad.
- ▶ A Two-Day National Conference on **“Urbanization in India: Emerging Issues”** was organized by Dr. Jayasree Raveendran, Asst. Professor, IPE on 10<sup>th</sup> & 11<sup>th</sup> DEC, 2015. The Conference was jointly organized by Institute of



*Prof.R.K.Mishra, Director (one of the Conference Chairs) addressing the participants, while Prof. S.R. Hashim, Chairman, IASSI ( the other Conference Chair) and other participants look on.*



Public Enterprise (IPE) and Indian Association of Social Science Institutions. (IASSI) at IPE Shameerpet Campus, Hyderabad.

- ▶ A Two-Day, 3<sup>rd</sup> National Conference, on “**Diversity of Management- Development of Women Executives**”, was organised by Shri K.R.S. Sastry, Senior Faculty Member, IPE on 16<sup>th</sup> & 17<sup>th</sup>, December, 2015.



Chief Guest Sri P Sudhakar, CMD, ECIL, Guest of Honour Dr. K S Ratnakar, Chairman, Global Hospitals Education and Research Foundation, Smt. Uma Nanduri, IFS, CVO, NPCC, Dr. C L Prabhavathi, Registrar & Controller of Examinations, Central University of South Bihar, Chairperson Dr. R K Mishra, Director, IPE, Dr. Narendranath Menon, Conference Director, and Sri K R S Sastry, Conference Convener are seen in the photograph



A view of the dignitaries and the participants of the Women Executives' Conference

## Other Academic Activities

- ▶ A One-Day Faculty Development Program (FDP) titled “**Mentoring: Mining Human Potential**” was conducted by Dr.P.S. Janaki Krishna, Associate Professor, IPE for faculty of various Degree and Engineering colleges on 9<sup>th</sup> October 2015 at IPE Osmania University Campus, Hyderabad.
- ▶ Prof.R.K.Mishra, Director, IPE delivered a lecture in Assam, on SLPE Day on 9<sup>th</sup> October, 2015
- ▶ On 2<sup>nd</sup> November, 2015 an expert committee from Symbiosis International University (SIU), Pune visited IPE to recognize IPE as an 'Approved Research Centre'.



Dr. Jayasree Raveendran, Asst. Professor & Research Coordinator, IPE giving a presentation to the SIU team that visited IPE Shameerpet Campus on 2nd NOV 2015. Also seen in the picture are Prof.R.K.Mishra, Director, IPE, Dr. Ravi Jain, Director, Symbiosis Institute of Business Management, Dr. Manju Singh, Head Research, SIU, Hyderabad and Dr. Nareesh Kumar Sharma, Professor of Economics, University of Hyderabad, Dr.SS Murthy, Dean, IPE and a few Faculty Members of IPE.

- ▶ Prof.R.K.Mishra, Director, IPE participated in the 8<sup>th</sup> meeting of the Asian Network on Corporate Governance of State-Owned Enterprises held on 16<sup>th</sup> & 17<sup>th</sup> November, 2015 at Hanoi
- ▶ A Two-Day Dealer Training Programme entitled “**Project Disha-Dealer Training Programme**” for the Dealers of Central Public Enterprise, Indian Oil Corporation (IOCL) was conducted by Shri S. Satish Kumar, Senior Faculty Member, Dr. M. M. Karuna & Dr. A. Sridhar Raj, Asst. Professors on Nov 23<sup>rd</sup> & 24<sup>th</sup>, 2015 at IPE Osmania University Campus, Hyderabad.
- ▶ A Special Course on “**Urbanization and Informal Sector**” was conducted by Dr.Ch.Lakshmi Kumari, Asst.Professor, IPE from 15<sup>th</sup> November to 5<sup>th</sup> December, 2015 for Middle and Senior Level



Activists, Policy Advocates, Journalists, Researchers and All Categories of Urban Policy Practitioners at IPE Osmania University Campus, Hyderabad. The Programme was organized by IPE in collaboration with CiRiC, Action Aid Association, and SIPPA.



*Shri K.T.Rama Rao, Cabinet Minister in the Telangana State Government addressing the gathering at the Valedictory Ceremony of the Program while Shri K.Madhav Rao (IAS Rtd), President, IPE Board of Governors, Prof.R.K.Mishra, Director, IPE, Shri Anjanayalu, Shri Ramachandra Murthy, Ms.Meena Menon, Shri M.Laxmaya and Dr.Ch.Lakshmi Kumari present on the dais look on.*

- ▶ A Two-Day Dealer Training Programme titled “**Project Disha-Dealer Training Programme**” for the dealers of Central Public Enterprise, Indian Oil Corporation (IOCL) was conducted by Shri S. Satish Kumar, Senior Faculty Member, Dr. M. M. Karuna & Dr. A. Sridhar Raj, Asst. Professors on 23<sup>rd</sup> & 24<sup>th</sup> November, 2015 and also on 16 & 17, December, 2015 at IPE Osmania University Campus, Hyderabad.



*Shri S.Satish Kumar, Senior Faculty, IPE addressing the audience while Prof.R.K.Mishra, Director, IPE and Shri Subir Kumar Srivastava, Chief Manager (Retail Sales), IOCL, Hyderabad present on the dais look on*

- ▶ A Five-Day IPE Certificate Course in “**Project Management**” was conducted by Mr.S.Satish Kumar,

Senior Faculty Member, from 21<sup>st</sup> to 25<sup>th</sup> December, 2015 at IPE Osmania University Campus, Hyderabad.

- ▶ A One-Day programme for the faculty of St. Ann's College was organized on 1<sup>st</sup> October, 2015
- ▶ IPE students and employees attended “**Manthan Samvaad**” 2015 at JRC Centre, adjacent to Whisper Valley, Jubilee Hills, Hyderabad on 2<sup>nd</sup> October, 2015.
- ▶ A Five - Day training programme on “**Understanding Research Methods and Data Analysis**” was conducted for the officials of the **State Bank of India (SBI)** by Dr.Jayasree Raveendran from 23<sup>rd</sup> to 27<sup>th</sup> November, 2015, at the State Bank Staff College, Hyderabad. The programme was organized for 30 new research officers of SBI Research Division, at the Chief Manager's and the Branch Manager's level from all over India.

## Faculty Publications

- ▶ An edited book titled “**Revolutionizing Corporate Social Responsibility**” was published by Academic Foundation (AF), New Delhi in partnership with IPE. The editors of the book are Dr. R.K. Mishra, Dr.Shulagna Sarkar and Dr.Punam Singh.
- ▶ An edited book titled “**The Indian Social Sector: Trends and Issues**” was published by Academic Foundation(AF), New Delhi in partnership with IPE. The editors of the book are Dr.R.K.Mishra and Dr.Anand Akundy.
- ▶ Dr.A.Jagan Mohan Reddy contributed a Book Chapter titled “**Challenges for HR in the Aviation Sector**”.



*Prof.R.K.Mishra, Director, IPE, with Her Royal Highness Maha Chakri Sirindhorn, seen with the other participants of 9th ICSSR-NRCT Joint Seminar, at Bangkok.*



## Distinguished Visitors

- ▶ Dr. M.V.Rao, IAS Principal Secretary, Sundarbans Development and Managing Director West Bengal Marketing Federation on 27<sup>th</sup> October, 2015
- ▶ Shri R.P.Agarwal (IAS), Former District Collector in United A.P. on 31<sup>st</sup> October, 2015
- ▶ Shri Sudhir K.Jain, Vice Chancellor Shri Mata Vaishno Devi University on 31<sup>st</sup> October 2015
- ▶ Shri K.Padmanabhaiah, former Secretary, Government of India visited on 26.11.2015
- ▶ Prof. Pregala Pillay, Director, Anti Corruption Centre for Education and Research of Stellenbosch University, South Africa, Dr Firoz Khan, Mr Zweli Ndevu and Mrs Deyana Isaacs on 26<sup>th</sup> November, 2015
- ▶ Mrs. Radha Singh, IAS (Retd) and Chair Person, Yes Bank visited on 4.12.2015
- ▶ Prof. A.H.Kalro and Prof. Brajaraj Mohanty visited on 7<sup>th</sup> December, 2015
- ▶ Dr.Sasanka Ramanadham, s/o Dr.V.V.Ramanadham, Founder of IPE visited on 16<sup>th</sup> December, 2015
- ▶ Shri P.Sudhakar, CMD of ECIL on 16<sup>th</sup> December, 2015
- ▶ Mrs.Uma Nanduri, IFS and Chief Vigilance Officer of NPCC on 16<sup>th</sup> December, 2015
- ▶ Dr.K.S.Ratnakar, Chairman, Global Medical Education Research Foundation on 16<sup>th</sup> December, 2015
- ▶ Dr.C.L.Prabhavathi, Registrar and Controller of Exams, Central University of Bihar on 16<sup>th</sup> December, 2015
- ▶ Prof. Sam N Basu, Dean, Cotsakos College of Business, William Paterson University on 21<sup>st</sup> December, 2015
- ▶ Dr. Samar Verma, Senior Programme Specialist, Think Tank Initiative, IDRC on 27<sup>th</sup> December, 2015
- ▶ Prof. P.KChaubey, Professor of Economics IIPA on 29<sup>th</sup> December, 2015
- ▶ Prof. Sukhadeo Thorat, Chairman, Indian Council of Social Science Research on 30<sup>th</sup> December, 2015
- ▶ Dr.Sagarika Ghosh, Executive Editor - Business and Economics/Law/Statistics, Springer Publications on 31<sup>st</sup> December, 2015



*NBA Team's interaction with Executives from Administrative and Accounts Departments*



*Ms.Mrudula Neelam and Ms.Niyati Reddy of PGDM HRM -2016 were among the top finalists team out of 95 teams which participated in "Inquizite – Test your HR Quotient" at IMT, Hyderabad on 26<sup>th</sup> October, 2015*



*An Elocution Competition for the PGDM students on "Corruption", as part of "Vigilance Awareness Week" of NMDC Ltd., was organised by Prof. Narendranath Menon on 29<sup>th</sup> October, 2015 at IPE Shameerpet Campus, Hyderabad.*

## NBA Team's Visit to IPE

- ▶ NBA team visited IPE from 11<sup>th</sup> December, 2015 to 13<sup>th</sup> December, 2015



*NBA Team's Interaction with the Management of IPE*



- **IPE Sports Day** was organized on 30<sup>th</sup> and 31<sup>st</sup> October 2015. Students competed in Cricket, Badminton, Volleyball & Table Tennis on this day.



*One of the IPE Foot-ball teams*



*Volley-ball tournament in progress*



*Prayer at the Inauguration of Sanskriti*



*Students walking down the aisle during the Fashion Show competition*

- **IPE Annual Fest “Sanskriti”** was organized on 4<sup>th</sup> & 5<sup>th</sup> December 2015 at the Shameerpet Campus. Mrs Radha Singh, IAS (Retd), Chairperson, YES Bank delivered the Inaugural Address and Shri Ramesh Loganathan, V-P Products & Center Head, Progress Software Dev Pvt Ltd spoke on “Start Ups in India”. More than 300 students came from different colleges to participate in the event. The guests for the





*A gathering of students on the dais*

vaedictory function were Shri B Surender Mohan, Former Chairman & MD, Neyveli Lignite Corporation Ltd. and Shri M Narayana Rao, Former Chairman & MD, MIDHANI.

- ▶ Students organized a **“Special Lunch”** for **“Orphanage Children”** as part of CSR during **“Sanskriti”**, on 4<sup>th</sup> December 2015
- ▶ Students conducted various programmes as part of **“Sanskriti”** and participated enthusiastically in these programmes on 4<sup>th</sup> & 5<sup>th</sup> DEC 2015 and distributed prizes for winners. Faculty and Staff also participated actively in the event.



- ▶ Mr.Srinivas Teja and Mr.Mohammed Junaid were the winners of the **“Fin Wiz”** the flagship finance quiz event of Chrysalis, 2015 conducted at Vignana Jyoti Institute of Management.
- ▶ A Two-Day **“Digital Marketing and Entrepreneurship Training Program”** was held on 19<sup>th</sup> & 20<sup>th</sup> December 2015.



*Students performing during Alumni Meet, 2015*



*The Faculty being introduced to the Chief Guest.*



*Shri V. Anji Raju, Students' Coordinator greeting the Chief Guest*



*A gathering of Faculty & Students at the function*

**Faculty at Sanskriti**



## A Gist of “MARKET / CUSTOMER SURVEY FOR NMDC's IRON ORE SALES STRATEGY”

**Sponsored by NMDC**

**Consultant group members of IPE :** Prof. R.K. Mishra, Dr. V. Srikanth, Mr. P. Mahesh,  
Mr. V. Anji Raju, Mr. A.S. Kalyana Kumar, Mr. S. Vivek

NMDC is India's single largest iron ore producer, presently producing about 30 million tonnes of iron ore from 3 fully mechanized mines viz., Bailadila Deposit-14 & 11C, Bailadila Deposit-5, 10 & 11A (Chhattisgarh State) and Donimalai Iron Ore Mines (Karnataka State). It has set itself a target of producing 65 million tonnes by 2019 and 100 million tonnes by 2025. The achievement of these targets requires careful analysis of the company's capabilities, its strengths, weaknesses and opportunities, the market conditions, customer's requirements for assessing demand and formulating appropriate sales strategy.

The study has outlined the Demand –Supply scenario of iron ore in India. An analysis of the product mix of NMDC's iron ore was carried out. Customer Analysis with respect to requirements, quantity, and product specifications has been carried out for major customers. The study covers customer-wise demand assessment for iron ore, and also the customers' product-wise demand assessment. Optimistic, conservative, and pessimistic demand projections for the period from 2015-16 to 2024-25 are provided. The Product-wise demand assessment for iron ore from end user sectors, i.e., integrated steel plants, sponge iron plants, pellet plants has been carried out. Optimistic, conservative, and pessimistic demand projections for the period from 2015-16 to 2024-25 are provided. Product-wise iron ore sales strategy, both short-term and long-term has been given.



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- ▶ To familiarize the personnel / human resource development / public relations / departments in public enterprises of the various Government directives.
- ▶ To provide a forum for interpretational aspects of these directives to PE executives in the personnel and other department.
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