



St. Xavier's College (Autonomous), Kolkata  
Department Of Commerce

Xavier's Commerce Society  
ANNUAL REPORT  
2013-14



DREAMS.DEVELOPMENT.DESTINY.

The Xavier's Commerce Society (XCS) is the representative society of the Department of Commerce of St. Xavier's College, Kolkata. The society strives for the progress and intellectual mastery of every undergraduate commerce student within the college. The society by organizing holistic events throughout the academic year ensures that every student is taught critical lessons before stepping into the Corporate World.

## Motto

The Xavier's Commerce Society was formed with the motto "Dreams. Development. Destiny." in March 2006.

- Dreams symbolize the aspirations and desires of a person. The society encourages everyone to dream big and helps them to strengthen their abilities so as to give flight to their dreams for fulfilling their desires.
- Development stands for the process of gradual advancement from the stage of aspiration to the stage of achievement of one's dreams. XCS helps its members to develop useful skills which they will require to accomplish their goals in the corporate sector.
- Destiny refers to the fate of a person's life. At XCS, we believe that a person's destiny is not predetermined, but created. XCS strives to develop certain traits in its members which will help them convert their dreams into destiny.

## Mission Statement

- To acts as a synonym to professionalism and a body that believes in the quality of the events.
- To ensure and provide fair and maximum participation of the commerce students in seminars and events in Kolkata and elsewhere.
- To ensure that all the events have a educational/training/guiding purpose to it and that such purpose is fulfilled.
- To provide all its members equal opportunities to learn and grow, not only as individuals but also as a team.
- To appreciate and mutually respect all members' hard work, initiative and dedication.

# Progress

The Xavier's Commerce Society after its humble beginning with the launch of the annual journal of the Department of Commerce, 'Youthink', in 2006, branched into newer areas which allowed students to get adequate exposure to industry and helped them hone their skills which are essential at the workplace. The year 2007 was a significant year in the society's calendar as it initiated the intra college management festival, 'X-Calibre'. 2009 was another important year as the society reached a new landmark by organizing 'Insignia', a national level management festival which witnessed top colleges from all across the country competing for the ultimate title. 'Intelligentsia', a panel discussion involving eminent and distinguished speakers; 'Innovision' which is a collection of numerous seminars and 'Inception', the management simulation event exclusively for the first year students of the college was also initiated in the same year. In 2013, Zonal Auditions were held for two events in Insignia wherein we received an overwhelming response from hundreds of undergraduates of Kolkata. The sixth edition of our National Level Management festival, Insignia, took a step further by incorporating National Auditions for three events – Business Plan, Business Quiz and Photography.

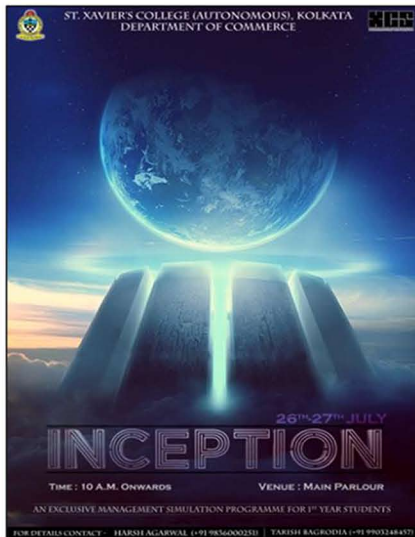
In the passing years, the society has shown phenomenal growth. It has expanded its horizons, allowing the BBA and Economics students of the college to participate in its events. We are proud to have been associated with the top brands in the industry; TATA, Birla, Hero, Cadbury, HP, Motilal Oswal, HDFC Bank, SBI and many more. We are also proud to have been associated with eminent personalities like Mr. Shahrukh Khan, Mr. Narayan Murthy, Mr. Suresh Raina, Mrs. Sushma Swaraj and many others. The Xavier's Commerce Society received applause and accolades from all quarters; and corporates associated with us have acknowledged the growth of our society from strength to strength with every passing year.

The Xavier's Commerce Society organizes 6 distinct events and also publishes the annual journal of the Commerce Department every academic year.

# XCS Events

## INNOVISION

The year commenced with our event Innovision, a weeklong knowledge saga wherein numerous seminars were held. The seminars not only focused on career options available to students, but also on broadening the mindsets of budding entrepreneurs. The workshops, being the best means of resource and knowledge sharing, helped commerce students warm themselves in the clasp of the corporate stream. The event was held from 15<sup>th</sup> July to 19<sup>th</sup> July 2013 and included seminars on the lines of the Financial Market, Family Business, Entrepreneurship, Marketing, Career Options, Ethical hacking and Graphology.



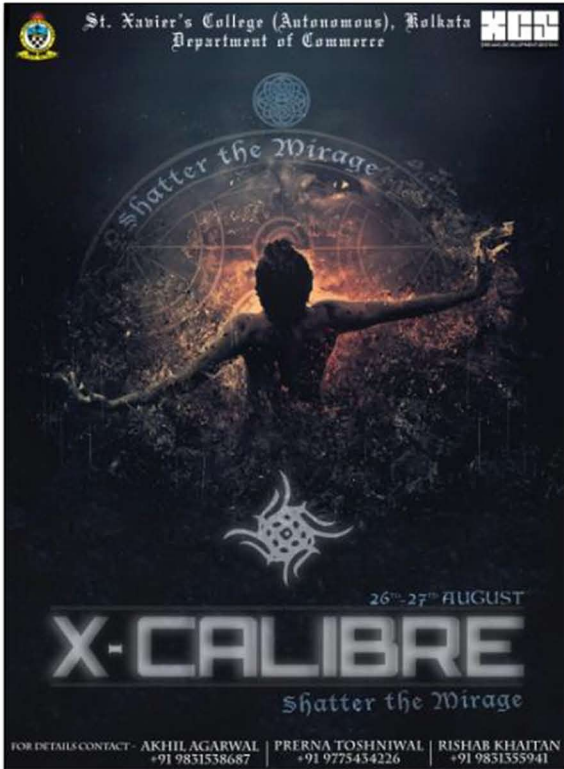
## INCEPTION

Inception is one of the premier events, designed exclusively for the first year students of the three departments - B. Com, BBA & Economics Hons. of St. Xavier's College. It was hosted by the Xavier's Commerce Society on 26<sup>th</sup> and 27<sup>th</sup> of July, 2013. The event was a hunt for the Best Manager, through a group discussion and a written round, followed by rounds on Marketing, Crisis Management and a Personal Interview. Participants were eliminated after each round depending on their performances and scores. Inception acted as the 'baptism of fire' for the first year students, who would go on to face similar scenarios in future management festivals and the corporate world.

## INDUSTRIAL VISITS

Every year a group of students of the Commerce Department are sent to factories of indiscriminate companies to get a depth into the actual manufacturing processes. The Industries range from roller and train wagon manufacturing unit at Jessop & Co. Ltd., to a Falcon and Dunlop tyre manufacturing unit at Mysore (Karnataka), biscuit processing unit at the Britannia factory, battery production unit of Exide and beverage production unit at Coca Cola among others.



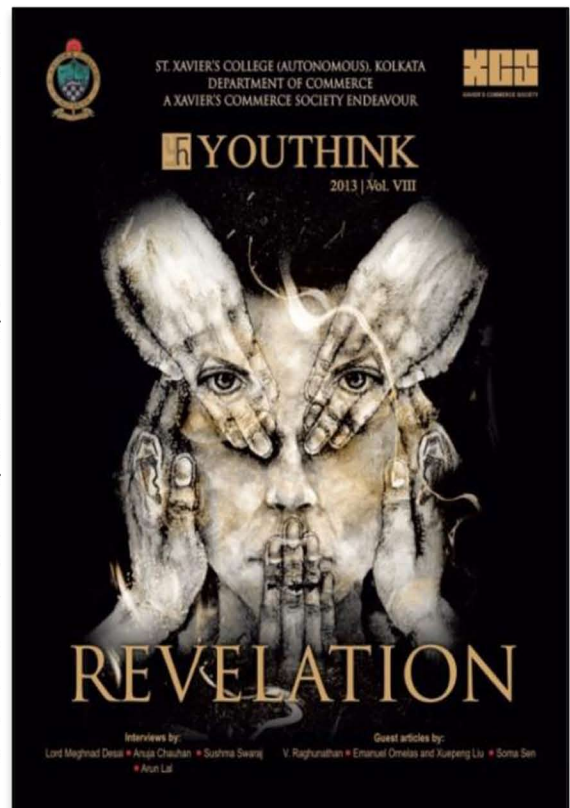


## X-CALIBRE

X-Calibre is the Intra College Management Festival organized by the society. It focuses on developing soft skills and leadership qualities through practical implementation of theories and business knowledge. Auditions are held to guarantee that only the best make it through to the finals. This year, for the first time, the event revolved around a specific theme - 'Illusions.' X-Calibre consists of ten events: Best Manager, Public Relations, Corporate Quiz, Human Relations, Mock Conference, Finance Manager, Entrepreneurship, Marketing Corporate Treasure Hunt and Carbon Credits. We ensured that atleast one round in each event was related with our theme. X-Calibre was held on the 26<sup>th</sup> and 27<sup>th</sup> of August 2013, with an array of onstage rounds and off stage rounds. X-Calibre, being suggestive of the grandeur regulates the in house team building and development.

## YOUTHINK

Youthink is the annual journal of the Department of Commerce, St. Xavier's College. The main motive of this publication is to inculcate awareness amongst the youth towards the existing financial and economic scenarios prevalent in the world today. We have had interviews from dignitaries like Mr. Narayan Murthy, Mrs. Sushma Swaraj, Leader of Opposition, Lok Sabha, Shah Rukh Khan and Mr. Arnab Goswami to name a few. This year, we launched the eighth volume of Youthink based on the theme 'Revelation'. Over 4,000 copies of the journal are distributed, whose circulation reaches to various corporates and the top 50 colleges of the countries including IIMs. Not only this, we are proud to announce that Youthink is now recognised as a unique journal internationally as the society was successful in its application to procure an ISSN number for the journal.



## INTELLIGENTSIA

Intelligentsia is a panel discussion that brings together eminent minds and icons from the world of business and beyond, and is accompanied by the launch of YouThink, the annual journal of the Commerce department of St. Xavier's College. The discussion was held on 20<sup>th</sup> September 2013 and the topic is "Democracy – A Global Facade." The audience which consisted of not only faculty members and students but corporates as well, was enthralled by the quality of the panel. This year we had the following eminent personalities as our Panelists: Mr. Pradip Chopra, CMD, PS Group; Mr. N. Krishnanmohan, CEO, Emami Ltd.; Mr. Prasun Mukherjee, Former Commissioner of Police, Kolkata and Dr. Aniruddha Bonnerjee, Applied Economist & Director, Policymetrixa.

ST. XAVIER'S COLLEGE (AUTONOMOUS), KOLKATA  
DEPARTMENT OF COMMERCE. The Telegraph  
& BIRLA TYRES Unbeatable!  
PRESENT

**INTELLIGENTSIA**  
A PANEL DISCUSSION  
"Democracy - A Global Facade"

Moderated by: Mr. Utpal Chatterjee, Former High Sheriff of Calcutta

MR. PRADEEP CHOPRA  
CMD PS GROUP &  
CHAIRMAN, LEAD

MR. N KRISHNAMOHAN  
CEO, EMAMI LTD.

MR. PRASUN MUKHERJEE  
FORMER COMMISSIONER  
OF POLICE, KOLKATA

DR. ANIRUDDHA  
BONNERJEE  
APPLIED ECONOMIST &  
DIRECTOR, POLICYMETRIXA

VENUE: COLLEGE AUDITORIUM | DATE: 20<sup>th</sup> SEPTEMBER | TIME: 5:30 PM TO 7:30 PM

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ST. XAVIER'S COLLEGE (AUTONOMOUS), KOLKATA  
DEPARTMENT OF COMMERCE  
PRESENTS

**INSIGNIA**  
TRANSCENDING REALMS  
2014

A NATIONAL LEVEL MANAGEMENT FESTIVAL  
25<sup>th</sup>-26<sup>th</sup> FEBRUARY, 2014

## INSIGNIA

Insignia, the Annual Management festival of St. Xavier's College (Autonomous), Kolkata aspires to revisit certain aspects of life and celebrate them during the two day festival with the finest minds from across the country exhibiting their talent and skill.

Not stopping with zonals last year, Insignia has gone National which promises to be more exciting, nerve-wracking and more challenging. The two day festival marks a paradigm shift in the way events are conducted nationwide and all those who aspire to be the best are welcome to be here and test their mettle. This year at Insignia, XCS aims to present a journey like never before where we aim to cross the narrow isthmus that separates those who make it big and those who are remembered as also-rans.

The colleges that have been a part of Insignia in the past years include Shri Ram College of Commerce (Delhi), Christ University (Bangalore), Loyola College (Chennai), CMS (Bangalore), Symbiosis College (Pune).

## XCS Alumni

As a part of the XCS core committee, many students have passed out till now and most of them have been placed in big corporate houses or have started their own business.

Prateek Agarwal  
KPMG, Bengaluru

Anurag Goyal  
Nestle India, Gurgaon

Anuj Bothra  
Amazon, Bangalore

Gautam Jain  
Deloitte, Hyderabad

Amrit Bangur  
PepsiCo, Singapore

Rakesh Mohan Goyal  
Google India, Gurgaon

Pious Saraswat  
Google India, Gurgaon

Rohit Arora  
J. L. Morision, Mumbai

Sourav Bajaj  
UBS, Hyderabad

Nikunj Toshniwal  
ITC, Gurgaon

Aakash Bhotika  
Bain & Company, Mumbai

Abhishek Bansal  
Ernst & Young, Kolkata

## Eminent Personalities associated with the Xavier's Commerce Society

Mr. Shah Rukh Khan  
Film Star

Mrs. Sushma Swaraj  
Leader of Opposition, Lok Sabha

Mr. Narayan Murthy  
Co-founder, Infosys

Lord Meghnad Desai  
Economist

Mr. Shashi Tharoor  
Minister Of State, HRD

Mr. Deepak Parekh  
Chairman, HDFC

Mr. Shyam Srinivasan  
M.D. & CEO  
Federal Bank

Mr. Arnab Goswami  
Editor-in-Chief  
Times Now

Mr. Sanjiv Goenka  
Chairman  
RP - Sanjiv Goenka Group

## Vote of Thanks

The astounding success of Xavier's Commerce Society is a direct result of the unfailing support and guidance of our Principal, Rev. Dr. Felix Raj, SJ. His immense faith in our abilities has been the guiding light to our success. The blessings, encouragement and support of Rector and Vice Principal (B.Com Morning) Rev. Dr. Dominic Savio, SJ has been instrumental to the growth of this society. The Society is also indebted to Professor M.M. Rahman, Vice Principal (B.Com Evening) who has always been with us in all our endeavors and has shown unflinching faith in all that we have set out to do. The support of the Prof. Swapan Banerjee, Dean (B.Com Morning) and Prof. Amitava Ghose, Dean (B.Com Evening) has also been a pillar to our growth. Furthermore, our events would have remained ideas without the contribution of our esteemed sponsors, and as such we appreciate the support and trust they placed in us.

What began as a meeting point for like-minded young individuals has now evolved into a pro-active community dedicated to inculcate in today's commerce students the skills and talents required for excelling in the corporate world. From a seed of an idea in a conversation, the society has grown to become a benchmark for professionalism in the college. There has been much to dream and great steps have been taken towards development. Yet there is far more to do, far more to accomplish, and the path to our destiny leads us forward every day.

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