

THIRD ANNUAL CONVOCATION

May 1, 2010



DIRECTOR'S REPORT FOR THE YEAR 2009-10

**CENTURION SCHOOL OF RURAL ENTERPRISE
MANAGEMENT (CSREM)**

(Ranked 'A' Grade by Business India and A-4 grade by AIMA)

**Village Mettur, PO- R. Sitapur, Via-Uppalada, Paralakhemundi,
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DIRECTOR'S REPORT

Our distinguished Chief Guest, Prof. (Dr) Debi Prasad Ray; Vice Chancellor, Orissa University of Agriculture and Technology, Prof. (Dr) Mukti Kanta Mishra, Chairman, Board of Governors, Centurion School of Rural Enterprise Management (CSREM), Prof. D.N.Rao, Managing Trustee, CSREM; Members of the Board, learned faculty colleagues and staff, Graduates of class of 2008-2010, parents and relatives of the graduating class, distinguished invitees and guests, members of the press and the media; ladies and gentlemen!

It gives me immense pleasure in extending a warm welcome to all of you to the Third Convocation of CSREM. I sincerely thank you all for your kind presence here, this evening. We are privileged to have as our Chief Guest and convocation speaker, Prof (Dr) Debi Prasad Ray; Vice Chancellor, Orissa University of Agriculture and Technology. We are grateful to you Sir, for accepting our invitation despite your busy schedule. I thank our Chairman, Dr. Mukti Kanta Mishra, Managing Trustee, Prof. D.N.Rao and other members of the Board for having given us valuable support and guidance in making CSREM an academic institute that stands out as a center of excellence with a unique mission of socio-economic value creation through rural enterprise management.

This vibrant academic institution working with a social cause has found solid support from many. I take this opportunity to express my gratitude to the whole family and well wishers of CSREM for their collective support in our endeavour to scale new heights in days to come. I sincerely thank Prof Umakanta Nayak, the PGP Coordinator; my learned faculty members; staff and students of CSREM for their support and cooperation. The elaborate annual report on CSREM is circulated to all, which is indicative of our dedication to the mission to place CSREM on the global map of academics.

Convocation is a solemn occasion, when we reflect on our past performance in order to look forward for setting out higher goals. It is an occasion for taking new pledge. The passing out students are the mainstay of this institute on whose shoulders we, this day, levy the responsibility of bringing repute for the institution and the Nation by exhibiting high values of

personal conduct as well as professional excellence. If achieved, that would be the greatest tribute paid back to the institute for its efforts at grooming them. Now I would present a brief profile of CSREM, the details of which can be perused from the Annual Report circulated to all.

Centurion School of Rural Enterprise Management, promoted under CSREM trust, is a signature institute of the Centurion Group of Educational Institutions. We came into being out of a public-private partnership with support from the Ministry of MSME (Government of India) and Industries Department (Government of Orissa). The institute has been designated as a resource center for entrepreneurship development, research and training. Being located in a backward district of Orissa like Gajapati, the institute finds a great opportunity to serve the downtrodden masses of deprived groups of SC & ST population by inclusive methods of training, education and human resource development.

Our Mission, Vision and Values are as enunciated below:

MISSION

"A globally accredited human resource center of excellence catalyzing sustainable livelihoods in the less developed markets across the globe"

VISION

- ***Provision of quality, globally accredited academic programmes in technology and management***
- ***Provision of globally accredited employability training for less endowed segments of the population***
- ***Promotion of entrepreneurial culture and enterprise in the target areas***
- ***Facilitating improved market access to goods and financial services to the target population***
- ***Promotion of lighthouse project interventions in the target areas***

OUR VALUES

To achieve strategic purpose, the raison d'être and vision will have coherence which is built on following values:

- ***Strive to achieve economic, environmental and educational sustainability of the community where CGI operate***
- ***Equality and equity remain the fundamental principles***
- ***Work effectively with key stakeholders to improve service delivery***
- ***Be an innovative and creative training hub providing a network of resources for capacity building to various agencies***
- ***While endeavor shall be to accomplish success, failure to be accepted gracefully***

Quality Policy

To adhere to the highest standards of academic quality through honest dealings with stakeholders namely students, faculty, staff, employees and the community in general

Intellectual capital of CSREM: We believe that no organization is sounder than its people. We have a galaxy of 22 intellectuals drawn from international and national institutes such as Victoria University, University of London, University of Oxfordshire, IIM (Kolkata), XIMB, RIMS, IIT (Kharagpur), IIT (Mumbai), JNU, Kerala Agriculture University, Berhampur, Utkal and Andhra Universities. We have Doctorate degree holders from University of London and Indian Universities. Some of the faculty members are about to submit their doctoral thesis and other teachers are preparing research proposals for registration. One teacher has been awarded the Ph.D degree during this session. Some teachers are guiding scholars. The teachers are also actively publishing in reputed Journals of the Country. The teachers are participating in National and International Seminars and Conferences. The CSREM faculty was invited by UNICEF and OHPC to train their officers. The faculty members are also engaged in consultancy services and help out NGO activities. The teachers have been exposed to faculty development programmes offered by IIMs and IITs. There is a regular in house faculty development programme and workshops are being held on research methodology and course design. We had a retreat for academic and

project focused deliberations and reflections at Gopalpur-On-Sea. We reaffirmed our pledge to diligently pursue our mission.

In addition to the in-house permanent faculty members, CSREM invited many academicians from many other institutes like XLRI, Jamshedpur; Institute of Public Enterprises, Hyderabad; BIMTECH, Noida; HDF School of Management, Bhubaneswar, Utkal University, Berhampur University, KIIT School of Management, IIMs and senior industry personnel as visiting faculty members. I take this opportunity to thank all of them for honoring our invitation.

CSREM has believed in creating a disciplined and development oriented organizational as well as work culture. In its teaching methods, the use of sophisticated technology is combined with the ingenuity and creativity of the students and teachers in a participatory learning environment. Field component is given primary importance for promoting experiential and empirical learning. Case methods, quizzes, presentations along with continuous evaluation systems help in the process of knowledge precision and retention. With these kinds of learning inputs, the course participants hone and sharpen their skills in different fields of management.

Final and Summer Placements at CSREM

CSREM has made steady progress on the placement front. Our students have already been placed in reputed organizations under different sectors like financial services, consulting, micro-finance, chemicals, media, software, education, infrastructure, rural development etc. The companies which participated and consequently provided opportunities to our students are OCL, Search Kopsa, HDFC, IIRM, Kalinga Soft, Cease Fire, Calchem India Ltd, Capital IQ, Xplor Soft, Aviva life insurance, development biggies like PRADAN, BISWA, CPSW, Ushodaya Microfinance, RCDC, Thread, BREDS, Micro-Support Capital, Gram Tarang Employability Services. The institute could generate 71 placement offers for 58 students. For the rest 5, CSREM is working out with companies such as Basix, ING Vysya, MB software solutions, Crossdomain solutions, SRB consultancies, Sahayata Micro Finance and GMR infra to wind up the process soon.

The summer internship segment exposed students to the latest trends and practices. This segment enabled students to relate theory with practice. Students had the opportunity to be attached to organizations for eight weeks. Faculty as well as host company representatives offered support and guidance to students to ensure the successful completion of the internship process. Students specializing in the rural management area underwent an additional month of field training where they are attached to rural development agencies, NGOs, co-operative and other community based institutions.

The summer placements have been completed. The institute could generate 90 internships for 60 students. The companies which participated in the internship process are Cadbury ,Reliance Retail , CESCO, OHPC, HINDALCO, Godrej, Vodafone, Tata Tele Services, Axis Bank, NALCO, HPCL, Reliance Life, BREDS, BC Project, Micro Support Capital, GTFS, Automotive Manufacturers Pvt. Ltd., JEEVIKA, HUMRAHEE, Allahabad Bank, Search KOPSA, BISWA, AVIVA Life Insurance, PPL, IOCL, OMC, KPCL. While companies like HPCL, OHPC, BREDS, Axis Bank continued their long term associations with CSREM, the strong linkage with corporate houses further resulted in the arrival of new companies like Cadbury, Britannia, HINDALCO and Vodafone to the campus with attractive amount of stipends.

Change is the only constant is a mantra we at CSREM strongly believe. In tune with this spirit we as a happening management institute embark upon a proactive change management strategy. Finding the fast depleting employment scenario as a serious challenge, we have embarked upon a course restructuring exercise in order to create more employable graduates. Hands on skill development are envisaged as part of domain based specialization. We have successfully experimented with domain based training in infrastructure companies, GTETS, and Rural Development organizations. This experiment is encouraging us to go for a large scale domain specialization in infrastructure, financial services, rural development, Enterprise Resource Planning and Business Analytics. For this purpose the CSREM is organizing a workshop on May 9, 2010 inviting reputed academicians and industry partners. The domain specialization will be offered during Trimester V & VI, after the student is thoroughly exposed to all facets of management.

CSREM has institutional Tie-ups with Drishtee through Drishtee's subsidiary organization Quiver Infoservices Limited. This organization is engaged in the business of conceptualizing, designing, developing, testing and marketing of services like education, health, micro-finance, E-Commerce for rural and semi-urban masses. We have also tie-up with the BIMTECH, Noida for student Exchange programme. Five of our students had undergone one trimester course at BIMTECH. The Indian Institute of Foreign Trade, New Delhi, which is a deemed university has given it's letter of intent to collaborate with us for conducting Management Development Programmes for business executives in the southern parts of India. It has for its domain specialization has tied up with giant infrastructure companies like Shipping and Logistic Institute, Chennai; GMR, and Navayuga. And, we are looking forward to more of such tie-ups in the future.

I have the pleasure of reporting that CSREM is actively working with government agencies, NGOs, local enterprises and communities with the aim to become a focal point for enterprise promotion and development. Our institution has embarked upon several ambitious projects which will play a catalyzing role in transforming this institute and the region in the years to come. The Projects are as follows-

- CSREM has been appointed as a partner institute under the Rajiv Gandhi Udyami Mitra Scheme of the Ministry of MSME (Government of India). Our institute will serve as a focal point for handholding enterprises.
- CSREM has been appointed as a Cluster Livelihood Resource Center (CLRC) under the Western Rural Livelihoods Project. The area of operation will be Bolangir district.
- CSREM has commenced training of tribal youth under the SGSY promoted A & D Solaris programme.
- CSREM has completed and submitted the district plan reports of Gajapati and Rayagada district.
- The Shakti Sahayika programme facilitated by CSREM has now successfully scaled up to eighteen districts of the state. Another batch of

45 SHG facilitators drawn from nine districts are undergoing training programme during May-July 2010.

- The Science and Technology Entrepreneurship Development (STED) project in Gajapati District is sanctioned by the Department of Science and Technology, Govt of India.
- The Ministry of Rural Development, Govt of India has granted a project called Special SGSY programme for training rural youth and giving employment opportunities. This programme is designed to train 10,000 rural youth within a span of three years.
- The CSREM has done a consultancy assignment for Oxfam India for preparing their State Strategic Paper for ORISSA.
- The CSREM has done a consultancy assignment for National Rural Health Mission (NRHM), Orissa for preparation of the State Project Implementation Plan.
- The CSREM has conducted a series of workshops and other assignments as detailed out in the annual report.

The CSREM has received grants from NALCO; HPCL; Udyog Vikas; SAIL; Govt of Orissa; and Ministry of Rural Development, Govt of India; and through M.P LAD fund. We also received grants from Utkal Alumina, District Planning Project, DWO, OSFDC -Welder Training, Mission Shakti, STDD and BREDS. I would take this opportunity to thank all these agencies which have reposed confidence in the intent and capability of CSREM and helped us by extending grants.

From its inception, barely three years ago in 2006, CSREM has experienced a rewarding stint in terms of fruitful relation with Government, Institutions, Academicians, Corporates and many organisations. We will continue to carry forward this with an urge for excellence. Thank you for all your support.

We have got recognition for our efforts, in terms of '**A**' grade by the Business India in its B-School rankings and '**A-4**' grade by All India Management Association in its B-School ranking. Thank you for all your support.

I would thank the parents/guardians of the students who have reposed their confidence in CSREM and chose to admit their wards. And lastly I, on behalf of the teachers and administration of CSREM wish a happy, bright and prosperous life to the graduating candidates.

