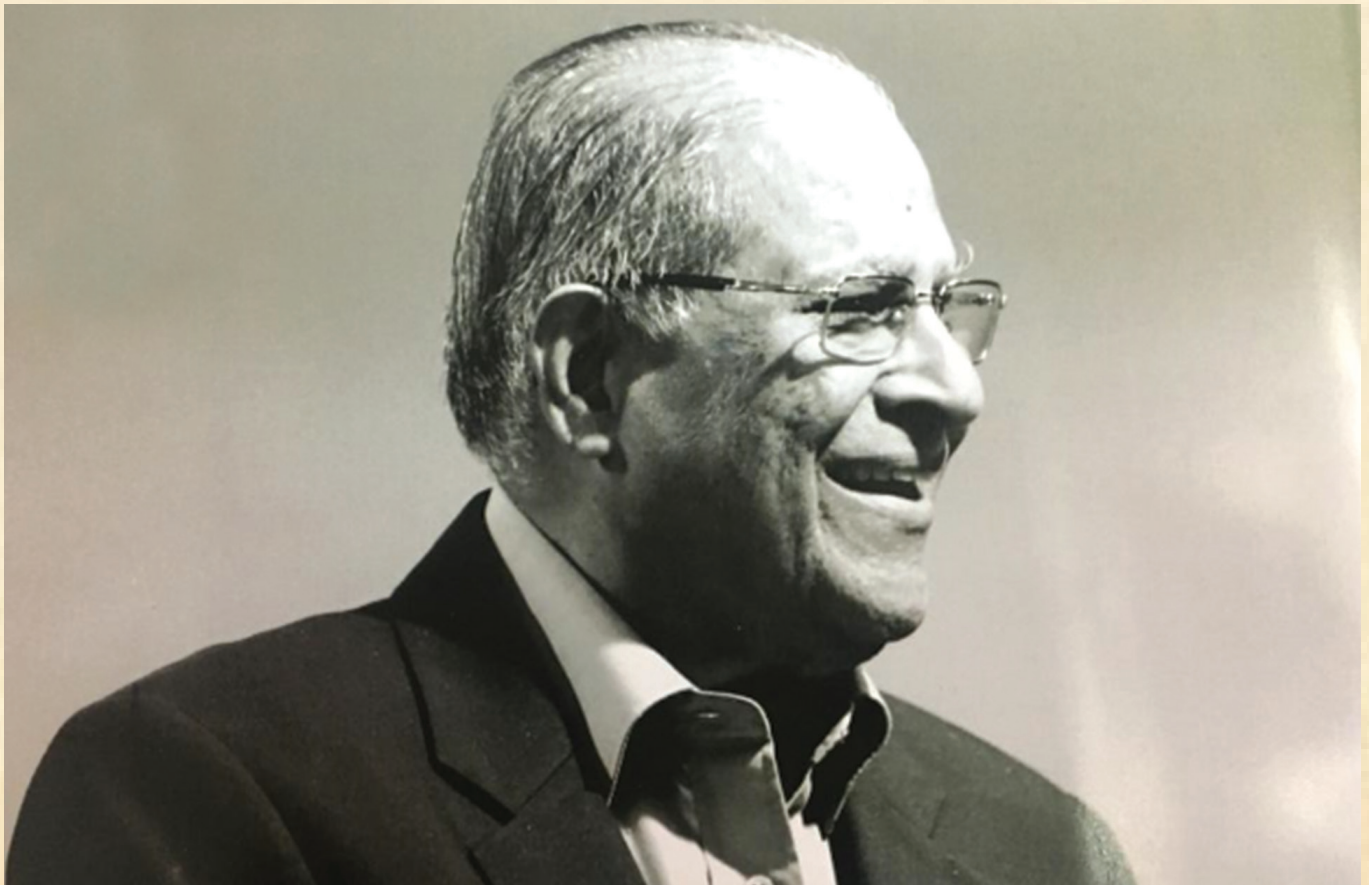


XIME News

Special Issue – July 2020

THE DIAMOND JUBILEE OF
PROF. J. PHILIP'S
PROFESSIONAL CAREER
in
MANAGEMENT EDUCATION



Founder and Builder of
XAVIER INSTITUTE OF MANAGEMENT & ENTREPRENEURSHIP
BANGALORE, CHENNAI & KOCHI
Former Director, Indian Institute of Management, Bangalore

XIME Bangalore



XIME Kochi



THE DIAMOND JUBILEE OF PROF. J. PHILIP'S PROFESSIONAL CAREER IN MANAGEMENT EDUCATION: 3RD JULY 2020



On this day 60 years ago Prof. J. Philip started his professional career at XLRI Jamshedpur, where he did his Master's and became its Dean in 1970. In between, in May 1966, he had completed the International Teachers' Programme in Business Administration of Harvard Business School.

He was one of the founders of XLRI's prestigious PGDM programme. His key achievements during the period at XLRI included the areas of curriculum development, programme administration, faculty and student management, students' feedback system and industry interaction. After a decade of management teaching, Prof. J. Philip.

thought it would be a timely and necessary value addition if he joined the industry for practical experience. Therefore, he joined the Steel Authority of India Limited as the Principal of the company's Central Management College, Ranchi in 1971. While at SAIL, he founded the Journal "GROWTH" and developed a number of case studies.

His foremost achievements included a company – wide Training Needs Study, a large number of Management Development Programmes, International Conferences and Leadership Programmes. While at Ranchi, he took the initiative in forming the Ranchi Management Association.

In January 1980, he joined the Oberoi Group of Hotels as its Vice President – Human Resources and contributed to the further professionalism of the HR function in the organisation. Some of his significant contributions at Oberoi were: he revamped the entire HR system of the company and he introduced a career planning system, a new appraisal method and a ground-breaking compensation practice. Having at this stage rounded off his experience with a combination of Public and Private sector exposure at a vantage point, Prof. Philip returned to academics, this time as the Director of Indian Institute of Management, Bangalore from 1985 to 1991.

The idea of XIME was the wish of his daughter Maria, who passed away in an accident in 1986. “She was really the inspiration behind this venture”, to quote Prof. Philip from an address at XIME-B.

Thus it was that the intense emotional bond that a father shared with his beloved daughter and the intent to deliver on a personal promise against all odds and to resurrect a life through constructive humanism led to the birth of one of the top- rated B-schools in India, XIME, Bangalore, in the year 1991. Prof. J. Philip, who has a strong vision for XIME, believes that the purpose of its existence was both educational and altruistic.

XIME now operates from three campuses: Bangalore, Chennai and Kochi with excellent infrastructural facilities and high-quality faculty.



Diamond Jubilee Celebrations at XIME



Prof. J. Philip, Founder, Xavier Institute of Management Education (XIME), on July 3rd, 2020, celebrated the 60th year of his professional life as a Management Educator. With several awards and accolades to his kitty, Prof. Philip reminisces his professional journey that began as an academician in XLRI followed by Directorship in IIM-B.

A dedicated educationist during his tenure in premier Business Schools, Prof. Philip's commitment to the domain of learning soon gave shape to his own venture, XIME, established in 1991 first in Bengaluru followed by Kochi and Chennai. A rich international exposure and Management experience backed him as he stepped into the entrepreneurial world.

He had been to Harvard Business School in 1965-66 where he attended International Teachers' Program in Business Administration after which he became instrumental in building MBA and PGDM programs at XLRI. Here he stayed on as Dean until 1985 when he took over as Director, IIM-B for six years and generated a momentum in the institute for it to become the topmost institution in the country that it is today.

A networker and institution builder, Prof. Philip not only gave to the Business School fraternity of India, its own professional forum, called the Association of Indian Management School (AIMS) with himself as its first President for four years but also created and co-created diverse business institutions across the country. Led by an eminent scholar such as this, today XIME is one in the top 1% of the Indian Business Schools, according to a number of trade journals.

In commemoration of this occasion, XIME Group has instituted from this year onwards, the "J Philip Award for Leadership in Management Education" in BRICS nations, a yearly cash award of 10000.00\$ with a citation. The awardee will be chosen by a high-level committee comprising of representatives of business community from BRICS nations.

The institute has initiated a yearly "Leadership Camp", a one-month training for selected graduates across various colleges to convert promising professionals into potential leaders. In the coming years, XIME Group also plans to set up a secondary school of global standards and shape it into one of the top 5 schools in the world.

While applauding teachers for their efforts to creatively engage students through online teaching during the current COVID-19 crisis, Prof. Philip states, "Every crisis must be taken as an opportunity to innovate and strengthen national and international bond".



Life-Time Excellence Award of the Catholic Archdiocese to Prof. J. Philip for his outstanding contribution to the field of Management Education in India



**IN THIS DIAMOND JUBILEE YEAR OF HIS
PROFESSIONAL CAREER,
XIME MAIN AUDITORIUM IS NAMED:
'J. PHILIP AUDITORIUM'**



MILESTONES IN THE PROFESSIONAL CAREER OF PROF. J. PHILIP

PRINCIPAL FOUNDER-XIME

- July 3, 1960 Joined XLRI as a junior faculty member at the age of 24.
- 1965-66 Harvard ITP in Business Administration.
- 1968 July Co-founding XLRI's PGDM.
- 1970 Mar Professor and Dean at XLRI.
- 1971 Oct Joining SAIL's Management College as its Principal.
- 1972 Oct Founder and Editor of the Journal "GROWTH" at SAIL.
- 1975 Sept Key founder of Ranchi Management Association.
- 1978 Nov Organized in Ranchi the Asia Conference of Asian Regional Training and Development Organizations.
- 1979-80 National President of ISTD.
- 1980 Jan Joined the Oberoi Group as its VP – HR.
- 1985 Apr to 1991 Jan Director, IIM Bangalore.
- 1988 Aug Founder and First President of the Association of Indian Management Schools. (AIMS)
- 1991 May Founded XIME in Bangalore
- 1991 Nov Led a Delegation of Indian B-School Directors to Canada.
- 1992 June Started the First One-year Part-time Diploma Programme of XIME.
- 1993 July One-year Full-time Sales and Marketing Programme.
- 1994 July Started XIME's Three-year Part-time Executive PGDM.
- 1995 Aug XIME's Full-time PGDM with 60 students.
- 1997 July Shifted XIME to Sevasadan Campus in Koramangala.
- 2000 Dec Foundation Stone laid for the Permanent Campus of XIME in Electronics City.
- 2002 Mar Inauguration of XIME Campus in Electronics City.
- 2002 July PGDM Admissions Number increased to 120.
- 2002 Aug Started the One-year Construction Management Programme.
- 2006 Jan Launched the One-year Diploma Programme in Hospital Administration.

Also the last Batch of Construction Management Programme.

- 2006 July Inauguration of MDP Block in the extension Campus.
- 2008 July Built the EDP Block in the extension Campus.
- 2009 Jan Founded and was elected the First President of Association of BRICS Business Schools (ABBS)
- 2010 Aug PGDM admissions number increased to 180.
- 2012 Dec Inauguration of Kochi Campus on 2nd December, 2012.
- 2013 July The first PGDM Batch in Kochi
- 2013 Aug Offered the 15-Month Executive PGDM Programme in Bangalore.
- 2014 Aug Offered a Diploma Programme in Event Management.
- 2015 July Became the Chairman of the National Advisory Board of Indian Society for Training & Development (ISTD).
- 2015 Oct First Indian B-School Summit – 9th & 10th October, 2015.
- 2016 July Inauguration of Chennai Campus on 29th July, 2016.
- 2017 July First Batch of XIME Chennai commenced.

AWARDS AND ACCOLADES TO PROF. J. PHILIP

1. **Fellow of the Association of Indian Management Schools** (AIMS), 1998 August.
2. **Ambedkar Award** by Ambedkar Institute of Management Studies, Vishakhapatnam.
3. XLRI – **Lifetime Achievement Award** – 21st Nov. 2009.
4. AIMA's – **Kewal Nohria Award for Leadership in Management Education** – Sept. 2011.
5. **Le Matinal Educational Leadership Award** at Mauritius in December 2011.
6. **Dr Suresh Ghai Memorial Award** for 'Outstanding Management Education Leadership' at the Higher Education Forum's [HEF] Teachers' Day event in Mumbai on Saturday, 3rd Sept. 2016.
7. **'The Doyens – Guardians of Knowledge'**, The Hindu Group's recognition as an exemplary educationist in Karnataka – 26th March 2017 at Ritz Carlton, Bengaluru.
8. **'Dr KCG Verghese Excellence Award'** for his outstanding academic achievements, as a part of Golden Jubilee Celebrations of the Hindustan Group of Institutions in Chennai on 28th July 2017.
9. ISBR Business School, Bangalore, in its **Founder's Day 2018** has conferred on Prof. J. Philip **Dr. APJ Abdul Kalam Memorial Award** for Excellence in Education on 7th September 2018.

10. **Excellent Chairman of Leading Institute of India** - CSR Awards Night 2019, New Delhi on April 21, 2019.
11. **Life Time Excellence Award** of the Archdiocese of Changanacherry given at the 132nd Archdiocesan Day on 20th May 2019 in Trivandrum.
12. **VB Padode Honour Award** – presented to him on the occasion of the Silver Jubilee Celebrations of IFIM Institution, Bangalore on February 19, 2020.
13. The prestigious **Lifetime Achievement Award 2020** from the leading Malayalam daily '**Deepika**' on 12th March 2020, New Delhi.

A THANKSGIVING MASS AT MOUNT ST. THOMAS, KOCHI



A Thanksgiving High Mass was offered at Mount St. Thomas Chapel, Kakkanad, Kochi. The Chief Celebrant, His Eminence Cardinal Mar George Alencherry offered prayers on the occasion of Prof. Philip completing 60 years of dedicated service in Management Education.

Bishop Mar Thomas Tharayil of Changanacherry Archdiocese, co-celebrant, offered his felicitations and compliments to Prof. Philip on this special occasion.

Rev. Fr. (Dr.) George Madathiparampil, Former Principal of St. Benchman's College was the third celebrant in the Holy Mass. It may be mentioned here that Prof. Philip is an alumnus of S.B. College and belongs to Changanacherry Archdiocese.



On this special day, **His Eminence Cardinal Mar George Alencherry**, (Major Archbishop of Syro-Malabar Church) offered his congratulations to Prof. Philip and prayers for him. He described Prof. Philip as "a man of character and faith" who always worked for the betterment of society. He believed that it was God's Grace that was behind the

successes in Prof. Philip's life and said that he looked upon Prof. Philip with great admiration for his 'Life Time Achievement' in the field of management education.



His Eminence Mar Andrews Thazhath, Archbishop of Trichur, said: "I am extremely happy to know that Prof. J. Philip is celebrating the Diamond Jubilee of his professional career on 3rd July 2020. He is one of the rarest of the rare indeed! His master stroke was the formation of the XIME Society and establishing three top class business schools in the country". He recollected "with deep gratitude" Prof. Philip's contribution in the field of management and in

particular, the help he extended in training senior administrators of the Archdiocese of Thrissur. "On this occasion", he went on to add, "as Prof. Philip is accomplishing the milestone of the Diamond Jubilee, my colleagues and I extend our warmest greetings and prayers "



Justice K.T. Thomas, Former Justice of the Supreme Court of India stated that Prof. Philip's success was due to his dedication and sincerity wherever he worked. There was for him no question of compromising with anything in the improvement of the institutions with which he was associated. That was why one after the other, he successively established three Institutes of a similar nature." I wish him Godspeed because he must have a longer life for serving

this country in the field of Management Education. I pray to God to give him a long and healthy life and also bless him to produce similar institutions."



Dr. J. Alexander, IAS (Retd.), Chairman, XIME-Kochi & Former Chief Secretary Government of Karnataka. "Prof. J Philip remains as an ideal teacher. To my mind, an ideal teacher is one who loves his subject who is proud of his profession of teaching and who loves his students. I have seen he has really fulfilled all these three attributes of an ideal teacher. I respect him and admire him for his qualities of head and heart as a teacher, and as a good human being, who sticks to the

principles and values he cherishes. On behalf of all the students who have benefited from this great teacher, I wish Prof Philip all that is best in life."



P. C. Cyriac IAS (Retd.), Chairman, XIME-Chennai & Former Addl. Chief Secretary, Govt. of Tamil Nadu. "We all grew up in the 1960s and 70s when there was the rock music group called the Beatles. When they reached 64 years of age, they sang, "Do you still love me when I am 64? Do you still need me when I am 64?" Today perhaps Professor Philip may be thinking in his mind whether we need him when he is at 84. We can assure him that in today's

disruptive atmosphere, somebody like him with all the leadership experience, with all the experience of having reached excellence will be most needed. "Surely, under his leadership, XIME will continue to grow and conquer new horizons in the years to come. All the best".

GREETINGS BY BANGALORE REPRESENTATIVES OF AIMS



On July 3, 2020, three senior representatives of AIMS from Bangalore called on Prof. J Philip to personally felicitate him on the special occasion of his completing 60 years of his professional life. The group consisted of:

Dr. Anil Rao Paila, Dean, Welingkar Institute of Management,

Dr. C Manohar, Dean, International School of Business & Research, and Dr. Rajesh Panda Director Symbiosis Institute of Business Management.

Dr. Anil Rao is the immediate past President of AIMS. It may be recalled that AIMS was founded by Prof. J. Philip, way back in August 1988, when he was the Director at IIM Bangalore. It is a unique contribution of Prof. Philip to the Indian B-Schools system.

GREETINGS FROM FACULTY & ALUMNI:

In the faculty and staff meet held on 4th July, 2020, the XIME Bangalore fraternity expressed their pride and happiness over Chairman Prof. J. Philip's completing his professional career of 60 years. A documentary on Prof. J. Philip was exhibited. Others present, Dr. J Alexander, Former Chief Secretary, Govt of Karnataka & Chairman of XIME Kochi, Prof. CP Ravindranathan, Former High Commissioner of India to Australia & Vice Chairman, XIME Bangalore, Mr. C J Kuncheria, Secretary XIME, Dr. Nellaiappan, Director, XIME Bangalore, Dr. A Anantharaman, Former Provost XIME, wished him continued health and happiness for years to come.

All the speakers on the occasion highlighted the success story of Prof. J.Philip and fondly recalled their association with him and XIME. Dr. Nellaiappan, Director, XIME Bangalore recalled that Prof. J.Philip was affectionately described as a "Home-grown Management Guru" and added that the formation of XIME and leading it for 29 years was a 'Jewel in the Crown' in his long career.

Dr. A Anantharaman, Former Provost, XIME, said that Prof. J. Philip performed highly as a leader and the institution he created and the organizations he built happened because of his focus on the institutional logic of purpose, meaning and values. He quoted the saying that success is not a destination but a journey.

Prof. C.P. Ravindranathan, Former High Commissioner of India to Australia and Vice Chairman, XIME Bangalore, said that it was a unique achievement for Prof. Philip to have completed 60 years of excellence in the field of management education. Looking back over these 60 years, one could see his career as a flow of creative force which left its traces on all that it touched. He had played several roles, a teacher of high caliber, an outstanding manager, an education leader associated with the evolution of the Indian Institute of Management, Bangalore, an institution builder and a person who gave a forum for management schools in India. He wished Prof. J. Philip all the very best in terms of good health and continuing excellence in the field of education.

Prof Gautam K Majumdar, Dean (Academic) addressing Prof. Philip said "I am sure today's sage is looking back and reminiscing on this day 60 years ago when a 24-year old was beginning his professional journey. I am sure you are looking back on this long journey with a great deal of satisfaction, on the many challenges you encountered, the highs and lows, the many triumphs and successes, and maybe a few disappointments which you would have used as learning experiences and building blocks for the future. Besides your professional accomplishments, the other aspect which sets you apart is your continuing, lifelong quest for learning, especially in the context of management education which has changed beyond recognition during your professional career.

I have been personally blessed in the few months I have known you with your wisdom, your kindness and your guidance and it is my deepest regret that I will not be able to be physically present in the events of today and tomorrow, but thanks to technology, I will be able to fully participate on a remote basis."

Dr. Manoj Varghese, Former Director XIME Kochi – "This is a proud and joyous occasion. My deep sense of gratitude and felicitations for his impact as a Leader, Manager, and a Visionary educationalist. God bless".

Alumni of XIME wished Prof. J. Philip continued success on the occasion of the Diamond Jubilee.

Good wishes from a Representative Group:)

1. **Mr. Samir Akber**, Managing Director, Theron International, - 'A Diamond Jubilee Career with such success is rare indeed". He thanked Prof. Philip for the inspiration, guidance and mentorship and wished him many more successes, health and happiness. Samir is the first President of XIME Alumni Association.
2. **Mr. Sailesh Menezes**, Director & Head - Human Resources, Hewlett Packard Enterprise – "It is an amazing achievement for Prof Philip". Sailesh was the Second President of the Alumni Association and belongs to the First Batch.
3. **Mr. Ritendra Banerjee**, "Sir, Congrats. You will always remain an inspiration. Best and respects from Malaysia". Mr. Ritendra is a former President of the Alumni Association.
4. **Mr. Harrish F. Mathew**, Managing Director, Higrad Imaging Solutions Pvt. Ltd – "Congratulations, may God bless him in all his endeavors!". Harrish is the third President of Alumni Association.

5. **Ms. Hema Mani**, Head – HR, Lennox India Technology Centre – “It is a blessed moment and we are honored”. Hema is from the First Batch and is a Member of the BoG of XIME, Chennai.
6. **Ms. Christina Mitali Ghose**, Director, Stylus Commercial Services Pvt. Ltd, “This is truly a momentous occasion and something we will cherish for the rest of our lives. Our association goes back 25 years and your feat of 60 years of service is truly inspirational and raises the bar on what we can achieve in our own lives as a student of yours. We thank you for your patience, resilience and perseverance of seeing your dream come through. It is an honour to be part of your journey!”. Ms. Christina is the current President of XIME’s Alumni Association and belongs to the First Batch.
7. **Mr. Mani James**, Senior Vice President, Forst & Sullivan Inc, alumnus of XIME (*Construction Management course in 2002-2003*) - "My heartfelt congratulations to Prof Philip on his 60 years in management education. As a student of XIME and now as a professional, I see him as a visionary and a futurist. He has conceived so many ideas and implemented them which others considered impossible. His sharp memory and quick wit are something that I deeply admire in him like many others who have been left amazed as to how he remembers names even after so many years. He was always open to new ideas and encouraged everyone to openly talk about it. I sincerely wish him good health and may the good Lord bless him to continue this incredible journey for years to come."
8. **Antony Cheruvathoor**, Manager- Operations at Sun Medical and Research Centre, alumnus of XIME (*Hospital Administration course in 2006*) “Extremely glad to learn from today's daily that Prof. J. Philip completes six decades in Management Education. Wish you God's blessings. I remember the very first day in XIME and your address to the maiden batch. You have been a source of inspiration throughout the course and of course still your words echo in my mind. As you always said "There is no substitute for hard work". Today we see the success in XIME thanks to the determined mind and relentless hard work of Prof. J. Philip. I passed out with first Rank and I am always proud to say that I am a XIME product”



Chairman Prof. J. Philip with Faculty of XIME-B

FELICITATION BY AIMS

AIMS RECALLS PROF. J. PHILIP'S SPECIAL POSITION IN THE HISTORY OF AIMS

Association of Indian Management Schools (AIMS) organized a special Webinar on July 3 in honour of Prof. Philip, its Founder President.

THE THEME:

MANAGEMENT EDUCATION IN POST COVID WORLD

The Webinar announcement:

AIMS ASSOCIATION OF INDIAN MANAGEMENT SCHOOLS

SILVER JUBILEE (25th) WEBINAR
ON
MANAGEMENT EDUCATION IN POST COVID WORLD

Felicitating
'Diamond Jubilee Celebration of Excellence in Management Education'

Prof. J Philip
Founding President of AIMS
Founder & Chairman of XIME

60 Years of Excellence in Management Education

SPEAKERS

- 1. **PROF. M R RAO**
Former President AIMS
Former Director IIM-B & Dean ISB
- 2. **PROF. ABAD AHMAD**
Former President AIMS
Former Dean FMS
- 3. **PROF. BHIMARAYA METRI**
Director IIM Trichy
- 4. **PROF. (Dr) UDAY SALUNKHE**
Former President AIMS
Group Director WE School
- 5. **MR. KRISHNAKUMAR NATARAJAN**
Founder Mindtree
- 6. **DR. SUJATA MANGARAJ**
President AIMS
Director, BCCM, BBSP

MODERATOR: PROF. S. BALASUBRAMANIAN
Director, GRG Institute of Advanced Studies

All the Webinar Speakers recalled with thanks and appreciation that it was Prof. J. Philip who gave this common forum, AIMS, to the profession.

Prof. Abad Ahmad, former Dean FMS, Delhi & former President AIMS recalled with great pleasure his association with Prof. Philip and his special strength in Institution building.

Dr. M.R. Rao, his successor at IIM-B and a former Dean at ISB (Hyderabad) gratefully acknowledged the distinctive role that Prof. Philip played in rebuilding IIM-B after its difficult years in the latter half of 70's and early 80's.

Dr. Bhimaraya Metri of IIM-Trichy said that he was an admirer of Prof. Philip's leadership and Institution building capabilities. According to him, Prof. Philip always stood out as a performer as opposed to be a mere idea man.

Dr. Uday Salunkhe, Director General of Welingkar and a former President of AIMS who was also one of the later leaders and builders of AIMS gave Prof. Philip fulsome praise for the way he built up AIMS, IIM-B and later the three XIME Institutions. He thought of him as a beautiful blend of academics and practice.

Prof. S. Balasubramanian, Advisor of GRG Group of Institutions, who moderated the Webinar recalled with great pleasure his professional association with Prof. J. Philip. He particularly admired his perseverance in getting difficult projects done. He cited as example the founding and building of AIMS and building the 3 first-rate XIME institutions.

Dr. Sujatha Mangaraj, current President of AIMS summed up it all when she said that the B-School fraternity owed so much to Prof. Philip in conceiving the idea of AIMS, founding it and building it up as a strong association with solid global standing.

Dr. R. Nandagopal, Regional Vice President of AIMS and Director of XIME Kochi, who started off the evening narrated the highlights of Prof. Philip's career and expressed his happiness at being part of XIME family.

ISTD HONOURS PROF. J. PHILIP

Indian Society for Training & Development (ISTD) with which he was closely associated for almost 5 decades honoured him by a National Webinar on 27th June, 2020, on the

Theme: '**ISTD yesterday, Today and Tomorrow**'. Prof. Philip himself was asked to moderate the Webinar. The Webinar announcement appears below:

Indian Society for Training & Development

ISTD WESTERN REGION ORGANISES WEBINAR SERIES IN ASSOCIATION WITH NHQ

ISTD YESTERDAY, TODAY AND TOMORROW

MODERATOR
Prof. J Philip
President Emeritus, ISTD
Chairman Advisory Board
Chairman XIME Bangalore
(Completing 60 years of Professional Service on 3rd July 2020)

SPEAKERS

Dr Sunil Abrol
Past President, ISTD

Alok Ghosal
Chairman, ISTD Jamshedpur Chapter

Varagha Swamy
Trainer, Professional Advisor

Dr Sheetal Nair
Corporate Head at DSS Group

INAUGURATION
Dr Nataraj Raj
National President, ISTD

INTRODUCTION
Kurien Daniel
RVP (WEST), ISTD

FOR INQUIRIES, PLEASE CALL 999-999-6862

Prof. J. Philip who started as an Ordinary Member of the Society in 1972, formed its Ranchi Chapter in 1976 – and was its first Chairman. In 1978 he was honoured as the Best Member of the Society. During 1979-80, he was its National President and later its President Emeritus. In 2014 March he was requested to take over its highest national position – Chairman of the National Advisory Board. He held this position till 2019.



PROF. J. PHILIP
Chairman, XIME Bangalore &
Former Director,
IIM-Bangalore



DR. J. ALEXANDER, IAS (RETD.)
Chairman, XIME Kochi &
Former Chief Secretary,
Govt. of Karnataka



MR. P. C. CYRIAC, IAS (RETD.)
Chairman, XIME Chennai &
Former Addl. Chief Secretary
Govt. of Tamil Nadu

XAVIER INSTITUTE OF MANAGEMENT & ENTREPRENEURSHIP

PROUDLY ANNOUNCES THE INSTITUTION OF

J. PHILIP AWARD

FOR LEADERSHIP IN MANAGEMENT EDUCATION

In honour of our beloved Chairman Prof. J. Philip on completing 60 years of illustrious service to the cause of management education.

The other four members are the Regional Vice Presidents of the Association of BRICS Business Schools [ABBS] – Brazil, Russia, China & South Africa.

The Award will be given at the proposed International conference all Management Education to be held in the Second half of November, 2020.

- **An annual Award with a Citation and a Prize equivalent of US\$10,000.**
- **To be conferred on an outstanding management educationist from the**
- **BRICS (Brazil, Russia, India, China and South Africa) region.**
- **An International panel of eminent professionals will select the winner.**

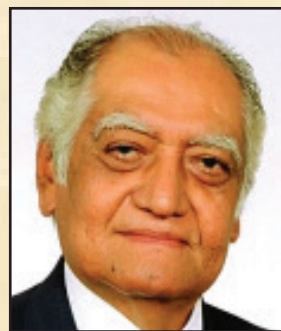
THE JURY FROM INDIA



Ambassador C.P. Ravindranathan
Vice Chairman of the Board of
Governors, XIME Bangalore &
Former Indian High Commissioner
to Australia



Mr. B. Muthuraman
Former Vice Chairman,
TATA Steel Ltd.



Prof. Abad Ahmad
Former President of AIMS &
former Director, FMS Delhi

EXPLORING PROF. J. PHILIP'S JOURNEY OF EXCELLENCE IN LIFE

- AN EXCLUSIVE INTERVIEW



A doyen of management education – Self-made man who blended his journey of several years from academic leadership roles to that of an edupreneur – a story like that of Col. Sanders – though it's known that it was his late daughter who sowed the seeds into his mind. He imbued others with his philosophy of imparting quality education to students in the Southern part of the country, fully aware that establishing a brand takes a longer time. Choosing not to establish new campuses, right after the success of the first campus; once the first baby XIME – Bangalore - had reached adulthood, he decided to start the journey all over again with XIME – Kochi and then with XIME – Chennai. It's quite like taking a peek into a pen sieve of his memory to bring out some hidden stories.

The dream of a young man is the most powerful weapon. Sir, when you look back from this point of 'Excellence in Life', we would love to hear from you, what your 'Dream' was as a young man. We believe you have achieved it. your remarks, please.

When I was in my Master's Programme at XLRI and later starting my career there, it was my dream to make a mark in my profession to be counted as somebody in the profession. That became accentuated when I returned from Harvard Business School to XLRI in 1966.

On June 12, 2005, Steve jobs commencement address at Stanford was on three stories. The first story is about connecting the dots. Which are those connecting dots in your life that materialized to build this legacy?

My 3 dots were to achieve something meaningful in life. To leave behind an Institution of lasting value to the youth of India. "Excellence" as the hallmark of the Institution.

Sir, you've seen the IIMs being set up even while you were an Academic at XLRI.

So you've been part of the process of creating MBAs during the period of new 'transformation', the 80's, Liberalization, and a new century with education opportunities abroad and now a Covid 19. What has been the change in terms of the demands from management education in India?

It is unfortunate that other than the knee-jerk reaction of going online in teaching, little that is substantial has changed in Indian Management Education. It is almost 'business as usual'. There is a reason: we are the least globalized when it comes to business education. There are hardly any international students, no international faculty, not much of an international placement. Therefore, we continue to be an inward looking education system. Only when we really open up to international competition there would be some real challenges in Indian Management Education.

The single biggest area of failure is the creation of true intellectual capital in this field. After all, the objective of management education is to provide a managerial knowledge base – we would need to accomplish more in this regard.

There is another thing that has happened to Indian Management Education unlike in the United States. There the industry looks at the academia for leadership. But here it is the academia that looks at the industry for leadership. Part of the problem lies in the fact that most of the teachers (B-School teachers) come with the typical Indian University background, where mere teaching is what is the norm. The enlightened aggressiveness of good business education is missing in the System.

As a person with the right background of a law degree and a master's from XLRI, instead of chasing a corporate dream you chose to be a teacher. Many of your batch mates might have been surprised by this – had you planned it that way even before XLRI?

Honestly it was an accident. My joining XLRI for studies was an accident. My joining XLRI as a Faculty Member was an accident. It was not planned. But then you realize that there is a force above which also guides you.

My going to XLRI and my faculty life there really turned me around and laid a solid foundation for my professional growth. But as you also know, I made a detour to industry for that experience and then came back to education. I am one of the few people in India who went from education to industry and then came back to education. I thought it enriched me substantially - the 8 years in the Public Sector and over 5 years in the Private Sector. So when I look back over my educational career, I think the industry break gave me an unusual advantage as a teacher. My suggestion to every management teacher is to have at least 2 years of industry experience, if not more.

When others would have thought that XIME Bangalore would be an only child of its kind, and you could have rested on the laurels of creating an institution that had its own identity - you decided to relive a journey of challenge by starting the new XIMEs in two distinctly different locations, but in South India. What were the key decisions taken to ensure the success, while letting them develop their own character of their own?

I believed that beyond a point, size can bring down the quality. A large-sized business school could run the risk of losing out on the personalized development of the student. As the old saying goes – “If the Organization has to be effective, you should be able to put your arms around it ” In other words, a big sized school cannot be effective since the ‘transformation’ of the student to managerial competencies and imparting values are fundamental. Mere imparting of knowledge is not of much value. The key lies in providing the right kind of skills and the right kind of values. So when we reached the stage of 180 admissions in Bangalore we decided to spread out – first to Kochi and then to Chennai. It is true that we need a certain scale of operation to be effective. In the Indian situation, it is something like 180 to 250. So there is definitely scope for growth both in Kochi and Chennai and all the three units could also think in terms of launching one-year duration programs in some of the emerging areas like ‘Artificial Intelligence’, Health Management’, ‘International Business’, ‘Manufacturing’, and ‘Fintech’.

You started while students loved reading books and cherished them, whereas the generation that’s in college love the unconventional and with Covid 19 as online classrooms. What are the key decision points in XIME’s history where you’ve ensured the fabric of XIME’s uniqueness is ensured but adaptation to external factors have been taken care of?

It is obvious that technology has to penetrate the education system and education management. But since we are also concerned about developing the student’s domain knowledge and insights and the right kind of perspective to operate in an extremely competitive environment, the ‘Book’ is still an aid in achieving these objectives. Of course, Google is there for quick answers. But in developing the intellectual sinews or the kind of generalized perspective that is expected of a good business student, extensive reading is a must – Sloan’s ‘My years with General Motors’ or ‘Practice of Management’ by Drucker or ‘Good to Great’ of Jim Collins, or ‘In search of Excellence’ of Peters and Waterman and even going back to McGregor’s – ‘Human Side of Enterprise’ will bring to the student a different perspective.

In management, we are in a game of intellectual agility, where “awareness of outside reality” is critical (Drucker). So to my mind, even granting AI’s considerable impact on the way we manage in the future, there is no replacement for the brain or the value system that we should uphold. Your imagination, creativity and agility have no limit. I still think that the Library in a business school must stay as the heart of the operation. And I would like to see our students emerging as combative, competitive and conscientious in a wholesomely creative sense.

“The woods are lovely, dark and deep, But I have promises to keep, And miles to go before I sleep, And miles to go before I sleep.” are the concluding lines of one of the poems by Robert Frost. Sir, what are the milestones that you are still pursuing to achieve and inspire the XIME cult?

Firstly, I would like to see the value of excellence permeating deeper into XIME Institutions. And for the country, to see further liberalization of management education as it is seen in every sector of the Indian economy.

Interview by Jackson and Elizabeth
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TO

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