

TODAY A READER TOMORROW A LEADER

JIM
CONNECT
E-Newsletter



FORMING RESPONSIBLE LEADERS
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Ignatian Way of Proceeding

Far from being confined to religious orders, St. Ignatius offers a profound and transformative approach to business world. It's not merely a set of techniques, but a deeply rooted "way of proceeding," grounded in Ignatian spirituality, that emphasizes discernment, reflection, and a commitment to serving the greater good. This "way of proceeding," with its emphasis on thoughtful action, aligns remarkably well with the charisma of an effective business leader. This translates into a business leader who isn't driven by impulsive reactions, but by thoughtful analysis and a holistic understanding of the situation.

We cannot find God's will for us if we enter into the decision-making process with a pre-conceived outcome based on our self-will, biases, and what Ignatius calls "attachments," that is, an attitude of "I already have my mind made up, so don't confuse me with the facts!"

This "conscious choice" is akin to Ignatian discernment, where leaders weigh options, consider long-term consequences, and prioritize ethical considerations alongside financial objectives.

The "way of proceeding" also emphasizes reflection, encouraging leaders to regularly examine their experiences and learn from both successes and failures. This aligns with the concept of continuous improvement, a cornerstone of successful businesses. As Peter Drucker, the father of modern management, observed, "What gets measured gets managed." However, Ignatian reflection goes beyond mere data analysis; it looks into the "why" behind the numbers, exploring the impact of decisions on individuals and the broader community. This resonates with Simon Sinek's emphasis on "Start with Why," highlighting the importance of purpose-driven leadership that inspires and motivates.

Ignatian leadership stresses collaboration and service. It encourages leaders to build relationships based on trust and respect, fostering a culture of shared responsibility and mutual support. This aligns with the growing recognition of the importance of emotional intelligence in leadership. As Daniel Goleman, author of "Emotional Intelligence," notes, "The most effective leaders are all alike in one crucial way: they all have a high degree of what has come to be known as emotional intelligence." This emotional intelligence, rooted in empathy and compassion, is essential for building strong teams and fostering a positive work environment.

The Ignatian "way of proceeding" also underscores the importance of finding God in all things, recognizing the sacredness of work and the potential for positive impact in every endeavour. This translates into a business leader who sees their work as a vocation, a means of contributing to the common good.

As Anita Roddick, founder of The Body Shop, articulated, "Business can be powerful. Business can do good." This perspective encourages leaders to prioritize ethical practices, environmental sustainability, and social responsibility, creating businesses that are not only profitable but also purposeful.

The charisma of an Ignatian-inspired business leader lies in their ability to:

- **Lead with integrity:** Grounded in a strong moral compass, they prioritize ethical considerations and build trust through transparency and honesty.
- **Inspire through purpose:** They articulate a compelling vision that transcends profit, motivating employees to contribute to a greater mission.
- **Empower through collaboration:** They encourage a culture of shared responsibility, valuing diverse perspectives and building strong teams.
- **Serve with humility:** They recognize their role as stewards, prioritizing the needs of others and striving to create a positive impact.

The Ignatian "way of proceeding" offers a powerful framework, by embracing discernment, reflection, collaboration, and a commitment to service, business leaders can cultivate a charisma that inspires, empowers, and transforms. As businesses grapple with increasing ethical and social challenges, the wisdom of Ignatian leadership provides a timeless compass, guiding them towards a future where profit and purpose are inextricably linked. Ignatian reflection isn't limited to annual performance reviews. It's an ongoing process of self-examination, where leaders actively seek feedback, learn from their mistakes, and celebrate their successes. This requires a culture of psychological safety, where employees feel empowered to share their insights and challenge the status quo.

The charisma of an Ignatian-inspired business leader stems from their authenticity, integrity, and commitment to serving the greater good. They are not driven by ego or ambition, but by a deep sense of purpose and a desire to make a positive impact on the world. They inspire trust and loyalty, not through manipulation, but through genuine care and compassion. They cultivate a culture of excellence, not through fear or intimidation, but through empowerment and collaboration. In a world increasingly characterized by uncertainty and complexity, the Ignatian "way of proceeding" offers a timeless framework for ethical and effective leadership.

The Jesuits' principles made the company better because they made individual Jesuits better. Their principles are rooted in the notions that we're all leaders and that our whole lives are filled with leadership opportunities.

- Chris Lowney, Heroic Leadership

Dr S Suresh
Assistant Professor, JIM

Metal with Mettle

Karpagaa Kitchen & Metal Works, a leading manufacturer of stainless-steel kitchen and industrial equipment, has built a strong reputation in Trichy for quality and innovation. Founded over three decades ago in Madurai, the company expanded to Trichy to meet the growing demand for customized commercial kitchen solutions. Through continuous adaptation and commitment to high standards, they have established themselves as a trusted supplier for hotels, restaurants, bakeries, hospitals, and industrial kitchens.

In a conversation with Mr. Anandh, managing director, he shared insights into the company's journey, challenges, and future plans. Unlike mass producers, Karpagaa focuses on tailor-made solutions, using food-grade 304 stainless steel to ensure durability and hygiene. Their approach goes beyond selling equipment; they offer complete solutions, including consulting services for businesses setting up or upgrading kitchens. This customer-centric approach has helped them sustain long-term relationships and grow through referrals.



Mr. Anandh
Managing Director
Karpagaa Kitchen &
Metal Works

He states that “The industry comes with challenges, including stiff competition from low-cost manufacturers who compromise on quality. Additionally, fluctuating raw material prices impact production costs, making efficient financial planning crucial. Managing custom order timelines is another hurdle, as delivering high-quality, customized products on schedule requires streamlined processes and skilled labor.” But it is obvious that in midst of these obstacles, Karpagaa has remained resilient, consistently prioritizing durability and customer satisfaction.

Looking ahead, he shares that the company aims to expand beyond Tamil Nadu, integrate advanced manufacturing technologies, and adopt eco-friendly practices. Mr. Anandh believes success in business is rooted in trust, quality, and adaptability. He encourages aspiring entrepreneurs and MBA students to focus on customer relationships, maintain high standards, and embrace innovation to stay ahead. Through persistence and continuous improvement, Karpagaa Kitchen & Metal Works continues to make a significant impact in the stainless-steel sector.

Interviewed by
Janice Hemila P S
24PBA155

March Market Rebound

The Indian stock market is facing the biggest downfall of the last 5 years. The million-dollar question is whether there is a 'light at the end of the tunnel' for the market. There will be an incline in the charts in the future, but how near is that 'future,' and what are the crucial factors that will lead to that 'future'?

At present, the market is showing signs of recovery. As of March 18th, 2025, both Sensex and Nifty spiked in their charts. Sensex saw a surge in its points, passing over 1100, and Nifty ended above 22,800, with financial institutions, automobiles, and metals coming to the rescue.



The political and economic drama in the states and the Indian share market are like two sides of a 'see-saw.' The fluctuations in the value of the USD (a 3.5% drop in the past week) and the possible recession of 'the land of liberty' had a mildly positive impact on the Indian market. But this doesn't certainly mean there are 'clear skies ahead.'

Since the hit was very hard (the cumulative market capitalization of the BSE-listed firms has plummeted around Rs. 390 lakh crores, making the investors lose about Rs. 95 lakh crores in 5 months), the market is going to need more than a 'push.' An index is said to be in a bear phase if it falls more than 20 %. Notably, Sensex is already down by 19%, making the recovery take longer than what everyone expected—or should we say, 'hoped'?

Just because the recovery will be slow doesn't mean it will be impossible. Some of the factors that will make the market get back on its feet are.

1. The earnings of the corporate biggies should grow.
2. Surge in the credit growth of banking sectors.
3. Increased participation of domestic institutional investors (DII)
4. "Make hay while the sun shines"—quite literally. The IMD (India Meteorological Department) has warned the farmers to increase the produce (wheat) harvest due to harmful weather in the upcoming days, therefore avoiding the import tax reduction to get wheat from outside.
5. Increasing the Indian GDP by any means necessary.

Karthik IP
23PBA233

Let's Know

Brainscape: Smarter Flashcards for Efficient Learning

Brainscape is a flashcard-based learning platform that uses an adaptive learning system called Confidence-Based Repetition (CBR) to help you focus on weaker areas. Instead of just flipping through cards, you rate how well you know each one, and the system prioritizes the ones you struggle with.



BRAINSCAPE

Features :

- **Adaptive Learning** – Focuses on weak areas first.
- **Custom Flashcards** – Create your own or use pre-made sets.
- **Mobile & Web Sync** – Study anytime, anywhere.
- **Collaboration** – Share decks with classmates or teams.
- **Audio & Image Support** – Helps with subjects like languages and medicine.

Aswin Raja S
24PBA110

Let's Think

Do we live in/by contradictions?

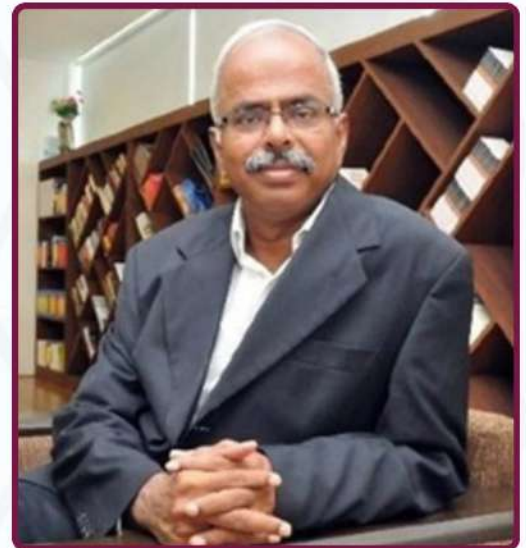
We declare our love for nature, then discard plastic without a second thought. We champion honesty, yet tell white lies to avoid discomfort. We yearn for deep, meaningful relationships, but maintain superficial connections through fleeting digital interactions. We claim to value time, yet lose hours to mindless scrolling, chasing fleeting dopamine hits. We preach self-care, but ignore the whispers of our bodies, pushing ourselves to burnout. We aspire to creativity, but confine ourselves to rigid routines, holding back inspiration. We advocate for change, but resist altering our own ingrained habits. We desire inner peace, yet dwell on past grievances and future anxieties. We celebrate individuality, but conform to societal pressures, suppressing our true selves. We seek genuine happiness, but chase fleeting pleasures, mistaking them for lasting fulfillment. We long for simplicity, but accumulate possessions, creating a tangled web of material distractions. We preach empathy, but judge others based on limited perspectives. We believe in the power of mindfulness, but allow our minds to be constantly bombarded by external stimuli. We hope for a better world, but hesitate to make small, impactful changes in our own lives. In the quiet moments, when the noise fades, can we honestly say our actions reflect the values we hold dear, or are we living a life defined by subtle, yet profound, contradictions?

Let's know what you think @jimconnect@jim.ac.in

From ₹150 to ₹4,546 Crore the Unstoppable Journey of Dr. Arogyaswami Velumani

Dr. Arogyaswami Velumani's life is a testament to resilience, determination, and smart decision-making. Born in 1959 to a poor farmer's family in Tamil Nadu, he faced numerous struggles from an early age. Walking 6 km to school daily and battling financial hardships, he pursued a BSc in chemistry, believing education was his way out of poverty. Despite rejection in over 15 job interviews due to his poor English, he eventually secured a low-paying job at a pharmaceutical company, earning just ₹150 per month. When the company shut down, he found a government job at Bhabha Atomic Research Centre (BARC) in Mumbai, where he earned ₹880 per month and worked as a private tutor to support his family. His marriage to Sumathi proved to be a strong pillar of support, as she played a crucial role in managing the family and encouraging his siblings' education.

While working at BARC, Velumani saw a giant opportunity in thyroid testing and took a bold risk. In 1995, he quit his stable job and started Thyrocare with ₹2 lakh from his provident fund. His wife also resigned from her secure banking job to support his venture. Thyrocare focused on low-cost, high-volume thyroid and preventive health checkups, making diagnostics affordable for the masses. The company grew rapidly, and in 2016, its IPO was oversubscribed 73 times. By 2020, Thyrocare had ₹474 crore in revenue and ₹119.7 crore in profit.



However, just 50 days before the IPO, his wife passed away from pancreatic cancer, a tragic loss that tested his resilience. Despite the grief, he stayed focused on his business. In 2021, he made a bold move by selling his 66% stake in Thyrocare for ₹4,546 crore to Pharm Easy. A man who once had only ₹500 in his pocket had built a billion-dollar empire.

But success did not make him complacent. Instead of retiring in luxury, he decided to give back by mentoring young entrepreneurs, investing in startups, and inspiring the next generation. His journey teaches invaluable lessons—failure is not the end, risks are necessary for success, pain can be turned into power, simplicity and discipline matter, and giving back is essential. Dr. Velumani's story is proof that no struggle is permanent and no dream is too big. Life may test you, but if you refuse to give up, success will come. Keep fighting, keep dreaming—your comeback story is waiting to be written.

Ranjith M
24PBA227

Luxury Lounges

With the holiday travel season in full swing, credit card issuers are increasingly launching their own branded airport lounges, moving away from third-party networks like Priority Pass. American Express led the way with its Centurion Lounges, setting a new standard for airport luxury since 2013. Following suit, Capital One and Chase have expanded their offerings, with Capital One opening its first lounge in 2021 and now operating three, while Chase develops its Sapphire Lounges, with seven already open. This trend is reshaping travel experiences and influencing customer loyalty programs in the banking industry.

The rise of proprietary airport lounges is a strategic move by credit card issuers to enhance customer acquisition and retention. These exclusive, high-end lounges justify premium fees and attract affluent, travel-focused customers.



The rise of proprietary airport lounges is a strategic move by credit card issuers to enhance customer acquisition and retention. These exclusive, high-end lounges justify premium fees and attract affluent, travel-focused customers. By owning these facilities, issuers can ensure consistent service quality that aligns with their brand values, unlike third-party networks like Priority Pass. These lounges provide valuable data on cardholder behaviour, allowing issuers to refine products, target marketing, and offer tailored services or upgrades. This shift gives credit card companies more control over the overall customer experience while enhancing loyalty and engagement. It also strengthens brand identity by offering a tangible, luxurious benefit to cardholders.

The rise of credit card lounges is reshaping travel, challenging airlines, and enhancing luxury options for travellers. As banking merges with lifestyle services, consumers must assess rewards carefully while the industry navigates accessibility, innovation, and sustainability in the evolving landscape of airport hospitality.

This shift blurs the line between financial services and lifestyle branding, as issuers position themselves as experience providers. The trend could expand beyond airports into retail and entertainment, further integrating luxury into everyday life. Travelers must weigh the benefits of these lounges against high fees and spending thresholds to determine true value.

The credit card company trend of creating their airport lounges tracks closely with and reinforces wider initiatives by banks and card issuers to reimagine physical branch experiences and improve digital offerings. The trend indicates a wider movement in the financial services sector towards building more integrated, experiential, and digitally enabled customer experiences.

While banks are redefining old branches as more contemporary, technology-driven spaces, credit card issuers are designing high-end physical spaces in airports. Both strategies are designed to provide customers with physical, high-value experiences that extend beyond simple financial transactions. These new spaces are brand displays and relationship-building centres. The airport lounges typically have digital check-in procedures, mobile app-based access, and customized services with cardholder information.

Both trends focus on enhancing customer experience. Banks are redesigning branches to be more inviting, while credit card lounges offer upscale amenities and personalized service. These efforts target high-value clients, allowing financial institutions to collect data on customer behavior, refine offerings, and improve services across all channels.

The trend of credit card issuers establishing their airport lounges reflects a wider shift in the travel and financial services sectors as old lines are being redrawn. With their investments in the development of such exclusive travel experiences, these issuers are most likely to continue this trend to other aspects of travel, including private flight options, reserved bookings, and augmented digital services. This evolution offers a special opportunity for banks and credit card companies to improve customer loyalty and redefine their place in the travel environment.

As these banks embrace their roles as lifestyle brands and not just transactional institutions, they will not only be increasing customer loyalty but also redefining what it means to be a contemporary bank in a more interconnected world. The future holds promising possibilities for innovation at the nexus of finance and travel—one where convenience, personalization, and exclusivity become key to defining consumer experiences.

Betty Carmelia B
23PBA113

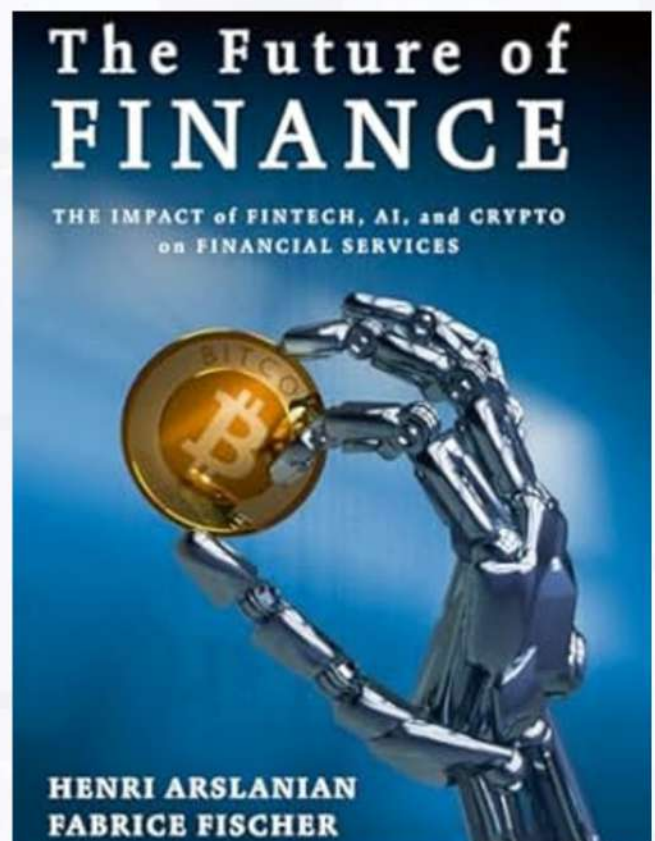
The Future of Finance

The Impact of FinTech, AI, and Crypto on Financial Services

The financial sector is undergoing a profound transformation, driven by rapid advancements in FinTech, artificial intelligence (AI), and cryptocurrency. In *The Future of Finance: The Impact of FinTech, AI, and Crypto on Financial Services*, Henri Arslanian and Fabrice Fischer provide an in-depth analysis of these emerging trends, their implications, and the challenges they pose to the financial landscape. Unlike many works that focus exclusively on technological innovation, this book takes a holistic approach by exploring economic, regulatory, and ethical aspects of financial disruption.

The authors structure their discussion around three primary forces shaping the future of finance: FinTech advancements, AI's expanding role, and the growth of cryptocurrencies. They examine how financial technology start-ups and traditional institutions are redefining banking, lending, and investment strategies.

A major strength of this book is its balanced examination of opportunities and risks. While FinTech and AI enhance efficiency, accessibility, and financial decision-making, they also introduce regulatory complexities and cybersecurity concerns. The authors emphasize the need for collaboration between innovators, regulators, and financial institutions to maximize benefits while mitigating risks. They also address issues such as data privacy, algorithmic biases in AI-driven financial decisions, and the volatility of cryptocurrency markets. FinTech's potential to promote financial inclusion, particularly in regions lacking robust banking infrastructure is also highlighted.



Arslanian and Fischer present a comprehensive yet accessible analysis of financial technologies. Their arguments are supported by case studies, industry insights, and future-oriented predictions. The writing style is engaging and avoids excessive technical jargon, making the book suitable for both finance professionals and general readers.

One of the book's standout sections focuses on regulatory responses to technological advancements. The authors discuss how governments and financial institutions are adapting to the rapid evolution of digital finance. They analyse different regulatory strategies—ranging from fostering innovation to imposing strict controls—and assess their impact on financial stability and consumer protection.

Another compelling aspect of the book is its exploration of AI's role in financial services. The authors illustrate how machine learning models enhance credit evaluations, personalize investment strategies, and optimize banking operations. They also caution against potential biases in AI-driven decision-making and raise ethical concerns about the increasing automation of financial processes.

While many narratives on cryptocurrency are overly optimistic, this book presents a more measured perspective. It not only highlights the transformative power of blockchain but also discusses risks such as speculative trading, security vulnerabilities, and regulatory challenges. This pragmatic approach ensures a realistic assessment of the industry's future. Furthermore, the book examines the rise of decentralized finance (DeFi) and its potential to revolutionize financial ecosystems beyond traditional institutions.

The Future of Finance is an essential read for those seeking to understand the technological forces reshaping financial services. Arslanian and Fischer provide a well-researched and forward-looking analysis, capturing both the excitement and the challenges posed by FinTech, AI, and cryptocurrency. While the book is highly informative, it could have benefited from a deeper discussion on alternative financial models, the long-term viability of DeFi, the impact of AI-driven finance on employment, and the geopolitical consequences of digital currencies. Nevertheless, it remains a valuable resource for finance professionals, policymakers, and technology enthusiasts navigating the evolving financial landscape.



Book Reviewed by
Ms Janet Mary Portia
Assistant Professor, JIM

JIM's Synergy – Annual Retreat was held on March 5th for spiritual growth of students. Rev. Dr. P Paulraj SJ initiated sessions led by Rev. Fr. Wenish SJ and Dr. Suganthi, emphasizing faith sharing and facing challenges through spirituality. The day's activities included reflection, pranayama, confession, counseling, and Ash Wednesday Eucharist, facilitating personal experiences of God's presence and purpose-driven living for both Catholic and non-Catholic students.



JIM delivered a Management Development Programme for nurses of Lalitha Nursing Home, Trichy, on March 13th, 20th, and 25th. Sessions covered ice-breaking, etiquette, work-life balance, patient care, emotional intelligence, and teamwork. The program addressed the specific needs of healthcare workers in these areas.

On March 15th, the JIM community gathered in heartfelt devotion for a Thanksgiving Mass, a sacred moment dedicated to expressing our gratitude to the Almighty. Students, faculty, and staff expressed thanks for institutional blessings, strengthening unity and core values.



JIM Day 2025, at Loyola Auditorium on March 15th, celebrated the institution's academic year accomplishments. The event featured a reading of reports which highlighted academic and student achievements and the chief guest Rev. Bro. Dr. Irudayam M, Provincial Superior, Montfort Brothers of St. Gabriel, Province of Trichy, gave away the JIM Awards and certificates recognizing the performance and success of students for the year 2024 - 25.



On March 15th, MBA juniors organized a farewell for their seniors. The event, a token of appreciation, featured games, singing, humor, and dance. It exhibited the connection between juniors and seniors, offering a platform to share experiences and extend best wishes for the seniors' future success. Gifts and memorable moments marked the occasion.



JIM's two-day MDP for Mid-Level Managers of Southern Railways Trichy Division on March 25-26, focused on "Personal Mastery & Workplace Excellence" and "Leadership & Productivity." Day one covered etiquette, mindfulness, work-life balance, motivation, and conflict resolution. Day two addressed teamwork, emotional intelligence, technology, time management, and stress resilience, a counselling session was handled by Rev Fr Emmanuel Arockiam SJ. JIM Faculty led sessions, aiming to enhance professional skills.



St. Joseph's Institute of Management conducted a Management Development Programme for 75 teachers of Sacred Heart Hr Sec School, Trichy on March 27, titled Empowering Educators. The day-long event, held at Fr. Louis Xavier Hall, covered topics like digital citizenship, communication etiquette, multiple intelligence, mentoring, adolescence, technology in teaching, and professional ethics.



தீருக்குறள்

குறள் 421

அறிவற்றங் காக்குங் கருவி செறுவார்க்கும்
உள்ளழிக்க லாகா அரண்.

அறிவு , அழிவு வராமல் காக்கும் கருவியாகும்,
அன்றியும் பகைகொண்டு எதிர்ப்பவர்க்கும் அழிக்க
முடியாத உள்ளரணும் ஆகும்.

TRANSLATION

True wisdom wards off woes, A circling fortress high;
Its inner strength man's eager foes Unshaken will defy.

EXPLANATION

Wisdom is a weapon to ward off destruction; it is an inner
fortress which enemies cannot destroy.



EDITORIAL TEAM