

TODAY A READER TOMORROW A LEADER

# JIM CONNECT

E-Newsletter



FORMING RESPONSIBLE LEADERS  
Volume 4 Issue 4

ST. JOSEPH'S INSTITUTE OF MANAGEMENT (JIM)

St. Joseph's College (Autonomous)

Tiruchirappalli -620 002

Tamil Nadu, India.

[jimconnect@jim.ac.in](mailto:jimconnect@jim.ac.in)

[www.jim.ac.in](http://www.jim.ac.in)

## Purpose Driven – Ignatian Leadership

The leadership style of St. Ignatius focused on engendering four unique values that created leadership substances: self-awareness, ingenuity, love, heroism. In other words, Jesuits equipped their recruits to succeed by molding them into leaders who understood their strengths, weaknesses, values, and worldview.

Familiarity with the foundational elements of Jesuit higher education, and Ignatian spirituality based on lived experience of the Spiritual Exercises of St. Ignatius were the core learnings for Jesuits. This Ignatian leadership practice from a different perspective shows how many of today's buzz words in leadership theory are key tenets of St. Ignatius approach to management. While Ignatius may not have been familiar with terms such as transformational leadership, organization culture, empowerment, accountability or globalisation, he intuitively understood these concepts and applied them in founding and leading the Jesuits. Understanding oneself as interdependent with others and dependent on God for the fulfilment of apostolic and institutional goals was the base of their belief. Along these lines, an Ignatian leader thus is said to understand how to build and sustain effective teams conscious of grace, growth in the union of hearts and minds.

The identity of Ignatian Leadership lies in Self-Awareness (Examen), Ingenuity (Quality of being clever), Love (Cura Personalis), Heroism (Magis), God Centeredness, Being Spiritual, Being Generous, Being Compassionate, Being Responsible, Being Just, Being Grateful, Being Respectful, Being Helpful, Being Loving, Cultivator of Virtue, Being Reflective, Being Team Member, Humility, Openness, Committed, Exercising Interior Being Contemplatives in action, Exercising Social Justice.

**“I ought to desire and elect only that which is more conducive to the end for which I am created” says St. Ignatius of Loyola, who established the fundamental principle and basis of the Spiritual Exercises. He created tools and practices to train leaders who could transform the world, and he pioneered novel techniques of teaching and learning through Spiritual Exercises”**

Leadership based on Ignatian principles provides a comprehensive framework for success in today's dynamic business climate that goes beyond profit-making. Leaders who cultivate self-awareness via the Examen practice are more inclined to reflect frequently and evaluate their choices, shortcomings, and areas of strength. This continuous assessment encourages creativity, which is a necessary skill for leaders negotiating in the dynamic corporate environment. Creativity is the capacity to find novel solutions to difficult issues and adjust to changing circumstances.

The concept of "cura personalis," or customized care for every person, highlights love in leadership and guarantees that staff members feel appreciated, inspired, and encouraged. Building connections based on accountability and compassion allows leaders to develop the long-term loyalty, trust, and engagement that are essential for long-term success among their teams.

Ignatian leadership also places a high value on virtue and justice, which encourages business executives to behave honorably and fairly. Heroism pushes leaders to go above and beyond the norm, encouraging creativity and providing visionary leadership. It is embodied in the pursuit of "magis" or aiming for greatness. Leaders those are God-centered or spiritually grounded are better able to keep their humility, openness, and thankfulness while making moral decisions that promote the welfare of society. These qualities inspire leaders to be contemplatives in action, striking a balance between reflection and decisive, effective tactics, especially when paired with a dedication to social justice. Modern business leaders that incorporate these Ignatian ideas not only foster trusting and collaborative cultures, but they also lead with a purpose, hoping to positively impact the corporation and society as a whole.

**Altogether, Ignatian Leadership says**

**Everyone is a leader**  
**Leadership is from within**  
**Leadership is not a job or position but a way of life**  
**Leadership is an ongoing process**  
**A personal disposition opens to growth.**  
**The importance of the lived experience of every person**  
**with Radical freedom of individuals.**  
**Awareness of a loving God, labouring for all people, places and the cosmos.**

Commitment to building and serving the community of learners, the local community, and the global community is the mission of a Jesuit Leader.

As Fr. Peter-Hans Kolvenbach puts it, being a leader in the Jesuit tradition requires us to be human beings distinguished by "competence, conscience, and compassion." Consequently, leaders who draw inspiration from Ignatology strive to establish a leadership style that improves their own lives, strengthens their communities, and makes the world a more equitable place.

**Dr A Pappu Rajan**  
**Associate Professor**  
**Chair-Accreditation & NBA**

## “The Chefless Model”

A few insights into his entrepreneurial journey, the philosophy behind it, the challenges he faced, and his approach towards growth and customer service was all about the interview with the inspiring Santhosh Muruganatham.



**Santhosh  
Muruganatham,**  
Founder, Kolapasi

The inspiration to start the business was not deeply calculated but arose from his contrarian nature. Being different from societal norms such as not drinking or smoking shaped his perspective, pushing him towards entrepreneurship. Santhosh admits that he did not realize the difficulties that lay ahead, which mirrors his belief that if one knows the full extent of a challenge beforehand, it might deter them from starting. His leap into business was driven by his urge to stand out by not following the crowd.

The name Kolapasi was chosen based on his philosophy of uniqueness, and it operates an innovative “Chefless” model. Santhosh wanted something that would be unforgettable, standing out to grab attention and something people would talk about due to its distinctiveness.

Kolapasi operates with strong ethical underpinnings, particularly evident in the decision to provide free water and avoid selling unhealthy beverages like Coke or Pepsi. His decision not to sell bottled water, despite the potential profit, is rooted in this belief. This philosophy extends to other products as well, such as alcohol and sugary sodas, which are avoided in Kolapasi outlets due to their unhealthy nature. Muruganatham explains that he cannot sell something he himself would not consume.

Customer service is central to Kolapasi's operations, with Muruganatham stressing that every customer transaction should be treated as an investment. For the customer, each visit may feel like a simple transaction, but for the business, it is an opportunity to build loyalty and relationships. The Kolapasi team is trained to ensure consistent, high-quality service because he believes that attention to customer service has been key to the company's success over the years.

He advises students to treat their time in college as an opportunity to learn and develop themselves, not as a time to slack off. He states that there is the need for focus and the cultivation of good habits, suggesting that staying away from distractions will naturally lead to success in life and business.

“SURVIVE UNTIL YOU CAN THRIVE”

JIM MEETS  
VIDEO

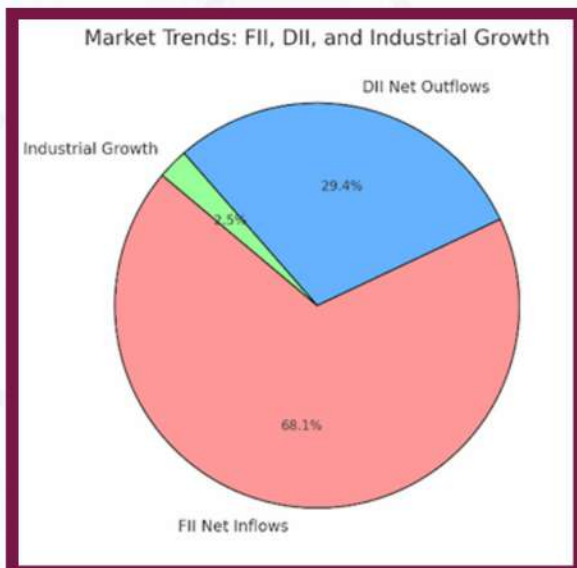
*Word  
of the  
Month!*

**Hyperlocal  
Marketing**

Focusing on  
customers of a  
community or  
geographical area.

## IT drives the Trend

The Indian stock market marked and held on to the bullish trend in September 2024 along with the month of August. Most of the Indian Stock Market Indexes like BSE Sensex and Nifty 50 saw high points, but overall the investors feel very positive till now. This confidence was strongly backed by good performance mostly from the FMCG sector, backed by strong rural demand and high disposable income and a hefty global economy. Some major industries like Banking and Technology have performed well as indicated by the Nifty Bank and Nifty IT indexes that have mostly been positive.



The Banking and Financial services sector has shown strong performance at the Index level, because it was driven by higher credit growth and improved asset quality. The IT sector has also experienced considerable growth, supported by raising demand from international markets and ongoing IT transformation initiatives. However, some sectors have struggled, especially Consumer durables which have been negatively affected by inflation, rising interest rates and changing consumer sentiment.

Institutional investors played a key role in shaping market trends. Foreign Institutional Investors (FII) record net inflow of ₹12,500 crores, showing strong confidence in India's growth. Meanwhile, Domestic Institutional Investors (DII) had a net outflows of ₹5,400 crores, reflecting a cautious approach. Economic fundamentals were positive, with inflation coming up to 5.2% in August, below the RBI's target. Industrial growth increased by 4.5% in July, indicating a steady recovery in the construction sector.

Corporate profits at companies like Reliance Industries, HDFC Bank, and Infosys drove bond demand in the June 2024 quarter. Experts remain optimistic for the rest of 2024, citing solid foundations and government support. However, inflation and geopolitical unrest could lead to market instability. Conservative investors may consider FMCG and pharmaceuticals for steady growth, while those willing to take risks might explore rapidly expanding sectors like IT and renewable energy.

September 2024 has been a month of continued bullishness for the Indian stock market, building upon the positive momentum from August. Key sectors like FMCG, Banking, and IT have driven this upward trend, supported by strong economic fundamentals, both domestically and globally.

Jeya Christy Selvam E C  
24PBA134

## Let's Know

### Medium: A Hub for Writers and Readers

Medium is an online platform where users can read, write, and publish articles virtually. It is a space to learn, get inspired, and share our thoughts. It serves as both a publishing platform for writers and a content discovery platform for readers.

#### Key Features

- Provides a variety of viewpoints.
- A diverse range of topics and genres.
- Personalized feed.
- Writers can monetize their work.



Medium provides access to high-quality content from professionals as well as everyday users. It aids research and critical thinking while inspiring writing and self-improvement. It keeps students updated on industry trends, developments, and deals to seek informative content, personal growth, and intellectual exploration. By leveraging Medium, students can enhance their knowledge, creative writing, and perspectives. It also helps writers monetize content through reader engagement and revenue through sharing.

Mariya Soniya M  
24PBA236



## Let's think

### Individual Freedom to What Extent?

The foundation of democracy and human rights is individual freedom, which fosters self-expression, creativity, and personal choice. People can pursue purpose and happiness according to their own terms, which promotes creativity and diversity of thought. But when people act in a way that hurts other people or disregards shared duties, unchecked freedom can result in injustice, exploitation, and fragmentation. Let us see what placing the common good does – it first promotes equity, unity, and a feeling of community.

The weaker members of society can be safeguarded and resources could be allocated more equitably when the wellbeing of society is prioritized. But, placing an excessive amount of focus on the group can stifle individuality, autonomy, and dissent, which can result in authoritarianism and compliance. Finding a middle ground between these two principles is essential: How much of our individual freedom is acceptable to give up for social harmony?



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

## Globalization and Soilless Plant Cultivation: Using Plant Tissue Culture for Business Growth in India

Globalization has made advanced farming techniques like soilless cultivation popular around the world, including in India. Soilless methods such as hydroponics and aeroponics, combined with plant tissue culture, are transforming agriculture in India, allowing for efficient crop production without using soil. These technologies are particularly valuable in regions with poor soil quality or limited farming space.

### What is Plant Tissue Culture?

Plant tissue culture is a technique where small parts of a plant, like leaves or stems, are grown in a controlled environment to produce new plants. These plants are grown in nutrient-rich solutions, allowing for rapid multiplication. It gives same quality for all new species. This method is often used to grow high-value or disease-resistant crops.

### Connecting Globalization and Soilless Cultivation with Tissue Culture in India

Thanks to globalization, Indian farmers and businesses can access cutting-edge technologies and farming practices from around the world. Soilless cultivation, paired with plant tissue culture, is helping Indian farmers grow high-quality crops more efficiently.

### Business Impact in India

In India, these technologies are creating new business opportunities, especially in urban areas and regions where soil fertility is low. For example, startups and agricultural businesses in cities like Bengaluru, Hyderabad, and Pune are using hydroponics and aeroponics to grow vegetables like lettuce, spinach, and herbs in small spaces. When combined with plant tissue culture, these businesses can grow a large number of plants quickly and supply high-quality produce to restaurants, supermarkets, and export markets. Example: Indian Horticulture Industry.

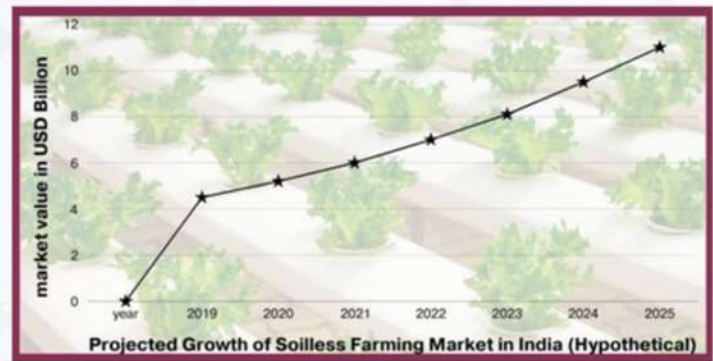
India's horticulture thrives with plant tissue culture and soilless cultivation, notably in banana production. This technology enables large-scale, disease-free plants, boosting yields and establishing India as a top banana exporter.

### Statistical Insights

- India's horticulture output reached 314.8 million metric tons in 2020-21. (Source: Ministry of Agriculture & Farmers Welfare, India)
- The global hydroponics market size is projected to reach USD 16.6 billion by 2025, growing at a CAGR of 18.5% from 2019 to 2025. (Source: Markets and Markets)
- India's agricultural exports touched a record high of USD 41.25 billion in 2021-22. (Source: Ministry of Commerce & Industry, India)

## Global and Local Growth

By adopting global innovations, Indian businesses can grow crops faster, reduce water usage, and produce healthier plants. This opens up opportunities for local farmers to supply high-quality products to international markets, boosting exports and increasing profits. Additionally, urban farming initiatives are helping to meet the growing demand for fresh, locally grown food in Indian cities.



Globalization has transformed Indian agriculture through advanced techniques like soilless cultivation and plant tissue culture. These innovations boost crop production, enhance quality, and lessen reliance on soil and water. By adopting these technologies, Indian farmers can improve competitiveness in global markets while tackling local issues like soil degradation and space constraints, paving the way for a sustainable and efficient agricultural future.



## Shorts

### The Flour of Success: Pooja Dhingra's Recipe for Triumph

Let me try to make it even more human, Pooja Dhingra's journey completely indicates passion and perseverance over the hurdles she encountered-enough financial hardships to serious skepticism about her French pastries in an alien market. Pooja Dhingra remained steadfast in her commitment to her craft. She put her heart and soul into building \*Le15 Patisserie\*, and it was successful by making it one of Mumbai's institutionalized culinary delights. Pooja's story is a perfect reminder that success is not only the result but very much in the middle of the journey.

She has faced some severe challenges: the complexities of running a startup, educating her customers on new desserts that looked nothing anyone had ever seen before. Pooja's story is truly inspiring to any young mind that imagines making a name in the culinary world. She proves that, through sheer effort and determination combined with passion about what you do, anything can be achieved.



And for one who has been put out in Forbes India's 30 Under 30 list, she epitomizes what being young, talented, and unstoppable is all about.

**Boojaa Siri S**  
**24PBA141**



## The Inevitable: Understanding the 12 Technological Forces That will Shape our Future

by Kevin Kelly

"The Inevitable" by Kevin Kelly explores the future of technology and its inevitable influence on society. As the founding executive editor of Wired magazine and a futurist thinker, Kelly presents twelve interlinked technological forces that he believes will shape our future. Rather than predicting specific gadgets or trends, Kelly focuses on broad technological shifts that are "inevitable" in the sense that they follow predictable trajectories already in motion.

### He speaks of the 12 forces listed below

**1st Force Becoming** - The shift from fixed products to ongoing processes and services. Kelly argues that nothing is static in a digital world, and everything is continuously evolving. Businesses will become platforms for "endless upgrades."

**2nd Force Cognifying** - The process of making objects smarter by integrating artificial intelligence (AI). Kelly foresees a future where AI enhances nearly every industry, from healthcare to manufacturing, revolutionizing the way work is done.

**3rd Force Flowing** - Digital information is constantly in motion, and data flows freely across systems and borders. This movement will require new methods for managing, curating, and filtering vast amounts of information.

**4th Force Screening** - Screens will become ubiquitous, offering interactive digital experiences everywhere. Kelly predicts that immersive technologies like augmented reality (AR) and virtual reality (VR) will become mainstream.

**5th Force Accessing** - Ownership is becoming obsolete as people move toward a culture of sharing and accessing. Services like Netflix and Airbnb embody this shift where the focus is on access rather than ownership.

**6th Force Sharing** - Collaborative platforms like Wikipedia and open-source software illustrate the growing power of collective effort. Kelly sees the sharing economy expanding into new realms of business and innovation.

**7th Force Filtering** - With an overwhelming abundance of information, filtering becomes crucial. Algorithms and AI will play a central role in helping us find what's important, filtering content, news, products, and services.

**8th Force Remixing** - The rise of remix culture means that creativity will increasingly involve reassembling existing ideas and content into something new, whether in music, art, or technology.

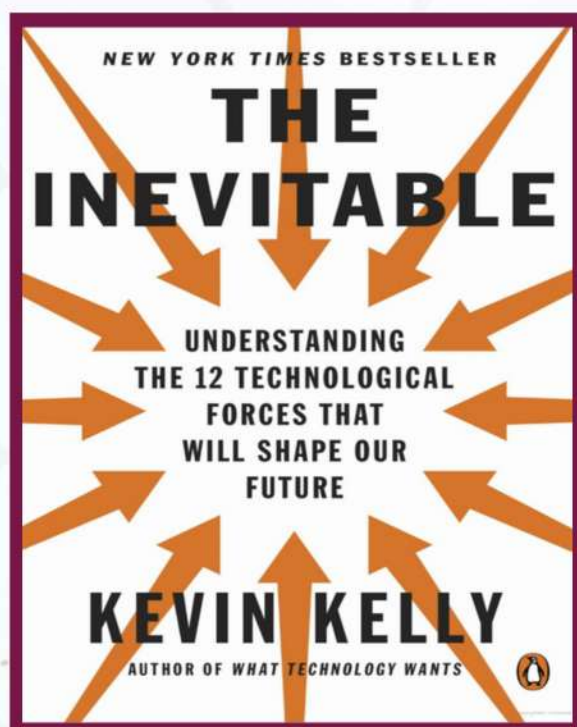
**9th Force Interacting** - The human-computer interface is evolving, moving beyond keyboards and screens to gestures, voices, and direct neural connections, creating more intuitive forms of interaction.

**10th Force Tracking** - Kelly predicts an increase in tracking, both of our physical movements and digital behaviors. While privacy concerns will rise, he sees benefits in tracking for personalized services and efficiency.

**11th Force Questioning** - The future will demand more curiosity and critical thinking, with AI taking over mundane tasks. Asking the right questions will become more valuable than knowing the answers.

**12th Force Beginning** - In this final chapter, Kelly focuses on the sense that we are at the start of a new era. The world is perpetually in a state of "beginning" as innovations reset industries and societies.

If you're a tech enthusiast, futurist, business leader, or simply curious about how technology will shape the future, "The Inevitable" by Kevin Kelly is a must-read. Kelly presents an optimistic and thought-provoking vision of the future, focusing on long-term technological shifts that will drive societal change over the coming decades.



Although some may find his outlook overly optimistic and lacking in specific predictions, the book's big-picture thinking provides valuable insights into the forces shaping our future as the book offers fewer concrete predictions or timelines for when and how these technological forces will fully manifest, it excels at outlining the broader patterns and forces at play. For readers looking to understand the future of society from a high-level perspective, Kelly's analysis provides a valuable framework to anticipate and prepare for technological changes.

Ultimately, "The Inevitable" is recommended for anyone eager to understand how technology is set to shape the future. Whether you're leading a business, envisioning the future of work, or simply curious about the evolution of society, this book provides both inspiration and insight.

Book Reviewed by  
Dr S Karthikeyan  
Chair, Admissions,  
Examinations & Alumni/ae Relations  
Assistant Professor, JIM

On September 4, St. Joseph's Institute of Management (JIM) celebrated the launch of the placement season with a grand event. Dignitaries included Rev. Dr. S. Mariadoss SJ, Rev. Dr. M. Pavulraj SJ, and Shri. S. Balakrishnan, Chairman of City Union Bank. Corporate guests from Nestle and Accurus received souvenirs.



The Teacher's Day celebration on September 5 at St. Joseph's Institute of Management (JIM) was a joyous event. It began with a Holy Eucharist, where faculty and students gathered in gratitude. In the afternoon, students expressed appreciation through thoughtful gifts and energetic performances, including songs and activities, all organized to honor and celebrate the dedication of their teachers.



Healthcare staff from Child Jesus Hospital attended a nine-day training at St. Joseph's Institute of Management from September 2 to 13. Led by JIM faculty and Fr. Director, the sessions focused on enhancing patient care, time management, emotional resilience, and self-care. The program received highly positive feedback, with praise for the faculty's expertise and the overall quality of the training.



On September 14, teachers from Sri Sankara Matriculation School, Trichy, participated in a Management Development Programme (MDP) on "Revitalizing Teachers to Rejuvenate Students & Learning Experiences." The program covered topics like classroom management, life skills, innovative teaching, device addiction prevention, and emotional regulation, providing resources to improve student engagement and instructional effectiveness.



From August 30 to September 23, a series of insightful guest lectures featured prominent business leaders and alumni discussing topics like services marketing, big data analytics, product and brand management, and innovation. Highlights included sessions on AI, Flipkart's supply chain, and the future of work. These lectures provided practical insights into marketing, finance, business analytics, and organizational behavior, enriching students' learning experiences.



JIMSPIRE 2024, a dynamic management meet conducted on September 25, saw 280 students from various B-schools across the state compete in nine engaging events. Saranathan Engineering College, Trichy emerged victorious, clinching the overall trophy, while Hallmark Business School secured the runners-up trophy. The event fostered collaboration, innovation, and spirited competition among future leaders.



# தருக்குறள்

குறள் 473

உடைத்தம் வலியறியார் ஊக்கத்தின் ஊக்கி  
இடைக்கண் முரிந்தார் பலர்

தம் ஆற்றலை அறியாமல், ஒரு வேகத்தில் செயலைச்  
செய்யத் தொடங்கித் தொடரமுடியாமல்  
இடையே விட்டுக் கெட்டவர் பலர்.

## TRANSLATION

Ill-deeming of their proper powers, have many monarchs  
striven, And midmost of unequal conflict  
fallen asunder riven.

## EXPLANATION

There are many who, ignorant of their (want of) power  
(to meet it), have haughtily set out to war,  
and broken down in the midst of it.

Shobhana S | 24PBA133

Jeya Christy Selvam E C | 24PBA134

Merlins Ruskin A | 24PBA156

Janani S | 24PBA234

Rev Fr I Antony Inico SJ

*Administrator, JIM*

Ms Sahaya Restina James

*Assistant Professor, JIM*

