

TODAY A READER TOMORROW A LEADER

**JIM**  
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E-Newsletter



FORMING RESPONSIBLE LEADERS  
**Volume 3 Issue 4**

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## Instinctive Thoughts

### Impact of Instantness on Academics

The instantness of the current generation has accelerated the pace of the era; everything is got and done instantly. The more the technology, the more the instantness. This drastic shift from the normal to the new normal is attributed to the online mode that every individual was subjected to during the Covid crisis. The avenues that were unheard of, were created and explored. Moreover, the media and the internet were the resort for many who were left clueless, especially the students' community. Writing the assignments for the lessons and concepts that were dealt with but not learned by the learners made them seek the help of technology to support their ignorance. In the business context, the demand for such supporting platforms increased.

There are complex artificial intelligence models such as Chat Generative Pre-Trained Transformers (ChatGPT) that enable one to perform various language-related tasks and generate responses that resemble human-like communication. This has opened up exciting opportunities for enhancing academic performance, where the learner just needs to feed the requirement, and the job is done instantly. The essays, articles, answers to questions, and even ideas are generated instantly. It is so amusing to find generated leave letters, speeches and many other academic writings so professionally drafted. When such writings come to the desk of the evaluator, in this case, the professor or teacher handling the subject or concerned to the area of work, it is so obvious a reaction – Is this your work? The originality or the personal touch to the content is questionable. This instantness seems to hinder the paced learning of the learner, where he masters the content through writing, evaluated and guided by the facilitator.

The very thought of going through this learning pace is now subjected to the question, Why should I? Many researchers and academicians have argued on this technology interference. It seems to be a hypothetical question, which the era has to realise to answer. Accepting or rejecting the work submitted by the learner done through the assistance of AI tools is subjected to the consent of the educators. But the fruit of this instantness is so enticing that it has become the tool of academic life, agree or disagree. Want of time, a dearth of ideas and a desire to be the best has made everyone resort to the aid of AI-assisted works. Can any of us deny the instant and satisfying result that such platforms provide?

**Ms Restina James**  
**Assistant Professor, JIM**

## Roots

### Jesuit Heroic Leadership

Leadership can more easily be described than defined. In 1983, Chris Lowney left the Society of Jesus and began a new career at JPMorgan. He spent 17 years at that firm as managing director and board member in New York, Tokyo, Singapore and London. His ability to see things from two points of view – both a man of faith and a knowledgeable business executive – enabled him to lay out the complete story of how, back in the 16th century, 10 men without any funding and no business plan established one of the world’s longest-surviving, most innovative and most global religious institutions. It has been successfully managing a network of missionary and educational institutions. In the vision of their founder, they seek to “find God in all things and dedicate themselves to the “greater glory of God” and the good of all humanity.

#### Jesuit Leadership

Showing the way to God, the Society of Jesus, or the Jesuits, founded nearly 500 years ago by a soldier-turned-mystic, Saint Ignatius of Loyola stands out on the principles like a) understanding of their strengths, weaknesses, values and worldview, b) bold use of innovative methods in operation, to adapt to the surrounding and constantly changing world, c) approach to others with a positive and loving adjustment and d) motivating themselves and others by setting and achieving sky-high goals and ambitions.

#### What is Jesuit Heroic Leadership?

Chris Lowney, in his book “Heroic Leadership”, describes four simple principles: 1. Self-awareness – understanding your strengths, weaknesses, values and worldview; 2. Ingenuity – confidently innovating and adapting to embrace a changing world, 3. Love – engaging others with a positive, loving attitude and 4. Heroism – energising themselves and others through heroic ambitions, which the Jesuits practised for almost 500 years, initiated in the 16th century by Ignatius of Loyola, founder of the Jesuit order. Society of Jesus, founded without the capital nor a business plan in 1540, has been one of the best-performing corporations that ever existed based on the above four core values.

#### Self-awareness: To order one’s life

Leaders thrive by understanding who they are and what they value, by becoming aware of unhealthy blind spots or weaknesses that can derail them, and by cultivating the habit of continuous self-reflection and learning. In order to lead others, you need to become a leader for yourself, and you need to be aware of yourself thus, you take responsibility for your actions and decisions thus, you become a leader to others by taking responsibility for your life. Good leaders are aware of their weaknesses and undeveloped talents and work on them to achieve on prioritise their strengths and talents.

### **Ingenuity: The Whole World Will Become Our House**

Ingenuity appears nowhere in Jesuit regulations or correspondence, but every early Jesuit would have instantly recognized its attitudes and behaviours in the way they did things. Ingenuity is the readiness to cross the world at a moment's notice in full-hearted pursuit of a good opportunity. It is the willingness to work without a script and to dream up imaginative new approaches to problems that have baffled others, and it is the creative embrace of new ideas and foreign cultures.

Today's modern world is tumultuous and always shifting and changing. Succeeding in this world requires individuals to cultivate the personal skills needed to thrive in an environment of near-permanent change. The abilities to adapt, create, and respond quickly are core personal leadership skills for the twenty-first century.

### **Love: With Greater Love Than Fear**

The early Jesuits faced the same obstacles to unity that any large global company does. Ignatius Loyola exhorted Jesuit managers to govern with greater love than fear. Love was the glue that unified their order, a motivating force to energise their efforts. Love was also the lens through which individual Jesuits beheld the world around them. Through this lens, they saw each individual's talent, potential and dignity and had the courage, passion and commitment to unlock that potential.

### **Heroism: Eliciting Great Desires**

The challenge for individuals, teams and companies today is how to move from clinical, going-through-the-motions performance to motivated, even heroic performance. While many companies aspire for outstanding performance within their fields, the Jesuits did 3 distinct things to turn their aspiration into a reality by inviting 1. Corporate aspiration into a personal mission, 2. Creating a company culture that stressed heroism, modelling the virtue themselves and 3. Giving each person the opportunity to enlarge himself by contributing meaningfully to an enterprise greater than his own interests.

To conclude, Loyola's most powerful practical insight about heroic leadership was that it is self-motivated, and the Jesuit Heroic leadership invites people to assess their daily impact, refocus if necessary, and articulate the leadership to replace accidental leadership with purposeful leadership of self and others.

“  
*A shared vision of the future helps individuals distinguish between what is good and what is bad for their organization and what is worthwhile to want to achieve. And most important, it makes it possible to distribute decision-making widely. People can make difficult decisions without having to appeal to higher levels in the organization each time because they know what end result is desired.*  
”

- Warren Bennis

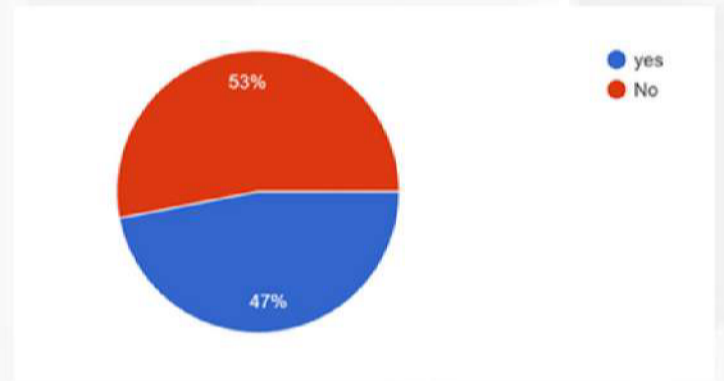
**J Michael Sammanasu PhD,**  
**Associate Professor, JIM**

## JIM Asks

This month, JIM sought to find out if the 'India vs Bharat' conflict is significant in defining current social dynamics. Almost 52% of People agreed that it would determine social dynamics, and 47% opined that it wouldn't determine social dynamics.

The argument over whether to call India as 'India,' or 'Bharat' is not new and has been under dispute for many years.

Conflicting viewpoints on the nation's history, diversity, and national character are reflected in the debate over the nomenclature and identity of the country. Depending on the precise context and viewpoint from which you are examining Indian society, you can decide whether or not this paradox is significant for defining social dynamics in the present.



### Considerations include the following:

**Urban-Rural Divide:** India is a diverse country, and the urban-rural divide is vital to comprehending its social dynamics.

**Economic Disparities:** The "India vs Bharat" conflict highlights the nation's economic inequalities.

**Cultural and Social Perspectives:** The divide between "India" and "Bharat" might represent variations in values, customs, and ways of life from a cultural and social standpoint. These differences may impact societal norms, attitudes, and behaviours.

**Policy Implications:** Recognizing the dichotomy between "India vs. Bharat" and the urban-rural divide can help policymakers create measures to lower inequality and raise residents' living standards.

**Media and Representation:** These disparities are frequently depicted in media, such as movies, television, and literature, influencing how the public views and discusses Indian society.

The survey findings suggest that the "India vs. Bharat" dilemma is a subject that has captured the attention and engaged the respondents in discussions. However, they also underscore the complexity of the issue and the requirement for further investigation. Surveys of this nature can provide valuable perspectives on the range of opinions within a society. Public perceptions and viewpoints can wield considerable influence in shaping policy decisions and societal dialogues.

## Social Cause

### A Look at Suicide Rate in India

Suicide is a significant public health problem in India. According to the National Crime Records Bureau (NCRB), the suicide rate in India in 2022 was 11.2 per 100,000 people. This slight decrease from 11.3 per 100,000 people in 2021 is still higher than the global average of 9.8 per 100,000.

The suicide rate in India is higher among men (14.3 per 100,000) than women (7.6 per 100,000) and among people in rural areas (13.3 per 100,000) than in urban areas (10.5 per 100,000). Most suicides were reported in Maharashtra, Tamil Nadu, Madhya Pradesh, West Bengal, and Karnataka, as these five states accounted for a massive 50.4 per cent of suicide cases recorded in the country. Hanging, poisoning and drowning are the most prevalent suicides in India. Also, pesticides are a readily available means of suicide and can be used in attempts to commit suicide. The economic recession during and following the coronavirus pandemic was the primary cause of male suicide. Other contributing factors to male suicide include pay cuts, lay-offs, precarious employment, family issues, mental health issues, and financial constraints.

In India, the stigmatisation associated with suicide is a significant factor in its prevalence. This can impede individuals from seeking assistance when they are experiencing suicidal ideation. Additionally, mental health services in India are often lacking, leading to a lack of access for those who need them. Emotional stress significantly contributes to suicide, as many teenagers and youngsters struggle to balance emotions. Furthermore, women in India are often subjected to gender-based discrimination, such as domestic violence and sexual abuse, which is a significant cause of suicide attempts by women.

The Indian government has implemented various initiatives to reduce the risk of suicide, including the National Mental Health Program (NMHP) and the Mental Healthcare Act 2017. The NMHP was established in 1982 and offers primary, secondary and tertiary mental health services. The Mental Healthcare Act 2017 provides comprehensive coverage of mental health services, including suicide prevention. It establishes the Central Mental Health Authority (CMHA) and the State Mental Health Authorities (SMEs), responsible for developing and implementing suicide prevention strategies. The National Suicide Prevention Lifeline (NSPL) was established in 2009 and is available 24 hours a day, seven days a week. The Life is Precious campaign, launched in 2018, seeks to raise awareness of suicide and mental health issues and encourages people to seek assistance if they are struggling.

Suicide is a preventable tragedy. By raising awareness about suicide and mental health, improving access to mental health services, addressing the root causes of suicide, and supporting struggling people, we can reduce the suicide rate in India and save lives.

**“Your life is precious to you and to people around you.”**

**Dhanashree S  
23PBA150**

## Stocks Radar

### Reasons for the Rally in the Benchmark Indices of India

The Indian markets have seen a strong rally in 2023, driven by significant FPI buying and strong macroeconomic fundamentals.

FPIs have invested more than 1.27 lakh crore, or \$15.53 billion, in Indian markets since April 2023. They have steadily increased their purchases of financial services, automobiles, capital goods, and construction. They have recently expanded their investments in FMCG and power.

India's economic fundamentals have remained solid and resilient amid a weak global growth outlook. According to official figures, India's GDP growth stood at 6.1% in the January-March 2023 quarter. For FY23, the real GDP growth rate stood at 7.2% at a time when developed economies were reeling under recessionary pressures.



However, selling by Domestic Institutional Investors (DII) is emerging as a countervailing force putting brakes on the rally. This explains the resistance that Nifty is facing at 19,500.

On the inflation front, the inflation in the US economy has been cooling off lately. As per the latest data, the US producer price index in the US climbed 0.1% in June, its smallest year-on-year gain since August 2020. This followed the earlier CPI reading of 3%, the lowest over two years. A fall in inflation boosted optimism that the US Federal Reserve will not need to hike interest rates after an expected 25 basis points rate increase later this month.

On the domestic front, India's consumer price index (CPI) inflation rose for the first time in five months to 4.81% in June from 4.31% in May and 7.01% in June last year. However, retail inflation remains within the Reserve Bank of India's (RBI) tolerance band for the fourth consecutive month. The RBI had opted to keep the repo rate unchanged in the last two policies after raising it by 250 bps in the previous financial year.

Overall, the Indian markets will likely remain buoyant in the near term, supported by strong FPI buying and macroeconomic fundamentals. However, investors should be mindful of the selling by DIIs and the potential for volatility due to rising interest rates in the US.

## Business Ecosystem of Kolkata

Kolkata, the capital city of the Indian state of West Bengal, has a diverse and vibrant business ecosystem that reflects its historical significance as a major trading hub and industrial centre in India. With a rich history of manufacturing, a burgeoning IT sector, and a vibrant cultural and educational backdrop, the city offers diverse opportunities for businesses to thrive. From traditional industries to emerging start-ups, Kolkata has totally 51 start-ups. This represents about 1% of India's start-ups. Kolkata is the 9th best start-up ecosystem in India. In 2023, the start-up scene of Kolkata developed considerably and increased in the Global Ecosystem Index by 28 spots.



### Tourism of Kolkata

Kolkata boasts a vibrant cultural legacy and is renowned for its historical sites, picturesque landscapes, and a wide range of cultural experiences. The city is famous for its iconic landmarks such as the Victoria Memorial, Howrah Bridge, St. Paul's Cathedral, and the Indian Museum. With its abundant cultural heritage and diverse attractions, Kolkata holds immense tourism potential. It caters to various types of tourists, whether they have a penchant for history, culture, sports, or nature. Kolkata enjoys excellent connectivity to other parts of the country, offering multiple transportation choices, including air travel, railways, and road networks.

### Transportation of Kolkata

Kolkata's transportation ecosystem continues to evolve, with a focus on improving connectivity and sustainability. The Kolkata Metro has expanded its network, easing intra-city travel, while trams and suburban trains remain integral to the public transportation system. Netaji Subhas Chandra Bose International Airport maintains its status as a primary gateway to the city, facilitating domestic and international travel.

### Budget of Kolkata

The Kolkata Municipal Corporation (KMC) budget for 2023-24 is Rs. 5,498 crores, an increase of 7.5% from the previous year. The budget focuses on infrastructure development, healthcare, education, and social welfare. Total budget: Rs. 5,498 crores. An increase from the previous year: 7.5%. Rs. 1,000 crores for infrastructure development, including roads, bridges, and drainage. Rs. 500 crores for healthcare, including new hospitals and clinics. Rs. 300 crores for education, including new schools and scholarships. Rs. 200 crores for social welfare, including schemes for the poor and underprivileged.



## Business Trends

### A Strategic Move by India: Tariff Withdrew on 28 US Imports

In 2019, the US raised tariffs on Indian steel and aluminium; in response, India levied additional charges of 20% on 28 US imports, such as apples and walnuts. As a result, apple imports from the United States fell from \$145 million (127,908 metric tons) in 2018–19 to \$5.27 million (4,486 metric tons) in 2022–23.

This implies that other countries have taken the market share of the U.S. apples due to the application of extra retaliatory duties on the US apples, as imports from countries other than the US climbed from \$160 million in 2018–19 to \$290 million in 2022–23. Approximately 95% of apple exports are Washington apples, the primary variety imported from the US, priced in the premium class. Notably, walnut imports also fell from 8,663 metric tons in 2019 to 3,806 in 2022.



The market shares of apples in the United States decreased as other countries benefited from further retaliatory charges on apple and walnut imports from the United States. During Prime Minister Narendra Modi's state visit to the U.S., the Biden administration agreed to settle six bilateral WTO disputes, including additional apple duties.

#### Effects of settling WTO disputes:

The Indian government withdrew the additional taxes of 20% on apples and walnuts and Rs. 20 per kg on almonds imposed on the USA exports after the US agreed to provide market access to steel and aluminum items under the exclusion procedure. The Indian government stated that MFN tariffs of 50% and 100% will apply to US exports, but the additional charge of 20% has been eliminated.

Elimination of additional taxes guarantees that consumers receive better deals. This action has no negative consequences for domestic apple, walnut, and almond growers. Instead, it will increase competition in the premium market of apples, walnuts, and almonds, thereby ensuring higher quality at lower rates for Indian consumers. As a result, American apples, walnuts, and almonds could compete with those from other nations on an equal footing. This law would protect consumers from unfair pricing and the dumping of substandard apples in the Indian market.

## Let's Know

### KRISHIFY

Krishify stands as the foremost agricultural app catering to the needs of the Kisan community, serving as a panoramic solution for all farming requirements. This app encompasses a wealth of knowledge in horticulture, poultry farming, dairy farming, fish farming, and many others.

Moreover, Krishify extends its support by providing free guidance from agricultural experts to users seeking assistance with crop advisories, animal health, and various other aspects of farming. This app was found in 2019 to enable social networking for millions of farmers and empower them to be on top of their game in their agricultural businesses.



**Krishify consists of a plethora of farming information, out of which these stand out.**

Krishify contains a wide range of farming information, which stands out. Get crop guidance and weather forecasts for your area. Connect with other farmers, share your knowledge, and learn about government programs, seasonal farming practices, and the latest farming gear and techniques. Track crop prices and get livestock and poultry farming tips. We can also watch farming videos, read news articles, and purchase and sell agricultural gear, animals, and tractors.

Krishify is set to work effortlessly with the following four pillars: farmers, government bodies, follow-up public offerings, brands, and SMEs.

**How does it work?**

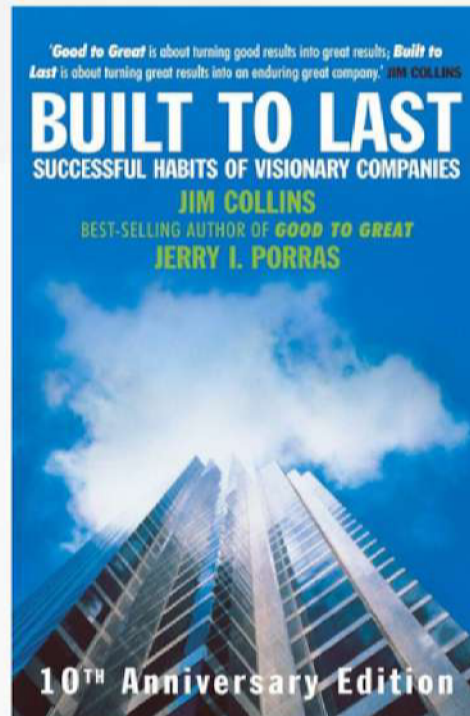
The Kisan app connects farmers with all relevant stakeholders, such as traders, farm equipment sellers, distributors, cattle doctors, and transportation service providers. The app uses cutting-edge AI technology to bridge the gap between brands and the farmer community. One of the primary goals of the app is to provide farmers with exclusive options for purchasing high-quality farm inputs. Another important goal of the app is to collect valuable insights from farmers and connect them directly with companies.

The app uses AI technology and machine learning to connect farmers with the needed resources and collect valuable insights from them. This app has the potential to make a real difference in the lives of farmers and to help improve the Indian agricultural sector.

## Reads

### **Built to Last: Successful Habits of Visionary Companies**

*JIM COLLINS and JERRY I. PORRAS*



Jim Collins and Jerry Porras took 18 truly exceptional and long-lasting companies and studied each company in direct comparison to one of its top competitors. These companies had an average age of nearly 100 years. They examined the companies from their very beginnings to the present day – as startups, as midsize companies and as large corporations. ‘What makes the truly exceptional companies different from other companies?’ is the question which drives this book. What separates GE, 3M, Merc, Wal-Mart, Hewlett-Packard, Walt Disney and Philip Morris from their rivals? How did P& G, which began life substantially behind rival Colgate, eventually prevail as the premier institution in its industry? How was Motorola able to move from the humble battery repair business into integrated circuits and cellular communications? Filled with hundreds of specific examples and organised into a coherent framework of practical concepts that can be applied by managers and entrepreneurs at all levels, Built to Last provides a master blueprint for building organisations that will prosper long into the decades to come.

#### **Visionary companies**

Visionary companies are premier institutions – the crown jewels – in their industries; they are widely admired by their peers and have a long track record of making a significant impact on the world around them. All individual leaders, no matter how charismatic or visionary, eventually die, and all visionary products and services all ‘great ideas’ – eventually become obsolete. Indeed, entire markets can become obsolete and disappear. Yet visionary companies prosper over long periods of time through multiple

product life cycles and multiple generations of active leaders. Many of them have served as role models – icons, for the practice of management around the world. As extraordinary as they are, visionary companies do not have perfect, unblemished records. Indeed, all of the visionary companies face setbacks and make mistakes at some point. However, visionary companies display remarkable resiliency and an ability to bounce back from adversity. As a result, they attain extraordinary long-term performance. They often make their best moves by experimentation, trial and error and accidents.

### **Clock building, not time-telling**

Having a great idea or being a charismatic visionary leader is “time telling”. Building a company that can prosper far beyond the presence of any single leader and through multiple product life cycles is “clock building”. To quickly grasp the difference between clock building and time telling, compare Charles Coffin, GE’s first president, to George Westinghouse, George Westinghouse Electric Company. George Westinghouse was a brilliant product visionary and prolific inventor who founded fifty-nine other companies besides Westinghouse. George Coffin invented not a single product. But he sponsored an innovation of great significance: the establishment of the General Electric Research Lab. George Westinghouse told the time; Charles Coffin built a clock.

### **No “Tyranny of the OR” Embrace the “Genius of the AND”**



Throughout the book, the authors have used the yin/yang symbol from Chinese dualistic philosophy. They have selected this symbol to represent a key aspect of highly visionary companies: They do not oppress themselves with what we call the “Tyranny of the OR” – the rational view that cannot easily accept paradox, that cannot live with two seemingly contradictory forces or ideas at the same time. The “Tyranny of the OR” pushes people to believe that things must be either A OR B, but not both. It makes such proclamations as: You can have change OR stability; You can have low-cost

OR high quality; You can create wealth for your shareholders OR do good for the world. Instead of being oppressed by the “Tyranny of the OR,” highly visionary companies liberate themselves with the “Genius of the AND” – the ability to embrace both extremes of a number of dimensions at the same time. Instead of choosing between A OR B, they figure out a way to have both A AND B.

### **The myth of the “great idea”**

If you are a prospective entrepreneur with the desire to start and build a visionary company but have not yet taken the plunge because you don’t have a “great idea”. You should be encouraged to lift from your shoulders the burden of the great-idea myth. Indeed, the evidence suggests that it might be better to not obsess over finding a great idea before launching a company. Visionary companies are much less

likely to begin life with a so-called “great idea”. Shift from seeing the company as a vehicle for the products to seeing the products as a vehicle for the company.

### **The myth of the great and charismatic leader**

If you are a high-profile charismatic leader, fine. But if you are not, then that’s fine too. You are in good company right along with those who built companies like 3M, P&G, Sony, Boeing, HP and Merck. Not a bad crowd. There’s no denying that a superb individual with great charisma makes a great leader, but the point is that you don’t have to fit the stereotype.

### **The myth of maximizing profits**

Contrary to business school doctrine, “maximizing shareholder wealth” or “profit maximization” has not been the dominant driving force or primary objective throughout the history of visionary companies. They pursue a cluster of objectives, of which making money is only one and not necessarily the primary one. Yes, they seek profits, but they are equally guided by a core ideology – core values and a sense of purpose beyond just making money. Yet, paradoxically, the visionary companies make more money than the more purely profit-driven comparison companies.

### **The myth visionary companies are great places to work for everyone.**

Only those who “fit” extremely well with the core ideology and demanding standards of a visionary company will find it a great place to work. If you go to work at a visionary company, you will either fit and flourish – probably couldn’t be happier – or you will likely be expunged like a virus. It is binary.

### **An internal Drive**

Like core ideology, the drive for progress is an internal force. The drive for progress does not wait for the external world to say, “It’s time to change” or “It’s time to improve” or “it’s time to invent something new”. No, like the drive inside a great artist or prolific inventor, it is simply there, pushing outward and onward.

### **Preserve the core, Stimulate Progress**

The specific methods of preserving the core and stimulating progress that distinguished the visionary companies from others are *Big Hairy Audacious Goals (BHAGs)*, *Cult-like Cultures*, *Try a Lot of Stuff and Keep What Works*, *Home – grown Management and Good Enough Never Is*.



Book Reviewed by  
**Dr Albin D Robert Lawrence,**  
Assistant Professor, JIM

## @ JIM

A total of 120 first-year MBA students were divided into two groups and sent to two outbound learning academies in Coimbatore. They received training from Leap Learning Academy and Vannaprastha. Professional trainers from both academies conducted a series of tasks and activities aimed at uncovering the students' hidden potential and enhancing their teamwork, leadership, and other soft skills essential for future management professionals. The students actively participated in all the activities. Following each task, there were evaluation and reflection sessions to consolidate the overall learning and provide guidance for future improvement. At the end of the program, the students provided feedback on various aspects, including the training, activities, accommodation, and food. All the students received certificates for successfully completing the program.



On September 5, 2023, St. Joseph's Institute of Management (JIM) celebrated Teacher's Day. MBA students from both I and II years organized a range of exciting activities to honour their professors and show their appreciation. The event also recognized and honoured the staff. Rev. Dr. P. Paulraj SJ and Rev. Fr. I. Antony Inico SJ were also present at the celebration, which featured guest performances by faculty members. Gifts and treats were distributed to all faculty and staff. During the conclusion, Fr. Director paid tribute to his own teachers and highlighted the crucial role played by professors in shaping the careers of JIM students. He also praised the selfless dedication of the JIM faculty in contributing to the institute's growth.

On September 23, 2023, JIMSPIRE, a business-focused festival aimed at showcasing students' management talents and fostering entrepreneurial spirit, took place. St. Joseph's Institute of Management (JIM) organized this national event, attracting 289 students from 15 different Business Schools across Tamil Nadu. The festival featured 10 creative events, including collaborative challenges, innovation showcases, sales competitions, and more. The Overall Winners of the festival were Firebird Institute of Research in Management, Coimbatore, while the Runners Trophy went to Hallmark Business School, Trichy. The Valedictory Function was presided over by Ar. G Rajaa, Founder & Principal Architect of Signature Designs in Trichy, who presented the prizes and trophies to the winners.



# MANAGEMENT CONCEPTS IN THIRUKKURAL

குறள் 537

அரியஎன்று ஆகாத இல்லைபொச் சாவாக்  
கருவியால் போற்றிச் செயின்.

மறதி இல்லாமல் அக்கறையுடனும் செயல்பட்டால்  
முடியாதது என்று எதுவுமே இல்லை.

TRANSLATION

THOUGH THINGS ARE ARDUOUS DEEMED,  
THERE'S NOUGHT MAY NOT BE WON,  
WHEN WORK WITH MIND'S UNSLUMBERING  
ENERGY AND THOUGHT IS DONE.

EXPLANATION

THERE IS NOTHING TOO DIFFICULT TO BE  
ACCOMPLISHED, IF A MAN SETS ABOUT IT  
CAREFULLY, WITH UNFLINCHING ENDEAVOUR.

Sudhersan S | 23PBA138  
Amirtha Varshni R K | 23PBA128  
Aaron Isaac A | 23PBA202  
Linda Esther D | 23PBA203

Rev Fr I Antony Inico SJ  
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EDITORIAL TEAM