

TODAY A READER TOMORROW A LEADER

**JIM**  
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E-Newsletter



FORMING RESPONSIBLE LEADERS  
**Volume 3 Issue 10**

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)

## Roots

### Extracts On Perfection from the letters of St. Ignatius

St. Ignatius in his letter to - To the Fathers and Brothers Studying at Coimbra, calls for reflection “On Perfection”. One of his 50 letters written in Rome, on May 7, 1547, speaks of the certainty of God's willingness to bestow blessings and perfection upon us, driven by His everlasting love. It suggests that Jesus encourages us to aspire to perfection because God is eager to grant it. However, this divine generosity is contingent upon our humility, desire to receive grace, and diligent cooperation with the gifts bestowed upon us.

He in this letter advises prioritizing obedience over personal discretion, emphasizing its certainty as counsel. He quotes Saint Bernard to caution against following one's own opinions without approval, equating such actions with vainglory. Drawing from scripture, it likens rebellion to witchcraft and refusal to obey to idolatry. To maintain a balance between tepidity and excessive fervour, it recommends seeking guidance from superiors and adhering to the boundaries set by obedience. It suggests directing the desire for mortification towards aligning one's will with obedience rather than excessive physical affliction.

### Growth in Virtue, a Necessary Requirement for the Apostolate

St. Ignatius states that *the second way is to attain a high degree of virtue because you will thus be able to make your neighbour such as you are yourselves. For it is God's will that the process of generation observed in material things be observed in things spiritual, mutatis mutandis. Philosophy and experience teach us that in the generation of man or animals, besides the general causes such as the heavens, another cause or agent of the same species is required that possesses the same form as that which is to be transmitted, and for this reason, it is said that "the sun and man beget man."*<sup>8</sup> *In like manner, to transmit the form of humility, patience, charity, and so forth, to others, God wills that the immediate cause, which He uses as an instrument, such as the preacher or confessor, be humble, charitable, and patient. With the result, as I have said, that, when you benefit yourselves by growing in virtue, you are also of great service to the neighbour.*

In this often self-centric world, the pursuit of perfection, cultivation of humility, and the commitment to helping others grow might seem like outdated ideals. However, the wisdom imparted by St. Ignatius of Loyola in his letter to the Fathers and Brothers studying at Coimbra remains profoundly relevant in our modern context. His insights offer a timeless guide for navigating the complexities of contemporary life while striving for personal growth and contributing to the betterment of society.

Perfection, as understood through St. Ignatius's lens, is not an unattainable standard of flawlessness, but rather a journey of continuous improvement fueled by God's willingness to bestow blessings upon us. In today's context, perfection can be seen as the pursuit of excellence in all aspects of life - be it professional, personal, or spiritual. It involves striving to reach our highest potential while embracing our inherent imperfections and learning from our mistakes. In a world obsessed with instant gratification and superficial achievements, the concept of perfection reminds us to prioritize long-term growth and meaningful fulfillment over temporary success.

Central to the pursuit of perfection is the cultivation of humility. In a society that often glorifies individualism and self-promotion, humility serves as a counterbalance, grounding us in the recognition of our own limitations and the interconnectedness of humanity. Humility enables us to approach life with an open mind and a willingness to learn from others, acknowledging that true wisdom often comes from embracing diverse perspectives and experiences. However, humility does not imply passive acceptance or self-effacement. Instead, it empowers us to recognize our unique gifts and talents and to use them in service to others.

As St. Ignatius emphasizes, obedience to God's will and guidance from spiritual mentors play a crucial role in navigating our journey towards perfection. It involves making choices that prioritize the well-being of others and contribute to the common good, rather than solely serving our own interests, helping others grow and flourish becomes an integral part of our pursuit of perfection and humility. Just as St. Ignatius highlights the importance of transmitting virtues such as humility, patience, and charity to others, we too have a responsibility to uplift and empower those around us. In a world plagued by division and inequality, fostering a culture of support and mentorship can catalyze positive change and create ripple effects of transformation in our communities.

We can witness that the timeless wisdom of St. Ignatius of Loyola serves as a guiding light for finding the direction in life while striving for personal growth and contributing to the well-being of others. By embracing the pursuit of perfection, cultivating humility, and actively supporting the growth of those around us, we can create a more compassionate, interconnected world where everyone has the opportunity to thrive and fulfill their potential.



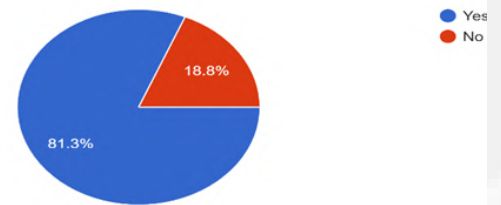
## JIM Asks

### In an AI-dominant era, would the IT sector still find relevance?

For this month, JIM conducted a survey seeking responses on whether in an AI-dominant era, the IT sector still finds its relevance. More than 80% of the students agreed that the AI-dominant IT sector still finds relevance and 49% of the students disagreed that the AI-dominant IT sector still finds relevance.

The rise of Artificial Intelligence (AI) has ignited discussions about its potential impact on various industries. One sector at the forefront of this conversation is IT. Will IT professionals become obsolete cogs in a machine driven by intelligent automation? Or will the IT sector evolve to play a crucial role in this new AI-powered landscape?

In an AI-dominant era, would the IT sector still find relevance?  
96 responses



The advent of AI has undoubtedly reshaped the blueprint of technology and business. Tasks that were once performed by IT professionals, such as data analysis, system maintenance, and software development, are now being augmented or automated by AI algorithms. This shift has led to apprehensions about the future role of the IT sector and the job market for IT professionals.

However, despite these changes, the IT sector remains indispensable in an AI-dominant era.



While AI technologies excel at certain tasks, they are not self-sufficient. The implementation, maintenance, and optimization of AI systems require significant IT expertise. IT professionals play a crucial role in developing the infrastructure needed to support AI applications, ensuring data security and privacy, and integrating AI solutions into existing systems seamlessly.

The IT sector remains highly relevant in an AI-dominant era, albeit in a transformed capacity. While AI technologies disrupt traditional IT roles and processes, they also create new opportunities for innovation and growth. By embracing AI and cultivating a culture of adaptation and innovation, the IT sector can continue to play a pivotal role in shaping the future of technology and driving progress in the digital age.

## JIM Meets

*A new initiative where JIM connects with an industry expert to receive insights on the happenings in the Industry*



*Ms. Janaki Sabesh*

### **Stories are nothing but things that connect you and me.**

Ms. Janaki Sabesh an Author, actress and storyteller shared her views on storytelling. Storytelling connects people and it builds bridges. She cited Maya Angelou's statement that while people will forget your words and what you said, they won't forget how you made them feel. And it can only be achieved by making people feel good through stories. People haven't forgotten the history of what happened in 1805 or 1947 because everything will be remembered if it is in the form of a story.

The words, storytelling and narrative are misunderstood, and it is significant to understand how one is different from the other. Storytelling breathes life into the narrative structure and makes it more accessible to people.

Janki Sabesh shared about the Eureka moment that happened when she attended guest lectures of Gita Ramanujan who ran an institution called Kathalaya in Bangalore. It inspired her and made her attend a 3-day course on Gita which in turn aided her to start the journey in storytelling. Janaki Sabesh has been a solopreneur since she left her corporate job in 2019.

While talking about business administration, she said that an MBA graduate should inevitably hold this skill which will help them to motivate their team and communicate the vision, mission and all the information that has to be passed on to the entire organization. To reach out to the people for policies and bank loans, communication needs an authentic story in it. Storytelling eases the process of communication and bridges the gap. Because People will listen, understand and remember only when it is told through a story. However, professionals should not forget that an effective conversationalist is the one who actively listens.

She also pointed out that the emerging fast-paced generation forgets to give attention and make real engaging conversations while immersed in digital gadgets. Adults, more than children, adults need storytelling because people are also wedded to our digital gadgets that they've forgotten how it feels to have simple person-to-person conversations. Stories are everywhere and they can be seen everywhere. People just need to slow down, notice everything, and embrace it. She suggested not to always try changing things because some days there will be no water and, on some days, there will be excess water but learning to appreciate just the presence of water is what makes the difference.

**And that is what storytelling does, it recognizes, embraces and brings the unnoticed life to the people.**

## Social Cause

### **Negligence in Road Safety: A Shared Responsibility between Government and People**

Road safety is a critical concern that affects everyone in society, from pedestrians and cyclists to drivers and public transportation users. It is an issue that demands attention and action from both government authorities and the general public. Negligence, defined as the failure to take proper care in doing something, significantly contributes to road accidents and fatalities. Let us explore the role of negligence in road safety, emphasizing the shared responsibilities between the government and the people.

#### **The Government's Role in Road Safety**

One of the primary responsibilities of the government in ensuring road safety is the development and maintenance of infrastructure. Roads, bridges, traffic signals, and pedestrian crossings must be designed and maintained to meet the highest safety standards. Negligence in this area, such as ignoring the need for repair or the construction of poorly designed roadways, can lead to hazardous conditions for all road users. For instance, potholes not only damage vehicles but can also cause drivers to lose control, leading to accidents. Creating and enforcing traffic laws is another critical role of the government in promoting road safety. These laws, which regulate speed limits, drunk driving, the use of seat belts, and the wearing of helmets, are designed to protect all road users. However, negligence in the enforcement of these laws can render them ineffective. For example, despite the known risks of drunk driving, it continues to be a leading cause of road fatalities, often due to inadequate enforcement of laws against it.

#### **The People's Role in Road Safety**

While the government creates and enforces traffic laws, it is up to individuals to comply with them. Negligence in this respect is a major contributor to road accidents. For example, choosing to drive at excessive speeds or under the influence of alcohol puts not only the driver but also other road users at risk. Similarly, failing to wear a seat belt or to secure children in appropriate car seats can have fatal consequences in the event of an accident. Beyond merely complying with laws, individuals have a responsibility to engage in safe driving and pedestrian practices. This includes driving defensively, being alert to the actions of other road users, and avoiding distractions such as texting while driving. Pedestrians and cyclists also contribute to road safety by using designated crossing points and wearing visible clothing at night. Negligence in these behaviours can significantly increase the likelihood of accidents.

The effectiveness of road safety measures depends on the intersection of government responsibilities and individual actions. By acknowledging the shared responsibility and working together to address negligence, both the government and the people can significantly reduce the number and severity of road accidents, making our roads safer for everyone.

## Stocks Radar

### Decoding the March Stock Market Phenomenon

Investors often encounter periods of market turbulence throughout the year, with one notable occurrence being the March Effect. This phenomenon, characterized by heightened volatility in global stock markets during March, warrants closer examination.

The March Effect is a seasonal trend observed in global stock markets, particularly pronounced in the United States and India. During this period, market performance experienced increased volatility, influenced by a combination of economic, psychological, and regulatory factors.

In the United States, March has historically witnessed notable market fluctuations, often triggered by geopolitical tensions or significant events such as economic downturns. Despite these challenges, the market tends to exhibit resilience, demonstrating a capacity for recovery by the end of the month. Similarly, in India, March is characterized by fluctuating market conditions, driven by factors such as government policies, corporate strategies, and investor sentiment.

Understanding the March Effect is essential for investors seeking to navigate market fluctuations and make informed decisions. By recognizing the seasonal trend, investors can adjust their investment strategies accordingly, exercising caution during periods of heightened volatility.



For individual investors, the March Effect serves as a reminder to remain vigilant and stay informed about market developments. By monitoring economic indicators, geopolitical events, and regulatory changes, investors can better anticipate potential market movements and mitigate risks.

The March Effect represents a significant phenomenon in global stock markets, characterized by increased volatility during March. By understanding the underlying causes and implications of this seasonal trend, investors can make more informed decisions and navigate market fluctuations with greater confidence. As such, staying informed and adopting a prudent approach to investing are key principles for navigating the complexities of the March Effect and achieving long-term financial goals.



## Let's Know

**Bridging the Communication Gap: How Loom Streamlines Business in the Digital Age**  
*This video messaging platform allows asynchronous communication by recording short, screen-cast messages instead of scheduling unnecessary meetings*



Business executives can appreciate the potential of video messaging and do away with text limitations. You may record your screen, your webcam, or both using this user-friendly platform, allowing you to convey your message clearly and uniquely. Imagine being able to convey a new marketing campaign or explain a complicated financial model in a short, attractive film that reaches viewers across borders.

Information exchange is made simpler using Loom. Your film is instantly available on any device and can be viewed by stakeholders, clients, or colleagues worldwide by simply creating a shared link. It is more used in cases like onboarding new team members, delivering client presentations, and providing feedback and updates with real-time collaboration on projects. Leading companies like Netflix, Airbnb, and Slack have already recognized Loom's transformative potential, integrating it into their workflows to boost productivity.

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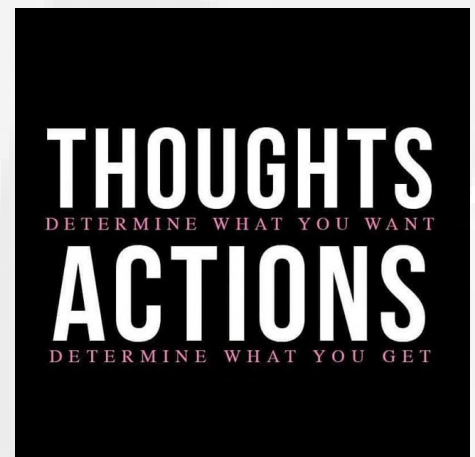
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## Let's Think

In our everyday lives, do any of us have time to think about nothing? Just Nothing at all?

I imagine most people would respond saying, 'I don't have a moment to spare for that. We are pressed for time, pressed by work and everything else in our lives. Modern life is busier than ever. All day, everyday we try our best just to do what has to get done. If we absorb ourselves in this kind of routine, unconsciously but inevitably we lose sight of our true selves and of true happiness. Making time for emptiness for not thinking about anything, helps clearing one's mind...Can we spend time for this?

**Be with Yourself as You are just Yourself**



What are your thoughts? [Click here to drop your comments.](#)



## Reads

### "24 Brand Mantras: Finding a Place in the Minds and Hearts of Consumers"

"24 Brand Mantras: Finding a Place in the Minds and Hearts of Consumers" by Jagdeep Kapoor is a comprehensive guide to understanding the intricacies of brand building in today's competitive market. Published by Sage Publications, this book offers valuable insights, strategies, and actionable principles to help businesses carve out a distinctive identity and establish a strong presence in the minds and hearts of consumers. Through 24 distinct brand mantras, Kapoor presents a roadmap for creating enduring brand equity and fostering customer loyalty in an ever-evolving marketplace.

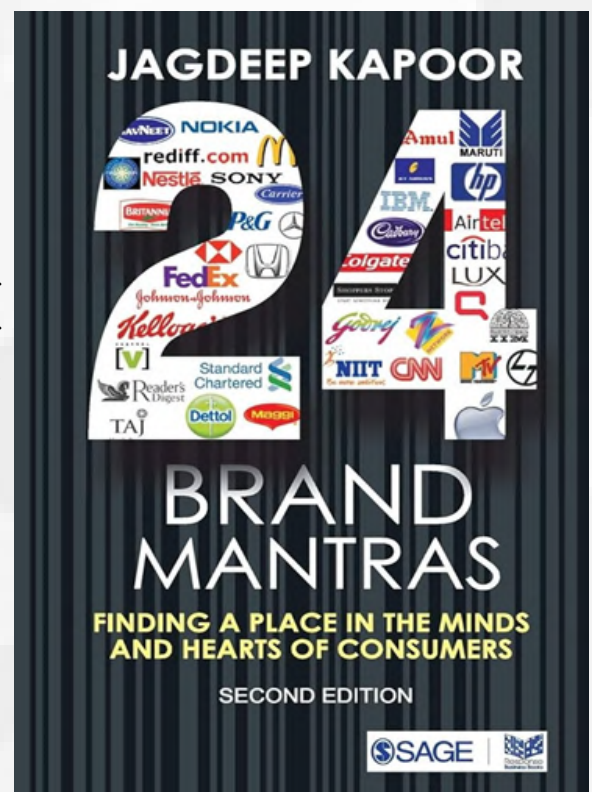
Divided into 24 chapters, each representing a brand mantra, the book deals with various aspects of brand management, ranging from understanding consumer behaviour to crafting effective marketing strategies. Kapoor draws on his extensive experience as a branding expert to elucidate key concepts and illustrate them with real-world examples from renowned brands across industries.

#### **The 24 mantras are as follows:**

- 1) To build a big brand, adopt a short brand name
- 2) Do not let jazzy research replace common sense
- 3) Use benefit segmentation to build brands
- 4) Sample to sell ample
- 5) Like salt, use advertising in the right proportion
- 6) Jo dikhta hai woh bikta hai (what is visible, sells)
- 7) Do not hesitate to communicate
- 8) Brand images are fragile, handle with care
- 9) Your consumer's needs come first
- 10) Do not underprice yourself
- 11) Brands must make profit, not only noise
- 12) Focus on consumption rather than purchase
- 13) Be humble, or you will tumble
- 14) Build relationships to build brands
- 15) Respect your retailers
- 16) Avoid generality to give your brand a personality
- 17) Nurture your brand as you would a child
- 18) Service is the first step to a great brand
- 19) Remember, consumers look for perceived value in brands
- 20) Do not sell the right product to the wrong audience
- 21) Pay heed to consumer emotions
- 22) Do not prejudge your consumer
- 23) Respect the local consumer
- 24) Be honest, do not con

Throughout the book, Kapoor explores the dynamic interplay between brands and consumers, highlighting the need for brands to adapt and evolve in response to changing market dynamics and consumer preferences. He discusses the role of innovation, differentiation, and storytelling in shaping brand perceptions and driving consumer engagement.

Kapoor provides practical frameworks and tools for brand managers to evaluate and strengthen their brand equity. From brand positioning and identity to communication strategies and customer engagement, the book offers actionable insights and guidelines for building and sustaining a compelling brand presence. "24 Brand Mantras" stands out for its clarity, depth, and practicality. Kapoor's writing style is engaging and accessible, making complex concepts easily understandable for readers at all levels of expertise. The book strikes a fine balance between theory and practice, blending theoretical frameworks with real-world case studies and anecdotes to reinforce key principles. One of the book's strengths lies in its holistic approach to brand management. Kapoor not only focuses on traditional branding elements such as logos and slogans but also analysed the psychological and emotional aspects of brand perception. By emphasizing the importance of building authentic connections with consumers, Kapoor offers a refreshing perspective on branding that goes beyond mere transactional relationships. While the book provides valuable insights into brand building, some readers may find the sheer breadth of topics covered to be overwhelming. Kapoor touches upon various aspects of branding, from market research and product development to advertising and customer service, which could potentially dilute the depth of analysis in certain areas.



"24 Brand Mantras: Finding a Place in the Minds and Hearts of Consumers" by Jagdeep Kapoor is a must-read for anyone involved in brand management or marketing. It offers a wealth of knowledge and practical guidance for building enduring brands that capture the hearts and minds of consumers. Hence we can say that it would serve as a roadmap for navigating the complexities of modern branding and unlocking the true potential of a brand in today's competitive market.

Book Reviewed by  
**Dr Karthikeyan**  
Assistant Professor , JIM



A five-day Management Development Program (MDP) took place for 300 employees of Pothys Textile Shop in Trichy, from March 4th to March 8th, 2024. Throughout the program, participants were exposed to orientation and training, aiming to enhance their effectiveness and efficiency at work. They received inputs on various topics, including team building, leadership, maintaining a balance between work and life, managing stress and time, as well as life skills. The program was facilitated by faculty members from JIM

On March 8th, 2024, JIM commemorated International Women's Day by honoring the women of the institute with a celebration. JIM as a family, extended best wishes during a lovely event arranged by the male students and faculty. The day was filled with a variety of enjoyable activities designed to celebrate and appreciate the women at JIM. As a gesture of affection and gratitude, gifts were given to the female faculty and staff members.



@JIM



JIM hosted an extensive Management Development Programme designed for the employees of Vethaa Milk Products Company, focusing on enhancing their skills and knowledge on 9th March in their Company Premises. The program targeted the professional development of 23 employees, aiming to boost their leadership, communication, team management, and stress management capabilities. This initiative sought to improve both productivity and well-being at the workplace. Led by JIM's seasoned faculty, the sessions offered practical knowledge and skills relevant to the participants' roles within Vethaa Milk Products.

On March 13th, 2024, Thanksgiving Mass was solemnized continuing the yearly tradition of expressing gratitude and praise to the Almighty for the blessings received throughout the year. The ceremony was led by Rev. Dr. M Pavulraj SJ, Rector of St. Joseph's Institutions, who offered blessings to the students who are preparing to embark on their professional journeys. The Choir's beautiful singing further created a spiritual atmosphere of the Eucharist celebration.



## @JIM



The JIM Day celebration took place on March 13th, 2024, marking the end of the academic year with a focus on showcasing the accomplishments of both the students and the Institute. The event was graced by Asit K Barma, the Director of Bharathidasan Institute of Management (BIM). Distinguished guests including Rev. Dr. M Pavulraj SJ, Rector, Rev. Dr. P Paulraj SJ, Rev. Fr. I. Antony Inico SJ, with Deans, faculty members, and students participated in the event. The Dean Academics presented a detailed report of the year's academic events. In recognition of their service, SAC officials received certificates of appreciation, while the chief guest honored the academic achievers with certificates of recognition. Highlighting the occasion, the JIM Star Award was bestowed upon two outstanding students for their exceptional conduct, behavior over their two-year study period, and their significant contributions to the institution's development.

On the afternoon of March 13th, the first-year students hosted a farewell event for the second-year students, as they leave from the JIM Campus as they venture out to pursue their careers after two years of education. The event was packed with entertaining activities designed to celebrate the outgoing batch. During the program, two students took the opportunity to share their cherished memories and express their appreciation for the institute's role in their professional development. The first-year students presented gifts to their senior peers, acknowledging the support and bonding developed during their time on campus.



# MANAGEMENT CONCEPTS IN THIRUKKURAL

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வினைத்திட்டம் என்பது ஒருவன் மனத்திட்டம்  
மற்றைய எல்லாம் பிற.

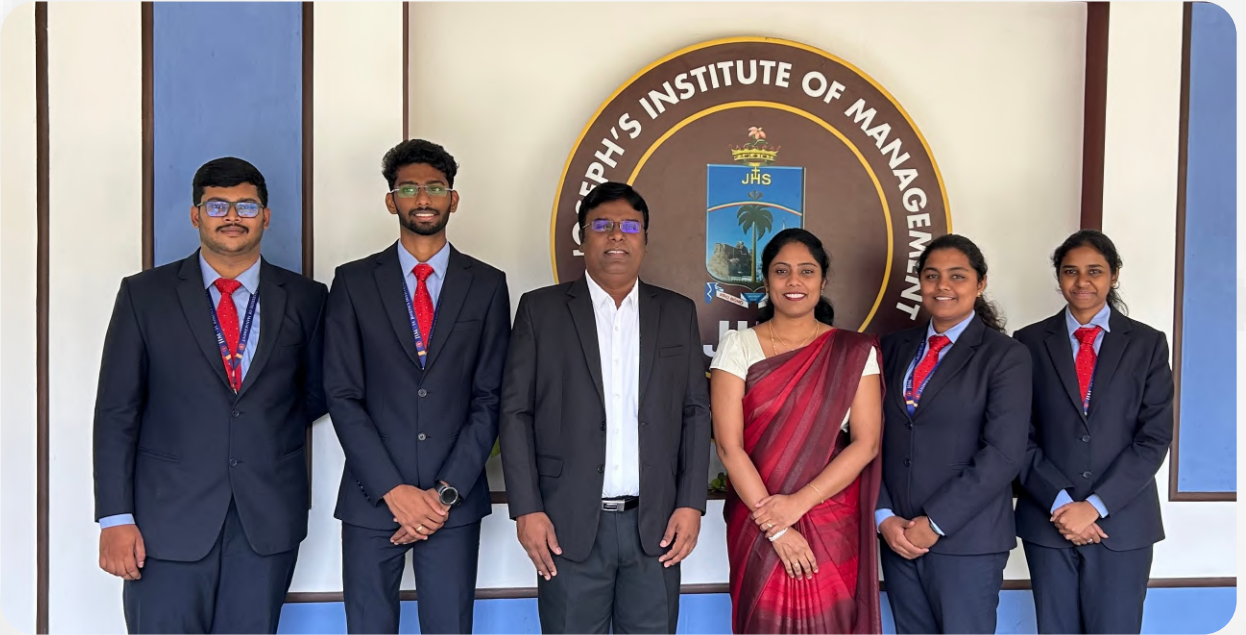
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இல்லாவிட்டால் அவரது செயலிலும் உறுதி இருக்காது.

TRANSLATION

WHAT MEN CALL 'POWER IN ACTION' KNOW FOR 'POWER OF  
MIND' EXTERNE TO MAN ALL OTHER AIDS YOU FIND.

EXPLANATION

FIRMNESS IN ACTION IS (SIMPLY) ONE'S FIRMNESS OF MIND; ALL  
OTHER (ABILITIES) ARE NOT OF THIS NATURE.



EDITORIAL TEAM