TODAY A READER TOMORROW A LEADER

JIM CONNECT

E-Newsletter

FORMING RESPONSIBLE LEADERS

Volume 6 Issue 1

ST. JOSEPH'S INSTITUTE OF MANAGEMENT (JIM)

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Forming Future-Ready Leaders with Ethics and Skills

Dear Readers,

The world is changing at an unprecedented pace. Artificial Intelligence, digital transformation, sustainability, and global interconnectedness are redefining the nature of work, leadership, and society. In this dynamic landscape, the true measure of education lies not merely in imparting knowledge but in shaping individuals who possess the wisdom to lead, the competence to innovate, and the character to serve.

At Joseph Institute of Management (JIM), we believe that the leaders of tomorrow must be future-ready equipped with cutting-edge skills while remaining deeply rooted in enduring ethical values. Excellence in management education is not simply about producing successful professionals; it is about nurturing responsible leaders who make decisions with integrity, compassion, and a commitment to the common good.

Our academic programmes are designed to integrate rigorous learning with practical experience. Through industry engagement, internships, research, innovation, experiential learning, and leadership opportunities, students develop the professional competencies needed to excel in an increasingly complex world. At the same time, our Jesuit educational tradition inspires them to cultivate critical thinking, social responsibility, and a deep concern for justice and human dignity.

In an era where technology can amplify human potential, ethical leadership becomes more important than ever. Skills without values may achieve short-term success, but values combined with skills create lasting impact. We therefore strive to form graduates who are not only employable but also trustworthy, resilient, adaptable, and committed to building organizations and communities that flourish sustainably.

This newsletter reflects the vibrant academic, professional, and community life of JIM. It showcases the achievements of our students and faculty, celebrates innovation and collaboration, and highlights our continuous efforts to prepare young minds for the opportunities and challenges of the future.

As we journey together, let us continue to foster a culture of lifelong learning, ethical excellence, and purposeful leadership. May every experience at JIM empower our students to become visionary leaders who inspire confidence, create value, and contribute meaningfully to society.

Together, let us shape not only successful careers but also responsible lives that make a positive difference in the world.

Fr. Dr. A. Michael John, SJ
Associate Professor, Director, JIM

On Necessary Temporal Occupations

This is a letter St. Ignatius wrote to Father Manuel Godinho, from Rome, on January 31, 1552

After having been involved in the training of young Jesuits at San Fins, Manuel Godinho was appointed treasurer of the college in Coimbra. Being somewhat rigid and austere in his personal life, he found his new position unnerving since he was now immersed in temporal and financial matters. He felt these occupations nullified any good he might accomplish through his priestly ministry and concluded that these occupations were an obstacle to his growth in perfection. With this in mind he wrote to Ignatius in a letter no longer extant. Ignatius responds by encouraging him and explaining that even the most secular of occupations, when done with a pure intention, is as agreeable to God as is prayer, in fact, even more agreeable when done under obedience. In 1552 Godinho gave up his position as treasurer to take on a more burdensome task as rector of the college. The letter was written in Spanish [Ep. 4:126-127].

Ignatius's response, sent in this letter from Rome on January 31, 1552, was nothing short of revolutionary. Rather than validating Godinho's desire to escape back into quiet contemplation, Ignatius offered a radical re-framing of work that remains one of the most potent, untapped frameworks for contemporary business education and leadership.

Ignatius writes...

"The distractions which you accept for His greater service... cannot only equal the union and recollection of uninterrupted contemplation, but even be more acceptable to Him, proceeding as they do from a more active and vigorous charity."

Nearly five centuries later, this letter speaks directly to a new generation of leaders and the educators tasked with shaping them. In an era defined by finite time, severe climate anxieties, shifting economic paradigms, and a pervasive search for meaning in corporate spaces, Ignatius's letter challenges us to bridge the false dichotomy between the sacred pursuit of purpose and the secular execution of daily operations..

Students and future leaders today experience the exact same friction that unnerved Manuel Godinho. They enter their career wanting to make a meaningful dent in the world, only to find themselves buried under the seemingly mundane tyranny of data entry, supply chain logistics, budget constraints, and quarterly reports. They fall victim to **the Godinho Dilemma**, the belief that true impact or good work is inherently separate from operational execution. The centrepiece of Ignatius's letter is thus the concept of active and vigorous charity. In a theological context, charity refers to the unconditional love of God and neighbor. In a modern leadership context, we can translate vigorous charity as high-impact, operationalized empathy.

Let us be reminded that we live and lead under the constraint of a ticking clock. Our time on Earth is finite, our institutional resources are limited, and our windows of opportunity to solve systemic global challenges are closing. Given this scarcity, it is tempting for leaders to seek shortcuts or to retreat into insular spaces where they only focus on things they can easily control.

Ignatius reminds us that we do not have the luxury of uninterrupted contemplation while the world requires stewardship. The temporal structures of our society our businesses, educational institutions, healthcare systems, and governments require competent, rigorous management. To abandon these systems because they feel distracting or unglamorous is a failure of leadership.

True excellence does not exist in an idealized, friction-free environment. It exists in the messy, compromising, and complex realities of the world. Our finite time is best spent not by trying to escape the secular demands of our jobs, but by infusing those demands with radical intentionality. If a business educator can teach a student how to run an efficient, highly profitable organization that simultaneously respects human dignity and environmental boundaries, that educator has facilitated a supreme act of service.

The closing movements of Ignatius's letter offer a deeply human touch. Recognizing that Godinho is overwhelmed, Ignatius does not issue a cold, top-down command to simply "**deal with it.**" Instead, he invites dialogue: *"If, looking only to God's glory, you still think that in God's service this office is unsuitable for you, confer with your superiors there, and they will do what is proper. Even here, as one who holds you very close to his heart, I will not fail to help you."* This is a masterclass in psychological safety and empathetic mentorship.

Manuel Godinho eventually internalized Ignatius's counsel. In 1552, he stepped down as treasurer, not to retreat into quiet contemplation, but to take on an even more demanding, complex, and highly visible role as the rector of the college. He realized that his growth in perfection was not compromised by his engagement with the world but actively forged by it.

When we align our daily tasks with a clear, uncompromised intention to serve the greater good, the dividing wall between the mundane and the meaningful crumbles. The ledger becomes as sacred as a prayer, the strategy session becomes an act of stewardship, and the daily grind of business operations becomes the most vibrant expression of our finite time on Earth.

Ms. Restina James
Assistant Professor, JIM

BUILDING BRIDGES

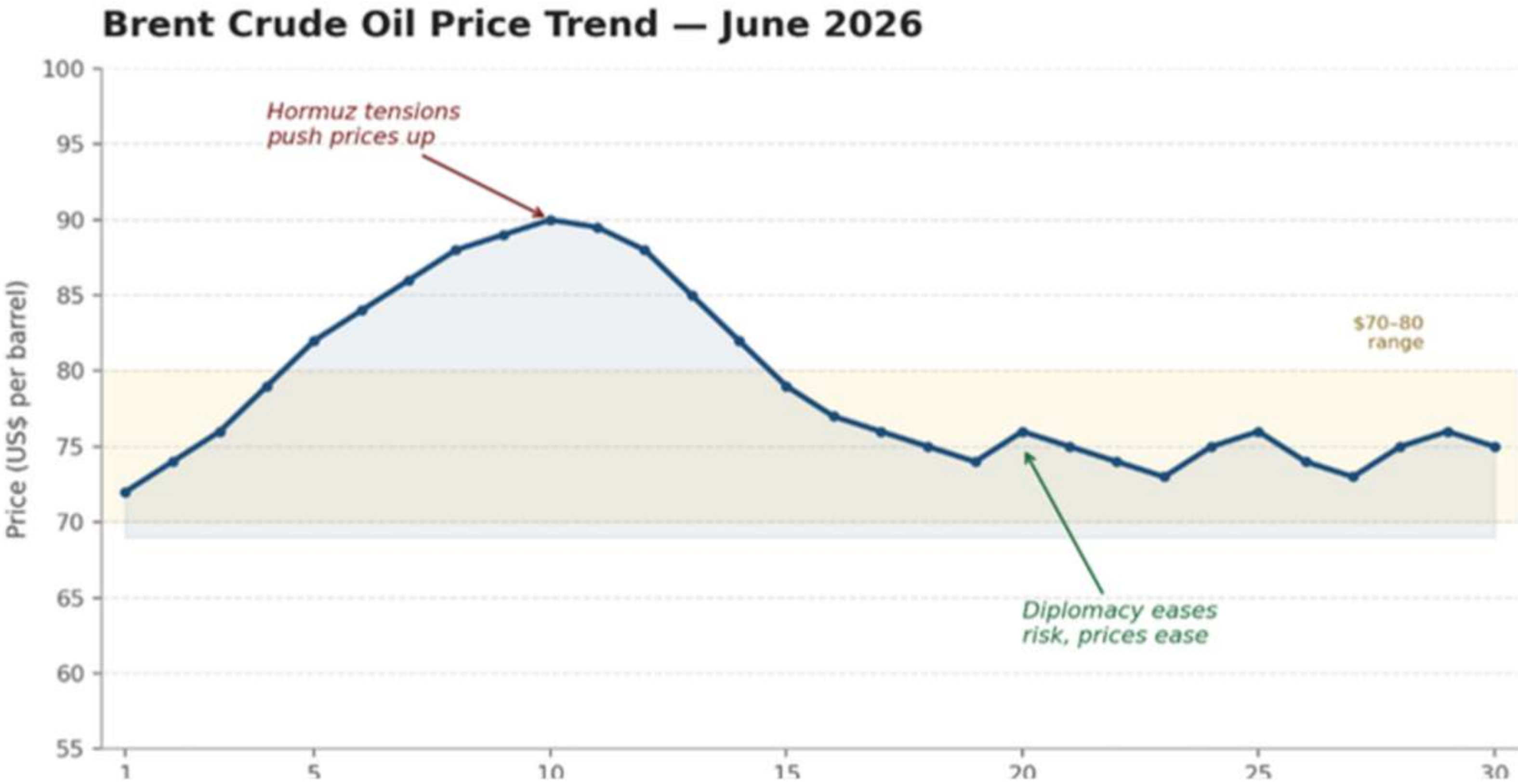
JOBEL DHARMARAJ

Jobel Dharmaraj is an accomplished professional with a background in construction chemicals, currently serving as the Key Accounts Manager at Brilliant Industries. A graduate from the 2012-2014 batch of JIM, Jobel began his career at Asian Paints, where he honed his skills over eight years before transitioning to his current role in Kerala. He specializes in waterproofing solutions for key builders, government institutions, and contractors in Kerala. *"Our role is to build relationships and mutually grow"*, he says, highlighting the importance of understanding client needs and delivering tailored solutions.

Jobel's approach to customer service and after-sales support is integral to retaining key accounts. He believes that being readily available to address client queries, especially regarding new technologies, is crucial. "*You cannot just depend on the applicators to address the queries"*, he underscores the need for a proactive and responsive service model. In this regard, he notes that many objections arise from lack of understanding of the product.

As a piece of advice for aspiring professionals, Jobel stresses the importance of resilience in the face of job pressures, particularly in sales. "*You should come out of the mindset of your college life"* he advises, encouraging young graduates to prepare for the realities of the corporate world.

Interviewed by
Hasini S
25PBA232



Crude Crossroads in June

The month of June 2026 was an important time for international financial markets, due to the presence of heightened geopolitical risks, volatility in commodity prices, changes in market sentiment, and conservative monetary policy decisions.

The month started off on a note of heightened risks, specifically in the Middle East region, where there were rising tensions in the area of the Strait of Hormuz, an important waterway that is used for the transit of almost 20% of the international crude oil trade. This led to fears of disruption in supply and higher inflation and economic growth. The energy sector continued to dominate the mood of investors in the global markets throughout June. In the first half of the month, prices of Brent crude oil rose to almost US$90 per barrel, causing worries over the effects of rising inflation, costs in transport and manufacturing, and reduced profitability among businesses. Higher oil prices also raised expectations that interest rates will be kept high for longer in order to control inflation, which raised borrowing costs and slowed down investments. Yet, the conditions in the market improved significantly in the second half of the month, following successful diplomacy and easing of geopolitical tensions.

The global central banks adopted a very cautious approach, guided by data. The US Fed followed a hawkish approach and said that it would keep interest rates high till the time inflation is sustainably controlled. Falling in line, the RBI also left the repo rate unchanged at 5.25%. It adopted a neutral stance while taking into account the fact that inflation has to be controlled along with ensuring economic growth.

The Indian financial markets mirrored such trends. An increase in the prices of crude oil and geopolitical risk posed by Russia led to a large amount of outflow of FPIs from India. Almost ₹62,853 crore was taken out of the Indian equity markets in the first half of June. There was significant selling in the banking, automobiles, airlines, and oil-linked sectors due to an expectation of rising costs and shrinking profit margins. Hence, both the Sensex and the Nifty 50 were under downward pressure initially. And the fall in the prices of crude oil and the decline in geopolitical risk, coupled with buying activity by DIIs, helped the market bounce back strongly during the second half of June.

There have been fluctuations in the Indian Rupee exchange rate as well. Due to the fact that the country is importing almost 85 percent of its crude oil needs, rising fuel prices caused the Indian import bill to grow and put downward pressure on the exchange rate. In addition, there have been capital outflows from the country in the first half of the month of June, which further devalued the rupee. The correction in crude oil prices, intervention by RBI, and buying of Indian government bonds brought about stabilization of the rupee in the last days of June. It should also be noted that foreign investors bought ₹31,933 crore of Government Securities via Fully Accessible Route.

On the macroeconomic front, India proved quite resilient in the face of challenges that the world economy faced. Consumption was still firm in urban and rural areas, backed by steady job creation and higher confidence levels among consumers. Economic indicators continued to be positive with GST revenues consistently crossing the ₹2 lakh crore mark, pointing at continuing business activities and tax compliance. On the manufacturing side, too, the sector expanded, and healthy credit growth pointed at business and consumer spending.

The trends in inflation have also been positive in the latter part of the month. While there was an initial fear of imported inflation due to higher crude oil prices along with increased transportation costs, the fall in energy prices came as a relief. The CPI continued to remain in the RBI's target range of 2-6%.

Dickson D
25PBA121

ACADEMIC YEAR BEGINS!!!!!

Are you afraid to know what you don’t know?

We have the sum of human knowledge right in our pockets, yet we are utterly terrified of being clueless. We scroll through tailored feeds that echo our own opinions, building a fragile armor of intellect. At work, this fear paralyzes progress. We launch projects without looking at the data, avoid feedback like the plague, and stick to safe, predictable routines simply because digging deeper might expose how much we still have to learn.

But there is a massive difference between having an answer and having understanding.

The real fear isn’t the unknown; it’s the bruise to our ego when we have to admit we are blind. We pretend we have it all figured out because saying "I don't know" feels like a social death sentence. Yet, real growth doesn’t start with a search bar; it starts when you finally dare to face your own empty spaces. **Are you genuinely chasing the truth, or are you just using your screen as a shield to hide what you have yet to learn?**

Write to us what you think @ jimconnect@jim.ac.in

Delivering Happiness

"Customer service shouldn't just be a department; it should be the entire company."
— Tony Hsieh

Some entrepreneurs build companies. Others build cultures that change the way businesses think. The story of Tony Hsieh is one such kind. Born in Illinois in 1973, he showed an early passion for technology and problem-solving.

After graduating from Harvard University with a degree in Computer Science, he began his career like many young professionals, but he soon realized that his true ambition was to create something of his own. His entrepreneurial journey was far from easy. After leaving a secure job at Oracle, he co-founded LinkExchange, an online advertising network. While the company grew rapidly and was eventually sold to Microsoft for $265 million, success did not automatically bring fulfillment. Tony believed that business could be about more than profits.

He wanted to create an organization where employees felt inspired, customers felt valued, and happiness became a core principle. Many doubted whether such an approach could succeed in the competitive corporate world. What made Tony Hsieh extraordinary was his commitment to putting people first. As CEO of Zappos, he transformed a small online shoe retailer into a billion-dollar company renowned for its exceptional customer service and unique workplace culture. He encouraged employees to think independently, empowered them to make customers happy, and proved that a strong culture could become a company's greatest competitive advantage. His philosophy challenged traditional management practices and inspired organizations around the world to rethink leadership. Beyond business, Tony invested heavily in building communities. Through the Downtown Project, he spent hundreds of millions of dollars revitalizing downtown Las Vegas, creating opportunities for entrepreneurs, artists, and innovators.

Godwinginus A
25PBA223

Eat That Frog!

by Brian Tracy

There are books that impress you with complex ideas, and then there are books that surprise you with their simplicity. Eat That Frog! by Brian Tracy falls into the second category. At first glance, the title sounds strange, even funny. Why would anyone want to eat a frog? But once Brian Tracy explains the metaphor, the idea stays with you. The “frog,” he says, is your biggest, most important, and often most difficult task the one you know matters the most yet keep postponing. His message is simple: if you eat that frog first thing in the morning, everything else feels easier.

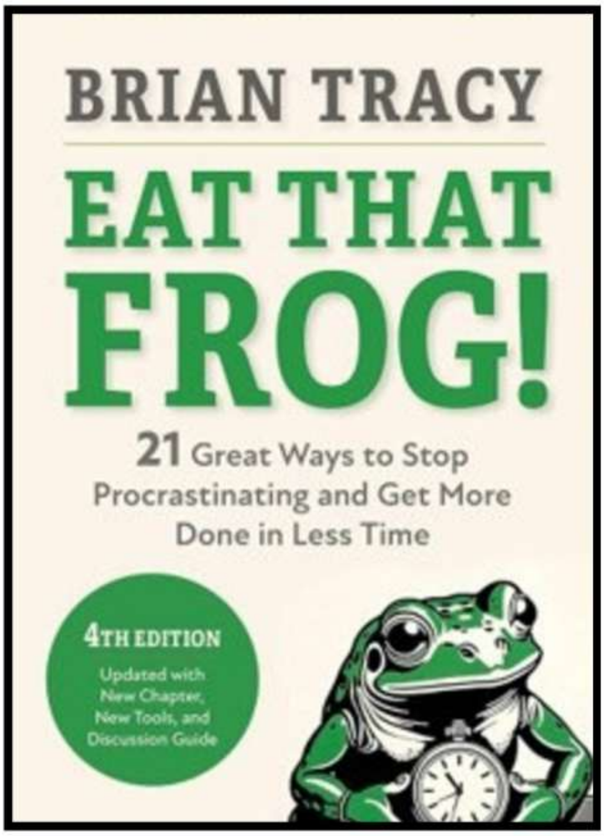
For MBA students, this idea feels incredibly relevant. Between assignments, presentations, internships, certifications, networking events, group projects, and placement preparation, it often feels like there is always something to do. The real struggle is rarely a lack of work it is knowing what deserves our attention first. We often spend time on smaller, easier tasks because they feel manageable, while the important ones quietly sit in the background, becoming more stressful each day.

While the book is centered around time management, it is really about something deeper: discipline, focus, and intentional action. One of the strongest ideas in the book is that not all tasks carry equal importance. This sounds obvious, yet most of us don’t live that way. We often treat every task as urgent, responding to emails, messages, and minor deadlines as if they all deserve equal attention. Brian Tracy reminds us that a few important actions often create the biggest results. In other words, being busy is not the same as being productive.

Preparing deeply for an interview, improving communication skills, understanding market trends, or building strong industry knowledge may matter far more than crossing off ten smaller tasks. Yet those high-value tasks are usually the hardest to begin.

The book also speaks strongly about procrastination, and what makes it powerful is that Brian Tracy does not treat procrastination as laziness. Often, people delay important work because the task feels too big, too difficult, or too uncomfortable. We tell ourselves we will start later, when we feel more ready or more motivated. But later becomes tomorrow, and tomorrow becomes next week.

This is especially true during placement season. Many students delay interview preparation because facing weaknesses can feel uncomfortable.



Some avoid aptitude practice because low scores can hurt confidence. Others postpone networking because initiating conversations feels intimidating. The longer we avoid these difficult tasks, the heavier they become mentally. The “frog” grows bigger. One of the most refreshing messages in Eat That Frog! is that action creates motivation not the other way around. We often believe we need motivation before starting. Brian Tracy challenges this idea completely. He suggests that progress itself builds momentum. Once you begin, even with a small step, resistance reduces. Fear becomes smaller. Confidence grows. That idea feels almost universal. Think about presentations. Before starting, the task feels exhausting research, slides, speaking points, rehearsals.

But once the first few slides are done, the task becomes less intimidating. The hardest part is often not the work itself, but overcoming the mental resistance to starting. Another important lesson from the book is the value of focus. Distraction has become normal these days. Notifications, social media, endless scrolling, and constant digital interruptions have reduced our ability to concentrate deeply. We switch between tasks so frequently that sustained focus feels rare. Brian Tracy argues that real productivity comes from concentrating fully on one important task until meaningful progress is made. What makes this book inspiring is that it quietly shifts the way we think about success. Success is often imagined as something dramatic big opportunities, major achievements, impressive milestones. But Brian Tracy shows that success is usually built through ordinary discipline practiced consistently. It is not always about doing extraordinary things. Often, it is about doing the necessary things, every day, without delay.

Book Reviewed by
Feba V J
25PBA221

The Faculty Orientation on 8 June 2026, led by Rev. Fr. Peter Francis SJ, inspired JIM faculty to pursue institutional excellence through continuous self-improvement. He emphasized that educators must first internalize knowledge, values, and dedication before inspiring others, enabling them to transform learning experiences and shape students into future leaders of distinction.

The Strategic Planning and Faculty Orientation Meeting on 9 June 2026, led by Rev. Dr. A. Michael John SJ, Director JIM, united faculty around a shared vision for institutional excellence. Through the Five-Year Road Map and engaging team-building activities, Fr. Director brought in collaboration, strengthened collective leadership, and reinforced a culture of purpose, alignment, and continuous growth.

The Induction Programme for the 2026–28 MBA batch, held on 10 June 2026, warmly welcomed students and parents. Through a multi-faith invocation, oath-taking, faculty interactions, and engaging ice-breaking activities an atmosphere of belonging was created. The built-in connections of the I MBA students set the stage for their transformative management journey.

From 19–30 June 2026, St. Joseph's Institute of Management (JIM) conducted a transformative Business English & Communication Workshop for first-year MBA students. Facilitated by expert trainers from Action DNA, the programme combined experiential learning with practical corporate skill development, strengthening communication, confidence, professionalism, and workplace readiness for successful careers.

In collaboration with the HR Services of Idhaya Engineering College for Women (IECW), JIM conducted a Faculty Development Programme, Leading Beyond the Classroom: New Trends and Challenges, on 29 June 2026 for 47 engineering faculty members. Through sessions led by JIM Faculty on leadership, emotional intelligence, adaptability, and collaboration, the programme empowered educators to navigate evolving academic challenges with resilience, innovation, and purpose.

BUILDING COMPETENCY, INSPIRING EXCELLENCE.

Rev. Fr. Dr. A. Michael John, SJ, Director JIM has spearheaded a transformative wave of professional development sessions across institutions in and around. His impactful insights redefined pedagogy at St. Mary's College and St. Anne's College of Engineering and Technology focusing on a holistic, authentic approach to navigating modern teacher roles. His session at St. Joseph's College of Engineering and Technology offered vital strategies for overcoming contemporary leadership barriers. Extending this vision, engagement with the NIPM Trichy Chapter bridged human-centered leadership with the rapidly evolving AI era, empowering professionals to drive sustainable organizational excellence.

திருக்குறள்

குறள் 612

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தீர்ந்தாரின் தீர்ந்தன்று உலகு

எந்தச் செயலில் ஈடுபட்டாலும் அதனை முழுமையாகச் செய்து முடிக்க வேண்டும். செயலைச் செய்யும்போதே, அதைத் தொடர்ந்து செய்வது கடினம் என எண்ணிச் செய்யாது விட்டுவிடுபவரை இந்த உலகமும் விட்டுவிடும்.

TRANSLATION

“In action be thou, 'ware of act's defeat;
The world leaves those who work leave incomplete!”.

EXPLANATION

Take care not to give up exertion in the midst of a work; the world will abandon those who abandon their unfinished work.

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