

La Lumiere

THE NEWSLETTER FROM ST. JOSEPH'S INSTITUTE OF MANAGEMENT



ST. JOSEPH'S INSTITUTE OF MANAGEMENT

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DIRECTOR'S MESSAGE

"Helping students find a path to purpose is one of the noblest aspects of teaching", writes William Damon, leading expert in human development and author of The Path to Purpose. For the past fifty plus years, SJIM has been forming every student not just for corporate career but to discover one's purpose and passion in life. As the COVID-19 pandemic started ravaging the entire globe during the past one year, it was initially a challenge to find a ray of hope and purpose amidst the dark clouds of COVID. However, in no time we adapted all academic processes at SJIM to the new normal. While teaching and learning went digital, we took utmost care that rigor of academics was not compromised.



SJIM's flagship PGDM programme which was started in 1996 completed twenty-five years last year. To grace this memorable occasion, we had the honour of Chairman, AICTE, Prof Sahasrabudhe who commended the management education imparted at SJIM and challenged the students to be path breakers. The institute takes pride in nurturing over two and half thousand responsible business leaders for the society.

The University of Mysore has recognized SJIM as the research center for doctoral studies. Considering the expertise of faculty and availability of required facilities, the university quickly granted the approval for the research center. SJIM is all set to impart high quality doctoral training to the research scholars.

In this annual newsletter, we have made an effort to present some of the significant happenings at SJIM during the academic year 2020-21. We remain ever grateful to all our stakeholders for their continued support and encouragement.

Rev Dr Manoj D'Souza, S.J.
Director

1ST PGDM INAUGURATION

St. Joseph's Institute of Management conducted inauguration of PGDM batch of 2020-22 on the 3rd of August, 2020. The chief guest Lt. General Dr. S. Lakshmi Narasimhan (Retd) shared his nuggets of wisdom from a career spanning over 3 decades with the Indian Army. He spoke about the importance of leading a life with integrity, how vital it is to build capabilities and look out for opportunities even during your difficult times. The crucial role of communication and how crucial it is to be a team player. Despite the nationwide lockdown in our country SJIM conducted virtual orientation for three days.



Lt. General Dr. S. Lakshmi Narasimhan

The goal of this is to familiarize students with one another and to give them a chance to better understand themselves and their peers. The hosts were Fr. Felix and Fr. Francis from St. Aloysius College of Mangalore. They took the students through a series of fun yet challenging tasks to enable students understand themselves and the business world today. The bright fresher's were enthusiastic and were very participative and had the energy and the passion to learn throughout the course.

TEACHERS' DAY

St. Joseph's Institute of Management celebrated its first ever virtual Teachers' day on the birth anniversary of Dr. Sarvepalli Radhakrishnan on 5th September. Although the celebration had no one to one meeting but the enthusiasm and the zest it had was no less. Tom Alex, the host of the event ensured that the Proper code of conduct was followed to make the

event more interactive and entertaining. The event started by a warm welcome to all the respected faculties and staff by the students of SJIM. Teachers' day is celebrated to express our gratitude towards the hard work that they put in to make us a person of knowledge and values and that was all the event about indeed.



The event commenced by a beautiful song by the SJIM choir. Moving ahead Director applauded the entire SJIM teaching and non-teaching fraternity for their exemplary contribution and help in building the student infrastructure at SJIM.

Afterwards we had an amazing video greeting for our lovely teachers elucidating them in the most magnificent way giving them a little moment of rejoice. To appreciate our teachers instead of putting our hands together we had a raise of hands that was really a new normal to make the event more animated. Next we had a dynamic dance performance by Ananya that really electrified the entire show once again. The most surprise element of the event was on its way, 'The GAME TIME'. It was really engrossing which altogether illuminated the entire event making it more synergized and vivacious. Finally, the event ended with a vote of thanks and wishing our beloved teachers once again **"A VERY HAPPY TEACHERS' DAY"**.

CHRISTMAS CELEBRATIONS

Christmas is the season of joy, gift giving, family and social gatherings. It is the time of the year when everything around is so warm, full of love and positivity. As a Jesuit college, SJIM celebrates virtual Christmas with full joy and vigour with active participation from



faculty & students of SJIM to make the event a grand and successful one every year. This year's event was all possible because of technology that kept all of us connected.

SJIM celebrated Christmas virtually on a Zoom platform at 6:30 pm on 23.12.2020, with a warm welcome by emcees' of the event, Joshi and Aishwarya followed by a speech by our Dean, Dr. Narasimhan.



Christmas celebration began with a soulful carol song that mesmerized the virtual audience followed by a beautiful script and a video presentation showcasing the exhibit talents of Josephites and cheering up the whole audience. At last, the joyous event ended with a thanksgiving speech.

REPUBLIC DAY

Republic Day was celebrated on 26th January 2021. The chief guest for the day was Group Captain Mahesh G Emmi, a BE graduate in mechanical engineering from BDT College of Engineering, Devangere also a gold medal for his PhD from National Institute of Engineering, Mysore.



Group Captain Dr. Mahesh G Emmi

Rev. Father Director Manoj D'Souza, teaching, non-teaching staff, students gathered to portray their sense of responsibility to celebrate the independence our country has received.

PINNACLE

The first ever Memorable Virtual Management fest "PINNACLE 2020" was hosted by St. Joseph's Institute of Management (SJIM) from 3-7 October, 2020 with the same zest and enthusiasm. The most awaited moment for all the PGDM Fresher's to showcase their critical thinking, spontaneity with a dash of professionalism has finally arrived!! Yes! Pinnacle 2020 was made possible by the collective efforts of all Senior PGDM students despite all challenges we're facing due to the pandemic.

The guests of honour were St. Joseph's Alumni Mr. Nelson Jacob Gladson and Mr. Lynn D'Souza.

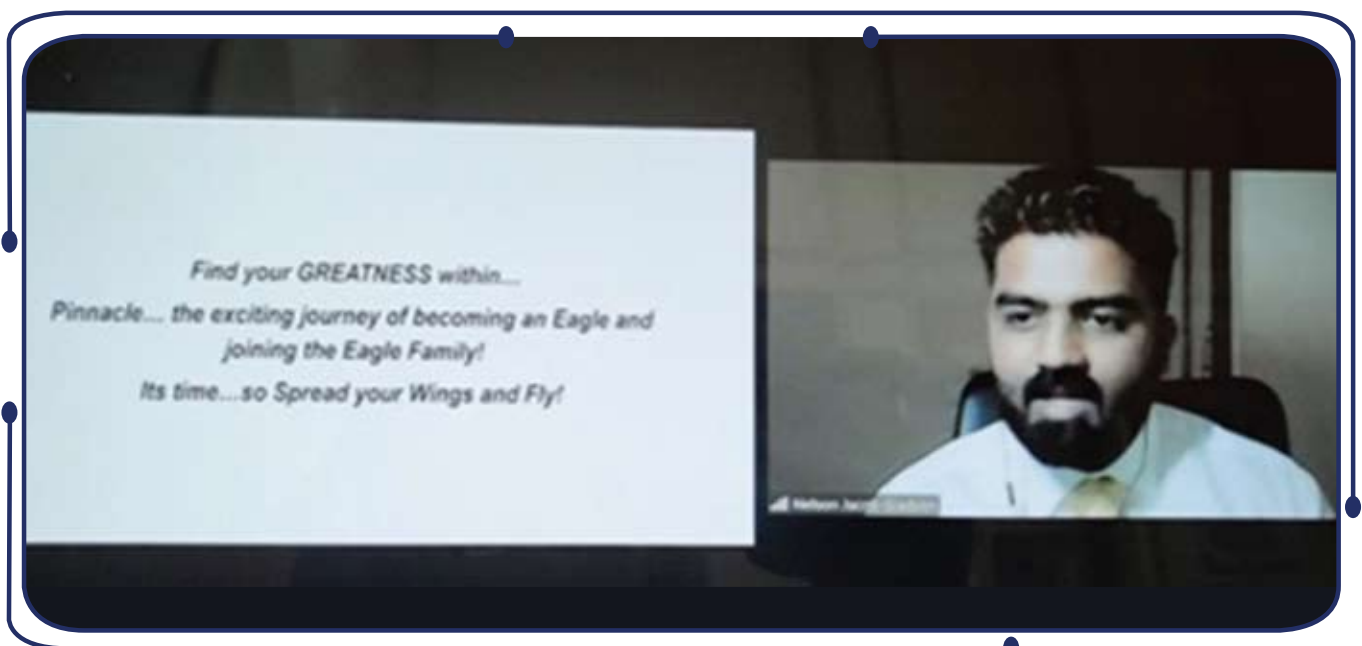
Various subject related rounds were played. The HR Domain for Pinnacle 2020, SJIM had their Position holders with Runner -Up Ms Aishwarya and Winners Ms Aleena Johnson and Ms Sera Jayan. The Marketing domain winners were Abhigna Rathod and Ruble Anto Scaria. The operation domain focused on the concept "Revolutionize and win". The I PGDM students were divided into 10 teams of 2 students each. The winners of the domain were Sriramachandraprabhu & Judy. SJIM welcomed industry expert Mr. Colacho Nihal, Mr. Utkarsh Choraria and Ms. Tamara Rebellio, to judge our students for final round and provide them with feedback. At last, the much awaited moment came to announce the BEST MANAGER 2020, of St. Joseph's Institute Of Management, Bangalore was Ms. Chandralekha.

VIRTUAL MARATHON

The CSR club of St Joseph's Institute of Management organized a virtual Marathon in honour and appreciation of the National Disaster Response Force on Sunday, 13th December 2020. Due to the Covid-19 situation the National Disaster Response Force relentlessly supported disaster-struck regions across the country. The marathon was conducted online in order to give regard to them.



In order to participate in the marathon the participants registered themselves through a registration form and downloaded the STRAVA app in order to track their time and distance. With proper guidelines and precautions like hydrating themselves and basic safety precautions taken into consideration the marathon started between 6:00am to 9:00am. On completion of



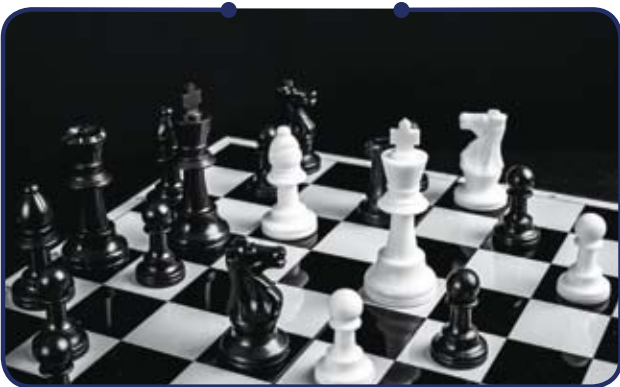
Mr. Nelson Jacob Gladson during the Virtual Pinnacle Fest

the run the participants would receive e-certificates and 2 participants were chosen for exciting prize by a lucky draw.

The lucky winners were Sai Kiran and Ujjwala Adhikari. The purpose of the virtual marathon was to encourage sporting activity and competition while maintaining distance.

VIRTUAL SPORTS DAY – MOBILE PREMIERE LEAGUE

St. Joseph's Institute of Management that extravagantly celebrates 3 months of sports activities normally was unable to conduct it in 2020 on the account of lockdown, did not wish to let pass on this opportunity for the fresher's of the batch. SJIM participated in an online Mobile Premiere League which conducted games like Chess, PoolBall, Rogue Heist etc.



Our students showed some fantastic participation and led SJIM to victory by winning the competition across the Bangalore zone in August 2020. SJIM has always

showed great enthusiasm to provide an opportunity to its students despite the pandemic and has done its part much better each year and the college is exploring new opportunities which will help students overall development and thrust them to new levels.

INTERNATIONAL CONFERENCE

On 26, Feb, 2021 marked the first day of a two day international conference hosted by St. Joseph's Institute of management. This year international conference focused around 'Innovation Strategies in the Challenging Social and Business Landscape'.



Inaugural Address
Prof. Rishi Kesha T. Krishnan
Director, IIM Bangalore



Inaugural Keynote
R. Gopala Krishnan
Chairman, Castrol India



Panel Discussion was conducted on the topic **Innovations in Sustainability** by Dr. Shankar Venugopal, Vice President Mahindra & Mahindra (extreme left in picture), Dr. Arvind Chinchure, Founder and CEO, QLeap Academy (centre) and Mr. Anand Kurien, Head - Innovation & Sustainability, Larsen & Toubro (extreme right in picture) to moderate the discussion.



Mr. David Keynan, Vice Chairman - Federation of the Indo Israeli Chambers of Commerce (FIICC) gave preparation on the Role of Government and Private Sector Partnerships in Encouraging Innovation.



Ms Nandita Manwani



Mr. Vishal Bansal



Mr. Hanumat Sastry V. Malladi

Parallel Sessions were held over a span of 1 hour and the student were divided into 2 breakout rooms A and B. Speaker were Ms. Nandita Manwani, Founder, The Studio by Nandita Manwani, Mr. Vishal Bansal, Regional Lead - Talent Acquisition, HP Inc, Mr. Hanumat Sastry V. Malladi, Senior Purchasing Manager, Britannia Industries, Mr. Sajit Jacob, Associate Director (Management Consulting), KPMG.

Followed by a key Address Mr. Rudra Shankar Roy, General Manager - Process Automation, IBM CBDS by Re-inventing Operation Management and Supply Chain in the New Normal.

3rd parallel session was done by Mr. Rajesh Srivastava, Author, Former CEO - J.K. Helene Curtis, Mr. Sajit Jacob, Associate Director (Management Consulting), KPMG and Mr. Rohit Sobti, Founder and CEO, Brand Monk Licensing. The speaker was Mr. Anil Nair, MD – Country Digital Acceleration, APJC, Cisco, who spoke on the Digital Transformation of India. Followed by the last Key address on Leadership by Design by Mr. Sudhindra V, Chief Design Officer, and IBM Interactive Experience. The conference for the day came to a close at 7:00pm with the performance by Sarod Recital Mr. Debanjan Bhattacharjee.

FRESHERS' DAY

St. Joseph's Institute of Management hosted an entertaining fresher's day on 13th March, 2021. Students of the first year sportively participated across all the events. The seniors conducted the event in full swing by putting up an entertaining, fun filled event for the freshers.



All the sections in the first year gave a fun filled challenging competition.



The 1st PGDM students portrayed their talents across dance and singing and music. Section B's crowd went wild and cheered not only for their section but for all the participants who went up the stage.

This attitude was so much appreciated by the judges. The entire crowd had a fabulous time and the judges declared Section B as the winners.

INAUGURATION OF LADIES' HOSTEL

On September 5th 2020, a newly-constructed Ladies' Hostel was inaugurated by Rev. Dr. Stanislaus D'Souza SJ, the Provincial of Karnataka Jesuit Province.

This is the first ever ladies' hostel of St Joseph's Institutions in Bangalore - providing accommodation for girls from outstation studying in SJIM. The hostel is equipped with all the required amenities and is situated in a serene ambience.



SILVER JUBILEE OF THE PGDM PROGRAM

St. Joseph's Institute of the Management celebrated the 25 years of the commencement of PGDM Program with great joy and immense enthusiasm. The hosts of the event Aleena Johnson and Ivan Joel C.T welcomed the Chief Guest Prof. Anil Sahasrabudhe, the Guests of Honour Mr. Kamal Bali, Sri N.A Haris and Fr. Dionysius Vaz SJ, Fr. Brian Pereira SJ, Rev. Dr. Manoj D'Souza SJ and Dr. Rashmi Nakra for the Silver Jubilee of the commencement of the PGDM program and the reunion of the alumni.

St. Joseph's Institute of Management, formerly known as St Joseph's College of Business Administration was

established in 1968. The exciting journey of 3000 young men and women with amazing stories guided by the amazing faculties who turn the students into responsible business leaders and thus endowing in them the power to create something new with true spirit.

The celebration started with the glimpse of some of these stories that rejuvenated the memories of the Josephites. The event was further graced by Kanchadhalaya taakshi (Kanchadhalaya daakshi), a famous composition of Muthuswami Dikshita (Mudduswamy deekshitar) who is considered one of the musical trinity of Carnatic music. The Chief Guest of the event, AICTE Chairman Prof. Dr. Anil D. Sahasrabudhe, commended the management of SJIM and said that AICTE itself espoused an ethical



model in education, under which quality instruction is imparted in the context of cultural and socio-economic diversity. He exhorted SJIM to continue its pedagogical innovation so that its students “create the next Apples and Microsofts of the world in India.” Guest of Honour Mr. Kamal Bali, President & Managing Director, Volvo India opined that the post-pandemic world presented India with a golden opportunity for socio-economic growth, provided India appropriately manages the challenges of disruptive technologies, inter-organizational collaboration and sustainability. Guest of Honour, Mr. N.A. Haris, Honorable MLA of the Shanthinagar constituency, in his address,



Prof. Dr. Anil D. Sahasrabudhe,
Chairman of All India Council for Technical Education
(AICTE)



Unveiling of the Silver Jubilee Souvenir

presented students with a realistic picture of the current challenges and urged them to address these issues.

Merit Scholarships of more than thirty-five lakh rupees were then awarded to sixty deserving students of the PGDM program to aid their studies. This was followed by the felicitation to the longest serving staff of SJIM – Mr. S Prabhu and Mr. Paul Kumar.

On this momentous occasion, a Souvenir was also released by Rev. Fr. Dionysius Vaz, Provincial of Karnataka Jesuit Province.

The celebration was further extended by a wonderful dance piece that depicted various folklore of different states of our country. SJIM celebrated its 25 years of excellence in the field of education marking the beginning of one long journey to be accomplished.

SOCIAL ENTREPRENEUR OF THE YEAR

The SJIM Eminent Social Entrepreneur of the Year Award, instituted by SJIM to commemorate the silver jubilee, was awarded to Teach for India.



Eminent Social Entrepreneurs award for 'Teach for India' received by Miss Tulika

Founded by Shaheen Mistry, Teach For India (TFI), is one of India's fastest growing NGOs, and is focused on the greater cause of education and what it can do for the children of India and their future.

CONVOCATION

St Joseph's Institute of Management (SJIM) Bengaluru held its 23rd annual convocation on April 17. This year marks the 25th anniversary of SJIM receiving AICTE approval for its flagship 2-year full-time PGDM program, which is recognized as equivalent to MBA. Over 350 students from the batches passing out in 2020 and 2021 were conferred with their PGDM degree during the celebration, with some students attending in person while others attended virtually.





The evening began with the lighting of the lamp and the ecumenical readings from three religious scriptures. Rev. Dr Manoj D'Souza SJ, Director, welcomed the gathering and presented the annual report, outlined how the past year turned out to be an extraordinary one that posed unique challenges for both students and the institute. Covid-related circumstances that caused the postponement of last year's convocation. Still, he said, the Institute exceeded all expectations and managed to seamlessly conduct all its activities and operations online. Notably, even in the current feeble job market scenario, the institute is on track to achieve 100 per cent placements.

The chief guest, Sanjeev Singh, chief operations officer of Wipro Ltd, acknowledged that SJIM was one of the many prestigious educational institutes that the Jesuit fathers ran globally. He appreciated the institute's emphasis on values and service.

RANK HOLDERS OF BATCH 2019-21

After the conferring of diplomas, the prize winners present were felicitated.

Overall Ranks were awarded to:

Name	CGPA	Rank
Romal Mithali Mascarenhas	8.709	First
Annie Susan Alex	8.458	Second
Leandra Maria Newcastle	8.368	Third

Specialization Ranks were awarded to:

Finance

Name	CGPA	Rank
Romal Mithali Mascarenhas	9.500	First
Annie Susan Alex	8.778	Second

Human Resource Management

Name	CGPA	Rank
Annie Susan Alex	8.833	First
Shruti S Kumar	8.429	Second

Marketing

M Ganesh	8.571	First
Leandra Maria Newcastle	8.500	Second

Operations

Sharon Sengole Rayan and Supraja S	8.000	First
Juana John Mampilli and K Shweta Menon	7.857	Second

EXPERT TALKS**Financial Markets**

Mr. Subhamay Bhattacharya delivered an expert talk on 2nd September 2020. Mr. Bhattacharya holds a Master's degree in Quantitative Finance and Systems. He discussed how Financial Markets evolved over the last five decades, the great collapse of economies due to World War I&2 followed by various Black Swan events which affected the markets.



He also explained how treasuring activities are carried forward in the banks and how Covid-19 has created a transitional phase to economies of the world. The second part of the discussion was about the measure the industry has taken to move from complicated way of transacting to banking and investing at finger tips. How technology – Big Data Analytics is changing the way investing huge diversified portfolios are performed.

Macroeconomics Webinar

Mr. BalaSubramanya delivered an expert talk on 9th September 2020. Mr. BalaSubramanya is a Finance Professional across the past three decades. He served as an ex-CFO of Fidelity Business Services India Pvt. Ltd. He has held senior positions in AF Ferguson (an affiliate of KPMG), ICICI Bank and also has been the head of DSL Software Ltd.



He is also a good orator heading the Banjara Toastmasters Club as the President. He discussed about the Gross Domestic Product and the methods of its estimation in depth. He shed light on the major contributors to the GDP like income through equity investments, business profits and expenses through Private and Government consumption, taking into consideration of the adjustments like excluding the import figures in case of expenses.

TOASTMASTERS

St Joseph's Institute of Management, perceived the requirement for Toastmasters and how it will assist its students with being the Global heads of tomorrow. Students taking an interest in gets an opportunity to sharpen their leadership, communication, management abilities as each gathering has a subject and the individuals take up various roles like Topics master, Table Topics Speaker, Meeting speaker, Evaluator, Ah-counter, Timer, Grammarian and many more as a Toastmaster wears many hats.

The achievement of a club meeting relies upon the members. At each gathering, they have a significant influence in making the club experience enjoyable. This encourages them to be the future leader and Game Changers of tomorrow. The club mission of toastmasters intends to engage individuals to acquire self-confidence and accomplish self-improvement because of the positive learning and guidance.

NEW FACULTY IN SJIM



Dr A. Anantharaman,
AMP (Harvard Business School),
PhD (Columbia University) Provost, SJIM



Mr Joy Rajan Cheruvathoor,
BE (BITS, Pilani), MMS JBIMS)
Director- Corporate Relations



Rev. Olvin Veigas, SJ
Licentiate(MA)
Adjunct Faculty, Management



Dr Ravi Darshini
M.Com, ICWA, PhD
Adjunct Faculty, Finance



Mr. Ashwin Randolph John
MBA
Faculty – Finance



Dr Thomason Rajan
MBA, PhD (University of Kerala)
Faculty - Marketing



Dr Arthur Fernandes
MA, MBA, PhD
(Karnatak University, Dharwad)

GLOBAL SUMMIT

Dr. Caren Rodrigues, has been selected as a delegate to the global summit Economy of Francesco commissioned by Pope Francis. The Economy of Francesco is a one-time, international, council- style event to address the challenges of current economic models, starting from the thoughts of young experts. Participation in the researcher category is based on merit and thousands of applications from over 120 countries and many religions were evaluated by an expert committee. Dr. Caren proposes a new HRM paradigm that can serve as a gift to employees while creating economic value for organizations.

FACULTY PUBLICATIONS

1. Dr. Caren Rodrigues and Dr. Anup Krishnamurthy published a paper titled "When subsidiaries follow their parents' CSR focus: the influence of organizational characteristics on CSR towards target groups" in the International Journal of Human Resource Management (ABDC A-level; Scopus; Web of Science).
2. Ashwin R. John and Dr. Vijaykumar Dhannur published a paper titled "Impact of Monetary Policy on Foreign Trade and Investment - A Bayesian VAR Approach" in the IUP Journal of Applied Economics (ISSN 0972-6861, ABDC listed).

3. Ashwin R. John and Dr. Vijaykumar Dhannur published a paper titled "Foreign direct investment and export performance using the hierarchical Bayesian vector auto regression framework in the journal Managerial And Decision Economics (Wiley Publication) ABDC 'B', Scopus and Web of Science listed (ISSN 1099-1468).

AN ODE TO SJIM ALUMNI

Among the Hallowed Walls of this Amazing B'School
Hundreds of students journeyed all bright, sharp, and cool.
They came from many a land distant and near
They left with a confident spirit and nothing to Fear.
Across organizations over a period of years, one score and five
They left their mark with their immense passion and drive.
No one can really beat the boys and girls from SJIM
For they excel in their spirit and passion, each and every one of them.
The teachers and mentors all enthusiastic and wise
Left no stone unturned, to every occasion they did rise
They took the students through the rigor and grind
Making them soar in spirit and with sharpness of mind

- **Rajiv Noronha**

VP & Head-HR (Analytics & Insights)
TCS

SUPERANNUATION

The institute warmly honoured Dr Rashmi Nakra – who superannuated this year. Dr Rashmi Nakra served St. Joseph's Institute of Management for 20 years, respected and loved equally by students and faculty.



STUDENTS' CORNER

You Too Can Fly

All your life, you dream to fly,
To jump of a cliff, to kiss the sky high.
But you fear, you crumble,
To leave the ground below.
You still dream, but still scared,
And you let the fear gobble.

You build pillars of a cage,
Making a place of comfort,
Where you wish to dwell.
Don't blame them, don't fool yourself
For they have build their own trap.



Why wait, thinking for a good time?
Because time goes on, and every second is equally perfect.
Oh dear, you too can fly,
You can kiss the sky,
Cause, you too were born with wings!

- Ruble Anto Scaria
I PGDM

Somewhere on the earth

My heart is place where my ambitions are lost. Taking
shelter as refugees, eating spoils from the war.

How beautiful would my world be if I was given the
freedom to live?

For my mother has never given up hope about my
flourishing future but I was lest sold like a slave to
another ambition which wasn't mine.

For how long can I find shelter in the bosom of
darkness where I'm hiding since forever?

My heart longs to see some light. But, in spite of the
empathetic attention from the world about my existence
in darkness, I still have not seen the embrace of light.

- Deepthi U
I PGDM

FIRST DAY EXPERIENCE IN COLLEGE

Nervous, excited, enthusiastic and even more nervous
- so were my emotions on the first day of college.
Though it was online, I'm sure most students dressed
up, all prepared and pumped up to tune in their mics
and switch on their videos as soon as their names
would be called and so was I. It took me by surprise
how soon we were assigned our respective groups
for making a project which soon developed into an
interactive team and in no time we were all getting to
know everyone as if we were sitting right next to each
other in class. Just like any other favourite memory,
the first day of online college will be etched in my
memory for a long time now since it was a first of the
many days of us experiencing the new normal and I
cannot be thankful enough for interacting with such
kind batch-mates and faculty.

- Saanya
I PGDM

LOCKDOWN EXPERIENCE

All our lives, we have attended the classes physically
in an educational institution with friends and teachers
around us who everyday added value to our lives.
When we are in the peak of getting the final degree
ourselves, none of us expected that we might end up
doing an online course for almost over a year. But
as we are very good at adapting to the change, we
made absolute use of our time. The lost creativity,
interest, passion came alive during recent times and
lucky are those who picked it from where they left
off. St. Joseph's Institute of Management did a fabulous
job by arranging all the necessary services to help us
students reach out to every faculty and their friends
with no hassle. Of course, we were at our convenience
to attend classes from home. We understood how
privileged we are today with all the basic necessities
to attend classes online with ease whereas there are
another bunch of people who do not have them. This
phase has taught all of us to be grateful, lovable, caring,
and thankful.

- Deepthi U
I PGDM