

La Lumiere

THE ANNUAL NEWSLETTER FROM ST. JOSEPH'S INSTITUTE OF MANAGEMENT



**ST. JOSEPH'S INSTITUTE
OF MANAGEMENT**

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DIRECTOR'S MESSAGE

A unique feature of Jesuit education is the emphasis on teaching “the whole person” - mind, body, and spirit. St. Joseph's Institute of Management (SJIM) truly follows this philosophy in building leaders for tomorrow through its Flagship PGDM program. The program is finely crafted to not only teach work skills but also create a mindset that focuses on learning life skills for contributing to a sustainable society.



Coping with multiple waves of Covid-19 pandemic, SJIM commenced its academic year 2021-22 in the Hybrid mode. We have carefully chosen the best digital learning and collaboration platforms for imparting education virtually without compromising the quality of education.

SJIM hosted its 25th Annual Convocation this year for PGDM program. This memorable occasion was graced by the Honourable Governor of Karnataka, Shri Thawarchand Gehlot. On congratulating 174 students, the Governor said - *the quality of education and strong moral foundation will make their career successful and useful in making life worthwhile.*

This year SJIM became a member of AACSB, which is known worldwide as the longest-standing, most recognized form of specialized accreditation an institution can earn for its business programs.

In this annual issue of our Newsletter, we have captured many significant happenings at SJIM during the academic year 2021-22. We have also taken the initiative to introduce some new sections in our Newsletter this year which includes Student Internship Testimonials, Student Achievement, Faculty Achievement, and Academic Clubs at SJIM.

Rev. Dr. Manoj D'Souza, SJ
Director, SJIM

ORIENTATION PROGRAM OF PGDM 2021-23 BATCH



“A new year, a new beginning and a new group of lively students”

The orientation program of Post Graduate Diploma in Management (PGDM) program for the academic year 2021-23 was organized from 26 July-30 July 2021. The program started with a welcome speech by the Director, Rev Dr. Manoj D'Souza SJ. The chief guest of the event was Mr. Bidhan Roy, who shared about his extensive experience in the IT industry highlighting his passion for developing high-performance work teams to the new batch of students.

This was followed by a series of expert talks on presentation skills, group dynamics, Jesuit history and heritage, universal human values, creativity, and personality development. A series of faculty talks were also organized to acclimatize the newcomers with SJIM culture and values; facilities and infrastructure; co-curricular and extracurricular activities; and career advancement and placement services. The commencement of the academic year with these talks was an engaging experience for the students. The program concluded with an introduction of the members of Student Council for the year 2021-22.

INDEPENDENCE DAY CELEBRATION

Despite the challenges of the pandemic, SJIM recognized the importance of standing up to remember the greatness and struggle of our nation and came forward to show its gratitude to our freedom fighters. On August 15, 2021, SJIM celebrated the 75th Independence Day with Group Captain Aaron Hurtis

as the Chief Guest. He set precedence by hoisting the National Flag along with the Director, Rev Dr. Manoj D'Souza SJ.



Independence Day Celebration

This was followed by singing the National Anthem and a patriotic song by the choir team of the institute.

The cultural team performed a classical dance, portraying the beauty of this nation which literally moved people to feel patriotism in their hearts. The event ended with a Vote of Thanks by Ivan Joel, PGDM Year II student.



TEACHERS' DAY CELEBRATION

In honour of Teacher's Day, SJIM students came together on September 16, 2021, to celebrate and commemorate the outstanding faculty and staff at SJIM for their continuous support and encouragement.

The program commenced in hybrid mode with Aleena Johnson and Ivan Joel as the Emcees. The celebration began with a cordial greeting from our Dean, Dr. A. R. Rajagopalan, and faculty members, who lit the lamp as a ritual. Following this, a prayer song was performed by the institute's choir team. Dr. Avil Saldanha shared a few words about his experience as a faculty at SJIM.

A cultural program and some exciting games were also organized by year II PGDM students.

The faculty members were felicitated for their years of dedicated commitment towards educating and nurturing the students at SJIM. The program concluded with a Vote of Thanks by the Emcees.

PINNACLE – COLLEGE FEST

Pinnacle, SJIM's intra-collegiate management fest, commenced on September 21, 2021, with a lot of enthusiasm from year II PGDM students who were excited to organize the event under the guidance of faculty coordinator, Dr. Maria Immanuel in the hybrid mode for the first time.



Pinnacle: An Intra-Collegiate Fest

The chief guest of the event was Mr. Ravi Patwari (an SJIM Alumnus). The 1st year PGDM students participated across various fields of business as presented in the Table:

Domain	Details
Best Manager	It is one of the most difficult competitions, putting competitors in a do-or-die situation. The goal is to provide students with challenging assignments that requires critical thinking, accepting difficult jobs, and following working style of a manager in many business fields such as HR, Finance, Public Relations, Sales & Marketing, Operations, and so on. The assignments included business plan presentation, impromptu case study rounds, ad-wars, creative video production, personal SWOT, a PR crisis, and a product launch.
B-Quiz	This domain aims at highlighting the important and unique traits of participants. The events included MarketKshetra – poster making and advertisement round, Mannequin challenge, Caricature, Mystery Voice, KaryaNeeti – forecasting SCM of firms, Panchatantra – company-related quiz, Spell-Bee, and Sports Quiz.
E-Cell	This domain aims at maximizing the learning of participants. The events included Treasure Hunts, Rendezvous, Fashion Befriends Environment, Defend your case and so on. The participants were given the opportunity to think strategically and come up with innovative solutions to complicated situations, demonstrating their capability to apply entrepreneurial skills.
Finance	With the theme “It’s not about how much money you have, it’s about how you handle it,” the Finance Domain, organized a variety of activities spanning numerous financial concepts. The session began with an icebreaker, followed by Virtual Stock Market, Correcting Journal Entry Errors, Finance Rapid Round, IPO Calls, Business Plan Pitch to Investors, Financial Statement Analysis, Negotiations, Portfolio Management, and so on. These events were created with the goal of providing students with a real-world experience while also preparing them to represent SJIM at various B-schools across the country.
Human Resources	This domain aims to identify the ‘Best Talent’ by including a set of activities that focuses on ‘person-job’ fit and ‘person-organization’ fit. Students participated in several activities which includes making a video resume, presentations on HR topics, poster competition, case study and simulation of recruitment function.
Marketing	This domain aims at developing problem-solving skills. The activities includes case study, stress rounds, designing and marketing products, creating a brand image, marketing ads and so on. These activities also tested video production and design skills of participants.
Operations	The goal of this domain is to encourage students ‘think outside the box’ and come up with practical solutions to solve problems that firms face in their operations. It started with an icebreaker round, followed by Ideas Matter, a business idea that can be started with just 50 rupees. Case studies, video resume building, business presentation & proposal, developing SCM models, and Venture Capital Pitch were some more activities in this domain.
Synergy	Pinnacle’s showstopper is Synergy. Synergy, as the name implies, tries to bring people from different fields together to solve problems as a team. Its goal is to encourage group thinking, networking, and collaborative effort, as well as to encourage individuals to use their domain-specific knowledge and produce appealing ideas. It featured several activities, including a start-up pitch, an auction for telecom firms, financial planning, developing social media handles, designing business plans, and a funding plan.



SJIM Welcomes First Batch of Ph.D. Research Scholars

The event ended on September 25, 2021, with experience sharing by two year I PGDM students, namely, Nikita Srinath and Rohan Jacob. This was followed by prize distribution to the winners and runners-up by respective student coordinators of each domain.

A NEW PROGRAM AT SJIM – DOCTOR OF PHILOSOPHY (Ph.D.)

A key metric of a successful management institute is the quality of impactful research it accomplishes to fulfil the unmet needs of the society. The Doctor of Philosophy (Ph.D.) program under University of Mysore was formally inaugurated on September 25, 2021, at SJIM. The event started with a welcome note by the Director, Rev Dr. Manoj D'Souza SJ who highlighted the significance of impactful research. He emphasized on the process of connecting our mission with the vision to produce impactful research that contributes towards the society and the environment.

Rev Fr. Oswald A J Mascarenhas addressed the newly joined 08 budding research scholars. He shared his thoughts on the usefulness of conducting discovery research which starts with one's 'imagination and curiosity'. He also stressed on the significance of striving for objective truth to solve the problems prevalent in the society.

Dr. Anantharaman, the Provost, briefed the research scholars on the basic guidelines concerning research followed by details of the course work thereby conveying his sincere thanks to Mr. Chandrakant Pattar (Public Relations Officer) who acted as a liaison to get this program started. Five distinguished faculty members of the institute have been approved by the University of Mysore to mentor the research scholars. Dr. Avil Saldanha, Dr. Anup Krishnamurthy, and Dr. Thomason Rajan are mentors in the Marketing domain; Dr. Maria Immanuel in the Finance domain; and Dr. Caren Rodrigues in the Human Resources domain. SJIM wishes the newly joined research scholars and their mentors all the very best.

ACADEMIC CLUB ACTIVITIES

FINANCE CLUB		
Faculty Coordinator: Prof. Ashwin Randolph John		
Date	Event	Description
December 22, 2021	Finance Conclave	<p>This year's Conclave theme was 'Changing Dynamics of Capital Markets'. Mr. Areeb Ahmed (PGDM Year II) presented a brief introduction of Capital Markets. The first speaker Mr. Pavan Murgod, Senior Manager at State Street Global Advisors, delivered an expert talk on 'Asset Management, Client Onboarding & Revenue Management'.</p> <p>Next, Mr. Murali Menon, Co-Founder of Coffee First & Project Director at Adivasi Innovation Hub, shared his knowledge on 'Commodities Trading'. Dr. Alok Chhajer, Founder & Chief Financial Planner at Alreadylate.com and Learning & Development Consultant at Dvara Money, shared his expertise on 'Disruption, Capital Markets & Fintech'. Finally, Mr. Kishore B. S., Co-Founder & CEO of Stock Market Institute, India shared his thoughts on 'Secondary Markets'. This was followed by a quick Q&A session and the Vote of Thanks was given by Praveen Devarakonda, student coordinator of Finance Club, PGDM Year II. The audience left the conclave with a better understanding of Capital Markets.</p>



Finance Conclave 2021

HUMAN RESOURCES CLUB

Faculty Coordinator: Dr. Shehla Malik

November 22, 2021	Professional Experience Sharing	This event was organized for PGDM Year I students to familiarize them with the corporate world. A set of PGDM year II students were selected from all four domains – Marketing, Finance, Human Resources, and Operations to share their Industry Internship experience with the juniors. The key insights shared by them also included some useful tips for resume building and interview preparation. The speakers thoughtfully answered various queries raised by the juniors who were very interactive and had a great learning experience.
December 20, 2021	Team Building	To practically teach this 'work mantra' to the management students, a bunch of fun-filled team building activities (such as Balloon race, Magic knot and Lava walk) were conducted at SJIM Campus. These activities were focused on honing team building skills such as goal setting, communication, coordination, collaboration, problem-solving and social relations among students. The participants as well as the audience really enjoyed the fun-based design of learning about teamwork.
February 17, 2022	Group Resume Building	This event started with a fun-filled icebreaking session followed by a 'Group Resume' activity. Here, different cross-functional teams were created for presentation of a Group Resume to the Hiring Company. Here, students got to meet people from different domains and focused on positive discussions about what skills, knowledge and experience they should bring to the table while collaborating with different stakeholders.



Human Resources Conclave 2022

March 9th, 2022	HR Conclave	<p>This is HR Club's annual flagship event where each year different speakers from industry are invited to share their experience with the management students. This year's theme was on addressing a very relevant area of HR - The Changing HR Landscape during "The New Normal". The Keynote Address was delivered by Mr. M.A. Mukund, an ex-scientific researcher who evolved as a HR professional. He is an accredited ICF-PCC coach. He shared his thoughts on the transition of HR in this new normal era.</p> <p>This was followed by thought-provoking sessions by Mr. M.N. Satish Kumar, a Strategic HR Business partner- Engineering and Pacific HR Director for Moog Inc. USA; Mr. Hari Bhat, Chief of Staff to the Head of HR at IBM and Ms. Sarika Sajeev Pillai, Global Recruitment Compliance Manager at Genpact. They shared insights on the following sub-themes: the hidden roles and responsibilities of HR, the relevance of data-driven HR and work-family integration during the new normal. They also shared thoughts about the pandemic, its history, major widespread effect, and its consequences on the businesses. Each talk was followed by a Q&A session. The event concluded with a Vote of Thanks by Anya Mary Samson, student coordinator of HR Club PGDM year II.</p>
MARKETING CLUB		
Faculty Coordinator: Prof. Joy Rajan Cheruvathoor		
Recurring Event	SJIM Marketing Podcast	<p>SJIM's very first podcast was hosted by its students this year. Every episode is carefully curated in a way that it tells a different story in an interesting and intriguing manner. The length of each episode is up to 5 minutes, and it gives insights on various marketing related topics.</p> <p><i>Examples of podcast episodes: Comedy in Marketing, an introduction to Neuroscience in Marketing, and Marketing is all about storytelling.</i></p>
January 02-12, 2022	THE FIRST PITCH	<p>This is an intra-collegiate B-Plan competition for students of SJIM. The students participated and submitted business ideas in the form of a pitch deck. Top 4 plans were chosen after first evaluation. The finalists presented their pitch decks to a panel of judges from industry and proposed sustainable solutions to prominent problems in the business world. Every finalist received a certificate, and the winning team received a cash prize and trophy.</p>

January 12, 2022	E-Cell-Marketing Conclave	<p>The E-cell in collaboration with the Marketing domain hosted their Conclave virtually on the theme 'Marketing in the New Age – An Entrepreneur's Perspective'. The final round of the B-plan Competition – The First Pitch, an intra-collegiate competition showcasing the entrepreneurial skills of students, was held during the conclave.</p> <p>A panel discussion on the topic 'Entrepreneurship is not invention, but innovation' was another noteworthy event of the conclave. Prof. Joy Rajan Cheruvathoor moderated the discussion, which included Mr. Ankush Sabharwal, Co-Founder and CEO of Co-Rover; Mr. Jagat Iyer, Founder and CEO of Vidphone; Mr. Karthik Ponnappa, Founder of Smarter Dharma; and Mr. Ravi D'abreo, Co-Founder and Managing Director of Origami Creative and BloomBox Brand Engineers. The panel session was incredibly informative, emphasising the significance of innovation for any aspiring entrepreneur. Team Prometheus was proclaimed the winner of the First Pitch. Team Sustainablers and Team Bandits were the first and second runners-up, respectively. The conclave ended with a Vote of Thanks by B L Kavyashree, student coordinator of Marketing Club PGDM Year II.</p>
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OPERATIONS CLUB

Faculty Coordinator: Prof. Lawrence V J

November 18, 2021	Operations Conclave	<p>This year the Operations Club conducted its annual conclave on the theme "Sustainable Operations". The speakers chosen to deliver the expert talks were Mr. Piyush Sharma, Assistant VP at Lifestyle; Mr. Umesh Chaturvedi CEO at Infynix Data Services; Mr. Derick Jose Co-founder of Flutura-AI; Mr. Srinivas Rao, Officer from Bharat Electronics Limited (BEL).</p> <p>The speakers shared insightful experiences on the importance of sustainability in the business and challenges in running a globally sustainable business. They also shed some light on reimagining the future of operations using exponential technologies with 6 job ready operational skills. The concept of sustainability was also explained by taking an example of Elections. The event ended with a Vote of Thanks by Martin George Kuruvilla, student coordinator of Operations Club PGDM Year II.</p>
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Operations Conclave 2021

JOSEPH'S PREMIER LEAGUE

The Joseph's Premier League (JPL) 2021 started on November 8, 2021, at SJIM. The inauguration program began with a welcome address by Joshi Emmanuel (PGDM Year II Student), followed by the ceremonial lighting of the lamp by the Faculty Coordinator, Dr. Avil Saldanha, & the members of the Student's Sports

both men and women: Badminton, Table Tennis, Cricket, Pool, Chess, Carom, Football, Foosball, Lagori, Throwball and Volleyball.

JPL came to an end on March 8, 2022. The championship winner of JPL 2021 was Team Black Mamba, led by Chithrita Sridhar, and the runners-up were Team Coyotes. While winning may seem to be



Joseph's Premier League (JPL) 2021

Committee. Dr. Avil Saldanha addressed the audience by offering words of encouragement and good sportsmanship. Team managers and team members displayed their jerseys with entertaining performances.

The teams for JPL 2021 were Warriors, Josefights, Coyotes, Black Mamba, & Mavericks led by five managers namely Ayub Qureshi, Chandralekha, Guna, Chithrita Sridhar and Giriraj Sharma respectively. JPL 2021 witnessed close to 200 participants across all teams. The league included the following sports for

the most important thing during sports events, the students learned that excellent sportsmanship teaches everyone to be grateful and respectful to one another at the end of the league

KANNADA RAJYOTSAVA 2021

SJIM celebrated Kannada Rajyotsava 2021 on November 26, 2021, with great energy and enthusiasm. Kannada Rajyotsava is also known as 'Karnataka Formation Day'. The festival includes Kannada flag hoisting, processions,



Kannada Rajyotsava Celebration

and cultural events that are held across the Karnataka state. The hosts of the event Ivan Joel and Shreya Wali (PGDM Year II students) welcomed the Chief Guest Dr. C.N Manjunath, Professor of Cardiology and Director of Sri Jaya Devi Institute of Cardio-Vascular Science and Research. With the sequential performance of various cultural activities such as dance and song, the event was thoroughly enjoyed by the students, faculty, and staff members.

The event continued with a heartfelt tribute to our very own Puneeth Rajkumar, whose tragic death shocked the entire state. To get a sense of his life experience, a brief reminiscing video was played. The event ended with a fun and enjoyable sky lantern festival.

LITTLE CHRISTMAS CELEBRATION

To celebrate the joyous occasion of Christmas, SJIM students organized a Little Christmas celebration on December 23, 2021, under the leadership of Dr. Avil Saldanha. The program began with a welcome note by the Director, Rev Dr. Manoj D'Souza SJ followed by a short yet powerful speech by the Provost, Dr. A. Anantharaman on Christmas.

The celebration began with a wonderful performance by year I PGDM students who set the audience into the Christmas spirit with their melodious carols. To add to the excitement and enthusiasm of the celebration, the students did a fun-filled and graceful dance performance which was thoroughly enjoyed by the audience. The

little Christmas celebration then came to an end with another performance by students who sang famous Christmas carols to uphold the Christmas spirit.

We, at SJIM strongly believe that Christmas is incomplete without bringing a smile on the faces of the less fortunate. Therefore, the students of SJIM, visited the Good Shepherd Home on December 23rd, 2021 to share happiness and donate all the contributions made by them. As we know, the greatest gift to our community is when we contribute to make lives better and carry forward the true Christmas and Josephite spirit.

INTERNATIONAL CONFERENCE – UTKARSH 2022

“Knowledge becomes power when we put it into use” and to disseminate such knowledge, SJIM held the International Conference, Utkarsh 2022 on February 18 and 19, 2022 in Hybrid mode under the convenorship of Dr. Thomason Rajan.

The theme of this year's conference was “Sustainable Business Models in Turbulent Times”. Shreya J and Rohit Philip Alexander of PGDM year I were the Emcees for this event.

On Day I, the following speakers shared their knowledge and expertise with the audience:

- Dr. Sanjeev Singh, Medical Director- Amrita Institute of Medical Sciences spoke about the establishment of healthcare facilities as several



Christmas Celebration 2021



International Conference – UTKARSH 2022

individuals went through distress during the recent turbulent time.

- Mr. Nitin Paranjpe, COO - Unilever said that with new change comes new opportunity and how survival is feasible for those who adapt to change.
- Mr. Somshubro Choudhury, Partner - Bharat Innovation Fund spoke on the venture capital investment decisions, renewable sources & sustainability in today's business model.
- Prof. Justin Paul, Director - Researcher of Universidad de Puerto Rico, spoke about the survival of MSMEs.
- SJIM alumnus, Mr. Sanjay Mitra, HR Manager-ITC Ltd, enlightened the journey of manufacturing companies sustaining through rough times and the plan of action taken by ITC in the last couple of years.
- Ms. Surekha Desai, VP - Customer Operations, Vodafone Intelligent Solutions spoke about how customer experience is dominant for building & reconstructing business.
- Mr. Ramananda, VP - Sales & Marketing of Parson Education, delivered a session on the advancement of teaching, guidance from the environment, and tutorial from the pandemic.
- Mr. Vaitheeswaran, CEO - Again Drinks spoke about personal and business flexibility during a

catastrophe and possessing a high standard of integrity to become a successful entrepreneur. He was valiant enough to share his struggle of becoming an entrepreneur through his book 'Failing to succeed'.

On February 19th, 2022, SJIM hosted Day 2 of International Conference with a Hybrid panel discussion coordinated by TIA Summit as part of the International Conference to continue to enlighten the spirit of Utkarsh 2022, an annual leadership summit.

Dr. Heike Markus, Professor for Digital Transformation & Operational Excellence at HOF University, Germany; Dr. Pradip K. Dutta, Former VP & MD of Synopsis South Asia, Mr. Pavan Kumar, Senior Vice President of Altair; Mr. Ranjit Kondeshan, Director HR of Ola Electric Mobility Pvt. Ltd; Mr. Suprotik Das, MD of Nordson India Pvt. Ltd; the Summit's curator, Mr. Jose Jacob Kalayil, Founder & CEO of Integro, were among the panelists. The panel discussion began with each panelist offering an overview of their fields of expertise, followed by a second round of discussion in which the panelists shared their experiences in dealing with the pandemic at their workplace. The panelists provided guidance to students on how to create a strong foundation to become future leaders.

The panel discussion ended with an engaging Q&A session which greatly benefited the students of SJIM and instilled the desire to pursue excellence, sustainability & prosperity. This was followed by a Vote of Thanks by Elton Joy D'Souza (PGDM Year II student).

BLOOD DONATION CAMP

Donating blood to save people is one of the noble things done by human beings. SJIM's CSR club in collaboration with Narayana Health City conducted the Blood Donation Camp on 1st March 2022 at SJIM campus. Dr. Venkateshraj was the faculty program coordinator for this event.



You're always someone's type

The program was inaugurated by the Chief Guest - Dr. Girish C. J., who led the team from Narayana Health City. The chief guest was accompanied by our Dean, Dr. A. R. Rajagopalan and Dr. Venkateshraj to encourage students to do their bit in saving a life. They all spoke on the impact of blood donation and how 1 donor can save 3 lives. Dr. Girish put to rest any concerns from the potential donors about the process and advised them on self-care after donating blood. By the end of the inaugural program, all students and staff were motivated and eager to save a life through the honourable act of blood donation. The camp was active till evening and observed great coordination between the medical team, student volunteers and all donors.

INDUSTRY INTERNSHIP PROGRAMME – STUDENT TESTIMONIALS PGDM BATCH 2020-22

SPECIALIZATION: FINANCE

*“Being a fresher with a lack of exposure to the corporate world, my internship at **Morgan Stanley** was an enriching experience. I had the opportunity to apply the skills & knowledge that I had acquired during my first year at SJIM. The internship was a wholesome experience where*

I not only learned about the business & culture of Morgan Stanley but also gained several skills such as networking, time management, interpersonal communication & presentation skills. The most valuable lesson which I learnt from my internship is to always be curious & never stop learning. The interactions which I had with the industry professionals & the values that I gained from the organization will forever stay with me. I am glad & grateful that I had such a fulfilling internship experience.”

- Arnon Royston Pinto

*“My internship at **Goldman Sachs** was a journey of pride, appreciation & fulfilment. I worked as a Summer Analyst in the Controllers Division. My learnings include developing skills such as adapting to the corporate culture, building self-confidence, effective time management, team management, managing unexpected situations, and much more. I found immense joy in collaborating with my team members. The most important lesson that I will carry forward in my professional & personal life from this opportunity is to have self-confidence in any situation, to be practical while thinking & to never ever hesitate in asking queries/doubts as there is always more to learn.”*

- Devarakonda Praveen Kumar

SPECIALIZATION: HUMAN RESOURCES

*“My summer internship at **PayU India Pvt. Ltd.** thrust me to test my own abilities of working independently, consciously and with a purpose to deliver quality work. I worked with the Talent Acquisition Team for 8 weeks. My experience involved designing a detailed one-year boot camp training program for campus hires from tier-I institutes in India. I learned how to create a detailed roadmap of the training program. I also provided ideas for improving campus engagement activities. Overall, I had a great exposure to core learning and development activities, and I am thankful to SJIM for giving me this opportunity and PayU for providing me challenging tasks.”*

- Deepthi U

SPECIALIZATION: MARKETING

*“My internship at **Roasted Engineers** provided exposure to work in Digital Marketing and Rebranding which are trending topics in the area of marketing. I feel blessed to get this opportunity. I had a great learning experience throughout my internship journey in terms of sharpening my soft skills as well. The founders were friendly and helped me gain hands-on experience.”*

- Kushal M

SPECIALIZATION: OPERATIONS

*"Despite the second wave of Covid-19, I had the opportunity to do my summer internship at **Grofers (now Blinkit)**. My learning experience involves understanding the work scenario of Hyperlocal Marketplace Model. Some of the things I learned during this journey includes lead search, merchant documentation, presentation on key metrics used by various e-commerce platforms, documentation of payments cycles reports and drop-shipping-tracking all types of orders. The entire experience of working at Grofers was that of learning, fun and balance. This internship helped me gain great industry knowledge and the importance of feedback."*

- Karan Abey

VERVE – A NATIONAL LEVEL BUSINESS FEST

Verve is a flagship inter-collegiate fest which aims at testing the budding leaders through a sequence of student designed management activities. SJIM hosted its two-day national level business management fest - Verve 2022 with the inauguration on March 11, 2022, under the leadership of Faculty Coordinator, Dr. Maria

Immanuvel and Student Coordinator, Joshi Emmanuel. The Chief Guest for the inauguration ceremony was Mr. Neelakantha Bhanu Prakash who holds the title of "Fastest Human Calculator" and is also an Alumnus of SJIM. Mr. Bhanu shared three key aspects that are important in life – using passion to bring a positive impact or change in the society; using criticism as fuel to become a better individual and lastly counting blessings and always be grateful for every phase of life. His seamless speech and remarkable talent as demonstrated by a 'quick exercise' truly astonished the audience.

The theme of Verve 2022 was "Bharatvarsha - Rise of The Fallen Cities" which aimed to inspire contestants to reflect on the truly magnificent and thriving cities that are part of India's history, as well as to learn how to apply their core values into their ideas. For the same reason, each of the 12 domains were associated with an ancient city, namely: Taxila - Finance, Pataliputra - Marketing, Magadha - Human Resource, Mohenjo-Daro - Operations, Nalanda - B-Quiz, Varanasi - E-Cell, Vrindavan - Photography, Panipat - Best Manager, Gandhara - Creative Productions, Hampi - CSR, Rakhigarhi - Corporate Sustainability and Shravasti - Business Analytics.



VERVE Inauguration Ceremony



SJIM Student Team VERVE 2022

The event witnessed a total of 151 registrations from over 50 colleges PAN India including IIM Kozhikode, ISBR, XIME, SJCC, MCC, Christ University, St. Aloysius and many more. The contestants participated virtually to the series of exciting and challenging activities. The overall winners of the event was Christ university, Bangalore. SJIM awarded cash prizes up to INR 98,000 to the winners and runners up across all the domains.

5TH SJIM-ALBERS INTERNATIONAL B-PLAN COMPETITION

The final round of the 5th SJIM-Albers International Business Plan Competition was conducted virtually on April 2, 2022. The challenge for this year was to create a business model that would enable, facilitate, and encourage sustainable consumption.

The participating teams submitted their B-Plans for assessment to a multi-member panel of judges from around the world. Three qualifying teams for the finals began by making pitches of their business models to the judges who acted as potential investors. The teams defended their model by answering new-age investor questions that reflected concerns of present day with regards to social & economic equality, climate change, ethics, environmental conservation, and so on. For audience engagement, a quiz was conducted on the history of the SJIM-Albers

International Business Plan Competition with prizes for the winners. The Faculty Coordinator, Dr. Anup Krishnamurthy, also shared some valuable insights on the performance of the teams and the challenges involved in collaborating with people around the world. The event was an all-round success as the primary goals of collaboration & innovation were attained.

53RD FOUNDATION DAY

The 53rd Foundation Day of SJIM was celebrated on April 5, 2022. Dr. Caren Rodrigues was the Faculty Coordinator for this event. The day was celebrated with great cheer & gusto through a brief program in the afternoon. The program commenced with a welcome note by the Director, who emphasized on the importance of the day for the institute and extended a warm welcome to the Chief Guest, Mr. Bijou Kurien, an alumnus of XLRI, Jamshedpur, who is currently serving as Chairman of Retailers Associated of India.

The chief guest gave a very stimulating speech on the significance of technology and being mobile, that is, adjusting and adapting to the current trends of change in the world. The program also followed the tradition of past years by bestowing the Social



53rd Foundation Day Celebration

Entrepreneurial award. This year's recipient was 'Dream a Dream' an NGO that works to empower young people from vulnerable backgrounds to overcome adversity and flourish in a fast-changing world. This was followed by awarding scholarships to exemplary students of PGDM program to recognize and reward their efforts in academics.

Finally, the event ended with an entertaining musical performance and a dynamic dance performed by the talented students of SJIM to send everyone back with high spirits.

STUDENT ACHIEVEMENT

The students of SJIM PGDM program participated in SYNECTICS – 2K22: a National Level Business Fest



Winners and Runners-up of SYNECTICS – 2K22



Fr. Rebello Basketball Tournament

organized by Kristu Jayanti College (KJC), Bangalore. This platform enabled students to implement their knowledge and skills in a real time scenario.

The fest was conducted from April 5-April 8, 2022, in Hybrid mode and the final round was held at the KJC campus. The event had teams from 32 well known Business Schools across 6 different states of India. The students of SJIM participated in all the domains of the fest and won accolades in Plan – Z (Best Management Team), Humanix (HR), Finmeister (Finance), Metasell (Marketing) & were runner up in Bizvisory (Business Quiz). SJIM was also awarded the overall 'Contingent Runner-Up' of the fest.

FR. REBELLO BASKETBALL TOURNAMENT

"The strength of the team is each individual member. The strength of each member is the team." - Phil Jackson.

SJIM hosted "FR. Rebello Memorial Cup 2022" – an inter-collegiate men's basketball tournament - which was sponsored by Decathlon over a period of two days on April 7 and 8, 2022.

The tournament had skilled players from 16 colleges across Bangalore, namely - SJCC, Christ (Kengeri), CMR, MSR IT, Christ (Bannerghatta), BMS CE, St. Clare's, NMIT, Christ (Main), RV, CMS, SJC, Jain University, MSR Applied Science, Reva University and

Raja Rajeshwari. The first set of matches were held on April 7, 2022, to decide which teams would qualify for the final play-offs.

The semi-final and the final match was held on April 08, 2022. Throughout the whole tournament, students, faculty, and staff members at SJIM came up with full energy to cheer & show their support towards the team players. In the final match, Jain University won the championship of the "FR. Rebello Memorial Cup 2022".

25TH ANNUAL CONVOCATION

SJIM wished the graduating batch of 2022 farewell and good luck through a wonderful two-day program. Dr. Binny Cherian was the faculty coordinator for this event. On May 13, 2022 (Day-1), the students were congratulated on the completion of their wonderful PGDM journey at SJIM by our Director, Rev Dr. Manoj D'Souza SJ, & Dean, Dr. A.R. Rajagopalan.

The members of the Student Council 2021-2022 & the coordinators of academic clubs were recognized & awarded with certificates for their leadership & dedication in serving their fellow students & making contribution to the institute. Students also shared their

experience at SJIM with the audience and the evening ended with a convocation dinner where faculty, parents and students interacted with each other. On May 14, 2022 (Day-2), SJIM held the 25th Annual Convocation for the 174 graduating students with the Hon'ble Governor of Karnataka, Shri Thawar Chand Gehlot, as the Chief Guest. The Hon'ble Governor conferred medals to the overall toppers as well as toppers in domains of Finance, Human Resources, Marketing & Operations of the PGDM program. He also shared some words of wisdom & motivation with students for making a better India whichever path they may choose to take in life. The final graduation certificates were awarded to the students who accepted them in the bittersweet moment of their efforts as their journey at SJIM came to an end. The program concluded with students expressing gratitude towards parents and faculty. The management and faculty at SJIM have no doubt that the batch of 2022 will excel in their endeavours & keep the flag of SJIM flying high wherever life takes them as they carry with them the motto, "Once a Josephite, always a Josephite".



25th ANNUAL Convocation

RANK HOLDERS OF PGDM BATCH 2020-22

After the conferring of Diplomas, the rank holders were felicitated.

Overall Ranks were awarded to:

OVERALL TOPPERS



Eravelly Sherwin Sebastian
First Rank - 8.810 (CGPA)



Rachita Itagi
Second Rank - 8.181 (CGPA)



Ruble Anto Scaria
Second Rank - 8.181 (CGPA)



Joevis Dominic F
Third Rank - 8.145 (CGPA)

Specialization Ranks were awarded to:

FINANCE



Eravelly Sherwin Sebastian
1st Rank - 9.375 (CGPA)



Rachita Itagi
Second Rank - 9.000 (CGPA)



Ruble Anto Scaria
First Rank - 9.167 (CGPA)



Aishwarya
Second Rank - 9.111 (CGPA)

HUMAN RESOURCES



Eravelly Sherwin Sebastian
1st Rank - 9.286 (CGPA)



Joevis Dominic F
Second Rank - 8.714 (CGPA)



Ophir Nila R
First Rank - 8.609 (CGPA)



Tejaswini D
Second Rank - 8.348 (CGPA)

MARKETING

OPERATIONS

NEW FACULTY AT SJIM



Dr. A. R. Rajagopalan, MPhil, Ph.D.
Dean and Professor
Human Resources

Dr. Shehla Malik, MBA, Ph.D. (Jamia Millia Islamia)
Assistant Professor
Human Resources



FACULTY ACHIEVEMENTS

Ph.D. Completion



Ms. Binny Cherian successfully defended her **Ph.D. thesis** and received **Doctorate in Economics** in the open house viva conducted by CMR University, under the title “*An Empirical Testing of Life Cycle Hypothesis in the Hospitality Sector*” on 30-March-2022.

Publications

1. Avil Saldanha and Rekha Aranha (2021). “Good-looking step” in “bad direction”—RBI Internal Working Group proposal. Emerald Emerging Markets Case Studies 11(3). Scopus.
2. Avil Saldanha, Rajendra Desai and Rekha Aranha (2021). Prediction of share of visual inventory using store display, channel, and product variables. International Journal of Management Studies, 29(1), 163-183. WOS.
3. Avil Saldanha and Swati Upveja (2022). Death of a controversial tax. Emerald Emerging Markets Case Studies, 12(2). Scopus.
4. Avil Saldanha and Rekha Aranha (2022). Crisis faced by a B-School. Asian Journal of Management Cases. In print. ABDC level-C, WOS, Scopus.
5. Binny Cherian and Annapoorna, M S. (2021). Impact of Number of Foreign and Domestic tourists on Occupancy Rates, ADR and RevPar. Drugs and Cell Therapies in Hematology, 10(1), 545 – 550. WOS.

6. Binny Cherian and Annapoorna, M S. (2021). Apocalypse and the Perception towards the Hospitality Industry during Covid 19. *Journal of Contemporary Issues in Business and Government*, 27(3), 2025 – 2029. DOI: 10.47750/cibg.2021.27.03.249.
7. Binny Cherian and Annapoorna, M S. (2021). Does Psychological factors and Social factors influence the consumption expenditure during the covid-19 pandemic? *Sambodhi*, 44 (1), 125 – 132. *UGC Care Journal*.
8. Caren Rodrigues and Anup Krishnamurthy (2021). When Subsidiaries Follow Their Parents' CSR Focus: The Influence of Organizational Characteristics on CSR towards Target Groups. *International Journal of Human Resource Management (IJHRM)*. DOI: 10.1080/09585192.2021.1875492. ABDC level-A, WOS, Scopus, former FT-50 journal.
9. Lawrence V J (2021). Competitiveness of Traditional Manufacturers like TATA Motors & Ashok Leyland in the Indian Heavy Commercial Vehicle segment. *IRTM 2021* Published by Taylor & Francis. Chapter No. 102. pp. 677-681.
10. Shehla Malik (2021). How multidimensional emotional intelligence impacts intra-organizational knowledge sharing behaviours of employees?, *Global Knowledge, Memory and Communication*, Vol. 70 No. 8/9, pp. 858-875. DOI:10.1108/GKMC-09-2020-0147. ABDC level-B, WOS, Scopus.
11. Shehla Malik (2021). The nexus between emotional intelligence and types of knowledge sharing: does work experience matter?", *Journal of Workplace Learning*, Vol. 33 No. 8, pp. 619-634. DOI: 10.1108/JWL-10-2020-0170. ABDC level-C, WOS, Scopus.
12. Shehla Malik (2021). Emotional intelligence and innovative work behaviour in knowledge-intensive organizations: how tacit knowledge sharing acts as a mediator?, *VINE Journal of Information and Knowledge Management Systems*. DOI:10.1108/VJIKMS-09-2020-0158. ABDC level-B, WOS, Scopus.
13. Shadma Shahid, Jamid Ul Islam, Shehla Malik, and Uzma Hasan (2022). Examining consumer experience in using m-banking apps: A study of its antecedents and outcomes. *Journal of Retailing and Consumer Services (JRCS)*, 65, 102870. DOI: 10.1016/j.jretconser.2021.102870. ABDC level-A, WOS, Scopus.

Conferences

1. Ananthalakshmi Muniraj and Avil Saldanha (2022). Customer's Perception and Usage of Green Banking Practices in India. *Utkarsh, The International Conference on Sustainable Business Models in Turbulent Times* organized by SJIM.
2. Avil Saldanha and Ananthu Sunil (2022). Consumer Perception About Hair Shampoo. *2nd International Conference on Science, Technology, and Innovation, Indian Academicians and Researchers Association*.
3. Caren Rodrigues, Anup Krishnamurthy, and Manoj D'Souza SJ (2021). When Organizations and Their Employees Disagree About Approaches to Achieve Economic Justice and The Common Good. *Proceedings of the 2021 International Vincentian Business Ethics*.
4. Caren Rodrigues and Geneva Sedgwick (2021). Using Technology for Intercultural Exchange, Collaboration and Teamwork: A Jesuit Model. *Proceedings of the 26th Annual IAJS World Forum*.
5. Caren Rodrigues, Anup Krishnamurthy, and Manoj D'Souza SJ (2021). A Replicable Model for Meaningful Educational Experiences for Post-Graduate Business Students. *VI International Scholas Chairs Congress, Madrid, Spain*.
6. Caren Rodrigues, Anup Krishnamurthy, Annie Susan Alex, and Metali Singh. (2021). HRM-related Actions during the COVID-19 Pandemic: An Institutional Theory View. *Proceedings of the 2021 Eastern Academy of Management Annual Meeting*.
7. Caren Rodrigues, Anup Krishnamurthy, and Ayesha Sebastiana Pinto. (2021). A Career Success

Model for “Low-Status” “Split-Family” Self-Initiated Expatriates. Proceedings of the 2021 Western Academy of Management Annual Meeting.

8. Caren Rodrigues, Antu Babu, Cicilia Joshy, Malia Akshatha, Sarah Nehemie V. S., Sumesh M., and Tanushree M (2021). The COVID-19 Pandemic and Employee Experience with Virtual Work-From-Home Arrangements: A PE Fit View. Proceedings of the 2021 Western Academy of Management Annual Meeting.
9. Lawrence V J (2021). Sustainability and Impact of Electric Vehicles in the Automotive Industry. 6th International Conference on Economic Growth and Sustainable Development: Emerging Trends. SDMIMD, Mysore.
10. Lawrence V J (2021). Innovations in the Electric Vehicles Segment of the Automotive Sector. International Conference on Business Research & Innovation (ICBRI). Management Development Institute (MDI), Murshidabad.
11. Maria Immanuvel S, Prof. Lazar, and Rakshhambiga V N (2022). Gold smuggling in India and its effect on Indian bullion industry. 5th Annual Gold and Gold Markets Conference organised by India Gold Policy Centre, Indian Institute of Management, Ahmedabad.
12. Oswald Mascarenhas SJ, Anup Krishnamurthy, and Caren Rodrigues (2021). Exploring Metaphors and Metaphorical Reasoning for Developing Marketing Thought and Practice. Proceedings of the 2021 Academy of Marketing Science Annual Conference.

Workshops

1. Dr. Caren Rodrigues and Dr. Anup Krishnamurthy conducted an international research workshop for the Western Academy of Management (USA) titled, “Paper Writing Workshop for Early Career Researchers: Effective Theoretical Background, Hypothesis Development and Discussion Sections” on April 22, 2021.

2. Dr. Anup Krishnamurthy and Dr. Caren Rodrigues conducted an international research workshop for the Eastern Academy of Management (USA) titled, “The Laddering Technique: Uncovering Shared Motivations Among Group Members” on May 19, 2021.

Awards

1. Major Research Grant: Dr. Caren Rodrigues was awarded a research grant of EUR 5000 by the Scientific Committee of the Economy of Francesco (Vatican City)

Consultancy

1. Fr. Olvin Veigas appointed as the consultant of CIMED (Composite Interceptive Med-Science) Laboratories Private Limited, Bangalore.

Expert Talks

1. Fr. Olvin Veigas delivered an expert talk on “Jesuit Educational Heritage in history from the prism of Ratio Studiorum” for JESCOL, Bangalore on January 30, 2021.
2. Fr. Olvin Veigas delivered an expert talk on “War and peace in Czar’s lands: Russia-Ukraine conflict and its economic fallout”, Faculty St Joseph’s College of Commerce (SJCC), Bangalore on February 28, 2021.
3. Prof. Lawrence V J delivered an expert talk on the topic “Conflict Resolution” at MSRIT, Bengaluru on September 14, 2021.

Chair Professor

1. Prof. Lawrence V J served as a chair professor for Track 4 - 7 papers at 6th International Conference on Economic Growth and Sustainable Development: Emerging Trends organized by Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD), Mysore.

ALUMNI ENGAGEMENT DURING 2021-22



Alumni Meet 2022

Event Name	Description
Alumni Association	The Alumni Association formed under the aegis of BJES (Bangalore Jesuit Education Society) has started few support initiatives in the form of guest Lectures, being panel members in seminars and conferences, conducting mock interviews, being part of the viva panels, assisting in placements and summer projects etc. The Association intends to grow further implementing in the areas of – Academic Excellence, Corporate Interface, Reskilling of Alumni, and promotion of extra-curricular activities.
Alumni Meet 2022	SJIM hosted Alumni meet and dinner on April 9, 2022. Rev Dr. Manoj D'Souza SJ, Director of SJIM addressed the gathering and extended a warm welcome to the alumni. He also spoke on how the institute has progressed in past years and commended the students on their accomplishments and the legacy they have left behind. Following this, Mr. Sanjay Mitra, the Alumni President addressed the gathering and shared details of the activities and plans of the Alumni Association. The current batch of talented students entertained the audience with various performances and activities, including a band performance, a cultural dance, and multiple ice breaker activities, to add an element of fun and excitement to the event. The ceremony concluded with a heartfelt Vote of Thanks by the student alumni coordinator and a hearty dinner with great food & the opportunity to interact with everyone present. The meet was a wonderful occasion for SJCBA (St. Joseph's College of Business Administration) and SJIM Alumni to catch up with old mates, chat with professors and relive the past.

Lectures by Alumni	<ol style="list-style-type: none"> 1. Rashmi Nagasubramaniam of PGDM 2005 taught the HR course on Compensation and Benefits. 2. Naveen Alex Head-HR Subex of PGDM 2016 facilitated the session on Recruiters' Perspectives as a part of our Career Advancement Program. 3. Nirmal D'Souza of PGDM 2014 from Allegro Capital conducted a session on Wealth Management for our Career Advancement Program.
Alumni as Chief Guests, Speakers, and Panel Members	<p>New Student Orientation: Our alumnus Roger Joseph Lurshay HR – Oracle, PGDM 2015 conducted an interesting discussion on presentation skills for the incoming batch of students.</p> <p>Verve 2022: Mr. Neelakantha Bhanu Prakash who holds the title of “Fastest Human Calculator” was the chief guest for the inauguration ceremony and Mr. Karthik Ponnappa (Co-Founder at Smarter Dharma) of PGDM 2004 was the chief guest for the valedictory event.</p> <p>International Conference - Utkarsh 2022: Mr. Sanjay Mitra, HR Manager-ITC Ltd, of PGDM 2003 enlightened the journey of manufacturing companies sustaining through rough times and the plan of action taken by ITC in the last couple of years.</p> <p>E-Cell and Marketing Conclave: Mr. Karthik Ponnappa (Co-Founder at Smarter Dharma) of PGDM 2004 served as a panel member at the event.</p> <p>Finance Conclave: Dr. Alok Chhajjer, SJIM Alumnus PGDM 2004, Founder & Chief Financial Planner at Alreadylate.com and Learning & Development Consultant at Dvara Money delivered an expert talk on the topic 'Disruption, Capital Markets & Fintech'.</p>
Admission Interviews	<p>Our alumni continue to play an active role in the admission process. Our interview panel for 2022 included Pankaj Kumar Shukla (2009), Melkisedek Jayakumar (2008), Peter Cherian (1989), Robin Robert Bonnerjee (2008), Sheetal Bhadani (2007), Sangeetha (2006), Shanty Kokoth (2006), Rosemy Cherian (2009), Daniel Binu Varghese (2001) and Radhika Dilip (2006).</p>

Follow us on social media and don't ever miss events at SJIM:

- **LinkedIn:** <https://www.linkedin.com/school/15140952/>
- **YouTube:** <https://www.youtube.com/c/StJosephsInstituteofManagementSJIM>
- **Instagram:** https://www.instagram.com/bangalore_sjim/
- **FaceBook:** <https://www.facebook.com/SJIMOfficial/>