

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

As we reflect on yet another eventful year at St. Joseph's Institute of Management, I am filled with a sense of gratitude and pride. Our institution, one of the oldest business schools in India, continues to embody the rich legacy of Jesuit education. It is a privilege to serve as the Director of this esteemed institute and witness the transformative impact we have on our students' lives.

At St. Joseph's, we strive to nurture and develop well-rounded individuals

who not only excel academically but also embody the values of the Jesuit tradition. The essence of MAGIS, the pursuit of excellence and doing more for others, is ingrained in our ethos. We encourage our students to continuously challenge themselves, to go beyond their comfort zones, and to make a positive difference in the world.

It gives me immense pleasure to announce that SJIM has been granted accreditation by the National Board of Accreditation (NBA). This recognition is a testament to our commitment to academic excellence, industry relevance, and the overall growth of our students. Furthermore, I am pleased to share that the National Institutional Ranking Framework (NIRF) has recognized SJIM as one of the top business schools in India. This achievement is a result of the collective efforts of our dedicated faculty, diligent staff, and talented students.

As we move forward, we remain committed to providing holistic education that prepares our students to address complex challenges, instills ethical values, and promotes social responsibility. We will continue to strengthen our academic programs, expand industry and academic collaborations to create an ecosystem conducive to learning and growth.

I would like to express my heartfelt gratitude to our esteemed faculty members, dedicated staff, and supportive alumni for their unwavering commitment to our mission.

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



ORIENTATION PROGRAM OF PGDM 2022-24 BATCH



Inauguration of Batch 2022 -24

The academic year of 2022-24 at St. Joseph's Institute of Management (SJIM) began on 18th July 2022 with an inauguration ceremony for the new batch of management students. The institute welcomed the bright young minds on their new journey of becoming management leaders of tomorrow. The program began with a prayer song followed by lighting of the lamp. The Director, Rev Dr Manoj D'Souza SJ, and the Dean, Dr A R Rajagopalan, gave valuable insights into what the students can look forward to in their time here as well as what would be expected of them in the coming two years.



The chief guest for the event was Dr Mahesh Bhatt, an individual with vast experience who is currently working as the Chief Business Officer at Teamlease Services Ltd. His words inspired the students and made them believe that the choice of pursuing a PGDM was the right one. The event was concluded with a few well put words from 2 students of the new batch who shared their backgrounds and why they chose

to pursue a PGDM at SJIM. They also motivated their peers to make the best of all opportunities that were coming their way in their time at this institute.

Ramsey Maclean D'Souza
II PGDM

FEAST OF ST. IGNATIUS OF LOYOLA

St. Joseph's Institute of Management celebrated the feast of St. Ignatius of Loyola on 27th July 2022, who founded the Jesuit Order which has brought about massive positive change over the decades including educating the minds at SJIM.



To celebrate the occasion, a small cultural program was held for the students wherein the Director, Rev Dr Manoj D'Souza SJ, explained to the students the significance of St. Ignatius to the Jesuit order & how they can learn from the life he led. The festivities resumed with the students of the 2nd year performing a melodious rendition of songs written by St. Ignatius & enacting a skit showing his journey from soldier to saint.



Other highlights of the event were the finals & result announcement of the poster making & quiz

competitions that had been carried out over the past week. The students thoroughly enjoyed & participated the event & even found some inspiration for their own lives through St. Ignatius of Loyola.

Ramsey Maclean D'Souza
II PGDM

FRESHERS' DAY

St. Joseph's Institute of Management celebrated Freshers' Day with a lot of joy & enthusiasm. The entire program was organized by the seniors for their juniors. The afternoon began with a short welcome address from the Dean, Dr A R Rajagopalan, and a few games to get the juniors active and competitive.



The juniors then competed in a short film & a dance competition going head-to-head against the other sections where they got to show how immensely creative & talented the new batch of SJIM is. The senior dancers put together a number of beautifully choreographed performances to get the crowd moving & cheering along with them. Finally, the senior singers & musicians took to the stage & performed a number of songs in different languages which led to

the atmosphere in the auditorium to turn into that of a concert where everyone was just moving together, singing along & having a good time.



The program ended with a small dance session where the seniors & juniors just mingled and had fun as they left the auditorium. The Freshers' Day program was a great success with students & faculty enjoying the talent, creativity & energy of the SJIM family.

Ramsey Maclean D'Souza
II PGDM

INDEPENDENCE DAY

"Freedom is never dear at any price. It is the breath of life. What would a man not pay for living?"

- Mahatma Gandhi

On 15th August 2022 India celebrated its 75th independence day, 'Bharat ki Azadi ka Mahotsav', to commemorate its freedom, inspiration, new ideas and pledges.



With great enthusiasm and patriotism, SJIM celebrated the occasion with its beloved students, teaching and non-teaching staff. The program started by welcoming the chief guest, Air Commodore Rajesh Bhandari.



The chief guest hoisted the Indian flag. The chief guest spoke about the significance of our nation & its freedom. The college choir gave an unforgettable performance to further fan the flames of patriotism within everyone.



The program came to an end with a memento of the 75th Independence Day being presented to our honourable chief guest.

Mithila S
I PGDM

BLOOD DONATION CAMP

SJIM in partnership with Narayana Health Care conducted a blood donation camp on 31st of January 2023. The camp was aimed at promoting the importance of blood donation and creating awareness among the students and staff of SJIM about the noble cause.



With the help of 94 enthusiastic donors and 15 volunteer students, the camp was able to achieve its objective of collecting a large number of blood units. The donors comprised of students, faculty members, and staff of SJIM, who came forward to make a difference in someone's life by donating their blood. The Narayana Health Care team provided all the necessary medical facilities, equipment, and support to ensure that the blood donation process was safe and comfortable for the donors.



The team of doctors and nurses were available to provide medical assistance and guidance to the

donors throughout the camp. The camp received an overwhelming response from the donors, who were proud to have contributed to this noble cause. The collected blood units will be used to save the lives of people in need, and the camp has definitely made a positive impact in the community.

Mithila S
I PGDM

RURAL IMMERSION CAMP

The rural immersion programme was conducted from 7th Nov to 12th Nov. The students visited Sindagi Taluk, Bijapur Town and Manvi Taluk in Raichur District.



SJIM students were accommodated at Loyola School Sindagi, they formed 6 different groups and each group was given different task, such as serving food, clearing trash, and providing entertainment to students.



They evaluated few stores. Engaged with the ladies in SHGs and visited Sugarcane Factory to discover how sugar, jaggery, and other byproducts were produced. Met many talented rural kids and spent great time with them.



On the final day SJIM students enjoyed visiting stunning forts in Bijapur, Ibrahim Rouza and Gol Gumbaz.

ST. GALLEN SYMPOSIUM (SWITZERLAND) REPRESENTATIVE VISITS SJIM

On 18th November 2022, the student representative, Thomas Hoffmann, from the St. Gallen Symposium (Switzerland) visited SJIM to talk about the Symposium with the students of SJIM. The St. Gallen Symposium is the foremost student-driven event in the world in terms of its reach and ability to bring together large numbers of high-ranking personalities from both business and politics on a single platform to interact with young students.

This year's topic for the Essay Competition of the Symposium is centered around "A New Generational Contract". As Thomas explained, the topic deals with how can we deal with current, urgent challenges in a way that also sets the path for a more resilient, sustainable future.

INDUSTRIAL VISITS



Volvo Construction Equipment India Pvt Ltd



The Printers (Mysore) Limited, Deccan Herald



Deccapel Fashions



Hindustan Coca-Cola Beverages Private Limited (HCCB)



CONCLAVES

Marketing Conclave

The Marketing Conclave was conducted on 29th October, Saturday. The conclave's theme for this year was "Marketing 5.0 Challenges and Opportunities". Three leading industry figures were invited to share their perspectives on the same. Mr. Vishvanathan Sambasivam, Executive Director at NeilsenIQ expressed his views on the future of marketing, the factors shaping consumer expectations & behavior as well as the tech tsunami phenomenon.



Ms. Jyothi Noronha CEO & Co-Founder of NeeliTech provided her perspective on the nuances of Robotic Process Automation in Retail, Sales and Marketing. Mr. Sanju P, Brand Strategist at Whitespace Brand Consulting shared his vision with respect to consumer behavioral impacts on the future of marketing. Students also got the opportunity to interact & further enhance their understanding through the question-and-answer session in which Ms. Shalini Suresh, the Chief Marketing Officer at NeeliTech shared her thoughts on marketing of tech-based services.



The student coordinator of the Marketing Club, Mr. Karthik proposed the vote of thanks.

Shiny Amal A
I PGDM

The Operations Conclave

The Operations Conclave was held on 7th December, Wednesday. The conclave's theme for this year was ve themed "Automation and Digitalization in Operations".



To begin, Dr. Radhika Mahadev, Head of Robotic process automation at Merck Life Sciences expressed her views about RPA and its opportunities. Mr. Amritanshu Kumar, Co-Founder and Operation Head of TrackNerd outlined the Automated Customer Service Process. Mr. Jayakumar Balasubramanian, Director at Emertxe Technologies extended his vision on online training courses and their challenges in the future.



A lively question and answer session was held at the end where students got to interact with the speakers & dive a little deeper into the subject. The student coordinator of Operations Club, Mr. Rohan Jacob, proposed the vote of thanks.

Monica
I PGDM

The Human Resources Conclave

The Human Resources Conclave was held on 8th February, Wednesday. The conclave was held as a round table discussion on "Developing Agile Succession Planning and Diversifying the Bench". The panellists for the event were Mr Winston A de Rosario, Director - Global Head of People and Culture at Sliq, spoke on how succession planning is very different in start-ups as there will be a single person as HR who would control the entire operation and the need for hiring competitive personnel who are fully capable to step up when required. Ms Ritu Chaubey, Human Resource Director at CommScope, gave her insights on the issues faced in the Indian private sector during succession planning and comparisons with the widely practised lateral hiring process. Instead of viewing the concept as succession planning, a new terminology was put in place "Leadership Talent Planning" which ensures that an organisation doesn't miss out on its long term strategy.



Mr Mathew Joseph, Associate Director Human Resources at Biocon Biologics mentioned the role of mentoring and coaching in the field of succession planning and strategies developed to avoid biases and promote diversity. The industry as a whole transforming to a role based structure rather than a hierarchical profile, the importance of AI and machine learning, learning interventions assisting in developing proficiencies and the critical goals organisations and the employees as a whole need to work on was discussed.



Mr Dileep Chandra, Talent Acquisition Head at HP India talked about the main challenges faced in creating agility with respect to the Indian context. The negative perceptions associated with identifying a successor and repercussions along with it. The Q&A session with the audience brought forward the need to acknowledge forms of diversity other than gender diversity. The talk ended with how we as future business leaders and as a part of society could create opportunities for diversity, inclusion and visibility.

Becky Merin George
I PGDM

Finance Conclave

The Finance Conclave was held on the 10th September, Saturday. The theme of the conclave was 'Resurgence of the Financial Services Sector in India'. The speakers for the conclave were Dr. Thomas K. Philips, Professor, Tandon School of Engineering, NYU; Ms. Lasitha Raj, AVP, HSBC and Mr. Chandresh Ranjan, VP and Head, Liabilities Products, Jana Small Finance Bank.



The speakers discussed the developments in the financial services sector in India and the future potential of the sector in catapulting the Indian economy to the next level. Director Rev. Dr. Manoj D'souza SJ, Dean Dr. A. R. Rajagopalan and the Finance Club Faculty Co-ordinator Prof. Ashwin R. John were also present. Student co-ordinator Mr. Venkatesh proposed the vote of thanks.

Soundarya
I PGDM

PINNACLE

The intra-collegiate management fest was conducted from August 29th to September 5th, 2022.

The theme of much-anticipated event was to bring together two essentials of every student's life, fun and education together in a corporate carnival. The events were named after some of the most renowned activities that take place in a carnival. The fest gave students in the college an opportunity to showcase their abilities across 9 different domains. The domains were as follows:

1. Best Manager (Carnival Chief)
2. Finance (Finance Funfair)
3. Marketing (Marketing Magic)
4. HR (HR Wonderland)
5. Operations (Operations Arcade)
6. Creative Productions (Creative Productions Parade)
7. Business Quiz (Business Quiz Cruise)
8. Entrepreneurship (Entrepreneur's Gala)
9. Synergy (The Great Circus)

This year the event featured over 120 students from the first year PGDM batch of 2024. The event also incorporated a new auction system of making teams, and a live carnival themed small business simulation round to give students practical experience of running a business. The chief guest of the event was Mr Paul John, Partner at National Printing Press, Founder at JoPack, Co-Founder at Hapsmiths. During his speech, he addressed about how fest shapes character and the role fest has played in his success as a business professional.



Pinnacle this year saw 37 judges, out of which 25 were Alumni. Along with constructive feedback, the alumni in particular spoke about their fest experience in college and how fest has helped in their respective careers.

The list of winners are as follows:

Domain	Position	Participant 1	Participant 2
CARNIVAL CHIEF	Winners	Althea D'Almeida	-
	2nd Place	Saranya	-
	3rd Place	Dibya Ranjan Das	-
BQUIZ CRUISE	Winners	Neha Johnson	-
	2nd Place	Basant Kandulna	-
	3rd Place	Anagha	-
MARKETING MAGIC	Winners	Roshni Sridharan	Tejas Bhandari
	2nd Place	Jonathan Solomon M	Glen Anthony Pinto
	3rd Place	Monish.S	Dean Leon Alva
HR WONDERLAND	Winners	Eashan Aaditya	Keerthana Sudhakar
	2nd Place	Fredric S	Jenifer J
	3rd Place	Alekhyia v	Priyal Nagar
OPERATIONS ARCADE	Winners	Fabio S John	Steffi Ann Varughese
	2nd Place	Kiran Santhosh	Ashwin Nair
	3rd Place	Arjunan T	Becky Merin George
FINANCE FUNFAIR	Winners	Merwyn Vijay Rodrigues	Kushal Kumar M
	2nd Place	Kanhaiya Jee	Anurenj Jibu
	3rd Place	Pranab Sen	Shalet Shaji
CREATIVE PRODUCTIONS PARADE	Winners	Anto Maria Louis G	Aloysius John
	2nd Place	Stephen. V	J Abhishek Ratnam
	3rd Place	Himani Anand	Kevin Kiran L
ENTREPRENEUR'S GALA	Winners	Mithila S	Bhavya S
	2nd Place	Neha Sudheesh	Joseph Jophy
	3rd Place	Philemon Thomas	Joseph Bijoy
		Alex John	Shrinivas
SYNERGY	Winners	Brainiacs	-
	2nd Place	Zenith	-
	3rd Place	Ignite	-

Becky Merin George
I PGDM

VERVE 2K23 – BIZARENA

The annual flagship Inter-collegiate fest “Verve 2k23 - BizARENA” was held on March 17th and 18th, 2023. This year marked the silver jubilee of the event. The event was open to participants across the country and online visibility of thousands was reached with the use of online platform - Unstop. The fest saw registrations from colleges across the region. The competition was designed to test the business acumen and skills of the participants which included stress management, time management, presentation, financial planning, problem-solving, analytical skills, creativity among others during the two-day event. The rounds had a touch of the real-world and an added edge of entrepreneurship. The total number of participants for the competition was 60 across various institutes.



The Judges for the rounds across 2 days were established alumni of the institute who brought in their expertise to the event and the faculties were also involved in the rounds. The Chief Guest for the inauguration ceremony was Mr. Saumil Sheth, Chief Operating Officer, Drishya AI Labs. He is an alumnus of IIM Bengaluru and Pennsylvania State University with an international experience of over 24 years.



The guest for the valedictory ceremony was one of the alumnus of SJIM, Mr. Nelson Jacob Gladson, Regional Training Manager – Sales and Operations at Swiggy.

Verve aims at bringing the opportunity and talent together to enable success. The event saw participants bringing innovative solutions to the problems handed to them which was the hallmark of the event.

Ramsey Maclean D'Souza
II PGDM

REPUBLIC DAY

“A nation’s culture resides in the heart and the soul of its people” - Mahatma Gandhi

St. Joseph’s Institute of Management, Bangalore, celebrated India’s 74th Republic day on 26th January 2023 on campus with pride and enthusiasm. The students remembered their love for the motherland & recalled what makes it one of the world’s greatest nations when the tricolor was unfurled accompanied by everyone singing the national anthem in unison.



The flag was hoisted by the Associate Dean, Prof V.J. Lawrence, who also addressed the gathering about the importance of the occasion. Republic Day celebrates the Constitution of India that allows every Indian to enjoy the rights that they have. He also spoke on the theme of this year, namely - ‘Jan-Bhagidari’ (participation of people). Following this the students of SJIM Choir Team put on a melodious performance to bring within each individual & strengthen their patriotism.

Shalet Shaji
I PGDM

LITTLE CHRISTMAS

To celebrate the festive season, the students of St. Joseph’s Institute of Management, Bangalore, came together to put on a small program called ‘Little Christmas’ on 20th December 2022. The event began

with a choir performance by the 2nd year students to welcome the gathering & get everyone into the festive spirit through a number of Christmas carols. The Director, Rev. Dr. Manoj D'Souza SJ, addressed the gathering & shared a beautiful message of the season bringing hope & joy to people all around the world regardless of their personal beliefs.



To help explain the origin & significance of the festival of Christmas the 2nd year students enacted the Nativity with a few twists to make it relatable for everyone. Following this, the 1st year students put on some amazing dances, skits & musical performances to out-shine their fellow batch-mates & bring some more energy into the venue.



As the program came to a wrap, the senior students' choir came forward once again with Christmas carols as Santa Claus paid a visit to all who were present in the auditorium. It truly was a very merry Christmas & a splendid start to the happy holidays.

Ramsey Maclean D'Souza
II PGDM

ETHNIC DAY

The Ethnic day started with a literal bang through our traditional Chendamellam followed by the lighting of the lamp by members of our management & faculty. The Chendamellam continued for quite some time

till it was time for the traditional Onam dance, Thiruvathira. The performance was quite spectacular and the dancers brought tremendous grace to it. The dances from each team along with the group dance in the end made the soul and body dance with the exciting beats.



Following that, the students from all years took to the badminton court to have a jolly time and jump to the beats of the drum. There was a short respite during which the students were provided the yummy payasam and the scrumptious Onam snacks sharkaraveratti.



Shortly afterwards the tug of war took place (Vadamvalli), it was seniors vs juniors faceoff with the senior batch emerging victorious. The tug of war marked the ending for the ethnic day celebrations which was in every way ethnic and memorable. The day represented the remarkable and amazing display of culture and beauty SJIM holds dear.

Becky Miriam George
I PGDM

PONGAL AND MAKAR SANKRANTI - CELEBRATIONS

St. Joseph's Institute of Management celebrated Pongal/Makar Sankranti on 3rd February 2023 in the Loyola Auditorium with great joy and enthusiasm.

The event began with giving an introduction to the festival in different Indian languages such as Kannada, Tamil, Malayalam and Telugu followed by a prayer dance. The media team of SJIM then presented a video which showcased how Pongal/Makar Sankranti is celebrated across different parts of India including Gujarat, Jharkhand, Punjab, Karnataka, Tamil Nadu etc. The event was made melodious by a group song performance in Hindi, Malayalam, Bengali etc. An enthusiastic and energetic dance performance is a must for any festival & the students did not disappoint. They showcased cultural dance forms in various languages including Punjabi, Gujarati, Malayalam, Tamil, Telugu, Kannada and Hindi. The final event was a fashion show presenting traditional outfits of different Indian states such as Rajasthan, Madhya Pradesh, Gujarat, Punjab, Tamil Nadu, Andhra Pradesh, Karnataka, Jammu and Kashmir etc.



This event inculcated a sense of belongingness among all the students. The formal celebration in the auditorium ended with a vote of thanks by the organizers. Following this, everyone was asked to proceed towards the SJIM quadrangle for traditional games and food. The "Uriyadi" game was played by the students in which they were made to hit a pot with a stick hung at a particular height while blindfolded. The game made the event even more interesting and exciting. All in all, it was an event that brought everyone together to celebrate how their differences unite them.

Priyal Nagar
I PGDM

KANNADA RAJYOTSAVA

St. Joseph Institute of Management celebrated Kannada Rajyotsava on 16th November 2022 with great joy and enthusiasm. The chief guest for the event was Shri T. S. Nagabharana and the guest of honour was Smt. Dr Vijayalakshmi Sathyamurthy. Shri T.S.Nagabharana is an exceptional film maker, actor, and writer having won

many national awards. He is also the pioneer of parallel cinema. The event began with flag hoisting by the chief guest and song performance by the faculty of SJIM. The entire college was in hues of red and yellow symbolizing peace and prosperity among the people of Karnataka.



The chief guest's speech emphasized on how welcoming the state is to outsiders. The non-teaching staffs were also felicitated for their service to college. The beats of chenda, pulikali and the traditional yakshagana performance lifted the entire atmosphere. The event ended with an amazing dance performance by the cultural team on various music hits followed by a melodious songs performed by the college band.

Shalet Shaji
I PGDM

JOSEPH'S PREMIER LEAGUE

The much-anticipated Joseph's Premier League (JPL) was formally inaugurated on 17th November 2022. The league which is built upon the moto that a "healthy body leads to a healthy mind" is designed to encourage a sporting culture while inculcating management values. The inaugural event saw the five teams being unveiled in a grand manner through audio visuals, shadow-sport, player introductions and innovative props. The five teams for the year were named after the theme "Constellations", which includes Dracos Spiritus, Lupus Blasters, The Orion Fighters, Scorpion strikers and Pegasus Fury.



The months long event saw teams compete across various disciplines namely badminton, table tennis, football, cricket, throw ball, chess, carrom, foosball, basketball, lagori, volleyball and E-sports being a new addition this year. Each team consists of members representing both years of the PGDM program, and are led by two managers, one from each year with an addition of junior advisory. The players were selected on an auction basis by the respective team managers including a special lot for captain and vice-captain. The tournament was won by Dracos Spiritus with a huge margin. The closing ceremony of the tournament took place on the 1st February 2023.

Praveena
II PGDM

FOUNDATION DAY

SJIM commemorated its 54th Foundation Day on 24th March 2023. This year, the event was presided over by Mr. Hemant Malik, CEO of ITC Foods Limited. Rev. Dr. Manoj D'Souza SJ, in his welcome address, mentioned that SJIM has continually been at the forefront of educational innovation. Founded in 1968, SJIM is Karnataka's oldest business school. This year, SJIM has been accredited by the National Board of Accreditation (NBA) and its PGDM degree has been recognized by the Association of Indian Universities (AIU) as equivalent to an MBA. Mr. Hemant Malik, CEO of ITC Foods limited delivered the Foundation Day Address.



The session was highly interactive, and Mr. Malik touched upon the strategic and marketing aspects of the FMCG industry, pointing out its immense consumer growth potential in India. In keeping with SJIM's mission, SJIM annually awards a citation and cash prize to an organization whose business model has had a measurable social or environmental impact. This

year, the SJIM Entrepreneurship Award was presented to Desiri Naturals, who, through harnessing bulls for oil extraction, simultaneously help farmers and rural women earn fair prices for their efforts.

Following this, SJIM honored the rank holders from the first- and second-year students. The event rounded off with an entertainment program, based on the classical forms of different Indian dances. The General Secretary of the Student Council, Mr Rohith KC delivered the Vote of Thanks.

Priyar Nagar
I PGDM

SJIM ENTREPRENEURSHIP AWARD

Desiri Naturals' vision of achieving a chemical-free food plate is truly inspiring, and the impact it has created is nothing short of phenomenal. Started in 2017 by a trio of Mahesha M., Naveen Kumar and Yogesh Nanjappa, Desiri Naturals has demonstrated a strong commitment towards creating a positive impact on the environment by taking significant steps towards achieving a zero-carbon footprint.



The initiative to convert 500 acres of land to chemical-free cultivation by 2025 is a testament to the company's dedication towards building a sustainable future. Desiri Naturals has been empowering women and creating employment opportunities in villages. The company's efforts to preserve Indian breed bulls and employ them in oil extraction is a unique approach towards preserving traditional practices while also promoting sustainable employment opportunities. The company's efforts for creating awareness about the importance of natural farming versus chemical farming has the potential to revolutionize the way farming is practiced in India.

AICTE ATAL SPONSORED NATIONAL LEVEL FDP ON 'DIGITAL SUPPLY CHAIN FOR OPERATIONAL EXCELLENCE'

An AICTE ATAL Sponsored National Level FDP on "Digital Supply Chain for Operational Excellence" was organised from 15th - 25th November 2022. Fifty faculty members from various parts of the country attended the program. The scheduled fourteen sessions were structured to facilitate up-gradation of knowledge and skills on the niche areas of industry 4.0, digital twins, human factor, smart inventory, transportation management system and optimisation of digital supply chain. Domain experts from NITs, IITs, CISCO Systems, NITI Aayog New Delhi, World Bank New Delhi and many others delivered their expertise during the sessions.



Dr. Deepika Joshi and Prof. V J Lawrence from SJIM were the course directors. As a part of the FDP, participants visited Hindustan Coca-Cola Beverages Pvt. Ltd.(HCCB), Bidadi which offered them a first-hand experience in implementing theory into practice. A session on research writing and publication imparted fundamental skills needed to write a scientific research paper for a peer reviewed journals. They were offered with essential insights to disseminate their research work into scholarly journals. The curiosity generated through the FDP is enriched by gifting a book on 'Designing Digital Supply Chain' by Prof.Simchi-Levi to all the participants.

INTERNATIONAL CONFERENCE

International Conference was conducted on 17th and 18th February on the theme 'Business Transformation: Challenges and Best Practices'. Industry speakers

and researchers from across India presented their views on this contemporary topic. Dr N S Rajan, the former CHRO of Tata Sons spoke the need for purpose, passion, execution and listening skills to drive a company forward. Mr. Raghu Rajagopalan, the President- Group Business Development of Lifestyle International spoke on the transformation of customer experience in the retail sector.



Several industry speakers including Dr Jamuna Ravi (former global IT portfolio head at HSBC), Ms. Savita Mallappa (Director-r Process Outsourcing), Mr. Madhusudan, founder of Back to Basics organic farms), Mr. Satish KV (General Manager and Marketing Head, Adarsh Developers), Ms Juneza Niazi (Service Design Manager, Jiva) and Ms. Vaishnavi Balakrishnan (Investigate and Learn Specialist at Shell) discussed on diverse nuances of transformation including sectors like healthcare, energy, banking, security technologies, farming and IT Services.

A panel discussion on the intersection of HR, culture, brands and advertising to build and transform businesses was conducted by Ms. Divya Khanna, author-The Company We Keep; Ms. Roli Singh, Head of HR-VFISLK; Mr. SanjithVasudev, Chief Career Scriptor, Script My Career and Mr. Varghese John, Former VP, MullenLowe Lintas Group. Leadership issues and it's harmonious linkages to corporate branding and the company culture was also dissected during the session. Industry and academic researchers from across India presented their papers in person and in the online mode. This was followed by a panel discussion on the topic Business Transformation through Digitisation and Innovation moderated by Mr. Jose Jacob K, Founder & CEO – IntegroInfotech. Panelists included Mr. BalaParthasarathy, the Chairman & Co-founder of Freo; Prof. Dr. Barbara Haering, the President, Strategy Board of University of Geneva;

Mr. Chandrakanth B.N, the Chairman of Indo-American Chamber of Commerce; Mr. DilipGopinath, Director & Country Lead Tech Commercial Banking at HSBC; Mr. ShyamKarigiri, Managing Director of Moog India Technology Centre and Mr. Sujith Nair, CEO & Co-Founder of Foundation for Interoperability in the Digital Economy [FIDE].

EXPERT NBA TEAM VISIT

The Expert team of National Board of Accreditation (NBA) conducted a three- day accreditation visit from 23-09-2022 to 25-09-2022 to evaluate PGDM Program of the St. Joseph's Institute of Management. During the visit, the visiting team met with Director and Dean. The briefing on the institution was given by the Director and on the program was given by the Dean. The program evaluators also visited the various facilities of the program.



Apart from comprehensive review of documental evidences pertaining to various accreditation criteria, the visiting team also held meeting and discussions with the stakeholders – Governing Council, Faculty, Alumni, Recruiters, Parents, Staff members and Students. On December 6th 2022 SJIM secured NBA accreditation for three years.

SJIM WELCOMED INTO AACSB

In our quest for continuous improvement, in 2022, St. Joseph's Institute of Management (SJIM) became a member of the Association to Advance Collegiate Schools of Business, also known as AACSB International. SJIM has begun the process of AACSB Accreditation in order to open up exceptional prospects for its students, faculty and alumni. AACSB accreditation is the oldest business school accreditation, sprung from the United States. Only around 950 business schools in the world are AACSB accredited.



SJIM was formally welcomed as an AACSB member at a special function conducted on December 9th at the 12th Indian Management Conclave 2022 held at IIM Kozhikode. Our Director, Dr. Manoj D'Souza SJ, received the AACSB certificate of membership from Amy Memon, Regional Head, South Asia, AACSB International.

CHINTANA

The Case Study Competition 'Chintana 2022' was held in December 2022 by St Joseph's Institute of Management, Bangalore. This competition was hosted Online and was open to students from all over India and saw a total of 700 registrations from over 100 Universities. The Case Study Competition was aimed at encouraging young and budding business professionals to develop innovative solutions to real-world business challenges. It was an opportunity for students to hone their problem-solving skills and gain exposure to the corporate world. The competition was divided into two stages: submission and the final presentation. The Winning Teams were awarded Cash Prizes as follows:

Position	Team Name	University	Cash Prize
1st Place	Team Crux	Xavier Institute of Management, Bhuvneshwar	Rs. 25,000
2nd Place	Team Goal Diggers	Indian Institute of Management, Rohtak	Rs. 15,000

The Event was judged by Dr. Anantharaman (Provost, SJIM) and Dr. A R Rajagopalan (Dean, SJIM), Facilitated by Dr. Avil Saldanha and Coordinated by Mr. Gracious D'Souza (Business Fest Coordinator).

ALUMNI MEET

An alumni meet gathers students of past batches where they celebrate and refresh old relationships and form new ones. On 1st April, 2023, St. Joseph's Institute of Management (SJIM), organized an alumni meet and dinner. The program began at 7.00 pm at the Basketball court. Rev. Dr. Manoj D'Souza SJ, Director of SJIM, extended a warm welcome to the gathering and spoke on how the institute has developed through the past years and thanked the alumni members for their participation and support towards the institution. Dr. Avil Saldanha, Faculty coordinator shared the details of the progress made by St. Joseph's Institute of Management Alumni Association (SJIMAA).



The Certificates were awarded for the winners in the Alumni Sports meet. The first-year students of the present batch delighted the audience with a band performance, a welcome dance, and a cultural dance. Teams were divided among the audience and a fun game of Treasure hunt was conducted to perk up their student spirits. The ceremony came to an end with a vote of thanks by the student Alumni Coordinator.

SJIM SIGNS MOU WITH MAZUMDAR SHAW MEDICAL FOUNDATION

On March 31st, 2023, the Mazumdar Shaw Medical Foundation - Technology Business Incubator (MSMF-TBI) and St. Joseph's Institute of Management (SJIM), Bangalore, signed a Memorandum of Understanding (MOU) to collaborate on promoting innovation

and entrepreneurship in the healthcare sector. The MOU was signed by Prof. Dr. Paul Salins, Managing Director of MSMF-TBI, and Rev. Dr. Manoj D'Souza, Director of SJIM. The agreement aims to establish a mutually beneficial partnership between the two organizations to promote healthcare innovation and entrepreneurship in India.

Under the MOU, MSMF-TBI and SJIM will collaborate on several initiatives, including organizing joint events, workshops, and seminars to promote healthcare entrepreneurship and innovation. The partnership also aims to provide mentorship, networking opportunities, and access to funding and resources for healthcare startups and entrepreneurs.



Furthermore, the agreement also highlights the establishment of a joint incubation program that will provide support to early-stage healthcare startups. The program will offer resources such as office space, mentorship, and access to funding to help startups develop their products and services.

Overall, this MOU represents a significant step towards promoting healthcare innovation and entrepreneurship in India. The partnership between MSMF-TBI and SJIM will undoubtedly lead to the creation of new healthcare startups that will contribute to improving the quality of healthcare in India. Mr Kiran Vuppala, Head Of Operations MSMF-TBI and Fr Olvin Veigas, Faculty at SJIM were present at the occasion.

FR. REBELLO MEMORIAL CUP

St. Joseph's Institute of Management hosted the "Fr Rebello Memorial Cup 2023" – An inter-collegiate men's basketball tournament - which was sponsored by OPPO. The event took place on 04th & 05th April, 2023. The tournament had skilled players from 14 colleges across Bangalore, namely - SJCC, Christ Main,

MVIT, SURANA, PRESIDENCY, NMIT, DAYANAND SAGAR, RV, CMS, SJC, Jain University, MSR Applied Science, Reva & Raja Rajeshwari.



The first set of matches were held on 4th April, 2023 to decide which teams would qualify for the final play-offs. The semi-final and the final match were held on 05th April, 2023 to decide which team was the best of the best. Throughout the whole tournament, students & faculty came to cheer & show their support towards the teams & all the effort they were putting into the game. Finals were played between Jain University and SJCC. At the end of two days, Jain University were declared the champions retaining the title "Fr Rebello Memorial Cup 2023". Arjun Yadav was declared the MVP.

FAREWELL TO II PGDM

"Farewell- a beautiful ending and a beginning, warm memories of the past and big dreams for the future" On 12 April 2023, the farewell party to our seniors was elegantly organized by our first year students. The event was based on F.R.I.E.N.D.S theme and the students were dressed on their utmost best attires and thoroughly enjoyed all the surprises planned for them. It all started with the Director's farewell speech followed by our faculty's celestial vocals for our seniors.



Adieu messages of our staffs were gathered in a video and portrayed. Lots of fun filled entertainments and music were beautifully performed by our juniors cheering and dancing along with the seniors. A token of love was also presented to all the students at the end of the event. Overall the entire farewell party was a huge success by giving the best goodbye to our seniors and making the most memorable day in their lives.

26TH ANNUAL CONVOCATION

St. Joseph's Institute of Management (SJIM) proudly celebrated its 26 th Convocation Day on 13 th May 2023. Rev. Fr. Dionysius Vaz SJ, Provincial of Karnataka Jesuit Province and Chairman of SJIM's Governing Council, awarded one hundred seventy students their Post Graduate Diplomas in Management (PGDM). In his subsequent Presidential Address, he reminded the outgoing students of the Jesuit pillars of education that they have been equipped with, especially social concern. Mr. Romal Shetty, CEO of Deloitte South Asia, delivered the Convocation Address. He imparted several valuable pieces of advice to the students: to embrace mundane tasks with a positive attitude, to pursue excellence and develop resilience, to engage in lifelong skill development, to make oneself invaluable to the organization and to make a difference to society through their profession.



Finally, he reminded them that success requires hard work, and lots of it. In the past year, SJIM has continued to reach greater heights. As SJIM Director, Dr. Manoj D'Souza SJ, pointed out in his Annual Report, this year, SJIM has been accredited by the National Board of Accreditation (NBA). The Indian government-authorized Association of Indian Universities (AIU) also recognized SJIM's PGDM program as equivalent to an MBA. In addition, SJIM is ranked among the top business schools in the Ministry of Education's NIRF rankings 2022-23.

RANK HOLDERS OF PGDM BATCH 2022-24

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

Overall Ranks were awarded to:

OVERALL TOPPERS



P Sinduja
First Rank



Glister Prithesh D Silva
Second Rank



Rohit KC
Third Rank



Taqiya Khanum A
Third Rank

Specialization Ranks were awarded to:

FINANCE



P Sinduja
First Rank



Alka Baliarsingh
Second Rank



Glister Prithesh D Silva
Second Rank



Priscilla Boniface D
First Rank



P Sinduja
Second Rank

HUMAN RESOURCE MANAGEMENT

MARKETING



Alka Baliarsingh
First Rank



Joseph Emmanuel
Second Rank

OPERATIONS



Sonal
First Rank



Rohan Jacob
Second Rank

FACULTY DEVELOPMENT PROGRAMS

1. Fr Olvin organised a talk for the Teaching Faculty of St Joseph's School CBSE, Bangalore on 10th March 2022 on the topic "From Conversion to Canonization: Celebrating 400th anniversary of the canonization of St Ignatius of Loyola and Francis Xavier,".
2. Dr. Deepika Joshi and Prof. Lawrence VJ conducted an AICTE ATAL sponsored Faculty Development Program on Digital Supply Chain for Operational Excellence from November 15-25, 2022.
3. Dr Anup Krishnamurthy and Dr Caren Rodrigues organized a leadership development program for St. Joseph's Pre-University College (SJPU) students on 7th September 2022. Around 175 student leaders attended the one-day program.

PUBLICATIONS

1. Vishwakarma, A., Dangayach, G. S., Meena, M. L., Gupta, S., Joshi, Deepika., & Jagtap, S. (2022). Can a circular healthcare economy be achieved through implementation of sustainable healthcare supply chain practices? Empirical evidence from the Indian healthcare sector. *Journal of Global Operations and Strategic Sourcing*, DOI: 10.1108/JGOSS-07-2022-0084. ABDC level C, WoS, Scopus.
2. Saldanha, A., & Aranha, R. (2023). Zomato Instant – "10 Minute Delivery Plan" Controversy. *Asian Case Research Journal*, 27(1), 1-16. (Scopus).
3. Caren Rodrigues, Anup Krishnamurthy, and Manoj D'Souza SJ. (2023; forthcoming). Improving Graduate Outcomes through Gamification of Multicultural Encounters for Post-Graduate Business Students. *Cultori dell'Incontro, the Scholas Chairs Journal*.
4. Saldanha, A., & Aranha, R. (2023). Coca-Cola Product Placement Strategy Backfires – A Case of Celebrity Activism, *The Case Journal*. <https://doi.org/10.1108/TCJ-07-2021-0103>. (Scopus).
5. Saldanha, A., Balasundaram, S., & Aranha, R. (2022). Zomato's dilemma—a case of disgruntled delivery partners at Zomato. *Emerald Emerging Markets Case Studies*, 12(4), 1-18. (Scopus).
6. Saldanha, A., & Aranha, R. (2022). Pricing and content–Netflix's dilemma in India. *Emerald*

Emerging Markets Case Studies, 12(4), 1-14. (Scopus).

7. Saldanha, A. T., & Aranha, R. (2022). Influence of Consumers' Self Perception on Devaluation of Ugly Produce–Marketing Strategies to Reduce Food Waste in the Indian Context. *Indian Journal of Marketing*, 52(8), 41-50. (ABDC – C, Scopus).
8. Caren Rodrigues, Anup Krishnamurthy, and Manoj D'Souza SJ. (2022). A Replicable Model for Meaningful Educational Experiences for Post-Graduate Business Students. *Cultori dell'Incontro, the Scholas Chairs Journal*, 4(4), 79-85.
9. Saldanha, A., & Aranha, R. (Forthcoming). Crisis faced by a B-School. *Asian Journal of Management Cases --- Accepted for Publication in March 2022*. (ABDC – C, Scopus, WoS).
10. Pappu Rajan, Ravi Darshini, Suganthi Pais (2023). Analysing Industrial web sites using search Engine Optimization: Business Implications. *Global Research Institute Korea University*, Vol 16 Issue 43, February 2023, ISSN: 1226-4741 Category – ABDC (C- Category).
11. Saldanha, A. T., & Upveja, S. (2022). Death of a controversial tax. *Emerald Emerging Markets Case Studies*, 12(2). (Scopus).
12. Aranha, R., Saldanha, A., & Aranha, S. (2022). Frontline medical professionals in distress - "Doctor heal thyself". *Journal of Affective Disorders Reports*, 10, 100444. (Scopus).

CONFERENCES

1. Dr. Maria Immanuel S presented his research paper titled "Dynamism of Indian Gold Buying Customers" at the 6 th IGPC-IIMA Annual Gold and Gold Markets Conference 2023 held in India Habitat Centre, New Delhi.
2. Mr V. J Lawrence presented his research paper titled "Total Quality Adoption in the Industry" at the International Conference on Economic Growth and Sustainable Development – emerging trends held in SDMIMD, Mysore.
3. Mr V. J Lawrence presented his research paper titled "Total Quality Management for the Dynamic Business Operations Environment" at the International Conference on "Dynamic Business Environments" held in St Joseph's Institute of Management (JIM), Trichy.

4. Dr Caren Rodrigues and Dr Anup Krishnamurthy presented their research paper titled "Communicating Organizational Image-Identity Congruence through a Performance Management System at the Sinergie-SIMA 2022 Conference: Boosting Knowledge and Trust for a Sustainable Business (Milan, Italy).
5. Dr Caren Rodrigues presented her research paper titled "Encouraging Socially and Economically Sustainable Organizations Amidst High Corruption Institutional Environments at the Administrative Sciences Association of Canada (ASAC) Annual Meeting (Halifax, Canada).
6. Dr Caren Rodrigues, Dr Anup Krishnamurthy, and Rev Dr Manoj D'Souza SJ presented their research paper titled "Improving Graduate Outcomes through Gamification of Multicultural Encounters for Post-Graduate Business Students at the VII International Scholas Chairs Congress.
7. Deepika Joshi and Pali Gaur (2023). Development of Municipal Bond Market in India: A Thematic Analysis. International Conference on Management Research (ICMR). KIIT, Bhubaneswar. February 24, 2023.
8. Deepika Joshi (2022). Digital Transformation in Service Based Firms: Development of Contextual Model. Proceedings of 2022 Production and Operations Management Society Conference. IIM Kozhikode. December 23, 2022.
9. Deepika Joshi (2022). Reviewing the Significant Steps under National Logistics Policy 2022 of India. Winter Business School Conference. Great Lakes Institute of Management Gurgaon. December 20, 2022.

INTERNATIONAL WORKSHOP

Dr Caren Rodrigues, Dr Anup Krishnamurthy co-conducted a Professional Development Workshop (PDW) at the Academy of Management (USA), titled "Laddering: Using Means-end Chains to Discover Shared Motivations of a Group" on 9th August 2022.

RECOGNITIONS

MCX-IIMA Award for Excellence in Research on Gold and the Cash Prize of Rs. 100,000, jointly by IIM-Ahmedabad and Multi Commodity Exchange (MCX) under the auspices of the India Gold Policy Centre was given to Dr Maria Immanuel on 9th February 2023 in New Delhi.

Fellow of the Economy of Francesco Academy Research Program 2023 - Dr Caren Rodrigues.

Dr. Deepika Joshi was awarded with a grant of Rs. 3,00,000 under the Faculty Development Scheme by AICTE, ATAL New Delhi.

EXPERT TALKS

1. Mr. Jimmy Anklesaria, J. Shipman Gold Medal recipient and CEO of Anklesaria group (USA), delivered a lecture on "The journey to world class supply chain capability from leveraging volumes to leveraging ideas" on 30th August 2022.
2. Ms. Suchetha Bhat, CEO of Dream-a-Dream, a social enterprise that works among children and young people from vulnerable backgrounds, spoke to our students and shared her experiences. Ms. Bhat spoke about how Dream-a-Dream was founded by a group of around 10 volunteers who identified the need for imparting life-skills to youngsters. (15th September 2022).
3. Dr Emmanuel Kypraios, Director, Undergraduate Teaching and Learning, Assistant Professor in Management, Maynooth University School of Business, Maynooth, Ireland delivered a lecture on "Finance for Good - Promoting Resilience through Financial Risk: The promise and perils of catastrophe bonds" on 14th February 2023.
4. Dr Lakshmi Jaganathan, CEO, DERBI, Dayanand Sagar Institutions delivered a lecture on "Entrepreneurship as a career" on 24th March 2023.
5. Mr Thomas Thekkethala, co-founder of Learn for Life (LFL) Foundation delivered a lecture on "Entrepreneurship in the age of Disruptive Innovation" on 12th December 2022.

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/>