

TODAY A READER TOMORROW A LEADER

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E-Newsletter



FORMING RESPONSIBLE LEADERS  
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## Roots to Reach

The concept of "Roots to Reach" is closely aligned with the Ignatian spirituality, which is rooted in the teachings of St. Ignatius of Loyola. Ignatian spirituality emphasises on God first, a holy life with discernment and striving for a divine and deeper relationship with the world around us.

*Technology and fast expectations can often close the door on our awareness of God. For a change, walk to someone's desk instead of calling, handwrite a letter instead of e-mailing, walk to the store instead of driving, or take the train instead of flying. The change of pace may give you a more meaningful interaction or experience. And slowing down lets you acknowledge God's presence more easily. - Say "God is here"—This idea comes from UCC pastor Jane E. Vennard.*

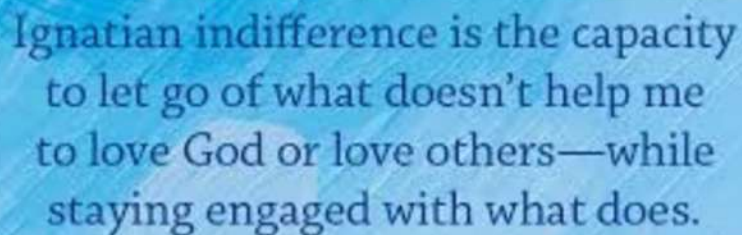
One of the central tenets of Ignatian spirituality is the belief that God can be found in every aspect of life, from ordinary, everyday experiences to thoughtful moments of prayer or reflection. The "roots" here are the recognition of God's presence in all aspects of our lives, grounding us in the belief that we are never separated from the divine. Ignatian spirituality believes God is present in all aspects of life, even the mundane. This "rooted" belief emphasizes contemplation in action – finding God in everyday work, relationships, and actions. Whether a soldier, teacher, farmer, or businessperson, individuals are encouraged to see the divine in their daily lives, fostering a sense of purpose and connection to something greater.

Ignatian spirituality inspires us to practice discernment an intentional decision-making process where one seeks to distinguish between the good, the bad and the neutral spirits influencing one's thoughts and actions. The "roots" here involve cultivating the inner stillness to listen to God's voice and the courage to act in ways that reflect God's will. Ignatian spirituality emphasized that it is the ability to discern what is spiritually true and beneficial versus what is deceptive or harmful. In business, discernment involves cultivating an awareness of one's values and the impact of decisions on all stakeholders.

This motto of the Jesuits is a guiding principle in Ignatian spirituality. It invites individuals to see their work, no matter how small or large, as an offering to God. The "roots" are the dedication to a higher purpose and everything one does is a way of honouring God, whether in prayer, work, or social action. Giving God glory through our abilities.

St. Ignatius emphasized 'Finding God in All Things,' recognizing divine grace in every success. This principle encourages businesses to operate with integrity, aligning their actions with ethical and societal values. By serving a higher purpose, they become instruments of the greater good, echoing the Ignatian ideal of 'Men and Women for Others.' This aligns with Ignatian discernment, where one seeks God's will in all decisions, ensuring actions contribute to a more just and equitable world. This holistic approach fosters a deeper sense of purpose and fulfillment for both individuals and organizations.

Ignatian spirituality emphasizes holistic care, rooted in human dignity, echoing the Good Samaritan's love for all. In business, this translates to ethical leadership, prioritizing employee well-being, and fostering environments for personal growth and psychological safety. This includes fair wages, inclusive practices, and a commitment to social responsibility, reflecting the Ignatian ideal of "Men and Women for Others". Ultimately, integrating Ignatian values into business practices creates a more meaningful and fulfilling experience for all stakeholders, aligning personal and professional growth with a higher purpose.



Ignatian indifference is the capacity to let go of what doesn't help me to love God or love others—while staying engaged with what does.

The Ignatian principles help individuals stay spiritually grounded as they navigate their professional and personal lives. In a world often focused on material success, these principles offer a path toward a deeper, more fulfilling understanding of life's purpose. By rooting business decisions in Ignatian values such as discernment, service, and a commitment to the greater glory of God, leaders can create ethical businesses that emphasize sustainability, social responsibility, and care for employees. In both personal and professional spheres, Ignatian spirituality promotes a holistic view of success—one that includes spiritual, emotional, mental, and material well-being. Business leaders who adopt this view are likely to focus on long-term value creation, employee well-being, and societal impact rather than short-term profits.

**Dr T Edwin Premkumar**  
Assistant Professor, JIM

## Ashika Parveen's Blueprint for Smart Growth and Leadership

Dr. Ashika Parveen, an entrepreneur with expertise in lean management, strategic planning, and business development, thrives on innovation and collaboration. Her international exposure, gained from living in multiple countries, shaped her global outlook. Ashika shared that her time in the UK transformed her perspective, teaching her that success comes from working smart and maintaining balance. She believes Indian entrepreneurs should focus on scaling and growth.

Ashika emphasized the value of empathetic leadership. She believes understanding team needs and building meaningful relationships sets great leaders apart. For her, a leader's role is not just to lead but to groom future leaders, ensuring organizational sustainability. Ashika follows Lean Management principles, focusing on eliminating inefficiencies and streamlining workflows. Mapping processes—from sales to accounting—ensures connectivity and avoids duplication. Her motto, "Do it right the first time," highlights her commitment to optimizing processes, reducing waste, and increasing productivity.



Dr. Ashika Parveen,  
Entrepreneur

Ashika shared that even as a student, she naturally adopted Lean thinking, solving problems at their root causes instead of addressing surface issues. This mindset built a foundation for fostering a culture of continuous improvement in her organization. Ashika draws inspiration from various industries to innovate. For instance, she suggested turning unused metro spaces in Chennai into revenue-generating zones, inspired by practices abroad. She believes entrepreneurs should always seek opportunities to grow and innovate.

Ashika prioritizes satisfaction and purpose over profits. She advocates pursuing fulfilling work to avoid future regrets. Drawing from conversations with retirees and entrepreneurs, she stressed that true happiness is the ultimate measure of success. Ashika's modern approach to entrepreneurship combines empathy, lean practices, and innovative thinking. Her insights and strategies are an inspiration for anyone seeking to lead and grow in today's competitive landscape.

Interviewed by  
Shobhana S  
24PBA133

## FMCG Giants - Reshaping Strategies Amid Market Challenges

The Indian FMCG sector faces multiple challenges: weak demand, rising costs, and evolving consumer preferences. These challenges are compounded by recent stock market stagnation due to the U.S. election, impacting investment and growth for companies like HUL, Nestle, and ITC. Companies must innovate and adapt to thrive in this challenging environment..



Hindustan Unilever Limited, a leading FMCG giant in India, has struggled with weak urban demand. Traditionally strong festive sales in October and November were underwhelming, reflecting a broader slowdown in urban consumption. Rising input costs, particularly the sharp increase in palm oil prices, a key ingredient in soaps and personal care products, have further strained the company's margins. Additionally, the delayed winter season has adversely impacted categories such as skincare and winter essentials. Despite these challenges, HUL remains focused on evolving its strategies to meet changing consumer needs in a tough market environment.

Nestle India has also faced significant headwinds, with its stock hitting a 52-week low of Rs 2,147 on December 23, 2024. This decline is attributed to muted consumer demand and rising commodity prices, particularly for coffee and cocoa. These cost pressures have forced Nestle to reduce its organic sales growth forecast for 2024 from 3-4% to 2%. In response, the company has been offering greater discounts to attract consumers, which could further pressure short-term profitability. However, Nestle's strong brand portfolio and solid execution capabilities offer long-term value, positioning the company to navigate these challenges while maintaining its market position.

ITC Ltd. has taken a bold step by announcing the demerger of its hotels business to form ITC Hotels Limited, effective January 1, 2025. Under this scheme, ITC shareholders will receive a 60% stake in ITC Hotels, while ITC retains 40%. ITC's other segments, like its lucrative tobacco business, no longer overshadow the hotels business, allowing it to operate independently and benefit from the booming tourism sector. With over 140 hotels across 90+ destinations, ITC Hotels is well-positioned to capitalize on the renewed interest in tourism. The demerger provides shareholders with a direct investment opportunity in the hospitality sector, offering clarity on the business's performance and potential.

Glaver Bruno A  
24PBA258

## Let's Know

### YNAB (You Need a Budget)

Escape the 'money doesn't grow on trees' reality with YNAB. This powerful budgeting tool transforms your financial life by helping you track spending, categorize expenses, and build healthy financial habits.

Inspired by Maslow's hierarchy of needs, YNAB empowers you to prioritize your financial well-being, just as you prioritize your physical and emotional needs. By understanding and controlling your spending, you can reduce financial stress, achieve your financial goals, and ultimately live a more fulfilling life.

YNAB encourages you to think long-term and create a personalized financial plan, much like designing your own 'YNAB House' – a visual representation of your ideal financial future. Don't let impulsive spending derail your dreams. Embrace YNAB and take control of your finances today."



Louis Santhosh Kumar I  
24PBA259



## Let's Think

### A Go Getter's Relationship Crisis

Being a "go-getter" – driven, ambitious, and always striving for more – can certainly impact interpersonal relationships. On one hand, it can inspire those around us, motivating them to reach higher. Our determination and work ethic can be contagious, pushing others to achieve their own goals. However, an unchecked "go-getter" attitude can also lead to friction. It can be a double-edged sword. While it fuels ambition and drives success, it can also strain relationships. The relentless pursuit of goals might overshadow personal connections, leading to neglect and resentment.

It's a delicate balance: how can we channel our ambition to achieve our dreams without sacrificing the relationships that truly matter? Is it possible to be a "go-getter" without losing sight of the human connections that enrich our lives? Perhaps the key lies in mindful ambition. By setting clear goals and priorities, we can allocate time and energy to both our careers and relationships. It's about finding a harmonious blend of drive and empathy, a balance that allows us to achieve our dreams without compromising our humanity.

Let's know what you think @ [jimconnect@jim.ac.in](mailto:jimconnect@jim.ac.in)

## From Rosario to Qatar: Lionel Messi's Triumph Over Adversity

Lionel Messi, born in Rosario, Argentina, faced early adversity with growth hormone deficiency. This setback threatened to derail his football dreams. However, his family's support and FC Barcelona's intervention provided a lifeline. Messi's journey at La Masia transformed him into a global icon. He dominated club football, amassing an undefeatable trophy haul. Yet, international success eluded him, leading to criticism and even retirement.



Refusing to succumb to pressure, Messi returned to the national team, driven by a desire to fulfil his destiny. The 2021 Copa America victory marked a turning point, offering a glimpse of redemption. The 2022 World Cup in Qatar witnessed Messi's brilliance. He led Argentina to glory with mesmerizing performances, culminating in a dramatic victory over France.

Despite achieving the pinnacle of success, Messi faced renewed criticism. Claims of a "robbery" surfaced, but he remained unfazed, celebrating with humility and gratitude. After Argentina's victory in the 2022 FIFA World Cup, some critics claimed that the tournament was a "robbery," suggesting that luck or controversial refereeing decisions played a significant role in their success. Kylian Mbappe's incredible performance in the final, where he scored a hat-trick, led some to argue that France was the more deserving team.

Critics suggested that Argentina's defensive style, often characterized as overly cautious, was not befitting of a world champion.

It's important to note that these criticisms were largely subjective and often fueled by national bias or a desire to diminish Messi's achievement. Messi's story transcends football. It's a testament to the power of resilience, perseverance, and staunch belief in one's dreams. Overcoming adversity, he inspired millions, proving that even the smallest of beginnings can lead to the greatest of triumphs.

Adam Sherjo J  
24PBA109

## HR 2025

In 2025, the HR landscape is transforming remarkably, shifting from payroll and policies to driving innovation, inclusion, and well-being. Technology, especially AI, empowers HR professionals to focus on what truly matters. Diversity, equity, and inclusion (DEI) efforts have reached new heights, emphasizing neurodiversity, generational equity, and global inclusivity. Flexible work arrangements are now standard, accommodating everyone from Gen Z interns to baby boomers. Employees are more socially conscious than ever, demanding workplaces that reflect their values and prioritize purpose-driven initiatives.

### Gen Beta: Redefining the Future Workforce

Born into a world of AI, automation, and digital ecosystems, Generation Beta is redefining the workplace. True digital natives, they expect jobs to mirror the dynamic, tech-driven environments they grew up in. However, their priorities go beyond technology—they value sustainability, equity, and purpose, seeking jobs that make a difference.

To prepare for this shift, organizations must:

1. Invest in lifelong learning.
2. Foster ethical AI use.
3. Promote intergenerational collaboration.

To remain competitive in 2025, organizations must strategically focus on the following critical HR trends, which will drive future success and organizational growth.

### AI in HR

As AI continues to evolve, understanding its true potential in HR processes such as recruitment, performance management, and employee engagement is critical. The integration of AI should empower HR professionals to enhance productivity without losing the human element in employee interactions.

**A tipping point for the skills mismatch** highlights the growing gap between the skills organizations need and those available in the workforce. Bridging this gap through upskilling and training programs is essential for long-term success in an ever-changing job market.

**Blue-collar and “new-collar” jobs boom** signals a shift towards valuing practical skills over traditional degrees. Companies must adapt their recruitment strategies to meet the demand for skilled workers in non-degree-based roles, ensuring they tap into a broader talent pool.



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**The women’s equity effect** is becoming a key driver of organizational performance. Gender equity in the workplace is no longer just a moral imperative; it is also essential for enhancing diversity, inclusion, and overall organizational success.

**Looming organizational anxiety** points to the increasing levels of anxiety within the workforce, fueled by rapid technological advancements and market changes. HR must focus on employee mental health and well-being, creating a resilient workforce that can thrive during uncertain times.

**Employee engagement 2.0** represents a shift from traditional engagement practices to a focus on well-being, purpose, and continuous feedback. Organizations that embrace this new approach will foster a more motivated, connected, and productive workforce that aligns with company values.

These trends reflect the future direction of HR, where technology, inclusivity, employee well-being, and skill development will be at the forefront of organizational strategies.

Janice Hemila PS  
24PBA155

## Artificial Intelligence - Concepts and Applications

by Lavika Goel

Lavika Goel's *Artificial Intelligence: Concepts and Applications* provides a comprehensive and structured overview of artificial intelligence (AI), making it an essential resource for both beginners and seasoned professionals in the field. It covers some of the main applications of artificial intelligence including robotics, natural language programs, pattern recognition, text analysis biometric recognition, common sense reasoning, and intelligent search engines. This book stands out for its clarity, depth, and practical insights into AI, which cater to a wide range of readers, including students, researchers, and practitioners.



Ms. Lavika Goel

The book is well-organized with seventeen chapters, starting with fundamental concepts of AI, such as machine learning, neural networks, and natural language processing, before delving into advanced topics like deep learning, reinforcement learning, and AI ethics. He discussed the concepts and applications as a comprehensive discourse on the fundamental principles and concepts that lead to building artificially intelligent programs. This book is divided into five parts, such as Foundations of AI, Basics of Machine Learning, Applications of Artificial Intelligence, Logic in Artificial Intelligence, and Trends in Machine Learning. It will help readers learn more about the vertical of artificial intelligence with real-time examples through the chapters. Each chapter builds seamlessly on the previous one, providing readers with a clear understanding of how various AI concepts interrelate. Goel's explanations are concise and enriched with real-world examples, making complex ideas more approachable and easier.

**1. Practical Focus:** He provides codes of different real-life AI problems, and the inclusion of case studies and applications in diverse domains such as healthcare, finance, and autonomous systems illustrates how AI technologies are transforming industries, and it will help to improve business performance. This practical orientation and project work with Python code have been included; therefore, it bridges the gap between theory and practice.

**2. Core Concepts:** The concepts of heuristic search and the development of meta-heuristic algorithms have led a long way towards the development of computational intelligence algorithms and nature-inspired algorithms that have been used in a variety of problem-solving methods and include 250 exercises at different levels at the end of each chapter.

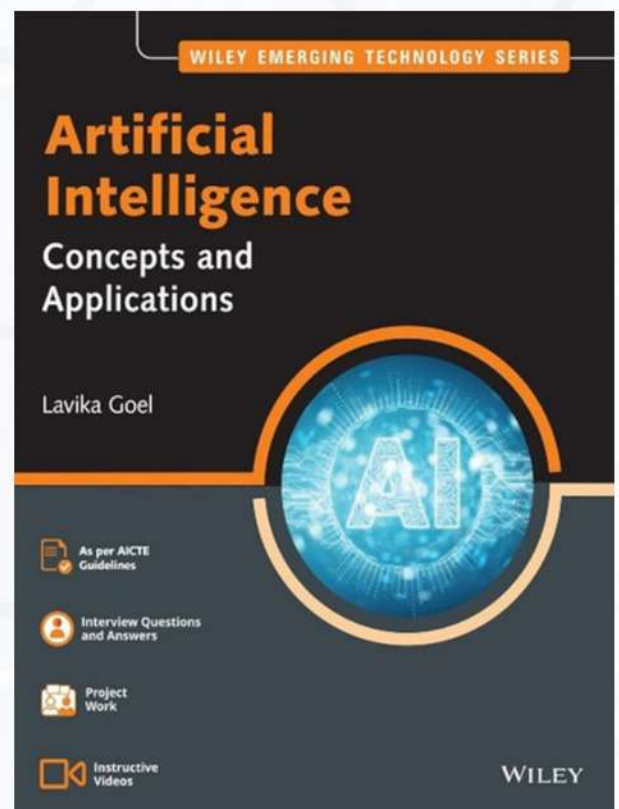
**3. Accessible Writing Style:** Goel's ability to explain intricate topics in simple terms without oversimplifying is commendable. The readers can get experience of using different quizzes, notes, and fact boxes. The book balances technical rigor with readability, making it suitable for readers with varying levels of expertise.

**4. Chapterization:** Goel's explanations are clearer in dividing the chapters into five major parts in a simplified manner. Particularly, the part III discussed the applications of AI, including game playing, text analysis, mining data, and expert systems with applications.

**5. Ethical Considerations:** The discussion on the ethical implications of AI, including biases, privacy concerns, and the societal impact, is timely and thought-provoking. This section encourages readers to think critically about the responsibilities of AI practitioners.

**6. Illustrations and Diagrams:** The book features well-designed diagrams and visuals that aid in understanding abstract concepts, especially in areas like neural network architecture and deep learning.

While the book covers a wide spectrum of topics, a more detailed treatment of emerging areas like explainable AI (XAI) and generative AI could enhance its relevance, given their growing importance in the AI landscape. Additionally, the lack of content related to business strategies and business processes with implications in business. *Artificial Intelligence: Concepts and Applications* by Lavika Goel is an excellent resource for anyone looking to deepen their understanding of AI. Its blend of foundational knowledge, real-world applications, and ethical insights makes it a standout contribution to the field. While it could benefit from a few updates to address recent advancements, it remains a must-read for those eager to explore the transformative power



**Book Reviewed By**  
**Dr A Pappurajan**  
**Associate Professor, JIM**

St. Joseph's Institute of Management (JIM) launched its "Season of Sports" from December 3. This initiative offers eight sports, including chess, badminton, and volleyball, to foster a vibrant sporting culture among JIM students. The program emphasizes teamwork and fair play, aligning with the institute's commitment to holistic student development. By participating, students learnt to balance academics with physical and mental well-being.



JIM hosted a Sports Meet for special children on December 6, in which, 336 differently abled children from fifteen schools participated involving in events like wheelchair races, memory games, and drawing. The event aimed to foster inclusivity and celebrate the children's abilities. Mr. R. Manoharan Founder of Banana Leaf Restaurants Group, graced the valedictory function.



A one-day "Nurturing the Nursing Students" program for Mahalakshmi College of Nursing was held on December 9. The program, led by JIM faculty including Director Rev Dr P Paulraj SJ, covered essential skills like communication, interpersonal skills, and stress management. The day-long event concluded with refreshments and certificate distribution.



International Conclave on "Artificial Intelligence and Industry 5.0" was held on December 17. Featuring international speakers from Thailand, Sri Lanka, and Malaysia, the event explored AI applications across various sectors. A panel discussion on "Industry 5.0: Balancing Technology, People and Performance" included industry experts. Ms. Ramya Narasimhan, TCS Chennai and Mr. E. Rahul Ignatius, Lead Data Scientist from Kick Further, Bengaluru delivered the chief guest and valedictory addresses, respectively.



A joyous Christmas celebration was held on December 21, filled with resilience and positivity. Dr. S. Gunavathi, a transgender, Founder of Thaykoodu, graced and delivered an inspiring talk on the occasion. The festivities included a Eucharistic Celebration, a lively Pattimandram, games, carols, and a cake-cutting ceremony. The day culminated with a sumptuous meal.



# தீருக்குறள்

குறள் 972

பிறப்பொக்கும் எல்லா உயிர்க்கும் சிறப்பொவ்வா  
செய்தொழில் வேற்றுமை யான்.

பிறப்பினால் அனைவரும் சமம். செய்யும் தொழிலில்  
காட்டுகிற திறமையில் மட்டுமே வேறுபாடு காண முடியும்.

## TRANSLATION

All men that live are one in circumstances of birth;  
Diversities of works give each  
his special worth.

## EXPLANATION

All human beings agree as regards their birth but differ as  
regards their characteristics, because of the  
different qualities of their actions.

Shobhana S | 24PBA133

Jeya Christy Selvam E C | 24PBA134

Merlins Ruskin A | 24PBA156

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