

TODAY A READER TOMORROW A LEADER

JIM CONNECT

E-Newsletter



FORMING RESPONSIBLE LEADERS

Volume 2 Issue 8

ST. JOSEPH'S INSTITUTE OF MANAGEMENT (JIM)

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Budget 2023 - Priorities

The budget for 2023-24 is the first step towards the implementation of numerous schemes and policies in Amrit Kaal. More emphasis is placed on building a technology and knowledge-driven economy with rock-solid public finances and a strong financial system. There was no major announcement for substantial changes in any sector, but some vital societal upliftment programs were initiated.

The 6 priorities which will guide our economy as "Saptarishi" in the next 25 years are:

PRIORITY 1: Inclusive development through 'Sabka Ssath, Sabka Vikas. Government is targeting 3 sectors here.

A) Agriculture & Co-operatives - 1. The govt. is setting up an Agriculture Accelerator Fund for encouraging innovative start-ups in rural areas.

B) Health - 157 new Nursing Colleges will be established and to promote research & innovation in pharma, new centres are about to be developed as a priority.

(C) Education & Skilling - A 'National Digital Library' will be set for children to facilitate the availability of books. Pradhan Mantri Kaushal Vikas Yojana 4.0 will be launched to skill millions of individuals in various courses like coding, AI, robotics, IoT, drones, etc.

PRIORITY 2: Reaching the Last Mile

To provide better facilities to the Particularly Vulnerable Tribal Groups (PVTGs), Government of India is launching the PM PVTG Development Mission.

PRIORITY 3: Infrastructure & Investment

Now there's a 33.4% increase in capital investment to Rs.10 Lakh Cr which is 3.3% of our GDP. Capital investment in railways for Rs.2.4 Lakh Cr. has been authorized which is the highest in our history. Investment of Rs.75000 Cr will be taken up for 100 critical transport infrastructure projects. Urban Infrastructure Development Fund will be established to create better urban infrastructure in Tier 2 & 3 cities.

PRIORITY 4: Unleashing the potential

Two measures- "Make AI in India" & "Make AI work for India". Under this measure, three specialized AI centers will be set up to create sustainable solutions for agriculture, health & sustainable cities. To get access to anonymized data for research purposes, has brought out National Data Governance Policy. 100 labs will be set up to develop 5G services which will generate employment potential and business opportunities.

PRIORITY 5: Green Growth

To achieve an environmentally conscious lifestyle, our country is moving forward to net-zero carbon emissions by 2070. GOBARdhan Scheme is launched to promote a circular economy under which 500 new 'waste to wealth' plants will be established. PM-PRANAM- is launched to incentivize the states & UTs to advance the usage of alternative fertilizers.

PRIORITY 6: Financial Sector

For effective financial inclusion, innovative use of tech is important. Central Data Processing Center will get set up for faster handling of work. To enable efficient lending and promote financial inclusion, National Financial Information Registry will get established.

Naveen Albert T

22PBA217

From the Experience of Intergenerationality and Interculturality

Generation gaps and the associated conflicts has from time immemorial been a source of end number of conflicts be it at home or at work place or in the society as whole. The root of these conflicts can be traced to the deep rooted beliefs and values and traditions that each generation boasts of. What seems to be right appears to be silly to another generation. What appears to be tradition is mocked upon. What seems to be frivolous are upheld by others. It is essential to weed out and identify the goodness that each generation upholds. The new generation is very techsavvy and more inclined towards equality of the gender, which probably are two examples of what the older generation can imbibe. Respect towards elders, celebrations of festivals leading to gathering of family members at home ensuring unity and not breaking the chain of relationships and bonding, consuming home cooked meals rather than fast food are few examples that the new generations may imbibe. It is essential to find the goodness in each generation and adopt common goodness so that there is harmony in the society, harmony with the environment and harmony with bio diversity.

Gone are the days when people confined themselves to their home town. In today's world, migrating to strange places and settling down and adopting the new place as their home is part and parcel of the life style of the new generation. This leads to multicultural environment. In his speech, Very Rev. Fr. Arturo Sosa SJ has beautifully emphasised the importance of awareness of the gifts and limitations of one's own culture and how each culture can be enriched by other cultures. Each culture has its own bounty of goodness. It is in the hands of each one of us to dive deep into the various facets that each culture presents and adopt the goodness so that we are enriched rather than imposed. Interculturality, rather than multiculturalism should be the mind set of each one of us.

Increasing life span and greater mobility of human beings has led to greater Interculturality and intergenerationality. This scenario, as encouraged in the speech, may be treated as opportunities of advancement and enrichment leading to a better place to live in and also lead to improved contributions to the common good of humanity.

Excerpts from IAJU

Dr Nisha Thundiyl & Dr Murali

We can recognize the richness, the risks, and the potential of the future in two fundamental characteristics of humanity today the diversity of cultures and the variety of ages that form the human population.



Very Rev Fr Arturo Sosa SJ,
General of the Society of Jesus

Voice of JIM

"Bid Adieu"

As a student nearing the end of my post-graduation, I find myself reflecting on the experiences and lessons that have shaped me over the past two years. Life at JIM is a unique and transformative experience that provides a wealth of opportunities for personal growth, academic advancement, and social exploration.

One of the most significant aspects of a student's life is the academic rigor that is required to succeed. From late-night study sessions to endless assignments, demands of a B School can be challenging. However, these challenges also provide valuable opportunities to develop critical thinking skills, time management, and perseverance. I have learned that success requires not only intelligence but also discipline and hard work.

In addition to academic pursuits, JIM also offers countless opportunities for social and personal growth. Living on JIM campus provides a unique environment for meeting new people and building lifelong friendships. From joining clubs and organizations to attending social events, the JIM life offers a wealth of opportunities to connect with others and expand one's social circle. These social experiences can be just as formative as academics, shaping one's worldview and teaching valuable lessons about communication, collaboration, and empathy.

Finally, as my academic life comes to a close, I find myself grateful for the many lessons I have learned about myself and the world around me. Life at JIM has taught me the importance of taking risks, pursuing one's passions, and embracing new challenges. I have learned that life is not always easy, the growth and fulfilment comes from facing challenges head-on and persisting through all adversity.

The past two years have been a unique and transformative experience that provided me valuable opportunities for personal and academic growth. As I prepare to leave this chapter of my life behind, I am grateful for the experiences and lessons that have shaped me into the person I am today. I encourage you all to make the most of this B School experience, embracing new challenges, and pursuing passions with enthusiasm and determination.

Dear friends, I hope you all will be doing well in your work and settling into life in different locations. I miss seeing you all around campus and catching up, but I'm so proud of all the amazing things we have accomplished! It's been great seeing you all thrive and I'm excited to hear all your stories when we meet again in our Alma mater in near future.

**"Every new beginning comes from some other beginning's end,
All the best for future endeavours"**

Mohamed Sameer Irfaan M S

21PBA141

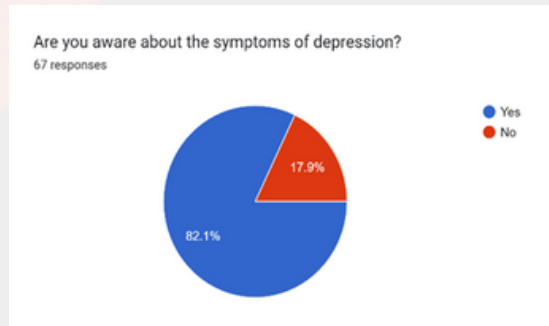
JIM Asks

Are you aware about the symptoms of depression?

This month, JIM conducted a survey to find if the students are aware about the symptoms of depression. More than 80% of the students agreed that they are aware about the symptoms of depression.



Depression is a mood disorder that causes a persistent feeling of sadness and loss of interest. Also called major depressive disorder or clinical depression, it affects how you feel, think and behave and can lead to a variety of emotional and physical problems. You may have trouble doing normal day-to-day activities, and sometimes you may feel as if life isn't worth living.



More than just a bout of the blues, depression isn't a weakness and you can't simply "snap out" of it. Depression can sometimes require long-term treatment. One should be aware about the symptoms, also must identify if the disorders are severe enough for medical attention. sometimes a change in the routine or place would do the necessary. However, sometimes people with depression feel better with medication, psychotherapy or both. And most importantly if one has any sort of suicidal thoughts or thoughts of hurting oneself it indicates you need to seek professional help. Depression is just a phase, one should know to understand its influence and keep from perishing into its clutches.

“Place Your Hand Over Your Heart, Can You Feel It?
That’s Called Purpose You are Alive for a Reason So Don’t Ever Give Up”

John Kennedy K
22PBA246

Social Cause

Electric Vehicle - Boon or Bane

In recent days, the Indian government has made a number of initiatives and offers to entice people to purchase electric vehicles. The administration has declared that there will be no taxes on electric vehicles. No matter what incentives they offer to draw customers, they were not interested in purchasing them because electric vehicles are more expensive than fossil fuel vehicles and there are fewer charging points in India.



One fossil fuel vehicle generates 121 grams of carbon dioxide for every 1 km by burning petrol, diesel, or both of them. But in electric vehicles, which runs only on electricity, consumes 1 kilowatt-hour of electricity emits 950 grams of carbon dioxide into the atmosphere. For one day, if we approximately drive 15 km in a fossil fuel vehicle, then it emits 1.815 kg of CO₂, whereas an electric vehicle emits 4.275 kg of CO₂. It shows that the EV emits 2.5 times more CO₂ than the fossil fuel vehicles.

Approximately, we have around 3 crore fossil fuel vehicles. If we try to change all those vehicles to EVs, it would time consuming and will also create demand for the material, i.e., lithium.

Lithium is the key material for making batteries. Chile, Bolivia, and Argentina are the countries that produce the most lithium in the world. For getting lithium, they bore 400 metres into the earth, then get water that has salt, lithium, and other elements. They try to separate those elements by drying the water. After the water dries, they separate the lithium from the dry powder.

For the production of 1 gram of lithium, it takes around 20 litres of water. In a battery, they only use 11% lithium. An Electric car having 40 kwh size battery has 4.4 kgs of lithium. For producing that much lithium, it takes 8.8 thousand litres of water. Imagine if 3 crore vehicles were changed to EVs, Lithium is also not reusable. It would actually lead to increase in global warming i.e. Climate change, Rising of sea level, Slowing of the Gulf Stream, Melting of ice glaciers.

Stocks Radar

Stock Pick of the Month

Radico Khaitan Ltd. (RKL), formerly Rampur Distillery & Chemical Company Ltd., is an Indian company that manufactures industrial alcohol, Indian Made Foreign Liquor (IMFL), country liquor and fertilizers.



Technical Analysis – (Pattern and Moving Average)

A cup and handle or cup with handle formation is a chart pattern consisting of a drop in the price and a rise back up to the original value, followed first by a smaller drop and then a rise past the previous peak.

In the above shown data on Radico Khaitan Ltd. (RKL), the stock has fallen from the previous peak of Rs 1293 and made 45% down to Rs 725, it has formed a cup and handle pattern. If it breaks the previous resistance of Rs 1293, it confirms a bullish sentiment about 30% to 50% upside. The pattern may span for a few weeks to a few months.



The stock has also made another confirmation Moving average crossover, wherein shorter period moving average (20-day MA) crosses a longer period moving average (50-day MA).

Business Trends

Personalized Marketing – A Sales Booster

Looking at today's business environment, customer expectations are higher than ever as consumers are empowered to choose where and when they interact with a brand. As a result, marketers face the seemingly impossible task of delivering a contextual experience at every customer touch point. In addition to the requirement to deliver these experiences on a global scale across languages, brands, and products, the challenge of marketing them with personalized effect becomes even more complex.

When considering the number of engagements that happen every second across various channels, it is no surprise that marketers struggle to manage the vast amount of data. To make matters worse, the same marketers are also under pressure to prove the value of their efforts to the rest of the organization. Metrics around engagement, conversions, and bottom-line are all frequent requests.

Personalized marketing can take many forms, including targeted email campaigns, personalized product recommendations, customized landing pages, and personalized ads based on a customer's browsing history or purchase history.

The benefits of personalized marketing include increased customer engagement, improved conversion rates, higher customer satisfaction, and increased loyalty. By delivering content and promotions that are more relevant to each customer, personalized marketing can also help businesses build stronger relationships with their customers and increase customer lifetime value. In conclusion, personalized marketing is a powerful strategy that can help businesses to engage customers, increase conversions, and build stronger relationships. By using customer data to create targeted and relevant content and promotions, businesses can improve customer satisfaction, loyalty, and lifetime value. However, personalized marketing must be implemented ethically and securely to ensure that customer data is protected and that customers are fully informed about data collection and the usage practices. When done correctly, personalized marketing can be a win-win for both businesses and customers.

Jude Jeeva Rohith J

21PBA219

Know Your Domain

A to Z of Legal Aspects and Ethical Considerations

Acceptance - Agreement by offeree to do what offeror requests in offer; agreement by seller of real property to buyer's purchase offer

Breach of contract - Failure to perform the obligations required by a contract

Caveat emptor - Let the buyer beware

Damages - Money paid by a defendant to a successful plaintiff in civil cases to compensate the plaintiff for his or her injuries

Ethics - The study of what is right or good for human beings

Forbearance - Refraining from doing something one has a legal right to do

Gratuitous bailment - Bailment in which only one-party benefits

Holder in due course - One who holds an instrument subject only to real defenses

Informal contract - Contract prepared without formalities

Jurisdiction - Power to hear and decide a case

Knock and announce rule - A rule of criminal procedure that typically requires law enforcement serving a warrant to announce their presence and purpose before executing that warrant

Lessor - The landlord; owner of good

Malpractice - A professional's improper or immoral conduct in performing duties done intentionally or through carelessness or ignorance

Negligence - Breach of a legal duty to act carefully, resulting in injury to another or damage to another's property

Offer and acceptance - Process by which parties to a contract agree to its terms

Patent - Exclusive right to manufacture, sell, or license others to make and sell an invention

Quasi contract - Contract implied in law to prevent one from benefiting at another's expense

Revocation - Withdrawal of an offer

Sale - Contract that transfers title in goods from seller to buyer for a price

Tender offer - A public offer to stockholders to buy their stock

Ultra vires - Acts of a corporation not permitted under its express or implied power

Valid contract - Contract containing all the essential elements

Writ - A formal court command requiring the performance of an act

X-Patents are the patents issued by the United States Patent and Trademark Office (USPTO)

Y2K Warranty - The warranty only warrants that the software has passed the Y2K test, and does not warrant that the test has any relationship to the actual operation of the software.

Zipper clause - is a clause of an employment agreement in which both parties waive the right to demand bargaining on any matter not dealt within the contract.

Dr J Michael Sammanasu

Associate Professor

@ JIM

A series of MDPs for Neuro One Health Care professionals was conducted in JIM Campus. The sessions delivered by JIM faculty helped the health care professionals understand the expectation of their work life.



JIM hosted a program on “Enhancing Customer Service for Restaurant Managers” intended for the Banana Leaf Hotels. The enthusiastic managers learnt the nuances of customer service from the academicians.

Health Care Professionals of Siva Sakthi Nursing Home were trained by JIM faculty in a MDP where the participants were given insights on enhancing their work life skills like Conflict Management, Team building, Emotional Intelligence, and also orienting them on how to use technology.



JIM conducted an exclusive workshop on “School Leadership in Changing Times” for the Principals, Vice principals and Senior Teachers. The participants acquired the skills like Leadership Communication, Identifying the Challenges in School Leadership, Understanding Students and Teachers, Branding and Positioning of the School and also how to adapt to the changing times through Change Management.

Faculty, students and staff spend their time in silence the whole day in a rejuvenating experience during the one-day Retreat organised by JIM on Ash Wednesday. The input sessions that were led by four facilitators revolved around the theme Synergy– focusing on how one should find strength in others. The students went into Introspection through confession and counselling. The day culminated with Ash Wednesday Eucharist.



MANAGEMENT CONCEPTS IN THIRUKKURAL

குறள் 677

செய்வினை செய்வான் செயன்முறை அவ்வினை
உள்ளறிவான் உள்ளம் கொளல்.

ஒரு செயலில் ஈடுபடுகிறவன், அச்செயல் குறித்து
முழுமையாக உணர்ந்தவனின் கருத்தினை முதலில்
அறிந்து கொள்ள வேண்டும்.

TRANSLATION

WHO WOULD SUCCEED MUST THUS BEGIN FIRST LET
HIM ASK THE THOUGHTS OF THEM WHO
THOROUGHLY KNOW THE TASK.

EXPLANATION

THE METHOD OF PERFORMANCE FOR ONE WHO HAS
BEGUN AN ACT IS TO ASCERTAIN THE MIND OF HIM
WHO KNOWS THE SECRET THEREOF.

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