

JIM CONNECT E-Newsletter

T O D A Y A R E A D E R , T O M O R R O W A L E A D E R



F O R M I N G R E S P O N S I B L E L E A D E R S

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APPRECIATIONS

We are glad to share a few appreciations received for our issue of JIM Connect E-Newsletter. Please continue to send us your valuable comments and feedback.

Dear Fr. Paulraj and team.,

Greetings!

Indeed, it is an excellent and innovative initiative. I appreciate you all for your wonderful efforts. I am sure the e-newsletter will not only inspire readers but will shape better leaders in the business world.

The mere thought of bringing Business wisdom from Thirukkural is fabulous!

Be assured of my prayers and good wishes.

With love and prayers in Christ.

G S Thayriam

Mauduralaya, Jesuit Provincialate

To the editor and the team,

Your Jim Connect is really fantastic. My congratulations and hats off to every one particularly the Director, editor and his team. I read the whole thing and it is superb, the best initiative. I wish it grows like a banyan tree and reaches out to millions of professionals and benefits the poorest of the poor. I will come back to you with greater reflections on Jim Connect.,

My best wishes.

Fr Lawrence Amalraj SJ

TESTIMONIAL

I have been a part of this JIM family for more than three years. It has been a cherishing, enlightening, inspiring and learning journey all these years. JIM has taught me everything. I have learnt all my life skills here in this beautiful environment. We, the members of this family, have imbibed the multitasking skills from our superiors who have always been the inspiring leaders who teach not through words but by their actions. The management takes utmost care in fulfilling the needs of its staff and students. The spiritual and learning ambience in this institution has made me become what I am today. I have felt the positive changes that I have undergone after joining this institution. I feel it a great blessing to be working in this prestigious institution

After MBA at JIM, I joined Hindustan Unilever Limited as a Territory Sales Officer in 2013, and got promotion at time line and now working as a senior modern trade account specialist in Chennai. I would like to mention that the Internship experience I got through JIM gave me detailed input about the FMCG industry which I love to work in. Because of which I got opportunities to work and perform better in Hindustan Unilever Limited. Marketing Professors at JIM molded us, they taught us to improve our practical way of thinking and to do sales and marketing in a better method. JIM has made me a Socially Responsible Manager.



Ms. A. Amala Sonia Mary
Accountant



Vinothkumar Nagarajan
Senior. Modern Trade Account Specialist, Hindustan Unilever Limited

INSTINCTIVE THOUGHTS

Artificial Intelligence: An extension of human evolution

Beginning of 1800s were the industrial revolution. Machines & mechanisms ruled the world. Later on during 1950s semiconductors built up the pace and introduced a new era of computers & e-gadgets. By extrapolating these advancements, one can easily predict the inevitable integration of machines & electronics to spinoff a new generation of tech dominance. Main pillars of these future revolution involves AI & Automation (Robotics). AI uses advanced computational algorithms to mimic the human intelligence, thus acting as an electronic-brain for any standalone electronic systems. AI is broadly classified into two categories, Narrow AI & General AI.

Narrow AIs are the dedicated systems, which are intelligent in their own respective fields. They can learn and perform a “specific” task super-efficiently. They are masters in their “own fields”. But possess zero knowledge of outside world. There are many such systems deployed at present for industrial and commercial use. Say for example:

In the field of Chess, Google built an AI-engine to master chess. It’s named as “Alpha Zero”. It uses neural network platform and “self-trained” itself for just 12 hrs. No human interventions were made during the training period. It currently holds the title of “world’s strongest Chess Engine” and can crush any human or AI. Not even World Champion Magnus-Carlsen is a match for this beast. It’s considered to be a marvel in “Un-supervised learning”.

In the field of self-driving cars, Tesla uses its fleet of self-driving cars to acquire images from various terrains & road conditions to train its central AI. In the latest press-meet Musk called Tesla as “World’s biggest robot company”. By which he meant, the software that runs Tesla is a superintelligent AI. It uses cameras, radars & various other sensors to identify objects on road and make quick discussion on the run. Other car manufacturers fail to replicate Tesla’s success due to lack of immense dataset that Telsa holds. Autopilot-AI is the reason, Tesla is still the market leader.

General AIs are the system which are intended to solve any generic problems across domains. They closely replicate human intelligence. Some even evolve over time.

Alexa uses NLP & Neural Networks to identify the user’s vocal input and process an appropriate logical response in fraction of seconds. It is a classic example of General AI, as it can respond to any questions from variety of fields. It also has the ability to integrate with everyday gadgets, enabling users to control the appliances with voice alone. This tech. takes us one step closer to fully automated smart homes.

Sophia is the General AI-robot which contains both cognitive intelligence & means of expression via minimal physical interactions. It is the brain child of Hanson-robotics. It’s the most humanlike robot out there. She can respond to any question along with human-like facial expressions. She is the world’s first robot citizen and the first robot Innovation Ambassador for the UNs Development Program.

With the advent of such powerful AIs, field of Artificial Intelligence is about to see a new category of technological & economic boom in this century.

Dr. Suresh S

Assistant Professor - Systems

VOICE OF JIM

My Return on Investment of MBA in JIM

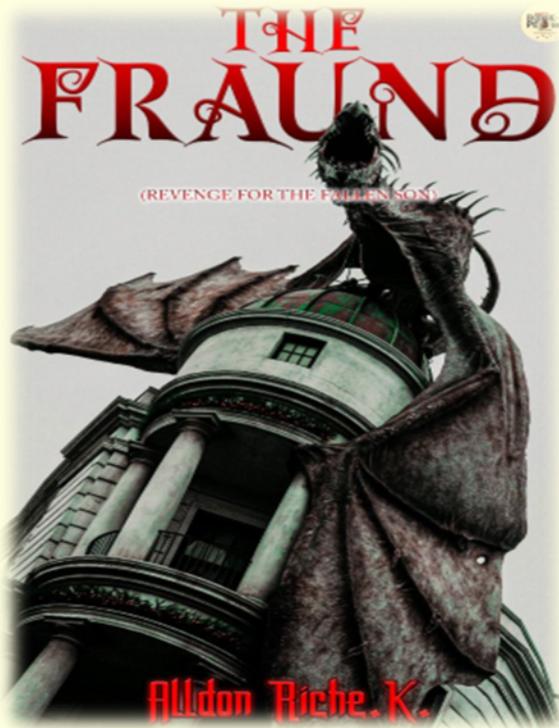
MBA programs are offering a great variety of experiential activities. Today, this is a key component of the MBA degree, and should be an important factor in a student's decision of which program and institution to enter. The pursuit of an MBA has been a goal of mine as an aspiring student. In the midst of all my career confusion, I chose St. Joseph's Institute of Management (JIM). The ROI (Return On Investment) factor is what makes all the difference to a student's ability to pay for college. JIM has been my best educational investment. The institute has other qualitative aspects to discuss as well, including the quality of education being offered, the effort that goes into serving the mission of "Forming responsible leaders". JIM not only teaches us the various aspects of the business but also imparts into us the social responsibilities we should assume when we leave the institution. It provides its students with knowledge and career guidance through its network of academicians, industry professionals, and entrepreneurs through whom we learn the management practices of the world. It has sowed the seeds of Jesuit values and virtues making us better for our society. And most rewarding is the placements, the , JIM is connected with a wide array of companies that recruit students every year. We were given rigorous training on aptitude, group discussion, personal interviews, and outbound training to foster teamwork and to overcome our fears. The Shepherd Program which is a part of the curriculum adds purpose to the education we receive as it aims to raise the social awareness of students of this college and motivate them to transfer the knowledge and skills they have to rural communities. The case-based learning system followed in JIM enhances the analytical skills of students. In addition, a dedicated placement team diligently works towards our placements, which keeps us at ease. We are not just offered an MBA degree, but an MBA degree the values of life and the responsibilities we pose to society. Students are treated like management trainees and receive training in-line with that. On the whole, by choosing JIM for my MBA, I have made the right decision because it offers the greatest return on investment.

Your journey to become a reputed professional starts here : JIM

Allan Edward

20PBA116

ACHIEVER'S CORNER



“Fantasy” is the opposite of “Reality”, it takes the reader to the world of imagination and dreamscape. This book “THE FRAUND”, is not based on a real story; it is full of fantasy and imagination. My greatest inspiration for writing this book was the famous writer J.K. Rowling's. This book was mainly written with the motive of attracting the kids, as they like fantasy extremely. Still, everyone is a kid by heart, and hence I am pretty sure that my book would be admired and loved by the people.

The book is about a teenager and his family who was residing in Mexico. As the King's son was murdered, they were hiding from their native town ECONTANT. So, the king BENNO MARCUS wanted to take revenge on them. This story is also about the secrets about their native place and the special abilities of the people in this place named FRAUNDS.

Never let it be said that “to dream is a waste of one's time, for dreams are our realities in waiting”. Everyone in this world is a dreamer, now this dreamer's dream and imagination had turned into a book. The big pandemic gap paved the way for my dream and imagination. I used the time effectively. I really want to thank the honourable **MLA DR. Inigo Irudayaraj** for launching my book. Especially the faculty in “JIM” who is really supportive and encouraging. Your inspiring words had made me write these words THE FRAUND, which turned me into a writer now. I wish you to support and make dreams come reality as to how my fantasy book has turned into reality.

Alldon Riche K

21PBA155

SOCIAL CAUSE

The Invisible Warriors



When India was facing the pathetic situation of a pandemic, many front-line workers were helping people. One among them was sanitary workers, who help to maintain cleanliness and hygiene to prevent the spread of corona. Many frontline workers are working for the welfare of society during this pandemic situation. People are aware of the deaths of police, doctors, and many workers due to COVID, but not of the deaths of sanitary workers. Sanitary workers were mostly put down by the people on the basis of their job. Sanitary workers leave their families alone to take care of the whole nation. In the last 50 years, over a million deaths of sanitation workers in India have occurred, and even more due to COVID. In the last five years, more than 9,730 people died from multiple chronic conditions emanating from their employment in the dehumanising practice of manual scavenging and cleaning insanitary latrines. Over 600 people have died while cleaning sewers and septic tanks, with approximately 18–20% of cases in both categories going unreported. A senior Ministry of Defense official made a special effort to provide an opportunity for sanitary workers to take part in the Republic Day celebration. It is not only in the hands of the government to take care of the sanitary workers; as citizens, we must take some responsibilities to protect and safeguard the lives of sanitary workers.

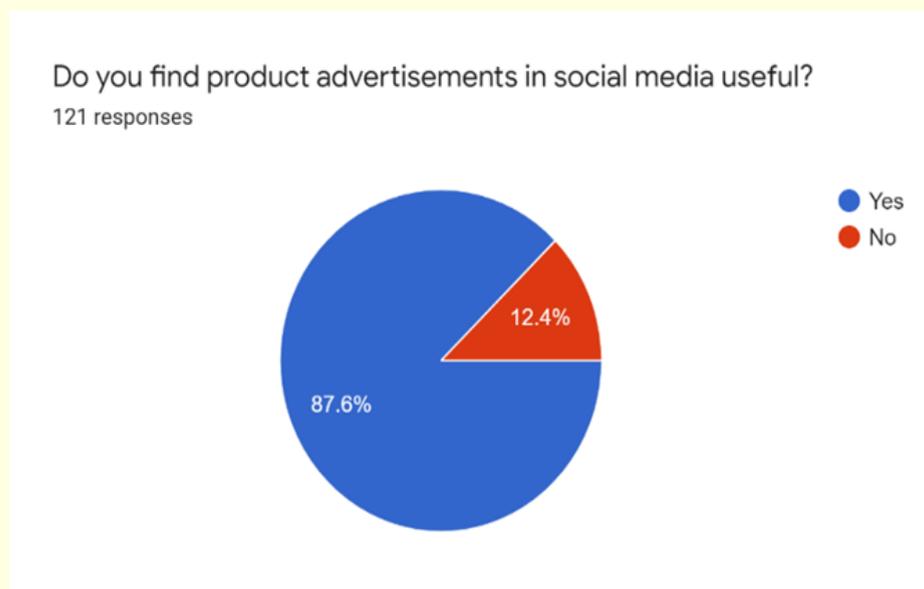
"We won't be able to treat our way out of these issues." We'll never be able to provide enough medical care. The long-term solution for our country is to prevent suffering before it occurs. Our objective is to build a community where everyone has a chance to succeed."

**Benita L
21PBA158**

JIM ASKS

Do you find Product Advertisement in Social Media Useful?

In this digital age, social media is critical for product promotion. Many different avenues are being used to advertise products. The majority of the emphasis is currently focused on social media. It has a wider reach than television, radio, or posters. To rationalize having only one television in a family, the most typical thing is for each family member to have their own smart phone with network connectivity. There are two categories of people who use mobile phones: for amusement and those who use them to address their personal requirements. Based on search engine optimization, social media attracts a diverse audience. With the use of data sharing, product adverts are displayed based on the person's most recent web search. There's a good possibility the consumer will find the product useful. According to the data collected through a Google form, 87.6% (106) of the respondents think that product advertising is beneficial, while the remaining 12.4% (15) disagree. As a result, I'd like to point out that in today's digital world, the vast majority of individuals adjust to the changes.



Social media is the sole way to advertise and purchase, especially during a pandemic. Furthermore, the majority of individuals believes it is safe to use a product that has been promoted by influencers. Influencers put in a great deal of work and creativity in order to capture their attention. At the same time, some people are suspicious of social media and its marketing.

“Nobody counts the number of ads you run; they just remember the impression you make.”

Carmel Judy
21PBA143

BUSINESS TRENDS

CRYPTO: DIGITAL ASSETS OF THE FUTURE

The future surrounds digital assets. The number of investable asset kinds will increase dramatically in the next years. Businesses in the financial sector, as well as those in other industries, should get familiar with the new opportunities offered by the next stage of digitization. The first specialised cryptocurrency education programme in India is called 'Crypto: Digital Assets of the Future.' This project will build the groundwork for cryptocurrencies to become a mainstream investment asset class.

Cryptocurrencies are getting a lot of interest from huge worldwide companies in terms of price movement and investment. Several crypto assets have consistently hit new highs in recent months. Institutional investors, such as banks, hedge funds, and companies, are flocking to this sector. Tesla, MasterCard, Square, and a slew of other companies have embraced cryptocurrencies. Despite the government's proposal to outlaw all private cryptocurrencies in India and lay the groundwork for an official digital currency, the bitcoin network has more processing power dedicated to it than it has ever had in domestic markets, according to estimates.

India is now closer to adopting cryptocurrency rules than it has ever been. There have been two major meetings in this regard in the previous week. First, Prime Minister Narendra Modi presided over a high-level meeting during which he reviewed the dangers of unregulated cryptocurrency marketplaces in terms of money laundering and terrorist financing. The legislative panel then met with industry experts and stakeholders to chart a course for the future of cryptocurrencies.

The crypto-economy is a fast-paced industry. Because the bitcoin ecosystem is heading in the direction of a greener, more sustainable future. The majority of the energy used to create cryptocurrency comes from renewable sources already. Rather than damaging the environment, crypto and blockchain have the potential to be a force for good. The launch of Ethereum 2.0 and the transition from a proof of work (PoW) consensus architecture to a proof of stake one exemplifies this (PoS). Proof of Work (PoW) is the decentralised mechanism that powers the Bitcoin network, and it takes a lot of energy to confirm transactions and generate new coins. PoS, on the other hand, allows miners to mine and validate block transactions based on their coin holdings. The amount of energy necessary to guarantee safe transactions will continue to decrease in the future because PoS requires considerably less hardware than PoW. Ethereum 2.0's PoS mechanism, according to certain predictions, will require 99 per cent less energy than PoW models.

India might gain 5% of the global bitcoin market in two to three years. Cryptocurrency price projections in 2022 will be impossible to make with any accuracy. It's difficult to predict its exact future price list as a variable. The cost of manufacture, transaction fees, restrictions, the supply and demand chain, regulatory improvements, and rivalry amongst tokens, altcoins, and cryptos all have an impact on the crypto market. In 2021, both COVID-19 and Omicron will have an impact on cryptography. In a few places, cryptocurrency has already been banned. Before investing in cryptocurrency, consider both the positive and negative aspects. Cryptocurrency price forecasts can be based on the cryptocurrency's previous performance, such as tracking its yearly, monthly, and quarterly performance, the project in question, and upcoming projects, as well as expert cryptocurrency evaluations or continuing cryptocurrency research.

Priyanga R
21PBA253

WHAT'S NEW?

Amazon Echo Show 15 & Halo View on Amazon



In early December 2021, Amazon Echo Show 15 was launched. It has a large attractive smart display and speakers with more discretion. It also has more widgets like Calendar & Reminders, Alexa 101 & suggestions widget, shopping List, Smart home control, Sticky Notes, TV & radio. It has a neural edge processor which is an AZ2 processor from Amazon. It has a camera at the left end which is used for recognition of facial expressions and communication. The Amazon Echo Show 15 is not only the largest Echo package yet, but it also has the largest screen available in a smart display of any brand. The 15.6-inch display is intended to anchor and function as a central organizing point for your family. There's a lot of functionality to take advantage of, with Alexa-powered widgets like shared calendars, shopping lists, to-do lists, and the ability to call household members and manage your other smart devices. Prices begin at \$249.99 which is ₹18,480 and go up from there if one adds up some features.

The Halo View is a successor to Amazon's Halo, including a display of 0.95-inch AMOLED and a seven-day battery life. A wide range of leather, metal and other bands are represented. Among other health-tracking capabilities, it includes heart-rate monitoring, Halo Fitness training regimens, and a Halo Nutrition personalised meal planner. It only comes up with three colours like black, lavender, green. Bluetooth connectivity is obtainable whereas GPS is not present. It also has a feature of being water-resistant up to 50 metres. With simply your smartphone camera and the Halo app, you can calculate your body fat percentage and evaluate your voice tone. Inquire about your health summary, exercise score, sleep quality, and more with your Alexa-enabled device. To enable, go to the Halo app's settings and select Connect Alexa. It is available at Amazon from the first week of December at a price of \$79.99 which is expected to be ₹5,999.

Manish John J
21PBA229

TOP 5 HOSPITALS IN TAMILNADU



CMC Vellore

CMC Hospital Vellore

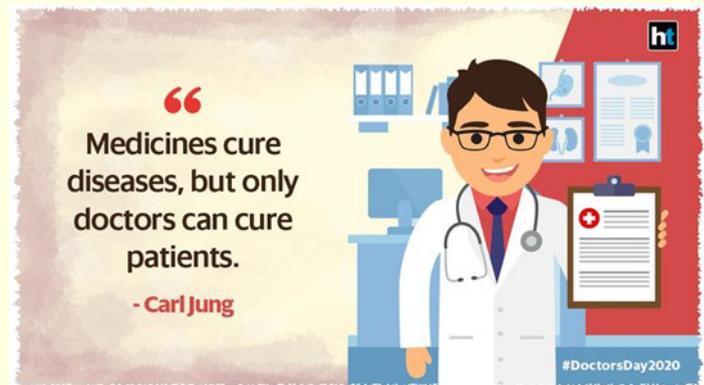


Dr. Agarwals
EYE HOSPITAL



Private

1. Apollo Hospitals – Chennai
2. Christian Medical College (CMC) – Vellore
3. Sankara Nethralaya
4. Agarwal Eye Hospitals
5. Kauvery Hospitals



Doctors are the front-line saviours in the fight against the new Corona variants that have been afflicting the whole human race since December 2019. Many hospitals in Tamilnadu have been working 24 hours a day, seven days a week. The state's hospital list is too long to fit on a single page. They do their utmost to deliver the best service possible. This pandemic has demonstrated that it is not a hospital's name or reputation that propels it to the top, but rather its doctors. Because many hospitals specialize in different disciplines, we are unable to place anyone institution at the top of the ranking (Neuro, ortho, gyno etc.). Apollo, Kauvery, Dr Agarwal's eye hospital, Joseph eye hospital, Ganga Hospital, Neuro one, and Front line are well-known and popular hospitals. These are well-known for providing excellent service to their patients. During the pandemic, it was the Tamilnadu government hospitals that admitted and treated the most Covid-affected patients. Vaccination camps are now run by the government and its hospital employees. Tamilnadu hospitals are known for continually renewing, updating, and maintaining their patients' records. For example, Neuro One Trichy creates a card with the submitted information at the time of admission that can be utilized to review the data in the future. This saves a lot of time and eliminates the need for a paper record. The DBMS in government hospitals has also been updated. More people have cured of corona thanks to the relentless efforts and work of doctors, and they left the hospitals smiling. We can't put into words the difficulties we've faced or the losses we've suffered. The noble hearts who served for the safety of the people have built a barrier to prevent the reaper from reaching them.

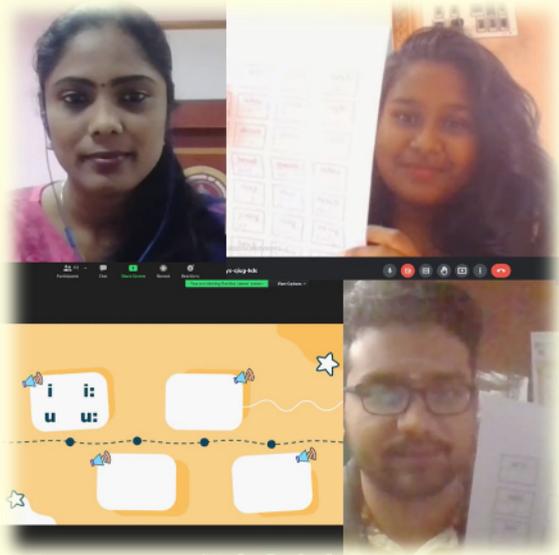
Tony Richard
21PBA226



On 3rd January 2022, JIM resumed after the Christmas vacation. To begin the year with the grace of God and give thanks for His mercy in the past year, faculty, staff and students together arranged for a prayer service. The prayer service began with the lighting of the lamp by Rev. Dr. P. Paulraj SJ Rev. Fr. I. Antony Inico SJ Dr. P. Jega Patrick Mr. S. Karthikeyan Ms. Sonia Mr. Mani and Brother Joe Marsh II MBA A, followed by scripture reading from Bible, Quran and Bhagavad-Gita. In the end, the Director addressed the students on how to progress in the times of uncertainty and be grateful for the blessings received especially in the form of placements.



A Workshop on Selling skills was conducted for all the II MBA students. Mr. Stephen Ellango, Development Officer LIC, Mannaparai Unit was the resource person. He was accompanied by his team including Mr. Lawrence, who spoke and gave hands on experience in selling financial products and how to win the customers' consent during sales. The success rate of sales talk and its strategies were discussed.



A three-day certificate course on communicative competence was organised for the I MBA students from 10th January 2022 to 12th January 2021. It was an online course due to Pandemic. The focus of the course was Pronunciation, Voice and Accent Training. Inputs given included sounds of English and syllabification. Students learned the phonetic symbols with worksheets. There was a pre-test and a post test conducted to check the performance of the students.

A one day MDP program for Pothys Sales persons under the title ‘The Customer is the king’ was conducted on 11th Jan 2022 at JIM premises. JIM faculty provided training for 60 retail sales supervisors on how to handle customers, manage time and stress and maintain a healthy work life balance.



On 13th January, JIM conducted an upskilling MDP program for Health care workers of Neuro One hospital Trichy, was organised in the JIM premises. Dr. Vijaya Kumar, Neuro One Hospital, Trichy gave the presidential address. Rev. Dr. P. Paulraj SJ Rev. Fr. I. Antony Inico SJ and JIM faculty engaged the participants with resourceful sessions on the topics – Work Ethics, Handling stress, time, Basic skills and Best practises that involve in Health care sector. Around 25 health care workers participated and benefitted from the program.

MANAGEMENT CONCEPTS IN THIRUKKURAL

குறள் 540:

உள்ளியது எய்தல் எளிதுமன் மற்றுந்தான்
உள்ளியது உள்ளப் பெறின்.

கொண்ட குறிக்கோளில் ஊக்கத்துடன் இருந்து அதில் வெற்றி
காண்பதிலேயே நாட்டமுடையவர்களுக்கு அந்தக் குறிக்கோ
ளை அடைவது எளிதானதாகும்.

Translation:

'Tis easy what thou hast in mind to gain,
If what thou hast in mind thy mind retain.

Explanation:

*It is easy for (one) to obtain whatever he may think of, if he can again
think of it.*

EDITORIAL TEAM

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Assistant Professor



**You must tell yourself, “No matter how hard it is, or how hard it gets,
I am going to make it.”**