

TODAY A READER TOMORROW A LEADER

JIM
CONNECT
JIM

E-Newsletter



FORMING RESPONSIBLE LEADERS

Volume 2 Issue 4

ST. JOSEPH'S INSTITUTE OF MANAGEMENT (JIM)

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IT'S OUR 1ST ANNIVERSARY

It's a wonderful moment for all Jimites and the readers to know that JIM Connect is completing one year. God has been so good to us in our journey. I would very much appreciate the first editorial team who had taken the risk to publish this newsletter. Their risks and initiatives have borne great benefits for all faculty, staff, students and the great readers and well wishers. I am well aware of the fact that one year is not a long term but for a baby it's a great achievement. It's my sincere prayer that JIM Connect would make a long way to make a good impact in the minds and hearts of the people who are in touch with this E-newsletter.



Rev Dr P Paulraj SJ
Director

It has been a year. We are grateful to the Almighty for guiding us. JIM Connect editorial team has been privileged to collate the thoughts of the young business minds in JIM into Volume 1 and Volume 2 (current) of JIM Connect E newsletter.

Our efforts are shaped by valuable suggestions and apperications from you dear readers. We take pride in your continuous interest and support in making the newsletter better and better each month. May we be blessed with your presence in the upcoming issues too. We shall strive to provide our best each time.

Ms Restina
Editorial Team

"Sometimes the simplest things mean the most"

It's been one year since the release of our first issue of the JIM Connect E-Newsletter. I am proud to be a part of this first of its kind JIM initiative. I was one among the editorial team who worked for Volume I. It has been an amazing experience working for the monthly issues. I learnt a lot each time. I am grateful to Fr. Director and Fr. Administrator and also to all my team members for the support and guidance. The happiness which we as a team feel today cannot be expressed through mere words. We hope with the blessings of God Almighty this endeavour continues as long as the reading minds crave for knowledge and enrichment through JIM-Connect.

Kishoreraj S
Editorial Team (2021- 22)



Way to go...

Instinctive Thoughts

Linkedin – An amazing platform to Connect, Collaborate and Communicate

The 21st century is often referred as “Digital”. The Gregorian calendar, goes up to 31st December 2100, even though we have another 80 years to go, the digital miracles have taken place already. Social media enthusiasts are luckier enough to connect with their friends and family and express their thoughts and receive comments and feedback which energizes them every day. Let me start with the historical perspective first. A century ago when we want to connect with anybody overseas we have to draft them a letter and wait for long to receive a reply from them. For instance, I remember how mathematician Srinivasa Ramanujan drafted a letter to professor Hardy in UK and received a reply from him after seeing his amazing contributions to mathematics. He became a Fellow of the Royal Society (FRS) in 1918, the youngest to receive in the history of the royal society. If Ramanujan had not connected with Hardy, the world would not have had an opportunity to know about this genius. The world witnessed the thirst and perseverance that Ramanujan had in his area of interest.

Now we are digitally connected. There is no need to write postal letters or even emails to get connected. Out of all the social media platforms, I believe LinkedIn is an amazing one. We can easily get connected with young CEOs hear their talks, see their achievements and also their photographs are publicly available. Young StartUp enthusiasts like Thangavel Puzhgal CEO of Diginadu, Shyam Prasad, CEO of Veg route and Vinusha (school student), CEO of four seasons pastry are very popular on LinkedIn. Their failures, new business opportunities and successes have become every day learning for many. When you look into the posts of these people you tend to be motivated to become like them or even connect with them to follow them. Today we need to collaborate and communicate with such distinguished people to get their mentorship, learn qualities in order to sustain ourselves in this competitive world. When someone shares that he completed his certification in some specialised area say Data science or published a paper in a reputed journal, it persuades many others to become like them. Therefore, stay connected in LinkedIn and become competent.

Dr R Murali
Assistant Professor,
Chair, FDP, Digital & Website Updates

In this section JIM faculty would share their reflection on the talk of Fr. Superior General of the Society of Jesus at the Assembly of the International Association of Jesuit Universities held recently in USA.

"Discerning the present for the future of university education"

This text is an introductory insight (many more to follow) of the talk delivered by Fr. Arturo Marcelino Sosa Abascal, Superior General of the Society of Jesus at the Assembly of the International Association of Jesuit Universities held recently in USA. It sets the tone for what our superior wants the university educators to do in the field of higher education at a point of time in history when the knowledge era is climaxing and all set to belittle the integral development – the major schema of Jesuits higher education.

He calls for, a clarion one indeed, for a discernment process that paves the way for a just society and dynamically work in sync with all cultures, people and nations including environment. This way, he adds, we will create a common path that acts as a catalyst for a good global political economy.

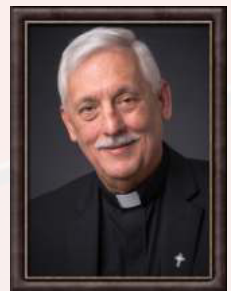
“To discern” itself has lots of risk from a university perspective -as Jesuit institutes were constructed with an identity and very difficult to just go it off its reins.“To discern the present and look at the future is only possible through the intervention of the holy spirit, he asserts. Let this “pedagogy of grace” kindle our senses – to deep look at the present and that which leads to our hope and efforts for the future of Jesuit run institutions.

The writers and their fellow faculty, after a stretched and pointed discussions of Fr General's dialogue felt to upright to discern and discover new inner movements specific to management education and map them accordingly in JIM’s continuous journey “for the greater glory of God”.

Dr P Jega Patrick & Dr P Mariappan



"This worldwide assembly has been proposed as an opportunity to discern in common the specific contribution of the institutions of university education under the responsibility of the Society of Jesus in the present moment of human history."



*Very Rev Fr Arturo Sosa SJ,
31st General of the Society of Jesus*

Testimonial

My name is Christopher. I work as an IT Lab Assistant at JIM. It is such a privilege to be a part of this reputed Institution. My observations have been my source of learning. I am inspired by the learnings I receive from everyone at JIM. Especially Fr. Director and Fr. Administrator are so supportive which motivates and encourages me to exhibit my innovative ideas. Moreover, the approachable and supportive nature of my colleagues uplifts my passion towards learning. JIM creates a platform for me to grow both personally and professionally. I really admire the way JIM functions for the students' growth and career. I am sure that JIM would reach much greater heights in the near future.



Mr A Christopher
IT Lab Assistant

Appreciations

This is Oshin from the 2017-19 batch. I've been reading the last few editions of JIM connect and every time I read through one it takes me back to my PG days. St. Joseph's Institute of Management has played a major role in sculpting me who I am today and I could see through these articles there are so many young talents being nurtured in the right path. JIM forms RESPONSIBLE leaders who can confidently face the challenges in the real business world and it is clearly seen through the initiatives taken by institution. My favorite part of JIM Connect is "JIM ASKS" where the cause being analyzed is interpreted so beautifully by the students. The editorial team is doing a very good job in showcasing the beauty of JIM and special mentions to the professor who is guiding the team so wonderfully !



Oshin Rudin
2nd degree connection
People Success Representative -
Navis Software India Pvt Ltd

Cheers to the Team!

Voice of JIM

Talent Nurtured in JIM

Stepping into the real world after a confined school life where everything I knew was family and friends in a small village, going to Chennai for my under graduation all alone was a giant leap. Since my school days, I was known for being creative and using my skills to do the best. I used to love my work and received appreciation too. I gained confidence in speaking English through the encouragement of my teachers.

However, the way I was brought up in my hometown was contradictory to what I experienced in Chennai. I started losing confidence as I saw girls speaking and looking more sophisticated than me. My spoken English became broken English and I started to fumble almost the minute I opened my mouth to talk. The only thing I developed over there was inferiority complex. In that vast campus of the college, I became easily unnoticed. None of the staff knew that there exists a girl with such a name in their class. Then how come they would know the talents I possessed and boasted off back then...? I started to question myself, Am I talented even?

My UG life was a nightmare as I was scattered within. I even hesitated to attempt to do any task, thinking of the outcome. God was the only source of courage I had then. I sought His intervention to guide and lead me. Soon after, I received a call from a friend to join MBA in an Institution called JIM. I was scared again, another academic life, peer group, teachers and tasks. Nevertheless, the talented confident girl hidden in me asked me to try it once more. Therefore, I joined JIM.

The first day, it was an online class, the professor was conducting an LSRW assessment and I panicked again, Will I? Fumble or speak? No way to escape, I started self-practicing in front of the mirror. As soon as the professor called my name I did not know where, when and how I started but I kept speaking for five minutes in English. I could not believe my ears. The professor appreciated it and the best part was that my new classmates too appreciated me. Then there was no turning back. I felt liked and it kept me motivated. I started to try all that I could to make my work worth appreciating. My creative ideas, out of the box thinking made my work excel. I was applauded for my hard work. The JIM family upskilled me and I started unveiling my talents with confidence day by day. I was not unnoticed anymore.

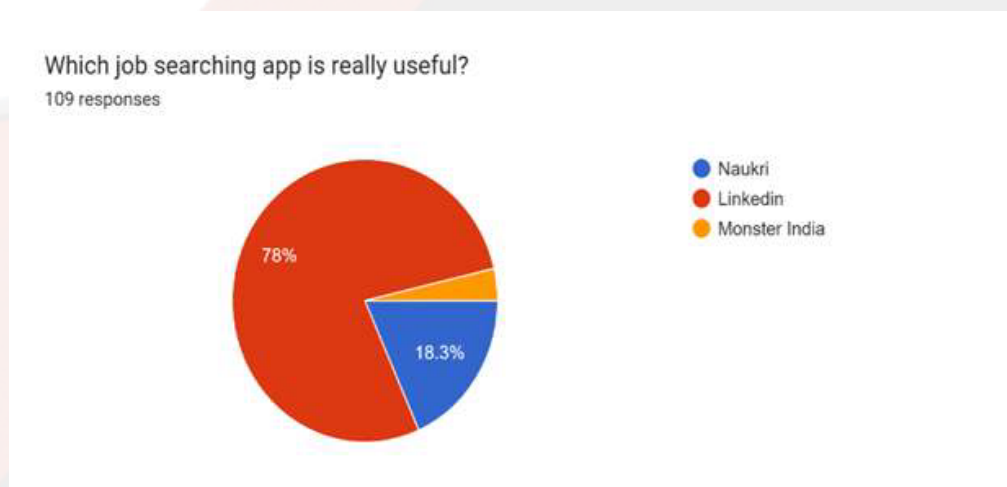
JIM not only moulded me but has also moulded the lives of many others. Talents are inborn. Everyone has talents. As they say, Markets are found Talents are also found; my talents were found and nurtured here in JIM. If you want your story to end magically like mine...Just Make hay while the sun shines!

Beautlin Sylvia R
21PBA136

JIM Asks

In October, we conducted a survey in JIM, asking people which job-searching portal they found is most useful. The result we received indicates a majority of 78% favouring LinkedIn. As we all know, LinkedIn's parent company is Microsoft, so it is widely connected all over the world compared to other job searching portals.

Naukri and Monster India also have a good reputation among people, but LinkedIn wins over the others. Naukri has secured 18.3 percent of the vote and it is found to have lost its technical pool, but this job portal is good for non-technical job seekers. Naukri and Monster India are Indian-based job portals that also provide jobs for people, but LinkedIn mainly focuses on networking through job search. When we connect in LinkedIn we get to know about the company's culture, knowledge, and many people in India and around the world use LinkedIn as a professional portal to update their career achievements. For freshers, they can connect with professional people and receive updates through them, and they can also search for jobs based on their skills and interests. It is observed that some of the companies even ask for the LinkedIn profile link of the candidate in the resume. Building the best LinkedIn profile will help an individual land in a good job.



Many people chose LinkedIn as the best job-searching portal because it was widely advertised and well-known. It is also used as a tool to post a job position for an organisation or a company, as it is a simple way to advertise their company position at no cost, and for people searching for jobs, the LinkedIn AI will notify them based on their preferences. This portal is quite commonly used in the corporate world, and it is also used for educational purposes. The benefits of LinkedIn are that we can learn, build professional connections, and finalise our careers.

“Today’s career builder is tomorrow’s leader”

Amala Monika R
22PBA128

Social Cause

CASTE DISCRIMINATION



On 15th August 2022, Times of India reported that non-Dalit leaders were not happy about a Dalit leader hoisting the tri-colour flag in an institution for the 75th Independence Day celebration. Followed by this, on 22nd September 2022, a government school in Krishnagiri district distributed bicycles to the students that had caste categories written in chalk.

This is something disheartening. There should be zero tolerance for such incidents. Now let's look this in business perspective. In the first incident, a group of people discriminating another person on the basis of caste sounds ridiculous in postmodern world. First and foremost, the group is not open to change. A good business, always updates itself with radical changes. But here you see people who though live in pre modern world, are not ready to change and are not ready to give up on such discrimination for a greater good.

In the second incident, as a business wo/man, you seem to lose support of the group just by hurting their sentiments. When you look at the statistics of India where the vast majority of the people come into this category of population, you are losing buyers of your product. Imagine instead of highlighting the caste, if they had put the name of the school, it would have simply gained popularity among the people and we could even call it to some extent unpaid advertisement for school. Secondly, it would have gained trust among the people and motivated people to choose that particular school.

In both the cases if we analyse politically, the Indian constitution under Article 42, has given the rights to protect the minority caste from social and economic injustice. Here as a business perspective, a lesson to learn is because of globalisation, we can say that the whole world is a one big market, where we all can buy and sell our products very easily. If we cling on to such discriminations then we would end in losing big businesses. Secondly, we need to work with various people at various circumstances for various institutions. Therefore, our mind and heart should be open for the futuristic development. If we keep on discriminating then we will not be able to work well, which ultimately leads to less productivity which in turn will lead to loss of good business and profit.

Eugine James A

22PBA143

Stocks Radar

The Month of Market Crashes?

October can be a spooky month for investors. October tends to be a better month for the stock market than September, when the S&P 500 has seen positive returns just 44.7%. The first week of October witnessed more money coming into the equity market from foreign portfolio investors (FPIs). Despite the volatility in the equity market due to global headwinds, FPIs have pumped in about ₹2,440 crore here so far in October. As of now, the appetite for equities is better compared to the debt market as the start of this month recorded an outflow in the latter. As per NSDL data, a total of ₹2,440 crore has been pumped by FPIs in the domestic equities between October 3 to 7, outrunning the debt market which recorded an outflow of ₹2,948 crore. On the other hand, debt-VRR saw an inflow of ₹459 crore while hybrid instruments registered a marginal outflow of ₹89 crore. So far in October, FPIs have removed ₹138 crore in the overall Indian market (equity, debt, debt-VRR, and hybrids) as equities minimised the pace of outflows. Year-to-date, FPIs have removed about ₹1,66,349 crore from equities alone. Taking other instruments into consideration, the overall Indian market saw an outflow of ₹1,72,891 crore so far in the current year. Meanwhile, so far in October, FIIs removed up to ₹36.55 crore cumulatively from NSE, BSE, and MSEI.

Diwali Muhurat Trading-Diwali is not only one of India's biggest festivals but also an important occasion for traders and investors. Every year on Diwali, a symbolic trading session of about an hour is organised, called Muhurat Trading. The community of Indian traders have been observing this ritual for a long time with a belief that trading or investing during the auspicious 'Muhurat' time will bring financial gains, growth and prosperity to them. Muhurat trading is a one-hour customary trading session, mostly in the evening. This year, the BSE and NSE had a one-hour Muhurat trading session from 6:15 pm to 7:15 pm for trading in equity, equity and derivative segments on October 24. Traders and investors paid tribute to the goddess Lakshmi - the goddess of wealth and prosperity - and picked their favourite stocks or other financial instruments hoping for a good profit. Per Hindu tradition, Muhurat is an auspicious moment during which, as it is said, stars and planets are arranged in such a way that gives good results for works done during that time.

The "October Effect" is a Wall Street superstition that the month of October is a historically bad month for stocks. Various market downturns occurring in October have helped to reinforce the superstition.

ONDC: The Great Upheaval of Indian E-Commerce



ONDC (Open Network for Digital Commerce) a government StartUp which was initiated in Bangalore in October, set up as a non-profit company (like the National Payments Corporation of India), is a network that lets sellers voluntarily display their products and services across all participating apps and platforms. Digital commerce is being reimagined in a way that can generate considerable economic advantages for the nation. This effort intends to democratise e-commerce and restrain the dominance of US-based companies like Amazon and Walmart. Five Indian cities saw the beginning of the pilot programme.

As banks and fintech platforms get ready to launch online stores connected to the open protocol, Chief Executive T Koshy throws down the challenge ahead of the unfolding of a "UPI moment for e-commerce."

The main aim of ONDC

- Connecting buyers to the network
- Connecting sellers to the network
- Gateway
- Technology services

Who's on Board?

- Paytm is the only one that offers a buyer-side interface
- Digiit, eSamudaay, Gofrugal Technologies, Growth Falcons, and SellerApp offer seller-side interfaces
- Dunzo and Loadshare offer logistics for hyperlocal deliveries.

According to the ONDC website, Microsoft, Kotak, PhonePe, and Snapdeal are just a few of the businesses in the "advanced stage of development," whereas Airtel, Axis Bank, HDFC Bank, India Post, and thousands of other organisations have "started integration" with the network. Tech major Google and e-commerce giants Flipkart and Amazon are also considering joining the network, according to media reports. Network participants aside, the government wants millions of small businesses to join ONDC as sellers.

Know Your Domain

HR Cyclopedia

A to Z

Attracting applicants - a quality that refers to institution's ability to offer for positions in public service.

Behavioural risk management - process of minimizing risks associated with individual behaviour.

Cognitive ability testing - a method of testing candidates' ability to reason, judge and solve practical problems.

Discrimination - any action that tends to unduly put an individual or group in an unfair, negative situation.

Exit interview - a structured interview with an employee just before they leave the institution.

Favouritism – favouring unfairly an individual than their qualifications, work and performance.

Gender balance - a fair, equal treatment of women and men with respect to their employment and career-growth.

HRM tools - a range of solutions, in the form of procedures, templates, methodologies to help managing human capital.

Interview recording - a process of recording interview through audio video (AV) to ensure a high level of transparency.

Job burnout - an employee's reaction to distancing work in stressful conditions.

Knowledge management - a process of systematic acquisition, dissemination and application of knowledge.

Leader - who possesses a vision of the future and is capable of motivating others to follow.

Meritocracy - Success of an individual on their knowledge, abilities and efforts.

Nepotism - granting family members favourable treatment to secure employment.

Open competition - a recruitment and selection procedure that grants all eligible candidates an equal opportunity to compete for a job.

Professionalism - an overarching quality that includes expertise, integrity, neutrality and impartiality in the public service.

Quality management - a continuous process to improve work and employees' competencies for high quality services.

Redundancy - a situation where an employee is no longer needed in their job.

Secondment - sending an employee temporarily to work in another organisation.

Turnover of staff - the number of people who leave an institution and new employees replaced within a period of time.

Unlimited PTO - A concept of offering employees an undefined amount of paid time off approved by a superior.

Volunteer - a person who willingly, and free of charge, render services to an institution.

Whistleblower - a staff member who willingly exposes information or actions which they believe are unlawful or unethical.

XML - a type of Extensible Markup Language letting creators apply tags around elements of data

YTD- Year to Date - The period of time that starts at the beginning of the current year and runs until a specific date, prior to the end of the year.

Zero Based Budgeting - A method used to create a budget that starts at 0 at the beginning of every new month and expenses added to the budget, must be justified.

*Dr J Michael Sammanasu
Dean Students
Associate Professor Chair HR*

@ JIM

On 1st October 2022 Dr Xavier Britto, Chairman, Kerry Indev Logistics Pvt Limited, Chennai released the Placement Brochure 2021 – 23, that gives a framework about the Institute, course structure, special programmes and a brief profile of the final year students. Two alumni of JIM, Mr Lakshminath, Manager of Tamil Nadu Sales, Marketing Division of Arcelor Mittal Nippon Steel India and Mr Akshay C Joseph, Founder & CEO of ILA Eco Wares & ELROI Spice World Pvt. Ltd, Kerala received the first copy.



A series of MDP was conducted from 6th October to 8th October for 300 students belonging to X, XI and XII standard and 36 teachers of Jegan Matha Matriculation School, KK Nagar Trichy. JIM faculty oriented these students, who are in their crucial years of academics on how to manage stress, prepare for exams, make career choices and important life skills.

Dr. Are Holen, Former NTNU Faculty of Medicine, Norwegian University of Science and Technology also a psychiatrist and a clinical psychologist with psychotherapeutic orientation addressed JIM students on Stress Management on 12th October 2022.



On 15th October 2022, JIMSPIRE, a business-focused festival where students displayed their range of talents in various management events was conducted, attracting 324 students from 23 colleges of various parts in Tamilnadu. 10 creative events were organised and total cash prizes worth 50,000/- were distributed. Thiagarajar School of Business (PGDBM) were the overall winners of the event JIMSPIRE 2022 and the Runners trophy was won by PG Department of Commerce from Bishop Heber College Trichy.

15th OCTOBER 2022

I MBA students in batches went to Dalmia Cement (Bharat) Limited, Dalmiapuram, Lalgudi Taluk, Trichy for Industrial Visit on 21st and 22nd October 2022. The purpose of the visit was to give industry exposure and impart students a much-needed glimpse of work life and how they can apply the theoretical skills that they learned in the classroom.



MANAGEMENT CONCEPTS IN THIRUKKURAL

குறள் 878

வகையறிந்து தற்செய்து தற்காப்ப மாயும்
பகைவர்கண் பட்ட செருக்கு.

வழிவகை உணர்ந்து, தன்னையும் வலிமைப்படுத்திக்
கொண்டு, ரகசியங்களையும் காத்துக்
கொண்டு, தற்காப்பும் தேடிக் கொண்டவரின் முன்னால்
பகையின் ஆணவம் தானாகவே ஒடுங்கி விடும்.

TRANSLATION

KNOW THOU THE WAY, THEN DO THY PART, THYSELF
DEFEND;
THUS SHALL THE PRIDE OF THOSE THAT HATE THEE
HAVE AN END.

EXPLANATION

THE JOY OF ONE'S FOES WILL BE DESTROYED IF ONE
GUARDS ONESELF BY KNOWING THE WAY (OF ACTING)
AND SECURING ASSISTANCE.

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