


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

Dear JIM Family,

Greetings and Best Wishes!

I have been following the recent issues of JIM CONNECT. It is an excellent venture. I really admire the combination in presenting the E-Newsletter. Simple yet Capturing; Short and Sweet; Hats off to the idea of the last page which is the Management Concepts in Thirukkural.

Thank you for the inspiring writings.

Amalan SJ.

Good initiative. Congrats to the JIM Connect team. I Just glanced through NE; Well done. Keep it up.

Paul E

TESTIMONIAL

இந்நிறுவனம் துவங்கிய முதல் நாளிலிருந்து இன்று வரை இங்கு பணி புரிவது எனக்கு பெருமையாக இருக்கிறது. கடந்த 15 வருடங்களாக இந்நிறுவனத்தில் பணியாற்றி பசுமையான சூழலை உருவாக்கியதில் எனது பங்கும் உள்ளது என்பதில் மகிழ்கின்றேன். இவ்வளாக பாதுகாவலர் சூசையப்பரை போல நானும் எனது அயராத உழைப்பை இந்நிறுவனத்திற்கு சமர்ப்பித்து, இந்நிறுவனம் மென்மேலும் வளர உறுதுணையாக இருப்பேன். இங்கு மரக்கன்றுகள் போல பயிலும் மாணவர்கள் பசுமையான வாழ்வையும், வளத்தையும் பெற மனதார வாழ்த்துகிறேன்.



Mr Susaimanickam Y
Electrician

I was selected through JIM campus placements in the company called Hygiene Health Care Pvt. Ltd as a sales officer. After six months I shifted to the company MEDALL HEALTHCARE PVT. LTD as an Operation cum Sales Executive. There I worked for a year (Sep'2016 to Sep'2017). Then I joined RENTOKIL INDIA PVT. LTD in Oct' 2017 as an Assistant Service Manager, where I am working till now. I got a promotion and was transferred as an Operations Manager, Sriperumbudur. My company then acquired another company in Saudi Arabia, and the company gave me another promotion as a Senior Team Leader and transferred me to Saudi Arabia for the new project. I owe all these to my Alma Mater.

JIM is where I realized who I am ? What am I capable of ? It's my next home. My sweet memories revolve around JIM and St. Joseph's college as I did my UG in SJC. The determination and passion I have learned there has helped to lead my life till now. The learning which I got from JIM, made me confident. I need to thank Rev Fr. Jothi SJ who was my inspiration and mentor, he taught not only the lessons but also life. Thank you father. I express my gratitude and thanks to all my faculty. THANKS A LOT.



Micheal Asirvatham M
Senior Team Leader,
Rentokil Saudi Arabia Ltd.

INSTINCTIVE THOUGHTS

IT Infrastructure



Internet is a type of computer network which represents millions of computers interconnected as a single network globally. Countries across the world are ready to invest huge amounts of money in developing their IT infrastructure and in providing automated services to their people through internet. One of the important factors that is used to measure the economic development of a country is its development of its information technology infrastructure. The E-Services can help to improve the business performance of an individual company which is connected with the National development and economic status. So, each country must take efforts to build sufficient IT infrastructure for PaaS, IaaS, SaaS at all level of public services. The country needs to concentrate to implement the new technological developments such as Cloud Computing, Nano Technology, Mobile Computing, FinTech, Virtual Agent and Artificial Intelligent Systems. The Government should plan a new strategy to provide a clear roadmap for technology implementation which should consist a set of new ideas and guiding principles that can define the action plan for introducing such new technology in their functional systems to achieve the desired goals. The industry should be motivated to focus on the recent technological developments in order to implement them rightly in their business failing to which the competitive force that exists in business environment will destroy the existing traditional business industry with technology enabled systems.

Dr. Pappu Rajan A

Associate Professor - Systems

VOICE OF JIM

My Transition from Tamil Medium to B School

This is the story of Mr. Champion. All of this started from the admission to JIM, imagine a person from a lower middle-class family from Tamil medium school, who completed his UG in trademark rural college, entering in a well reputed institution for an MBA, who can put his fear and expectations into words, so there begins the story of Mr. Champion. As Covid played the game on the major part of his 1st year of MBA, out of curiosity he posts many mails to unknown classmates during the online classes. Getting to know the system and adapting to the communication style of the peers was a huge challenge. After so many hurdles, when college started offline classes, Mr. Champion got the chance to meet the people, who were virtually so close then. But as we know 'Real is always different from reel', Mr. Champion found himself surrounded by friends, possessing high IQ, well to do and with prior work experience. With the condition of fear deep inside and curiosity outside, Mr. Champion tried to fit in all of these.

I still remember the 1st presentation of Mr. Champion offline in front of English-speaking friends where he addressed the lady professor as "He", such was his language efficiency, but his heart was filled with so much confidence. He used to receive feedback from all professors to develop communication skill and improve his grooming. Being a person from rural college it took some time to understand all his shortcomings. But he took up the mission of following the rules of the management very seriously, in order to develop himself he started to follow the rules like campus language, proper grooming, punctuality and discipline. He tried his maximum level to improve his language, initially people requested him not to speak with such terrible grammar mistake, but he took that in a positive manner and asked them to teach, by the grace of God he got some good teachers among the friends. He also took efforts like watching English series and so on. He found a way to manage with the language, he didn't become a master in communication but he learnt to manage with what he had learnt to a great extent. Learning takes place everywhere and from everyone.

Mr. Champion observed others, learnt from others and groomed himself. Observations helped him to groom himself. He is now known for his grooming sense. His confidence and courage drove him even in the toughest times. When he understood that skill is more important than marks, he started to learn concepts rather than studying concepts. JIM gave him the valuable opportunity to develop his leadership skills when he was appointed as a class leader. From no one he became someone, who was respected by others. Throughout this journey Mr. Champion got the support and encouragement from his friends, professors directly and indirectly.

When others have just completed their course of MBA in JIM, Mr. Champion smiles silently and thinks of his development. Development according to Mr. Champion had started from within. No matter what trolls and criticism we face, we should trust ourselves, everything begins with the admiration of who you want to be. JIM has taught this life lesson to me. I am proud of my journey so far. Yes, I am the one who is mentioned in this story. IT IS MY TRANSFORMATION STORY.

Kishore Antony S

20PBA142

SOCIAL CAUSE

Depression –A Killer Within



Depression is defined by a persistent sense of sadness, referred to as "low mood," as well as a loss of interest in previously enjoyed activities. Changes in sleep, hunger, guilt, demotivation, and detachment from others are all possible side effects. Stress, sadness, and anxiety are all difficult to identify. Depression gradually takes control of a person's life until they lose track of where it all started. Small alterations go overlooked at first, escalating to greater anomalies. It can lead to a wide range of mental and physical problems, as well as a decrease in your ability to function at work and at home. It's also a big contributor to heart disease. Women are more likely than men to suffer from depression. Since the pandemic hit India, stress levels have been rising, the series of lockdowns also dismantled the structure of common man's life. According to a GOQii poll, 26% of respondents experienced mild depression, 11% had major depression, and 6% had severe depressive symptoms as a result of the succession of lockdowns. Anxiety, job cuts, health issues, and the general unpredictable environment, stress levels are at an all-time high now in the country. According to a survey conducted for the National Care of Medical Health by the WHO, at least 6.5 percent of the Indian population has some mental condition.

Experts advocate interacting with nature and friends, going for a walk, drinking more water, eating healthy food, getting enough sleep, listening to happy music, and engaging in constructive hobbies to combat depression in its early stages.

We throw around words so easily nowadays. But, as everyone who has experienced depression knows, it is far more than a single term can convey.

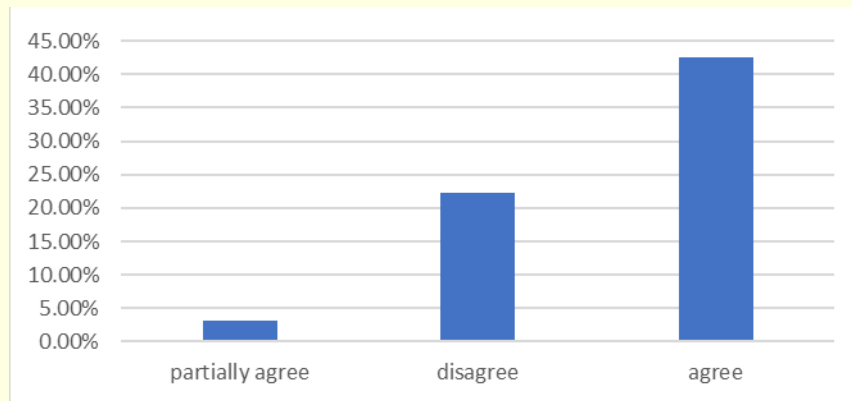
Cyril Magimai Antoz

21PBA159

JIM ASKS

Do Religious Practices in Educational Institutions help the Students Respect & Value Other Religions ?

This is the question for this month survey. Many Educational Institutions exercise Religious practices in their routine. Students are required to follow the protocols of the same. They consider such practices important in educational institutions because, it improves the virtues like health, learning, economic wellbeing, self-control, and empathy. Religion constitutes to the overall wellbeing person is what is strongly believed. And when different religions come together in unity they can understand and respect other religious concepts and beliefs.



From the above chart it is noticed that 42.6% people agree that it is essential and 22.3 % people think that it is not essential that such practices should exist.

Why religious practice is important in educational institutions according to educationalists:

1. Gives meaning and purpose to life.
2. Reinforces social unity and stability.
3. Serves as an agent of social control of behavior.
4. Promotes physical and psychological well-being.
5. Motivates people to work for positivity.
6. Self-satisfaction and inner peace.

Arun David S
21PBA241

BUSINESS TRENDS

PAY CHECK PROTECTION PROGRAM

Small firms can get funding from the Pay Check Protection Program to cover up to 8 weeks of payroll expenditures, including benefits. Interest on mortgages, rent, and utilities can all be paid with these funds. Any small business with fewer than 500 employees (including sole proprietorships, independent contractors, and self-employed persons), private non-profit organisation, or 501(c)(19) veterans group affected by COVID-19 is eligible to participate in this initiative. Businesses can access low-interest private loans through the Pay check Protection Program to cover wages and other expenditures. A PPP loan is roughly 2.5 times the applicant's average monthly wage expenditures. In some cases, an applicant may be awarded a second draw, which is usually equivalent to the first. Wages, rent, interest, and utilities might all be paid with the money from the loan. The debt may be partially or totally repaid if the company maintains its personnel numbers and pay.

Who can apply for a PPP loan for self-employed people?

1. The business must be operational by February 15, 2020.
2. Self-employment, single proprietorship, or independent contractor income are required.
3. Must be a permanent resident of the United States.
4. For 2019, one must file a Form 1040, Schedule C.
5. For 2019, there must be a net profit.

General terms and conditions

To refresh your memory, under the CARES Act, both first- and second-draw PPP loans were subject to the same general terms and conditions as original PPP loans, including:

1. The government backs all loans with a 100 percent guarantee.
2. There is no requirement for collateral.
3. There are no personal guarantees necessary.
4. All loans have a 1% interest rate and a five-year maturity period.

India's government and regulators are slowly coming out with these types of programs for everyone, from companies to fund managers who are in struggle under the lockdown, which has halted manufacturing and wiped out consumption. With the economy set to contract for the first time in four decades, Modi's endorsement is the only way to make it attractive for banks, which are concerned about rising delinquencies, to lend to small businesses.

Gervin G
21PBA153

WHAT'S NEW?

PHILIPS 2000 SERIES 3 IN 1 PURIFIER WITH FAN AND HEATER (HOT AND COLD) – AMF220/65



The Philips 3-in-1 Air Purifier maintains a healthy and comfortable environment in the house. The HEPA filter removes viruses, allergies, and pollutants from the air, and the 350° spinning fan distributes the clean air around the room - warm or cool. The purifying function is suited for rooms up to 42 metres in length. The activated carbon filter eliminates noxious gases and odours. Indoor temperature and a filter change alert are also displayed in real time on the display. Only purified air is blown out by the fan mode, guaranteeing that you breathe and enjoy clean and pleasant air at home. Only purified air is blown out in the heater mode, allowing you to breathe and enjoy clean, comfortable air at home. The adjustable 350° oscillation allows you to move the air around the room as needed. It always provides filtered air in any situation, allowing you to appreciate and breathe clean air. For light display, there are three levels to choose from. All of the lights on the smartphone are turned off when you select the Sleep mode option. With no exposed fast-spinning blades, the bladeless design produces a continuous stream of purified air, giving increased safety. It is available in amazon at ₹24,749.

DODOW SLEEP AID DEVICE



The Dodow sleep aid is one-of-a-kind and practical device. The design of the sleep aid is basic and attractive. The white disc is roughly three-quarters of an inch thick and little under 3.5 inches in circumference. It is not harsh on the eyes because the light is a pleasant tint and less than one lux. The dodow sleep aid is intended for people who have difficulty sleeping at night. It's ideal for jet lag or erratic sleeping patterns. To fall asleep faster, calm your racing mind, slow your breathing, and relax your body. On the ceiling, a faint light pulses - As Dodow's soothing blue light pulses on your ceiling, match your breathing to it. The light pulses progressively slow down to 6 cycles per minute, producing the perfect cadence for falling asleep. Slow breathing prepares your body for sleep by stimulating the baroreflex, which is activated at 6 breaths per minute. This helps to prepare your body for sleep by lowering your blood pressure and heart rate. Dodow can help you fall asleep or get back to sleep, whether you're having trouble falling asleep or waking up in the middle of the night. It is available on amazon at ₹6,375.

Sivashree T
21PBA151

TOP 10



Should the sense of scent, which is typically overlooked in grooming, be given considerable weight? Of course, the sense of smell is important!

The first layer of dressing is the smell, which is supposed to be the most intimate manner of revealing a little bit about your innermost thoughts and characteristics. Perfume is a matter of self-assurance that makes you feel good and creates a happy environment. On the other hand, the essence of fragrance has a significant impact on emotions, mood, tension, and even work efficiency. The level of grooming and its accessories that this generation prefers, which is simply a 180ml of chemical but determines a person's character. We can speculate that the greater enchantment of perfume wearers is related to the scents' concealing action and assurance of a long-lasting effect. Perfume use may have an indirect impact on social perception with the changes in self-perception and consciousness, if we go by deep understanding. As a result, these high-end products guarantee a revitalizing mood and increased self-assurance. This makes fragrance is both an accessory and a vital part of grooming sense.

Thadeu Gnaa Garrison J
21PBA142

In the event of the Union Budget 2022, there was an inter class Budget presentation competition conducted in JIM campus on 4th February 2022, where the students presented the analysis of the sectors included in the budget and its implications. Six teams were shortlisted for the final presentation, which was evaluated by eminent professors and industrialists. A team of six I year students from A section won the First place in the presentation.



St Joseph’s Institute of Management-JIM Trichy organized a virtual interactive “Panel Discussion” on “Union Budget” through zoom on 5th February 2022. Speakers Dr J Sathakathulla, Former Regional Director, Reserve Bank of India, Chennai, Mr CK Mohan, Former General Secretary, TANSTIA Chennai and Mr V Nagappan, President-Elect, Hindustan Chamber of Commerce, Chennai, deliberated the Union Budget 2022 logically in a broader perspective. The students clarified their queries with the expert members and had a productive discussion.

A Ted Talk series were conducted in the afternoons between 2 pm and 4 pm from 7th to 10th February for the students of JIM focusing on concepts related to the major specializations Marketing, Finance, HR and Systems. Students watched the talks with lot of enthusiasm and completed the tasks and activities given to present the outcome of the inputs received through the resourceful talk series.



On 8th and 9th February 2022, JIM faculty were offered a two-day Faculty Development Program by LIBA, Chennai. The topic of the program was “Future Proofing B School”. The interactive and resourceful program was packed with input and discussion sessions on various areas like, curriculum, ICT in classroom, accreditation, placement, avenues for capitalization and many more. The faculty of LIBA oriented the JIM faculty on the importance of becoming future ready to meet the demands of the Artificial Intelligence driven generation.

A series of Guest PEP Talks took place in JIM during the month of February, to list them, Mr. Peter Muthu Krishna, Regional Manager Kaleesuware Pvt. Ltd. and Leo Anand, Founder, E Quadriga interacted with the students on 12th February to highlight the importance of retail and distribution management and job opportunities available for students in retail management.



On 17th February, Mr. A.G. Sayinath a profound academician and industrialist from Bengaluru addressed JIM students on "Digital Transformation in Business".



Mr. Venkat a dynamic entrepreneur from Dubai who is into various ventures of international business shared his career and industry experience to motivate students to aim higher and perform better. This interactive session was held on 21st February 2022.



A fun filled Traditional Day – ‘Tamizhar Thirunal’ was celebrated on 26th February 2022. JIM students began the day with Pongal making. Students in their traditional attire participated in the Traditional games like murukku eating, lemon and the spoon, sack race, uri adithal, tug of war. Both teaching and non-teaching staff of JIM also participated in all the activities organised. The festivity came to an end with sumptuous South Indian vegetarian meal.

MANAGEMENT CONCEPTS IN THIRUKKURAL

குறள் 269:

கூற்றம் குதித்தலும் கைகூடும் நோற்றலின்
ஆற்றல் தலைப்பட்டவர்க்குல்.

எத்தனைத் துன்பங்கள் வரினும் தாங்கிக் குறிக்கோளில் உறுதியாக நிற்கும் ஆற்றலுடையவர்கள் சாவையும் வென்று வாழ்வார்கள்.

Translation:

The E'en over death the victory he may gain,
If power by penance won his soul obtain.

Explanation:

Those who have attained the power which religious discipline confers will be able also to pass the limit of Yama, (the God of death).

EDITORIAL TEAM

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Learn continually- there is always “one more thing” to learn !