

TODAY A READER TOMORROW A LEADER

JIM CONNECT

E-Newsletter



Forming Responsible Leaders

Volume 2 Issue 1

ST. JOSEPH'S INSTITUTE OF MANAGEMENT
(JIM)

St. Joseph's College (Autonomous)

Tiruchirappalli -620002

Tamil Nadu, India.

✉ jimconnect@jim.ac.in

www.jim.ac.in

Editorial

*“Reach high to the stars sparkling in your soul
Think deep to the dreams enlightening your goal”*

With immense pleasure, we release the second volume of our e-newsletter “JIM CONNECT” for the academic year 2022-2023. The inaugural issue received an overwhelming response by everyone including the readers, our associates, well-wishers and allied stakeholders. JIM CONNECT is a lively document of St. Joseph’s Institute of Management carries a creative mosaic of intellectual contributions, activities, events, seminars, guest lectures, experiences and much more.

At the beginning of the academic year, a fantasy towards newness and an openness for prompt learning bring deeper meaning and purpose. The aftermath of COVID-19 is most challenging for many of us. With the commencement of the academic session for the MBA program, new dreams, aspirations and programmes start unfolding. On this occasion, we heartily welcome the newcomers of the batch MBA (2022-2024). It is a joy to see their eyes glittering with desires and their souls thriving with hopes.

The recent pandemic scenario has brought our activities to a nearly standstill and despite the entire chaotic situation we envisaged ways to bring out the best to our students. We believe every student is special and fosters an environment that enhances creative thinking. It will go a long way in building a better academic culture at JIM. Taking this aspiration further, JIM CONNECT aims at opening up new paths of creative engagement among the students and recognizes their achievements, skills, potentials and talents presented along this year.

The editorial desk is thankful to all those who have contributed to the first volume of our e-newsletter, especially JIM professors and students for sharing their valuable knowledge and innovative ideas. We appreciate your support and feedback. We hope that this e-newsletter brings you joyful reading and delightful learning.

All the very best!

Rev Fr I Antony Inico SJ
Administrator, JIM
Editorial Team



Testimonial

நான் இந்நிறுவனத்தில் கடந்த மூன்று வருடங்களாக தூய்மைபணியாளராக பணி புரிந்து வருகிறேன். தூய்மை என்பதற்கு மிக சிறந்த எடுத்துக்காட்டாக எங்கள் நிறுவனம் திகழ்கின்றது. எம் நிறுவனத்தில் பணிபுரியும் பணியாளர்களின் தனித்திறன்களை அறிந்து, அத்திறன்களில் அவர்கள் மேம்பட, உதவியாக அவர்கள் என்ன விருப்பப்படுகிறார்கள் என்பதை தெரிந்து மேல் படிப்பானாலும் அதை எம் நிறுவனம் செய்து தருகிறது. உதாரணமாக, நான் தொழில் பயிற்சியில் ஆறு மாத காலமாக குளிர்மழையில் பயிற்சி எடுக்க இந்நிறுவனம் பணம் மற்றும் நேரம் ஒதுக்கி உதவியது. பாரம்பரியம் மிக்க தூய வளனார் கல்லூரியில் ஓர் அங்கமாகிய JIM -இல் பணிபுரிவதில் பெருமையாக இருக்கிறது. பசுமைமிக்க இவ்வாளகத்தில் பணிபுரியும் ஆசிரியர், ஆசிரியரல்லா பணியாளர்கள் மற்றும் மாணவ மாணவியர்கள் தங்கள் வாழ்வில் எல்லா வளங்களையும் பெற இறைவனிடம் வேண்டுகிறேன்.



D Charles
House Keeping

I am currently working as an QSO at The Federal Bank. I joined 10 months ago and worked as a branch officer for 3 months. All that I am today is because of the confidence that JIM instilled in me. I have spent the best time of my life in JIM, and I can surely say JIM is a school of opportunities, it is up to you to grab whatever you need. I would say that JIM is a great place for pursuing MBA. JIM helped me to compete with the world outside.



M Sukumar
*Quality Support Officer,
The Federal Bank Ltd*

Instinctive Thoughts

VIDEO IS THE FUTURE OF MARKETING

One of the most powerful marketing strategies is video marketing. It makes your product and service easier for customers to grasp. An image is supposed to be worth a thousand words, multiply that by 1,000 more for a video. This is the fundamental idea behind video marketing, a potent type of advertising that effectively engages your target market on an emotional level as part of your marketing initiatives.

Using videos to advertise and educate people about your goods or services is known as video marketing. By giving them relevant information in an engaging, and interactive manner, you may also grow your consumer base.

Professional videos may now be accessed online in a variety of formats, including product presentations, video interviews, social media videos, tutorials, testimonials, corporate branding films, webinars, commercials, and more.

If you haven't started video marketing yet, now is the time. With the effectiveness of traditional marketing dwindling and the popularity of video skyrocketing, video marketing has become a must-have for every business. It serves to improve your online visibility and subsequently increase brand awareness.

The internet is littered with video marketing stats that all point to the same thing: video is the future of marketing.

- Hubspot found that 78% of people watch online videos every week, while 54% watch videos every day.
- Google's research shows that 6 out of 10 people would rather watch online videos than television.
- YouTube states that its users view more than 1 billion hours of video each day on the platform.
- Wyzowl found that 86% of businesses use video as a marketing tool — up from 63% over the last three years.

To meet this growing demand, Facebook, Instagram, Twitter, and LinkedIn have all become 'video first' and created new video-friendly placements like 'live' broadcasting, and 'stories'. At the same time, the popularity of video-based platforms like YouTube, Snapchat, and Tik Tok have exploded and become staples of online video consumption.

These stats show that video marketing is relevant and valued by contemporary consumers. In other words, video marketing is now sought by customers!

Dr P S Joan Kingsly

*Assistant Professor, Marketing
Chair, Conferences, Alumni Relations, and Sports*

Voice of JIM

From Corporate to College

*"We will fail when
we fail to try"*

Finding the right path to success at the right time is really very important and for this reason I chose JIM. The friendly environment and the systematic approach towards imparting education at JIM helped me to become a competent individual. Having worked in Tata Consultancy Services for two years before entering in to the college, life was not easy. Two year's gap, away from formal studies was a setback in my initial days at JIM. The habit of sitting and studying continuously for long hours was out of my system. It seriously took me some time to adjust.

The environment in JIM is very conducive to learn. Class discussions are a great source to know different dimensions of thoughts and I was able to sharpen my thoughts with the help of my peers. When it comes to sitting in the JIM classroom with corporate exposure, I felt like I had an advantage – some secret "code" that I had learned from all those years backstage on how the corporate world actually works hence I was able to help my friends to prepare them to perform better in their placement process. As I was assigned the role as Student Placement Coordinator, I was able to make some good contributions there.

It has been quite an engaging learning experience here in JIM. The professors are distinguished scholars in their fields, with career goals and ideals of their own. In spite of their busy life, they have always managed to make time for students. I am someone who seek perfection in things I do but here I learned from my professors that "It's not about being perfect. It's all about the effort you take". It's with their help – both inside and outside classroom – that I was able to grow as much as possible during my first year at JIM. For that, I feel incredibly grateful.

There are very few moments in one's life when one feels genuinely fortunate. One such moment in my life is when I joined JIM as a student. The time I spent here has provided me great knowledge about management, networking, making friends, living life as it ought to be lived, but most importantly I have learnt how to keep questioning and to never let that curiosity bug inside me die. I will eternally be thankful to JIM and all the people associated with it for being a glorious part of my life.

"View life as a Continuous learning experience"

S Hariharan
21PBA224

JIM Asks

ORGANIC FOOD PRODUCTS

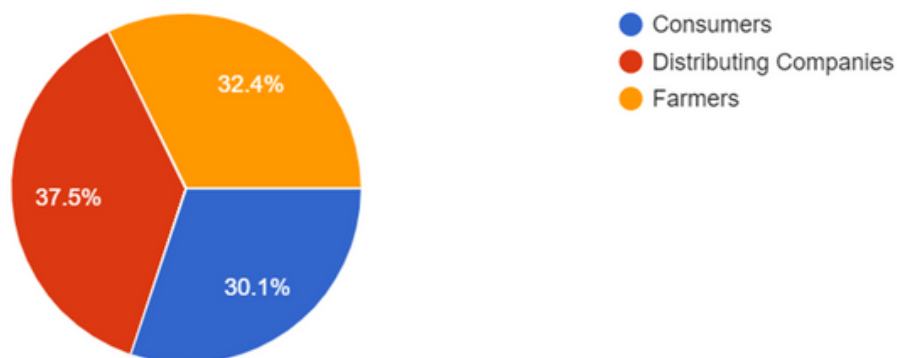


The term “organic” refers to the way agricultural products are grown and processed. This month JIM Asks question is who is reaping more benefits of organic food products?

The majority of respondents said it is Distributing Companies that reap the maximum benefits. In 2020 the Indian organic food market reached a value of US\$ 815 Million and now it is further more in demand. In the market: we can find both distributing companies and farmers are getting benefitted. Producing food organically helps reduce greenhouse gases such as nitrous oxide and methane, which have considerable environmental benefits. The produce is healthier for humans, and organic farming doesn’t threaten local ecosystems.

Organic Food Products - Who is benefitting more

136 responses



Organic production is not simply the avoidance of conventional chemical inputs, nor is it the substitution of natural inputs for synthetic ones. Organic farmers apply techniques used thousands of years ago, such as crop rotations and the use of composted animal manures and green manure crops. Companies have incorporated the same methods of growing the produce with the help of Robots and automation. In organic production, overall system health is emphasized, and the interaction of management practices is the primary concern.

“If we as a society are willing to have a preference for organic food, the farmer can reap on the savings”

A R Subramani
22PBA218

Stocks Radar

WILL HIGHER TOP HIGHER BOTTOM CONTINUE?

The markets experienced their strongest recovery since Q2 2021 in July 2022, when they gained close to 8%. For the stock markets, July has been the most eventful month in almost a year. The important indices Sensex and Nifty increased by 7.76% and 7.91%, respectively, throughout the month. The majority of the gains occurred during the duration of the last six trading days. The Sensex increased 712 points on July 29 to get close to 57,570. The Nifty closed at 17,158 after gaining 228 points. These gains occur one day following the stock derivative's July expiration on July 28.

The Nifty August futures contract started with an OI (Open Interest) of 89 lakh versus 112 lakh.

The Bank Nifty August series futures contract started with an OI of 18 lakh versus 22.3 lakh in July.

We can anticipate a rapid uptrend in the Nifty because the volatility index (VIX), which was around 17% last Friday, indicates implied volatility of 695 points for the Nifty in the upcoming 30 days (Religare Financial service company). Foreign Portfolio Investors (FPI) sold shares in July worth INR 9,000 crore. Foreign Institutional Investors (FIIs), which had been quick to sell in the previous three months, have now covered their short positions and, in fact, have begun the August series with net long positions in the index futures. Technically speaking, the index is retracing the prior downtrend and has established a "higher top higher bottom" formation on a daily chart.

MACROECONOMIC FACTORS AFFECTING THE INDIAN MARKET:

After the US Federal Reserve delivered a lower-than-expected rate hike of 75 basis points with views on recession and helped the rupee gain 14 paise against the dollar, hyper pessimism in the stock market finally gave way to a rally.

Strong performance by consumption-oriented sectors in July 2022

% change since July 1

Nifty Consumer durables	12.61	<div style="width: 12.61%;"></div>
Nifty FMCG	9.71	<div style="width: 9.71%;"></div>
Nifty Auto	7.09	<div style="width: 7.09%;"></div>
Nifty Bank	11.78	<div style="width: 11.78%;"></div>
Nifty IT	3.87	<div style="width: 3.87%;"></div>
Nifty Pharma	4.2	<div style="width: 4.2%;"></div>
Nifty Realty	15.21	<div style="width: 15.21%;"></div>
Nifty Metal	16.8	<div style="width: 16.8%;"></div>

Away from 80

Rupee vs Dollar



5 Stocks with strong Momentum (Large cap and Mid cap)	% Change
Star Health	51.91
Brightcom Group	44.38
Adani Transmission	40.66
Ceat	40.53
Can Fin Homes	40.13



Continued by the Worst of rupee fall may be over and prepare well for Rupee Internationalization, the Forex market must be strengthened apart from promoting Rupee-based settlement in trade and financial Market. There is no doubt that this is a great step in the right direction considering the limitation for using the US dollar as medium of international transactions, especially with countries under sanction. This would also reduce exchange rate risk on traders and pressure on Indian Rupee. This Opening up of trade settlement in rupee alone will not suffice. Further opening up and liberalized settlements in rupee various financial instruments both in India and Overseas market are more important. This attracts more global players to go for this option as the world is moving towards multi-polar system where India will be dominant power.

P Nikhalya Sri
21PBA149

Business Trends

HELLO INDIA? THIS IS 5G CALLING

Mobile Broadband became an integral part of our daily lives. Rapid Expansion in 4G has given a boost to digital connectivity and plays a vital role in the evolution of many start-ups. It is said that India's active internet users can reach 900 million by 2025. Now it's time for 5G which is believed that it will act as a catalyst for achieving overall economic growth of the country.

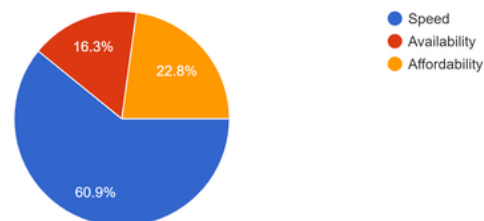
The Government of India and Telecom Ministry have put a 72GHZ worth 80000 crores with a volatility period of 20 years on action started on 26th July 2022 and ended by 1st august 2022. After this 7 days and 40 round of auction, market leader Jio has acquired 24,740 MHZ of 5G airwave for a whopping Rs.88,078 crore contributing around 59% of the total auction amount followed by it, markets second leading player Bharathi airtel has bought 19,867 MHZ and VI has bought Rs.6,228MHZ for Rs.43,084 crore and Rs.18799 crore respectively. With this India set to get its 5G by the month of October.

This 5G technology has a capability of providing speed of 10 times more than what it is possible in current 4G network. Newly Entered player in this sector Adani Data centre on part of diversifying their Adani Group has made a modest purchase of 400MHZ worth Rs.212 Crore. Union Minister Ashwini Vaishnav quoted that the auction results are better than anticipated as everyone was expecting Rs.80000 crore to Rs.1 lakh Crore instead we had generated Rs. 1.50,173 crore.

The main feature behind this 5G technology is it offer low latency which will help for industry 4.0 and be the path for five trillion dollar or digital economy economy which is the major goal of our honourable Prime minister Shri.Narendra Modi. It is said that once this 5G service available all over the country including rural parts the main use case will be robotic surgery which will revolutionise health sector. Apart from this all sectors including Manufacturing, Agriculture, Gaming , Education will have a major impact because of this 5G.

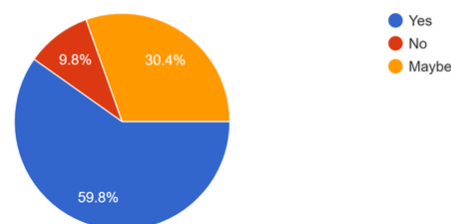
We also carried out a survey to learn more about the expectations of the end user for 5G, and the findings revealed that over 60% of respondents would want to update their network to 5G even if their current 4G network satisfied their needs. It demonstrates that individuals are increasingly interested in using 5G.

Which factor do you consider the most while upgrading your network to 5G?
92 responses



People desire faster connectivity, according to another poll. It is evident that individuals do not place as much importance on quality as they do on rising costs.

Will you upgrade to 5G network even if the current 4G meets your requirement?
92 responses



As a last point, former telecom minister A. Raja indicated that instead of the existing value of Rs. 1.5 crore, 5G sales are expected to go up to Rs. 5 lakh crore. However, the government has made it clear that several spectrums have not yet been auctioned and are still in its possession. The minister continued by stating that of the total spectrum put up for sale, the sold spectrum was for Rs 1,50,173 crore, while the unsold spectrum was worth Rs 2,81,432 crore. He had also mentioned that the poor mobile telephone environment in the 600 MHz and 2300 MHz spectrum bands was the key reason why they were still completely unsold.

"5G goes beyond the regular operator business, Its a business revolution"

D Deepikka
22PBA203

Know Your Domian



Supply Chain Management (SCM)

Supply chain management is the management of the flow of goods and services and includes all processes that transform raw materials into final products.

It involves the active streamlining of a business's supply-side activities to maximize customer value and gain a competitive advantage in the marketplace.

Functioning of SCM.

The supply chain manager tries to minimize shortages and keep costs down. The job is not only about logistics and purchasing inventory. Supply chain managers “oversee and manage overall supply chain and logistic operations to maximize efficiency and minimize the cost of organization's supply chain.”

In SCM, the supply chain manager coordinates the logistics of all aspects of the supply chain which consists of the following five parts.

Planning

To have the optimum results the process of SCM usually begins with planning to match supply with customer and manufacturing demands. This relates to raw materials needed during each stage of manufacturing, equipment capacity and limitations, and staffing needs along the SCM process. Large entities often rely on ERP system modules to aggregate information and compile plans.

Sourcing

Efficient SCM processes rely very heavily on strong relationships with suppliers. Sourcing methodology helps a lot. Company plan and work with a supplier to source goods in advance. However, it's not unique but differs.

This can be viewed as:

- the raw materials meet the manufacturing specification needed for the production of goods.
- the prices paid for the goods are in line with market expectations.
- the vendor has the flexibility to deliver emergency materials due to unforeseen events.
- the vendor has a proven record of delivering goods on time and in good quality.

Supply chain management is especially critical when manufacturers are working with perishable goods. When sourcing goods, firms should be mindful of lead time and how well a supplier can comply with those needs.

Manufacturing

At the heart of the supply chain management process is the conversion of the different resources in to a final product. The manufacturing process may be further divided into sub-tasks such as assembly, testing, inspection, or packaging. During the manufacturing process, a firm must be mindful of waste or other controllable factors that may cause deviations from original plans.

Delivering

The most important aspect of SCM is the delivering process. Company should have a robust logistic capabilities and delivery channels to ensure timely, safe, and inexpensive delivery of products.

Returning

The final part of the SCM is Returning. This return process is often called reverse logistics, and the company must ensure it has the capabilities to receive returned products and correctly assign refunds for returns received. Whether a company is performing a product recall or a customer is simply not satisfied with the product, the transaction with the customer must be remedied. However, a very important part of customer returns is the intercompany communication to identify defective products, expired products, or non-conforming goods.

Dr P Mariappan

*Associate Professor, Supply Chain Managements,
Chair PhD Research,
Publications & International Collaborations*

JIM faculty and staff reflected on their goals, challenges, changes and plans that they worked for and accomplished during the academic year 2021 – 22 in a three-day faculty retreat facilitated by Rev. Dr. Leonard Fernando SJ, Rector St. Joseph's Institutions along with Fr. Leolin SJ.



The Induction program for the first year students of batch 2022 – 24 was held on 11th July. Parents accompanied their wards to the campus to get to know about their children's two years of academic life at JIM.

A 21 days' intensive preparatory course for the I MBA students began on 12th July. The students were given basic inputs in the area, Maths, IT skills and Accounts. LSRW training and remedial grammar coaching were also provided to improve the communication skills of the new entrants as it could help them for their regular classroom teaching and learning.



Competency Mapping, Personality Assessment and Profiling of II MBA students was done from 20 to 22 July. Industry Subject Matter Experts from Talent Metrix Human Capital Management Solutions, Mumbai visited the JIM campus to debrief the students on their DISC report. Students were given lead sessions of Group Discussion, Resume Writing and Interview skills.

The Ignatian Talk Series, a novena to mark the Feast of St. Ignatius began on 21st July 2022. Every morning between 9.00 am and 9.10 am JIM faculty addressed the students on various themes centred around Ignatian Spirituality and Values. An Alumna of JIM also shared about the Jesuit values in her life.



On 22nd July, the I MBA students learnt the art of grooming and dining etiquette in an interactive practical session handled by Rev. Dr. C Joe Arun SJ, Director, LIBA, Chennai. The students got accustomed to eating with fork and knife in order to adopt the corporate culture.



Parents of the II MBA students were invited to the campus for the Parent's Teachers Interface on 23rd July 2022. The final year students' parents were eager to know the progress and performance of their wards from the respective faculty mentors.

The Academic year of 2022 – 23 was officially inaugurated by Dr. Selvam, Vice Chancellor, Bharathidasan University on 27th July 2022. It was a formal gathering where JIM Director, Administrator, Deans, Faculty and students proposed to begin the academic activities of the year.



The culmination of the novena to St. Ignatius and the feast of the patron Saint was celebrated on 30th July 2022. The students watched the movie St. Ignatius of Loyola – San Ignacio de Loyola to understand the life of the Founder Saint, followed by the Holy Eucharist at 11.30 am solemnised by Fr. Arul Oli. JIM as a family partook in this ritual to seek the blessings and guidance of St. Ignatius with a floral tribute at the end of the mass.

39 teachers from National College Hr. Sec. School, Trichy attended a MDP program conducted by JIM on 30th July 2022. The session focused on the theme Classroom Management and Communicative Competence. The teachers were trained on work life balance, and student teacher relationship.



The II MBA students welcomed their juniors in a beautiful and colourful festive program held in the afternoon of 30th July 2022. The freshers were joyous and made the best use of the program to mingle with their seniors.

Management Concepts in Thirukkural

குறள் 637

செயற்கை அறந்தக் கடைத்தும் உலகத்து
இயற்கை அறிந்து செயல்.

செயலாற்றல் பற்றிய நூலறிவைப் பெற்றிருந்தாலும்,
உலக நடைமுறைகளை உணர்ந்து பார்த்தே
அதற்கேற்றவாறு அச்செயல்களை நிறைவேற்ற
வேண்டும்.

Translation:

Though knowing all that books can teach, 'tis truest tact
To follow common sense of men in act.

Explanation:

Though you are acquainted with the (theoretical) methods
(of performing an act), understand the ways of the world and
act accordingly.

Editorial Team



M K S Mirithuin Jayan | 22PBA211
M Kokilavarshini | 22PBA206
A Faizil | 22PBA140
J M Mahima Therese | 22PBA129

Rev Fr I Antony Inico SJ
Administrator, JIM

Ms Sahaya Restina James
Assistant Professor

