

TODAY A READER TOMORROW A LEADER

**JIM**  
CONNECT  
**JIM**

E-Newsletter



FORMING RESPONSIBLE LEADERS

**Volume 3 Issue 1**

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## *From the Editor's Desk*

### **“Excellence is a continuous process and not an accident” - Dr. A.P.J. Abdul Kalam**

With immense joy, we release the third volume of our e-newsletter “JIM CONNECT” for the academic year 2023-2024. The first two volumes have received an overwhelming response from all readers, our associates, well-wishers and allied stakeholders. JIM CONNECT is a channel of communication, which mirrors St. Joseph’s Institute of Management (JIM) through creative contributions gathered from academic activities, cultural events, seminars, lectures, experiences and many more.

Mostly the professional institutions keep track of their intellectual activities to fulfil their curriculum requirements. Some multifaceted developments are equally important for the young generation to compete with the contemporary world. JIM provides an Ignatian pedagogical paradigm - a holistic view of the world leading to global progress and excellence in their studies.

At the beginning of this academic year, we are delighted to welcome the new batch (2023-2025) of MBA students to our campus. They are filled with energies and excitements that enrich our life in the JIM campus. As they begin their educational journey, we look forward to enhancing their learning, exploring, and growing together.

We believe that every student will find plenty of opportunities for integral growth here at JIM. As a Business School dedicated to educating the next generation of contributors and leaders, we are motivated to make investments to brighten the future of the students, and to collaborate with them as they pursue their dreams. JIM CONNECT unveils new paths of creative engagement among the students and recognizes their achievements, skills, potentials and talents manifested across the academic year.

The editorial team expresses a deep sense of gratitude to all those who have contributed to the second volume of our e-newsletter. We thank especially JIM professors, students and alumni for sharing their creative ideas and innovative thinking. We continue to appreciate your support and your feedback. We hope that this e-newsletter brings you pleasant reading and provides you with wonderful learning.

All the very best!

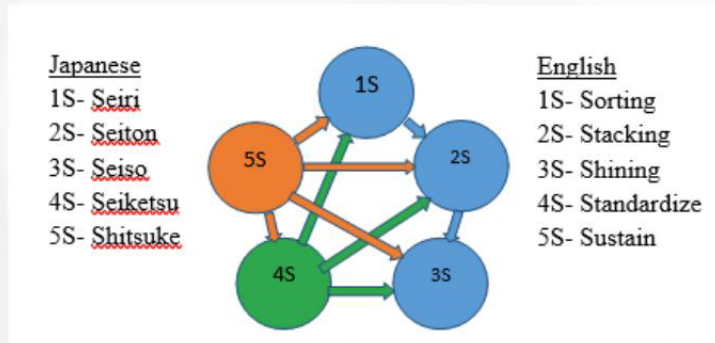
**Rev Fr I Antony Inico SJ**  
Administrator

## Industry Connect

### “5S” Frame work

Many academicians, particularly the student body, raised eyebrows when they first heard the term "5S." People who had never heard it before wonder what 5S was? Does it apply to all businesses or only to a specific industry? If it does, why and how should it be implemented in practice? The Japanese originally created and developed the 5S concept right after the unimaginable destruction of World War II that they had to endure, and from there it came to be known as "The Secret of the Japanese to Success,". It particularly features in areas like "office places, work stations, manufacturing areas, and warehouses." After reaping the desired benefits, the 5S framework now finds a fit in all walks of human life as it helps one to march towards excellence.

5S is derived from the first letter of FIVE Japanese words and is understood in appropriate English and Tamil as well.



1S – பாகுபடுத்தல், 2S – பாங்காக அடுக்குதல், 3S – பளிச்சென வைத்தல்,  
4S – பட்டியலிடுதல், 5S – பயிற்சி அளித்தல்.

1S, 2S and 3S are independent in nature, whereas 4th S depends on first 3Ss and 5th S on all other 4Ss

### How 5S can help student community

1S – Packing and having only what's necessary in your college bag and personal cabinets.

2S – Orderly stacking – for quick retrieval, clarity about what is desired and what is not.

3S - Ensuring neatness and tidiness, and thereby enhancing regularity.

4S - Following the above (1S to 3S) in a systematic manner

5S – Maintaining the practise of the above 1S to 4S

In a nutshell, to move towards excellence, for quick response to action and avoid information obesity, the 5S should be practised continuously and judiciously, keeping the mantra "There is a place for everything, and everything is in its place" in mind.

## Internship Experience

Being an intern for Kerry Indev Logistics for two months gave me a fresh perspective on the logistics industry and its significance. I was given the chance to do an internship in each of Kerry Indev Logistics divisions. In addition to IFF (International Freight Forwarding), it also comprises these services like CHA (Custom Housing Agent), 3PL (Third Party Logistics), ICD (Inland Container Depots), and FTWZ (Free Trade Warehousing Zone). We gained sufficient understanding of the logistics end-to-end process through experimental learning across all domains. I was also taken on a field trip to the Chennai Sea port and the Kerry Indev Logistics-owned ECCT (Ennore Cargo Container Terminal), which is a container goods station. Kerry Indev Logistics employees were very kind and never shied away from imparting knowledge to me. As a Kerry Indev intern, I gained knowledge about logistics as well as how to conduct myself in a professional setting. While working in the field, I found the HR quote "As long as there is sky and sea, there is logistics" to be accurate.

**Faizal A**  
22PBA140

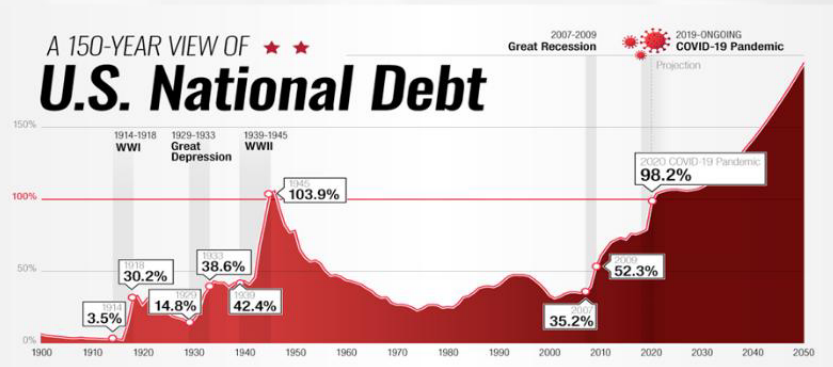
The Learning and Development Department at Brakes India Pvt. Ltd. in Chennai provided me with a truly memorable learning opportunity during my HR internship there. I was tasked with creating competency maps for 39 functions and their sub-functions and searched for pertinent information using tools like LinkedIn, Google Scholar, and academic articles. In order to gauge consistency inside each function, I also constructed a matrix. I was able to develop a competency framework with the help of my industry mentor that improved employees aptitudes, know-how, talents, job awareness, and behavioral attitudes while also assisting the hiring procedure. My academic background offered a solid foundation for this internship, and I am grateful to JIM for giving me this chance to put theory into practice.

**Deepika D**  
22PBA203

## JIM Asks

### Will US debt crisis become default like Sri Lanka?

This month, JIM conducted a survey on US debt crisis asking the opinion if it may become default like Sri Lanka. More than 70% of the students stated or opined that the debt default would not occur and 30% of the students felt that default would occur like Sri Lanka.



### How damage from a US debt default could cascade across the global economy?

“No corner of the global economy will be spared” if the US government defaulted and the crisis weren’t resolved quickly, said Mark Zandi, chief economist at Moody’s Analytics.

If a government default were to last much longer – US economic growth would sink, 7.8 million American jobs would vanish, borrowing rates would jump, the unemployment rate would soar from the current 3.4 per cent to 8 per cent and a stock-market plunge would erase USD 10 trillion in household wealth.

A default could shatter the USD 24 trillion market for Treasury debt, cause financial markets to freeze up and ignite an international crisis. “A debt default would be a cataclysmic event, with an unpredictable but probably dramatic fallout on US and global financial markets and alternatively the de-dollarization is happening and some countries started to trade in the Indian currency.

### What happens next?

The far-reaching effects are hard to fully predict: from shock waves in financial markets to bankruptcy, recession and potentially irreversible damage to the nation’s long-held role at the center of the global economy.

The probability of a default remains low, at least based on opposing lawmakers’ assurances that a deal will be done to raise or suspend the debt limit and the long odds implied by trading in certain financial markets.

### Healthcare

As the world's most populous democratic country, India confronts major hurdles in providing adequate healthcare to its whole population. While the country has grown as a medical tourism hotspot, these cutting-edge healthcare facilities are sometimes inaccessible to local inhabitants, particularly the economically poor. Unfortunately, healthcare remains a neglected concern in India, with priority being concentrated on areas such as agriculture, infrastructure, and information technology.

The lack of resources in rural regions is one of India's significant challenges in the healthcare system. Approximately half of the villagers do not have access to healthcare practitioners, resulting in a considerable disparity in healthcare access between urban and rural populations. This lack of access relates to a variety of health issues, including an elevated infant mortality rate (IMR). In India, the IMR is 34 fatalities per 1000 live births, highlighting a need for enhanced new-born healthcare services. Furthermore, poor nutrition impairs the growth of 50% of all new-borns in the country, increasing healthcare difficulties.

Furthermore, a sizable section of India's population lacks access to basic sanitary services. Around 36% of individuals lack access to toilets, posing a substantial danger to public health and contributing to disease transmission. Despite these obstacles, India's medical tourism business has expanded, with \$2.8 billion in sales expected in 2020. However, the advantages of this business only sometimes reach the local community, particularly those in rural regions who desperately need improved healthcare facilities.

According to an NITI Aayog report, India has just 1.3 hospital beds per 1000 people, showing a lack of healthcare infrastructure. Furthermore, nearly half of these hospital beds are concentrated in Karnataka, Telangana, Uttar Pradesh, Kerala, Tamil Nadu, and Maharashtra, leaving other areas with insufficient resources.

To conclude, it is found that India's healthcare system faces challenges due to inadequate treatment, limited access to healthcare professionals, high infant mortality rates, hunger, and poor sanitation facilities. Addressing these issues requires continuous investment, legislative reforms, and infrastructure development to ensure equitable treatment and meet the economic challenges of the needy. Being in a position to reflect on these aspects as a management graduate we are bound to have ethical considerations so that we as a member of the community that we live in, live up to the ideals of a socially responsible leader.

## STOCK RADAR

Recently Bata India has emerged as a standout, delivering an impressive 6.57% return on investment.

Supportive trends, along with clearly defined support and resistance levels, further strengthened the case for Bata India. These indicators illustrated the stock's ability to maintain its positive trajectory, signaling stability and resilience. Additionally, the confirmation provided by the Relative Strength Indicator (RSI) supported the stock's upward momentum, adding to its appeal.

It is noteworthy that Bata India remained within a supportive range of support and resistance, affirming its viability as an investment option. A significant break in structure or trend reversal occurred, resulting in an impressive 16% return since that point. In June alone, the stock generated a remarkable 6% return.

Moreover, consolidation observed between February 17th and April 20th further substantiated the stock's potential. This period of stability and consolidation preceding the upward movement provided additional confirmation for favorable returns. When engaging in technical-based trading, it is essential to enter a trade with multiple confirmations, and Bata India satisfied this criterion exceptionally well.

The exceptional performance of Bata India in June can be attributed to its remarkable 6.57% growth during that month and its overall technical strength. The stock price ranged from Rs 1593 to Rs 1690, with a low of 1565 and a high of 1695. Following the consolidation break on April 20th, a remarkable 17% return was achieved with a conservative stop loss of 3.5%. Furthermore, the stock still exhibits untapped potential, presenting an attractive risk-reward ratio of 1:5.

For those willing to assume higher risk, Bata India holds the promise of reaching Rs 1750, which would result in a potential return of 20% from the trend reversal point. It is crucial, however, to select a trading strategy that aligns with one's psychological makeup after thorough back-testing and forward-testing.

In summary, Bata India's exceptional performance in June stands as a testament to the power of comprehensive technical analysis. By considering various indicators and confirmations, including the influential Dow theory, supportive trends, support and resistance levels, and RSI, this stock emerged as a compelling opportunity. With its impressive growth rate, favorable risk-reward ratio, and untapped potential, Bata India shines as the prime example of a top-performing stock in June.

## Business Ecosystem of Tamilnadu

### Revenue

The main revenue of Tamilnadu is from Services. Services contribute to 54% to the gross domestic product of the state, followed by manufacturing at 33% and agriculture at 13%. Government is the major investor in the state, with 52% of total investments, followed by private Indian investors at 29.9% and foreign private investors at 14.9%.

Stamps and registration as well as state goods and service tax (SGST) had grown by 39% and 37% in the first six months of 2022-23 at 8,662.1 and 26,285.3 crore respectively.

### Industry

The major industries of Tamil Nadu are textile industries, sugar industries, paper industries, leather industries, cement industries, electrical equipment's, automobiles, information technology, tourism industry and so on.

### Resources

Tamil Nadu is a leading global hub for Agri-commodities, metals and minerals. The major minerals mined in Tamil Nadu are limestone, bauxite, gypsum, lignite (brown coal), magnesite, and iron ore. Tamil Nadu is the second wealthiest state by GDP and is the most industrialised state in India.

### Tamil Nadu's expenditure on six key sectors as a proportion of its total expenditure on all sectors

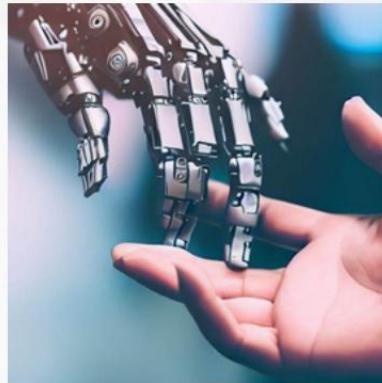
- Education: Tamil Nadu has allocated 13.4% of its total expenditure for education in 2022-23. This is lower than the average allocation (15.2%) for education by all states (as per 2021-22 Budget Estimates).
- Health: Tamil Nadu has allocated 5.4% of its total expenditure on health, which is lower than the average allocation for health by states (6%).
- Agriculture: The state has allocated 6.5% of its total expenditure towards agriculture and allied activities. This is higher than the average allocation for agriculture by states (6.2%).
- Rural development: Tamil Nadu has allocated 2.9% of its expenditure towards rural development. This is lower than the average allocation for rural development by states (5.7%).
- Police: Tamil Nadu has allocated 3% of its total expenditure on police, which is lower than the average expenditure on police by states (4.3%).
- Roads and bridges: Tamil Nadu has allocated 5.4% of its total expenditure on roads and bridges, which is higher than the average allocation by states (4.7%).



# Business Trends

## Improved Customer Experience and Cost-Savings Through AI

In today's digital era business is increasing the turning to artificial intelligence (AI) to enhance their operations. AI has proven to be particularly transformative is in improving customer experience and generating significant cost savings. The power of AI technologies companies is revolutionizing the way they interact with customers simultaneously streamlining processes and reducing expenses.



Chatbot and virtual assistant are two of the most important ways AI is improving customer experience. These intelligent systems can handle of customer queries and deliver rapid replies. Companies may ensure that their consumers receive rapid assistance and support by using AI-powered chatbots, leading to greater satisfaction and loyalty. And also, chatbots can collect and analyse data from customer interactions, enabling businesses to gain valuable insights into customer preferences, and behaviour patterns.

Traditionally, customer service involved manual work, such as data entry, routing inquiries, and escalating difficult situations to human agents. These tasks were time-consuming, sometimes errors will be made and often resulted in delays and inefficiencies. By this AI technology these repetitive processes by employing AI technology freeing up human agents to focus on more complicated and high-value interactions.

As a result, customers receive more relevant and engaging content, leading to increased conversion rates and high customer satisfaction. Then by optimizing marketing efforts, companies can reduce wasted ad spend and maximize the return on investment, resulting in substantial cost savings. In a study, it is stated that IT spending in India is projected to total \$108.5 billion in 2023, while global tech spend is projected to reach \$4.6 trillion in 2023, an increase of 5.5% from 2022. All of which is inclined towards AI projects.

Finally, if AI continues to evolve more, it will continue to shape the future of customer experience and business operations, offering even greater opportunities for improvement and growth.

## Let's know Amazon Go

Amazon Go is a chain of convenience stores in the United States and the United Kingdom, operated by the online retailer Amazon. The stores are cashier less, thus partially automated, with customers able to purchase products without being checked out by a cashier or using a self-checkout station.

Amazon uses several technologies to automate Go stores, including **computer vision**, **deep learning algorithms**, and **sensor fusion** for the purchase, checkout, and payment steps associated with a retail transaction. The store concept is seen as a revolutionary model that relies on the prevalence of smartphones and geofencing technology to streamline the customer experience, as well as supply chain and inventory management.

The Amazon Go app for iOS and Android links to their Amazon account and is the primary method of paying for items at the store, alongside cash at certain locations. The app is required to enter the store, which has turnstiles that scan a QR code generated on the app. The app allows users to add others to their Amazon account, so a family's purchases can be charged to the same bill.

The ceiling of the store has multiple cameras and store shelves have weight sensors, to detect which item(s) a customer took. If a customer takes an item off the shelf, it will be added to the customer's virtual cart. Similarly, if a customer places an item back on the shelf, it is removed from the customer's virtual cart.

These technologies provide benefits for Amazon as a business by streamlining the customer experience and improving supply chain and inventory management. They also reduce costs associated with traditional checkout processes.

### **How will this business model work in India?**

Amazon has not yet launched its Amazon Go stores in India. However, the company has adapted its business model to the Indian market in other areas, such as e-commerce, by thinking globally but acting locally – leveraging its massive scale, logistics capabilities and balance sheet while creating customized local offerings developed ground-up for the Indian market.

In September 2022, it was reported that Amazon quietly picked up a cashierless store startup to stock its Amazon Go play in India. This suggests that Amazon may be planning to launch its Amazon Go stores in India in the future.

It is difficult to predict how this business model will work in India, as it will depend on various factors such as consumer behavior, infrastructure, and regulations. However, if Amazon continues to adapt its business model to the local market and leverages its existing presence and capabilities in India, it could potentially be successful.

Fr. Alexander, CAP, Animator, Alverna Capuchin Friary, Yercaud, was invited to discuss the dynamics of interpersonal relationships. 14 JIM faculty members took part in the two-day faculty Retreat on June 8 and 9, 2023, which was a revitalising and vigorous activity, setting the pace of work for the upcoming academic year. It was the first-of-its-kind initiative to let the faculty create a supportive working environment.



An orientation on Ignatian Pedagogy and the hallmarks of Jesuit Education was offered to Faculty and Staff of JIM on June 10. Focused on the Jesuit ideals, that serve as the cornerstone of the JIM education ecosystem, the professors and staff were prepared with inputs to get ready to start the new academic year. Rev. Dr. V. Joseph Xavier SJ delivered the session. Following the workshop, a brainstorming session was held to put out a plan for the year's seamless operation. The discussion that took place in groups was moderated by Rev. Dr. P Paulraj SJ, Director JIM.

On June 12th, 2023, the I MBA Induction Programme took place. Along with their parents, the students arrived on campus. The institution provided a free welcome kit that included a water bottle and a college bag. There was a short prayer service. Following that, Rev. Dr. P Paulraj SJ, Director JIM, spoke about the importance of MBA and emphasized on the duty parents have towards the career of their children. The parents shared their gratitude during a very participatory session. The teachers then met the parents at the locations designated for the undertakings. In order to help the students, get to know their fellow classmates, the faculty arranged ice-breaking activities after lunch. The students were divided into two groups for the evening campus tour.



On June 13th, the 21-day newcomers Preparatory Course officially started. First-year students received instruction in fundamental English, math, and accounting concepts. In addition to these, life skills, training was provided in emotional intelligence, case study learning, how to read a newspaper, and an orientation on the learning ecosystem was given to the fresh batch of students.

## @ JIM

A management development programme was held at JIM on June 16, 2023, for 60 drivers and helpers from the Shrimathi Indira Gandhi College Group of Institutions. The programme was designed to increase safe driving techniques. The importance of adhering to traffic laws when driving was emphasised by Inspector Mathivanan from Fort station. For an ideal lifestyle, Dr. P. Paulraj SJ, Director, provided some advice on how to manage work and family obligations. Certificates were given to each participant.



Ms. Leema Peter, Member Juvenile Justice Board, Perambalur, presented a session on "Positive Psychology" to the first-year students on June 17, 2023. Positive parenting, positive methods, positive relationships, and positive self-esteem were among the topics covered throughout the half-day seminar. The students were eager to learn about the characteristics of their generation and how they could keep up with the expectations of the time. The students expressed their concerns regarding life's obstacles and ways to overcome them during the interactive session.

On June 21, 2023, Rev. Fr. Pavulraj SJ, the new rector of St. Joseph's Institutions, officially opened the new St. Ignatius of Loyola structure built on the JIM campus. The JIM Choir's prayer song marked the start of the blessing of the structure. The blessing was witnessed by the faculty, staff, and first- and second-year JIM students.



II-year Parents Teachers Interface was held on 24th June. The final year students' parents were oriented on the placement process and the preparation activities that have been undertaken towards interview. The parents also met the faculty mentor to give an undertaking abiding to the placement norms of the institute.

@ JIM



The II MBA Phase I Placement Training ran from June 19 through June 23, 2023. Initially, training was given in logical reasoning and numerical aptitude. Ms. Joseline Nikitha, Executive HR & OD, PSCS Analytics Chennai, provided general advice on creating a resume, creating a LinkedIn profile, and getting ready for face-to-face interviews on June 21. The esteemed alumni of the college presented a specialization-specific input session on the Technical Jargons in Finance, HR, Supply Chain & Logistics, Systems, and Marketing. Later on, Mr. Wonder Joky and Mr. Anand Swami Nathan of CIEL HR, Coimbatore evaluated the final year students' competencies. Reports were produced for follow-up and additional guidance.



A welcome party was organised by the seniors to celebrate the freshers who have joined the JIM family. The program included games, songs, dance and sharing of gifts. The final year students wanted the juniors to feel free and mingle with everyone in order to create a cohesive environment in the campus.

# MANAGEMENT CONCEPTS IN THIRUKKURAL

குறள் 997

அரம்போலும் கூர்மைய ரேனும் மரம்போல்வர்  
மக்கட்பண்பு இல்லா தவர்.

அரம் போன்ற கூர்மையான அறிவுடைய  
மேதையாக இருந்தாலும், மக்களுக்குரிய பண்பு  
இல்லாதவர் மரத்துக்கு ஒப்பானவரேயாவார்.

TRANSLATION

THOUGH SHARP THEIR WIT AS FILE,  
AS BLOCKS THEY MUST REMAIN,  
WHOSE SOULS ARE VOID OF 'COURTESY  
HUMANE'.

EXPLANATION

HE WHO IS DESTITUTE OF (TRUE) HUMAN  
QUALITIES (ONLY) RESEMBLES A TREE, THOUGH  
HE MAY POSSESS THE SHARPNESS OF A FILE.

Sudhersan S | 23PBA138  
Amirtha Varshni RK | 23PBA128  
Aaron Isaac A | 23PBA202  
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EDITORIAL TEAM