

The Quarterly from Jansons School of Business

# JSB NEWS

ISSUE XLII

JUL - SEP 2019

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THE B SCHOOL

## JANSONS SCHOOL OF BUSINESS

(Autonomous)

Approved by AICTE | Affiliated to Bharathiar University | Accredited by NBA

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## Vision

To be a quintessentially practical Business School, developing managers and entrepreneurs who would be game-changers in management and leadership practices.

## Mission

To enrich the learning experience by questioning assumptions, thinking deeply, and by creating avenues for hands-on enquiry, in an atmosphere of mutual respect, with an aim to serve business and society at large.

## Quality Policy

Jansons School of Business is committed to provide a learning environment of a high order to students in Management Science and transform them to be Competent, Skillful and Professional in serving the industry worldwide.

**Rated at the A+ + level by Business India**

Best B- School Survey, 2017

**JSB is member of AACSB**

Association to Advance Collegiate Schools of Business

## Chairman-Speak



Rtn. MPHF. T. S. Natarajan

I read an inspiring story on why there is a compelling need to believe that our struggles in life develop our strength and help us to become better humans:

“A man found a cocoon of a butterfly. One day a small opening appeared. He sat and watched the butterfly for several hours as it struggled to force its body through that little hole, until it suddenly stopped making any progress and looked like it was stuck. So the man decided to help the butterfly. He took a pair of scissors and snipped off the remaining bit of the cocoon. The butterfly then emerged easily, although it had a swollen body and small, shriveled wings. The man didn't think anything of it and sat there waiting for the wings to enlarge to support the butterfly. But that didn't happen. The butterfly spent the rest of its life unable to fly, crawling around with tiny wings and a swollen body.

***“Despite the kind heart of the man, he didn't understand that the restricting cocoon and the struggle needed by the butterfly to get itself through the small opening were Nature's way of forcing fluid from the body of the butterfly into its wings, to prepare itself for flying once it was out of the cocoon.”***

*Best Wishes!*

## THALIR - 2K19

*Induction Programme for the 2021 Batch Students : 4 - 6 Sep, 2019*

**Thalir 2K19**, the Induction Programme for the budding students of the 2021 Batch, was conducted at Padmam Auditorium from 4th to 6th September 2019. “Thalir” refers to the shoot of a plant which rises from the ground after the seed germinates. This event, organized by the students of the 2020 Batch, helped the new entrants feel comfortable in the new environment. Thalir 2K19 was successful in making known the culture of JSB, and also helped the new students to build close bonds with their fellow seniors.

The students of the 2021 Batch were welcomed with eco-friendly pens and note pads. Thalir was formally inaugurated in the presence of the Professors of JSB on 4th September 2019. This was then followed by a graceful welcome dance. The Alumni of JSB shared their experiences, which boosted the confidence and infused positive vibes among the freshers.

The tone of decoration at the Auditorium set the mood for celebrations. A couple of ice breaking sessions were introduced which made the place very vibrant. The college tour helped the new students to explore the state-of-the-art infrastructure of JSB. Thalir had a theme which revolved around environmental sustainability. The major events during the three days were Daitva - CSR activity, Knowledge updating events like Quiz and Bibliotheca, and Mudra - a virtual money game which sparked huge enthusiasm among the juniors. The Product Launch, Role Play and the outdoor activities that followed, helped in elevating their moods.

To mark the importance of the theme 'Thalir', the students of the 2021 Batch, together as a team, planted a sapling on the third day. It was then followed by Treasure Hunt where the juniors had an opportunity to interact with all the seniors. Thalir 2K19 ended with colourful cultural performances staged by the hosts.

Thalir 2K19 was successful in cementing the relationship among the JSBians.



## Meet the CxO

**Mr. Arul Murugan,**  
Co-Founder and CEO,  
Chloroplast Foods Pvt. Ltd.,  
([www.snackexperts.com](http://www.snackexperts.com))  
Chennai.

*Batch : 2020 & 2021*

*Date : 21-09-2019*

*Time : 12.00 noon to 1.30 PM*

*Venue : Lecture Hall 6*



**Mr. Isaac John Wesley,**  
Co-Founder and CEO,  
Imprimatur Printing Service  
([www.inkmonk.com](http://www.inkmonk.com))  
Chennai.

*Batch : 2020 & 2021*

*Date : 23-09-2019*

*Time : 9.30 AM to 11.00 AM*

*Venue : Padmam Auditorium*



**Mr. Anantha Raman Mani,**  
Founder and CEO,  
Report Bee Edusys Pvt. Ltd.,  
([www.reportbee.com](http://www.reportbee.com))  
Chennai.

*Batch : 2020 & 2021*

*Date : 30-09-2019*

*Time : 9.30 AM to 11.00 AM*

*Venue : Padmam Auditorium*



## Executive Interaction Programme

S. No.	Date	Resource Person	Designation & Affiliation	Topic	Batch
1	14-09-2019	Mr. S. Nagarajan	Senior Management Professional & Consultant, Six Sigma Green Belt Certified Professional.	CRM for Service Industry	2020 (CRM Students)
2	27.09.2019	Dr. T. S. Guruprasad	Chief Supply Chain Officer, Aahaa Stores Pvt. Ltd., Chennai.	Supply Chain Management as a pivotal source in the growth of Manufacturing and Service Sectors & Expectations of industry from Supply Chain Officers	2019 & 2020

## Academic Activities

### Prof. C. Nateson

**Paper Presented in International Conference (Co-author):** “Government Initiatives In Terms Of Tax Benefits towards Nurturing Innovation and Start-Ups in India,” One-day International Conference on Emerging Trends in Entrepreneurship, Department of Management Studies, Madurai Kamaraj University College, Madurai, September 30, 2019.

### Prof. C. Suriyaprakash

**Workshop Attended:** Group Process Work, South Asian Association of Transactional Analysts, Hotel Ashirwad, Bangalore, July 17-18, 2019

**Workshop Facilitated:** Developmental Transactional Analysis for Counsellors and Coaches, Ipdidah, Delhi, September 28-29, 2019

**Workshop Attended:** Stewardship for New Emergence – Stage 2, Tata Institute of Social Sciences, Mumbai, September 30-October 1, 2019

**MOOC :** Critical Thinking at University: An Introduction (2 weeks ), University of Leeds, via FutureLearn.com, August 2019

**MOOC:** Empathy and Emotional Intelligence at Work (4 weeks), University of Berkeley, via edX.org, August 2019.

### Prof. P. Renukadevi

**Paper Presented in International Conference (Co-author):** “Government Initiatives In Terms Of Tax Benefits towards Nurturing Innovation and Start-Ups in India,” One-day International Conference on Emerging Trends in Entrepreneurship, Department of Management Studies, Madurai Kamaraj University College, Madurai, September 30, 2019.



We welcome your views / suggestions :  
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