



**JAIN**  
DEEMED-TO-BE UNIVERSITY

SCHOOL OF  
COMMERCE



PRESENTS

# REFLECTIONS – THE NEWSLETTER



June  
Inviting the Monsoon

*Sow your seed of Knowledge*



# Student's Triumphs



**Samashti - The Student Council** have Secured first place in the commerce fest Emporio hosted by Saint Joseph's College.

## Meri Jaan Sunday

Not keeping an alarm late night  
Not counting hours to sleep  
There is extra sleep  
There is brunch with no guilt  
There is music to groove  
There is blithe people all around  
Movie for lunch sides goes the fries  
After the feast it sang me to sleep  
Rain drizzles wakes me past five  
Window view cools down crashed outing  
Mallu tea shop's fritters and chai fly me all around  
Unfinished business hits past eight  
Meri jaan sunday meet you next week

- **Swetha S**  
6BHIAF - J



# FEMINISM, A MISUNDERSTOOD CONCEPT

Feminism as a concept simply means that, everyone should be treated equally regardless of the gender. It means that there should be equality of the sexes economically, socially, politically and personally. When put like that, it's difficult for anybody to refuse being a feminist. But for such a simple concept, it is often dramatically misunderstood. As a concept, feminism is very much a modern notion within legal circles, which aims to eradicate any prejudice against women's rights. This is important in a society strongly founded upon a male - orientated legal system, which historically fails to recognise the social and legal rights of women, and instead focuses upon "male - orientated theories and ideologies."

It is this patriarchy that feminists thrive to eliminate. The essence of patriarchy is emphasised by the Marxist legal theory, developed by Karl Marx and Friedrich Engels in the 19th Century, which places no emphasis upon gender, and consequently belittles the feminists fight for gender equality. The key to this goal, in turn, is a socialist revolution that

creates a state-centred economy operating to meet the needs of all. Such a basic transformation of society requires that women and men pursue their personal liberation together, rather than individually.

The definition provided by Oxford Dictionary, "Feminism is the advocacy of women's rights



on the grounds of the equality of the sexes". From this, we can clearly see the core of feminism is how women should have equal rights and opportunities to that of men. Nowhere does it indicate women should be superior, or that women should hate men. It stands against societal norms and structures where men are considered above women. It does not support any kind of notion about how all men are the same or that they are all sexist. As for the 'feminists' who do hate men, they

are termed "feminazis". Feminazis who claim women are better than men comprise the far extreme of the feminists. This is the wrongly conceived extreme end of feminism because feminism has never been about the demolition or dominion of men, rather it is about equal rights and opportunities given to people irrespective of their gender. To better understand what feminism truly stands for, it is necessary to look at where it all started. First-wave feminism started during the nineteenth century in US and UK. The feminists of that time were focused on gaining voting rights and property rights for women. However, with the onset of World War I, feminism escalated into other spheres. With able-bodied men being sent to war, women who were previously limited to their homes began to join the workforce to earn money and keep the economy afloat. When the war came to an end, women were already accustomed to their newfound freedom and refused to be sent back to the confines of being home-makers.

Thus began the feminist



revolution to gain economic independence and equality. New ideologies were incorporated and feminism began to evolve. During this transition some misinterpretations gave it a whole new meaning and others intentionally gave it a bad name. So, what does feminism really mean? Does it mean women should hate men? No. Does it

mean women want to dominate men? Hell, no. There are many examples of famous and popular women who have claimed they are not feminist because they love their family and men, they cannot call themselves feminist because they fear social backlash. Feminism is not against women who want to become mothers, it is against society's idea where

women are regarded as nothing more than childbearing machines. Another major misconception revolving around feminism is the idea that men cannot be feminist. Why not? Many may view feminism merely as a "woman's issue" and therefore something that men should be excluded from.



For example: many people support animal rights, but does that mean they have to be an animal to do so? The answer is obviously, no. In a similar way, you do not have to be a woman to support feminism-- you can be male, female, or any gender to advocate for women's rights. My dad, is also a feminist because he wants to see his daughter well educated so she can succeed in her career and never be dependent on anybody. There is no shame in accepting you are a feminist

because you support gender equality. Many men believe it is not "manly" to be a feminist. Due to ideas like these, even when men support their mothers, wives, daughters, or female friends, they maintain silence in fear of being emasculated (weakened), mocked, and outcasted. Feminism does not want anyone, no matter their gender, to have society dictate what they should and should not do based on gendered norms.

- **TANISH AGRAWAL**  
BMS|THM-I

Canadians say "sorry" so much that a law was passed in 2009 declaring that an apology can't be used as evidence of admission to guilt.



# Artificial Intelligence

## An Effective Recruitment Tool

**A**rtificial Intelligence market estimates around USD 94 billion worldwide with an annual growth rate of 38 percent from 2022 to 2030. The focus on research and innovation led many industries to adopt advanced technologies in their verticals like manufacturing, healthcare, finance, retail, logistics and marketing. Artificial Intelligence plays a vital role in technology innovation in many organizations. Artificial Intelligence is going to become an important element in the digitized market.



Many companies started to innovate and automate their process, especially, in recent times, the recruitment process has undergone a revolutionary and technologically advanced change of using new innovative tools to make the recruitment process more effective. Even though use of Artificial Intelligence solutions in recruitment has started its journey recently, it facilitates the implementation of automated recruitment processes to find out new approaches to

recruiting talent.

Artificial Intelligence helps the recruiters to select the best talent among a huge number of profiles and it effectively matches the job required skill with the individual candidate's profiles. Artificial Intelligence has emerged as a new trend in the recruitment industry.

- **Dr. M. Christopher**  
Assistant Professor, BMS

The scientific term for brain freeze is "sphenopalatine ganglioneuralgia".



# TEMPLATE GURU

LinkedIn has become an important tool for all professionals and aspiring professionals. LinkedIn can be utilized to avail a range of opportunities including internships, projects, networking, and more.

It is important to have good connections, especially with the kind of people who hold positions, in line with your aspirations. So, here are two templates that you can use to reach out to people and start networking.



## TEMPLATE 1

Dear [ABC],

I came across your profile recently and wanted to reach out. I noticed you work at [Company Name] and was hoping I could speak with you to learn more about the [Industry] and your current position.

As for my background, I'm currently [Studying] at [University] as a [Major]. Feel free to look at my LinkedIn profile for more details.

I look forward to hearing from you.

Thank you,

[Name]

[Email]

[Phone]

## TEMPLATE 2

Greetings [Name]

Hope you're doing well!

I noticed your [Post/Message/Idea], and I really enjoyed your encouraging message about [ABC]. I would love to know more about how you and your company specifically have handled these unprecedented times, especially as it may pertain to a young professional who is currently looking for a [XYZ] Role and who will likely face similar adversity. As a professional in the field, I would love your personal insight!

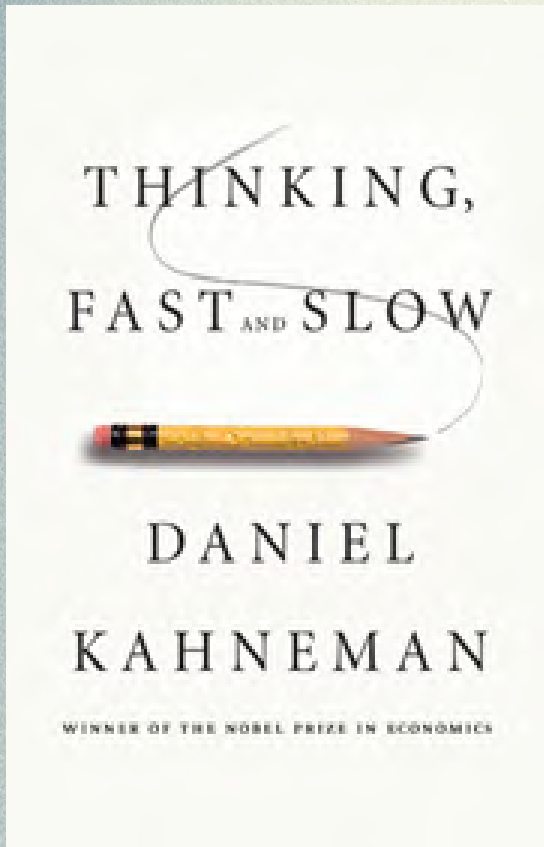
Thank you for your time and consideration.

- SACHIN S. SHENOY  
4-BHIFA-K



# BOOK OF THE MONTH - Rather be Reading

In the highly anticipated *Thinking, Fast and Slow*, Daniel Kahneman takes us on a groundbreaking tour of the mind and explains the two systems that drive the way we think.



System 1 is fast, intuitive, and emotional;

System 2 is slower, more deliberative, and more logical. Kahneman exposes the extraordinary capabilities—and also the faults and biases—of fast thinking. The impact of loss aversion and overconfidence on corporate strategies, the difficulties of predicting what will make us happy in the future, the challenges of properly framing risks at work and at home, the profound effect of cognitive biases on everything from playing the stock market to planning the next vacation—each of these can be understood only by knowing how the two systems work together to shape our judgments and decisions.

Engaging the reader in a lively conversation about how we think, Kahneman reveals where we can and cannot trust our intuitions and how we can tap into the benefits of slow thinking. He offers practical and enlightening insights into how choices are made in both our business and our personal lives—and how we can use different techniques to guard against the mental glitches that often get us into trouble. *Thinking, Fast and Slow* will transform the way you think about thinking.

- KHUSHI SRINIVAS  
(BMS-IB)

The only letter that doesn't appear on the  
periodic table is J.



# ENACTUS - Ignite & Illuminate

Enactus, the world's largest experiential learning platform is dedicated towards creating a better world while developing the next generation of entrepreneurs.



Its mission is to engage the next generation of entrepreneurial leaders to use innovation and business principles to improve the world. Enactus members aim to gain valuable entrepreneurship skills by helping the community.

Enactus Jain University organized their fests Ignite and Illuminate in the month of March, an inter class and inter- collegiate social entrepreneurship fest with over 3500 people in attendance. The participants were expected to develop comprehensive business plans wherein the best business model was selected to uplift and empower the under privileged society.



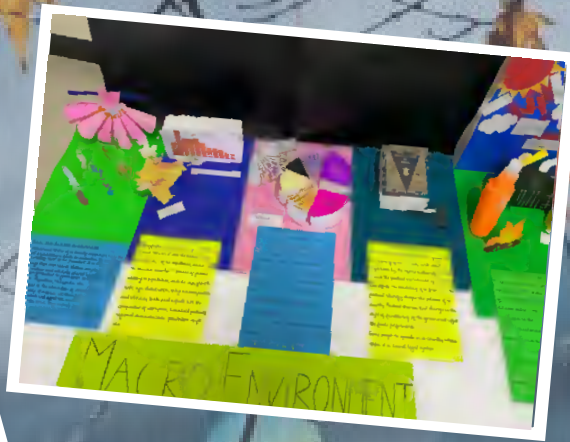
Enactus also provided a platform for small businesses to showcase their products to increase their brand visibility and consumer base which helps small business owners in keeping the entrepreneurial spirit alive.

- SUHAS V.  
4-BHIFA-I

In 2006, a Coca-Cola employee offered to sell Coca-Cola secrets to Pepsi. Pepsi responded by notifying Coca-Cola.



# Innovative modles in Marketing Management



- 2 N1 & N2 students under the Guidance of **Dr.Syed Yaseen**

## CREATORS' TEAM

Suhas V

Sachin S. Shenoy

Khushi Srinivas

Dikshita Bajaj