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*school of management  
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## From the Chairperson's Desk

Dear all,

This is the month of colour. The time to finally say a 'goodbye' to a long spell of winter in Rourkela and invite spring. This is the month of 'HOLI', the festival of not only different hues but love. The whole country celebrates the festival in different manners at different places like 'Lathmaar Holi', Jootamaar Holi, Bhasm Holi, all three in UP, Rajwad Holi in Maharastra, Haldi Holi, in Kerala. And our state has its tradition, in Kendrapara, Holi is celebrated one week after the original date. RIMS also observed Holi with great fanfare, as the protocol for COVID eased slightly. May Lord Krishna bless the world that it will be free of the pandemic soon.

God Bless You

Chairperson, RIMS

**Mrs. Nalini Prava Pattnaik**



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## GLOBAL ECONOMY; INTERNATIONAL CRISIS

**U**kkraine-Russia war has put a deep impact on the economy of the entire world. Big or small, every nation is in deep financial crises. Two major sectors that got affected by it are food and energy. There is dearth of grains, especially wheat all around the world. In fact, United Nations has appealed nations to help each other in case they have surplus in their respective countries. Ukraine is a big exporter of wheat and thus the cycle of supplying them had curtailed completely leading to the shortage. On the other hand, the price of energy is sky-rocking. Russia is the major exporter of energy to many European, Asian & African countries. Due to sanctions imposed on it, many of the EU nations stopped buying it from Russia. Thus, the burden once again came on Middle East Union to fulfil the gap. This led to soaring of prices of oil.

Inflation is at an all time high. Covid 19 was already a game spoiler for the economy. Now this war has broken the economies of countries who are just trying to rise amongst all these odds. Imagine the destruction that has happened in Ukraine, Billions have been

got brunt after the age-old infrastructure crashed by the missiles, bombs and rockets used by Russia to inflict losses on their enemy. NATO, on the other hand, is spending hell lot of finances on Ukraine by supplying it with latest weapons to fight against Russia. More than 100 days have already passed by and there is no sign of ending the war. If the same amount would have been spent on humanity, the world would have been a better place to live in.

The people of the universe have not learnt from their mistakes. World war 1 and 2 should have been a watershed moment for us. But there is no realization. Iraq, Syria, Afghanistan and now Ukraine-Russia war shows that people will not until the entire world comes to a cessation. I don't know what we want to gift our children with, a savage war-torn universe or a peaceful co-existence amongst ourselves.

Better be late than never.

**DEEPTI KUMARI GUPTA**

**MBA 2<sup>nd</sup> Sem**



## STATUE OF LIBERTY IS DEDICATED

Symbol of freedom and democracy, the statue was a gift from the France.

The united statue of America's most famous statue, and one of the most readily recognized icons in the entire world, stands on an island at the entrance to New York Harbor. Here it sits as a symbol of freedom and democracy, and a tribute to the east number of immigrants from Europe who famous poems on the base called the statue "mother of exiles".

The figure holding up her welcoming torch is more than 150 feet (45m) tall. She was the brainchild of a group of France intellectuals who hugely admired the United States and wanted to commemorate the centennial of the declaration of independence of 1776.

The statue was constructed in Paris by the "sculptor Frédéric Auguste Bartholdi", who started with a model in terra-cotta, which was enlarged in four stages until it reached its present size.

"Give me your tired, your poor, your huddled masses yearning to breathe free...."

**SHOMESWARI KUMARI HANSDA**

**BBA 2<sup>ND</sup> Sem**



## SOCIAL MEDIA AND STUDENTS

**S**ocial media is a tool that is becoming quite popular these days because of its friendly futures. Social media platform like Facebook, Instagram and Twitter are giving people a chance to connect with each other across distances. Today the whole world is at our fingertips all thanks to social media. The youth is especially one of the most dominant users of social media. This all makes us wonder that something so powerful and with such massive approach can't be all good.

When we look at the positive aspects of social media, we find numerous advantages. It is a great device for education through which students can educate themselves on various topics. We can easily communicate each and every corner globally. It also provides a great platform to showcase our talents. It benefits companies who wish to promote their brands and also extends great opportunities to interact with their customers.

Despite having such unique advantages, social media is considered to be one of the vilest elements of society. If the use of social media is not monitored, it can lead to grave consequences. It invades one's privacy like never before. It also leads to cyberbully, which has significant adverse effects. Next is addiction to social media which is quite common among the youth. Social media also creates communal rifts. Fake news is spread which poisons the minds of people

No doubt that social media has both advantages and disadvantages. but it all depends on the user at the end. Youths must create a balance between their academic performance, physical activities and social media. The popular proverb, "excess use of everything is harmful" is also applicable to social media. Therefore, we must strive to live a satisfying life with the right balance.

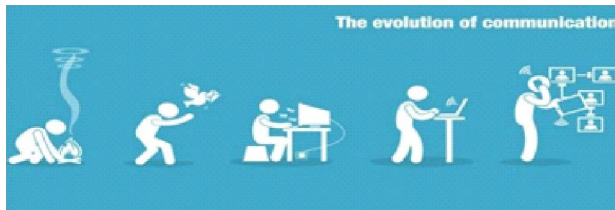
**PUSPANJANLI NAIK**

**MBA 1<sup>ST</sup> Sem**



## COMMUNICATION CHANGE THE WORLD

The word communication is basically a process of interaction with the people and their environment. Through such type of interactions, two or more individuals influence the ideas, beliefs, and attitudes of each other.



Such interactions happen through the exchange of information through words, gestures, signs, symbols, and expressions. In organizations, communication is an endless process of giving and receiving information and to build social relationships.

If your communication skills are admirable, people will love and give you respect. If there is any problem, you will be the first person to be contacted. Thus, it will increase your importance. Hence you can say that communications skills can make a big change to your reputation in society. Communication has always played a key role in society. Individuals need to communicate in order to share ideas with others and to make important decisions. As the human race continues to grow and develop, the importance of communicating specific things at specific times has led to the development of refined social processes that aid in our daily routines and schedules. In a way, without communication, it would be just like not having fire at our disposal. More recently, the rise of the Internet and smart devices has led to an increase in social media availability and usage. Social media represents a significant technological advance in modern day communication as it connects billions of people on a single, unified platform. Thus, people have not had such a tool that has exponentially increased how much we communicate since the transfer of information no longer needs to be in a physical location.

The optimal way in which we communicate has not fundamentally changed, but we've altered the method. People are becoming glued to smartphones and social media, leading to the detriment of face-to-face interactions which are being replaced. Although there have been a multitude of benefits with using such technologies, the impact of social media on society cannot be ignored.



Many problems in the world, truly many come from people not knowing or uncover those needs, your own and those of others. This will enhance understanding and with that empathy. It will also help us set strategies that are more effective in creating actual change.



A second way good communication skills can change the world, is that to communicate better you need to be aware of your intentions in communicating. When you do become more aware of your intentions you start noticing when you are in a defensive mode and have intentions of verbally hitting out or running away just to be safe. The very act of noticing you have these defensive intentions gives you the chance to switch to a more productive state and have intentions around growth, cooperation or achievement. This will make the world around you a better place.

(Communication is the greatest importance in the world. It is important to sharing out one's thoughts and feelings to live a fuller and happier life. The more we communicate the less we suffer and the better we feel about everything around. However, it is all the more necessary to learn the art of effective communication to put across ones point well.

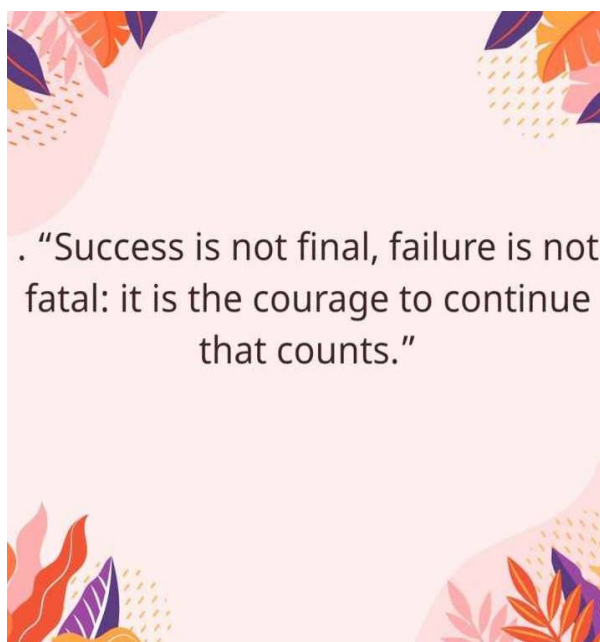
**ADITYA KAR**  
BCA 2<sup>ND</sup> Sem



Every teacher once was a student.  
Every winner once was a loser.  
Every expert once was a beginner.  
But all of them have crossed  
the bridge called  
'Learning'



Mistake increases your  
experience & experience  
decreases your mistakes.  
If you learn from your  
mistakes then others  
learn from your  
**Success.**





## WOMEN'S ENTREPRENEUR

**W**omen in India constitute around half of the country's population. Hence, they are regarded as the better half of society. But in real life the truth prevails otherwise were otherwise our society is still male-dominated and women are not treated as equal partners both inside and outside four walls of the house. In terms of Schumpeterian concept of innovation entrepreneurs women who innovate imitate or adopt a business activity are called women entrepreneurs.

Entrepreneurship amongst women is a recent phenomenon. When an enterprise is established and controlled by a woman it not only boosts economic growth but also has many desirable outcomes. An enterprise owned and controlled by women having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise of woman.

First prime minister of India Jawahar Lal Nehru has remarked " when a woman moves forward the family moves, the village moves and the nation moves.

Women entrepreneurship in India is a land of enterprises, where almost 70 % of the population is still self-employed and some place this estimate as high as 80 %.

In the past of woman entrepreneurship world war -II ended, the concept of woman-centric aroused in the society, as many were a part of many businesses such as securing nursing, teaching and so on. The term feminism flourished in many countries at that time women were fighting for their right to vote, equal wages and opportunities. For example, Kalpana Saroj is the first woman entrepreneur of India and the CEO of kamani tubes, which is worth 112 million dollars.

In the present of woman entrepreneurship at 21st century women entrepreneurs become an upsurge thing as many young ladies come forward and cast their talent in various ways and reported an increase in woman owned business enterprise that are playing an essential role in developing the Indian economy. Even though they suffer a lot in the present society in regards to discrimination pay and wages, gender inequality and so many for example president of India honorable Mrs. Draupadi murmur, Roshni Nadar chairperson HCL, Divya Gokul Nath co-founder Malhotra byjus etc. In the world of development, the government of India implemented numerous

schemes to encourage as many as young women in the field of entrepreneurship by introducing MSME scheme, Annapurna scheme, Dena Shakti scheme, NSDM, DICS and many other woman entrepreneurship schemes.

In future of woman entrepreneurship is speaking of gender equality in entrepreneurship has played a vital role in creating opportunities innovation and growths. Starting from Vandana Luthra to Falguni Nagar the founder of Nykaa the women's continuation in the entrepreneurship field is exceptional However over time women's are coming forward to the entrepreneurship training with their innovative mind and the idea the future of woman entrepreneurship is in good hand.

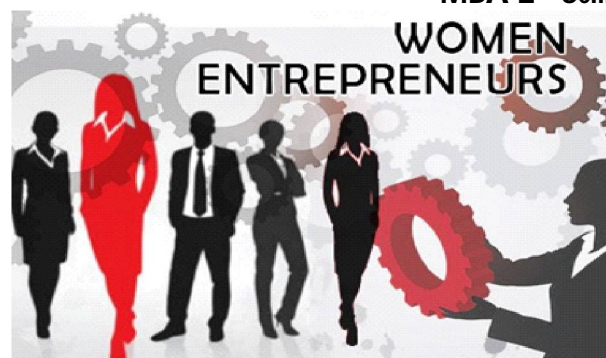
Moreover, Indian military services have opened hand to welcome young woman is another start for a great future. In addition to that prime minister Narendra Modi's employment generation program and other schemes have pushed in to support large to small enterprises.

A strong desire to do something positive is an inbuilt quality of an entrepreneurial woman. plus, the capability to contribute values in both family and social life is what makes them stand out from others. Unlike men who are capable of commuting to social life, women have a self-role as well as a personal role like mother's, wife and daughter etc.

Entrepreneurial women have the impulse to Focus on improving the living standards for woman on education and personal development as well as trying to improve economic growth and stability within a country. they not only look for progression for themselves but also set inspiration for other women to start a business. Eventually this vision will also help in reducing the gender gap in the workspace and overall, a better place to live.

**MADHULIKA KUMARI**

**MBA 2<sup>nd</sup> Sem**



## CURRENT AFFAIRES

- World Civil Defense Day: 1 March
- India ranks 3rd in billionaire population globally: Knight Frank
- 12th ICC Women's Cricket World Cup begins on 4 March in New Zealand
- Mithali Raj becomes first woman to play in six World Cups
- Jhulan becomes joint-highest wicket taker in Women's ODI World Cup
- Odisha, NABARD join hands to increase fish production
- India's first FSRU arrives at H-Energy's Jaigarh terminal
- International Day of Mathematics: 14 March
- International Day of Happiness: 20 March
- Suresh Raina felicitated with the 'Sports Icon' award by the Maldives govt
- World Air Quality Report 2021 Released: Delhi's most polluted capital
- PM Modi to attend BIMSTEC Summit on March 30
- India, WHO sign pact to set up Global Medicine Centre in Gujrat
- India's first 'steel road' inaugurated in Gujarat
- India's first Aluminum body metro train manufactured by Titagarh Wagon
- 20th National Para Athletics Championships Begins in Odisha
- Maharashtra win National Para Swimming Championship 2022
- Rajya Sabha passes Bill to remove Bhogta caste from SC list
- Ram Nath Kovind presents President's Colour to INS Valsura,
- MS Dhoni gives up CSK captaincy



## DROPS OF LIGHT

If we want to keep our happiness intact and pure, we must do our best not to attract upon it the attention of unfriendly thoughts.

-The Mother

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