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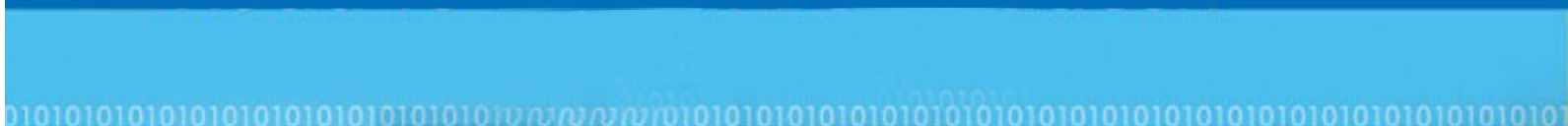
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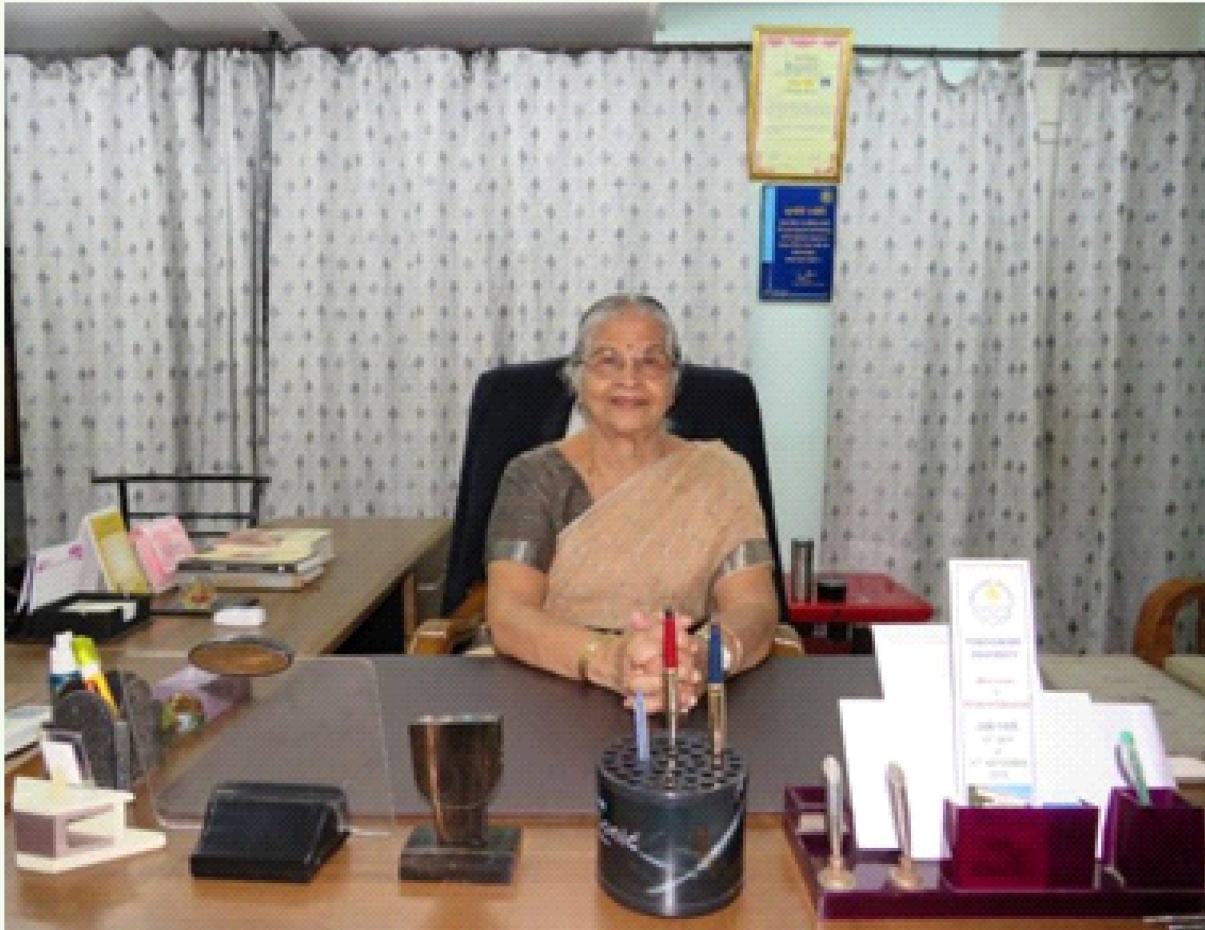
Prof. Sourya Pattnaik

# Sukaushalam@rims

A Monthly In-House Journal



*school of management  
& Information science  
Estd. 1984*



## From the Chairperson's Desk

Dear all,

Workers around the country have been at this for a year and a half. At this point it seems routine, and you rarely hear the tributes to our labor force that were so common back in 2020. We must stress that no matter how much longer this goes on, nothing about it is routine. What's been happening in workplaces and homes across our area, the state, country and even the world would have been unimaginable just last year. Don't forget that.

Thank you

Chairperson, RIMS

**Mrs. Nalini Prava Pattnaik**



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## BANKRUPTCY SPELLS DEATH FOR TOO MANY BUSINESSES

The present-day Covid19 environment has hit small businesses very badly. The Small entrepreneurs / Service Providers who have been completely shut down without any work for many days is trying to recover out of the precarious situation but the stringent and strict rules of Bankers and other Regulatory Authorities are not allowing him any breathing space.

To give an example of the way banks are responding to their customers during this Pandemic period is by reducing the OD/CC limit and sometimes bringing it to half or one-third of the limit which prevailed before things went wrong due to the Pandemic. While it is understandable that OD/CC limits are based on drawing power calculations which are again based on the inventory and/or debtor's position or the Current Assets position which happens to be the primary security for this facility, we need to acknowledge the fact that these are not normal times.

To explain it further, the situation is somewhat like this:

1. An entrepreneur who had been doing good business before the pandemic would have approached banks for OD/CC facilities and got approved say a facility of 1 crore during these booming times which he would have fully drawn. He would have been paying his interest dues promptly and would have been a valued customer of the bank before the Pandemic struck.

2. For the last nearly eighteen months, during the pandemic period what happened is that there was no movement of stock and no collection of receivables as everyone is going through the same problem and

nobody is able to make payments until he receives anything from his buyers. Similarly, service providers are also struggling to get their payments from their clients. In fact, during this period the service provider is the most hit category because nobody wants his services

for now until it is absolutely essential and people are also not paying his earlier outstanding Bill's. He is therefore struggling to get off his feet and cannot survive unless he has some cash savings. Many of them have invested in land and property which again is of no use during these times as there are no buyers and the ones who come ask for throw away prices.

3. To add insult to injury, the banks have also decided to reduce their overdraft/cc limits for these small businesses say for example in case of a person who had a limit of 1 crore funds his limit is suddenly cut down to 30 lakhs as their DP goes down due to lower sales and moreover the banks are constantly after the borrower to pay back the 70 lakhs



immediately so that his OD/CC limit is brought down to 30 Lakhs immediately. One can imagine what the small scale entrepreneurs would be going through,

whether he should look at bringing his business back on line or he should repay the recalled amount to the bank to bring his OD/CC figure within the revised limit?

4. This situation is further aggravated by the fact that with the present stringent stricture that any person who has an OD/CC account cannot open a current account with another bank. As such what happens is all the collections which this entrepreneur gets for his old dues are deposited in the OD/CC account which the bank appropriates for the reduction of the OD/CC limit and does not allow him to withdraw any amount from this account till the OD/CC limit comes down below the revised reduced level. So basically what happens is that the entrepreneur runs around trying to collect old dues and also trying to get new business to revive his ailing enterprise but the amount which he collects as old dues are all appropriated by the banks for reducing the OD/CC limit to the revised reduced limit from the higher limit figure which was sanctioned when the conditions were good and business was booming.

almost an entire season. That's binge-watching for you.

Binge-watching, or watching multiple episodes or movies back-to-back, is such a phenomenon today that you're probably judged by your peers for not doing it enough. Chances are you even feel left out of conversations — at parties, and in the office

5. The other alternative which such an entrepreneur has is to start collecting most of his old dues in cash which many are doing. Actually even people who had 100% collections through the banking system have started resorting to cash collections due to this problem. Actually they don't have any other alternative if they have to survive. The point which needs to be looked at, at this juncture is if we really want to help entrepreneurs to come out of this pandemic situation, especially the small entrepreneurs of our country then we need to adopt a different approach. We need to do a lot of hand holding and confidence building measures as the situation which we are facing is abnormal and it demands out of the box solutions.

**JYOTI PRAKASH JAIPURIYA**

**BBA 3<sup>rd</sup> Sem.**



## BINGE WATCHING

There's a flip-side to binge-watching, and most people indulge in it without realising the harm it is doing to their mind and body. It starts with one episode at 9 pm: a single episode of that show you love to watch. Yet the next time you look at the watch, it's 4 am - you haven't slept a wink, and you've watched if you haven't watched every episode of the latest binge-worthy show on a live-streaming or video-on-demand platform.



But there's a flip-side to binge-watching, and most people indulge in it without realising the harm it is doing to their mind and body. Here are a few things that could go wrong if you binge-watch too much.

- **It's like being on drugs**



Your brain produces a chemical called dopamine whenever you engage in an activity you love. This chemical makes you feel good and happy by inducing a "high" that many drugs do too. If you love binge-watching, your brain is likely rewarding you with dopamine when you watch a show.

- **It isolates you**

Yes, watching television shows and movies is the perfect way to unwind and disconnect from the world whenever you need a break - whether it's after work or on your day(s) off.

- **It interferes with sleep patterns**

Binge-watching is essentially a non-stop engagement, and since you might not be able to do it while you are at work, it is highly likely that you will do it through the night. If you haven't watched every episode of the latest binge-worthy show on a live-streaming or video-on-demand platform.

- **It interferes with sleep patterns**

Binge-watching is essentially a non-stop engagement, and since you might not be able to do it while you are at work, it is highly likely that you will do it through the night.

- **Induces stress, anxiety and depression**

Not being able to watch the next episode (especially due to network issues) can lead to stress and anxiety, too.

- **It may lead to weight gain**

Recent studies have indicated that binge-watching is a type of obesogenic behaviour, which means that it can lead to weight gain and obesity.

All the evidence presented here reveal two sides—one of anecdotes from individuals that say binge-watching helps them relax or escape for a while from their worldly stress, and the other side of research that shows a correlation between binge-watching and a host of health and wellness problems.

However, correlation isn't causation. The mental health repercussions of binge-watching might be indicative of other underlying problems, with binge-watching merely being a symptom.

**ANSHU KUMARI**

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

"The man who does not read books has no advantage over the one who cannot read them." —Mark Twain

## मन के जीते जीत

बाधाएं तो आती है,  
वह आती हैं और आती रहेंगी।  
तू डर मत, तू रू कमत,  
बस अपना कर्म करते चल।

मनको बना ले सरिता,  
बाधाओं के बीच रास्ता बनाते चल।  
क्योंकि मन के हारे हार है,  
मन के जीते जीत।

जरूर ही नहीं जीवन में तुझे शीतल,  
मंद, सुगंधित समीर मिले।  
सामने गर्म पवन, सर्द हवाएं,  
आंधी तूफानों के चक्रवात भी आएंगे।

तू हिम्मत न हार, मन छोटना कर,  
मनको अपने सुमेरु बना।  
क्योंकि मन के हारे हार है,  
मन के जीते जीत।

क्या हुआ जो तू ठोकर लगने से,  
औरों की तरह गिर गया।  
गिरने में कोई बड़ी बात नहीं,  
फिर से संभल और इतिहास बना।

जिन पथरों से तुझे ठोकर लगी,  
उन्हें ही सफल ताकी सीढ़ी बना।  
क्योंकि मन के हारे हार है,  
मन के जीते जीत।

उलझनों के भंवर में,  
अगर फंसी है तेरी जीवन नैया।  
इधर-उधर के लहरों के थपेड़े भी  
जब तुझे विचलित करने लगे।

तब भय छोड़ हिम्मत से कर सामना,  
मनको तू अपने पतवार बना।  
क्योंकि मन के हारे हार है,  
मन के जीते जीत।

जीवन एक संघर्ष है,  
तू इससे कब तक बचेगा और भागेगा।  
हिम्मत से कर सामना, मनको कस,  
कर इसपर अपना वश।

अपनी सफलता की कहानी,  
स्वयं अपने कर्मों से तू लिख।  
क्योंकि मन के हारे हार है,  
मन के जीते जीत।

## PROBLEM OF RISING PRICE

**P**roblem of rising prices is the burning problem at present. Prices of all things have been rising very rapidly. They have gone up twenty times. Everybody is complaining that prices are rising day by day. India is a developing country. In a developing country, prices are bound to go up. With developing economy, the prices go up, but the trouble starts when income of the people does not match with rising prices. India is facing a lot of problem regarding this. Prices have doubled in the last five years and many things on daily use are now beyond the reach of common man. The government is also to be blamed to some extent. Prices are bound to increase in a developing economy and there can be no absolute price stability, as such. But limits should be defined. A modest increase in prices is not unhealthy for a developing economy like India. The problem of rising prices is the greatest economics problem in a country today. It is cutting the throats of millions today because millions of people find it hard to manage one square meal of a day. All day work does not promise then sufficient to eat and drink. Although it is affecting universally, yet it has rendered the life of the poor impossible to pull on and the number of poor in India is

far greater than the rich. So, it is the problem of the whole country.

Prices of all commodities are rising almost daily. For what you buy a commodity today, you cannot have it on the same price a few days after. The hardest hit on this problem is the salaried class.

The businessmen and the traders meet out the problem of dearness by earning larger profit. The labor class too charges high wages and has low standard of living, so they too anyway cope with rising prices. But the salaries often remain fixed. The rate of increase in dearness allowances is so low that it hardly meets the rate of rising prices. The condition of the salaried class in the private sector is all the more problematic. Let the government take initiative to bring down the prices. Deficit budgeting a floating of paper currency should be stopped and such arrangements should be made which would ensure the proper supply of things so that tendencies of hoarding and profiteering maybe eradicated. The price rising then shall stop.

**ANKITA PUROHIT**  
MCA 2<sup>nd</sup> Sem





# INTERNET OF THINGS

The internet of things, or IoT, is a system of interrelated computing devices, mechanical and digital machines, objects, animals, or people that are provided with unique identifiers (UIDs) and the ability to transfer data over a network without requiring human-to-human or human-to-computer interaction. A thing on the internet of things can be a person with a heart monitor implant, a farm animal with a bio-chip transponder, an automobile that has built-in sensors to alert the driver when tire pressure is low or any other natural or man-made object that can be assigned an Internet Protocol (IP) address and is able to transfer data over a network. Increasingly, organizations in a variety of industries are using IoT to operate more efficiently, better understand customers to deliver enhanced customer service, improve decision-making and increase the value of the business.

## How does IoT work?

An IoT ecosystem consists of web-enabled smart devices that use embedded systems, such as processors, sensors, and communication hardware, to collect, send and act on data they acquire from their environments. IoT devices share the sensor data they collect by connecting to an IoT gateway or other edge device where data is either sent to the cloud to be analyzed or analyzed locally. Sometimes, these devices communicate with other related devices and act on the information they get from one another. The devices do most of the work without human intervention, although people can interact with the devices—for instance, to set them up, give them instructions or access the data. The connectivity, networking and communication protocols used with these web-enabled devices largely

depend on the specific IoT applications deployed. IoT can also make use of artificial intelligence (AI) and machine learning to aid in making data collecting processes easier and more dynamic.

## What are the benefits of IoT to organizations?

The internet of things offers several benefits to organizations. Some benefits are industry-specific, and some are applicable across multiple industries. Some of the common benefits of IoT enable businesses to:

- monitor the overall business processes.
- improve the customer experience (CX).
- save time and money.
- enhance employee productivity.

Some disadvantages of IoT include the following:

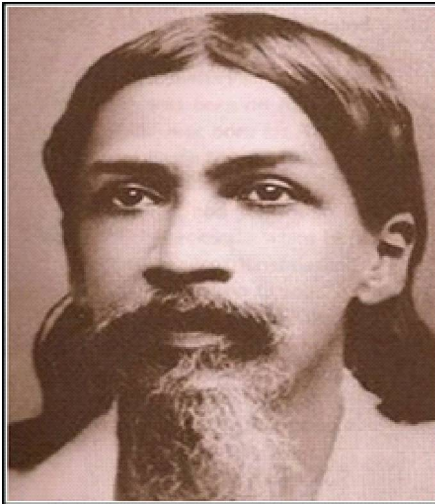
- As the number of connected devices increases and more information is shared between devices, the potential that a hacker could steal confidential information so increases.
- If there's a bug in the system, it's likely that every connected device will become corrupted.
- It's difficult for devices from different manufacturers to communicate with each other.

**Awhan Tripathy**

**BCA 3st Sem**

## Current Affairs

- Prime Minister Narendra Modi and German Chancellor Olaf Scholz are co-chairing the sixth edition of the India-Germany Inter - Governmental Consultations-IGC in Berlin.
- Kerala beat West Bengal 5-4 in a penalty shootout at the Payyanad Stadium in Malappuram to win the Santosh Trophy National Tournament for the seventh time. Both teams were tied at 1-1 at the end of extra-time.
- Real Madrid claimed a record-extending 35th LaLiga title after defeating Espanyol 4-0 in Santiago Bernabeu stadium.
- Three-time World champion Carolina Marin clinched the European Championships title for the sixth time.
- Sri Lankan Prime Minister Mahinda Rajapaksa resigned from his post.
- The Reserve Bank of India (RBI) hiked its benchmark interest rate by 40 bps. The lending rate has been increased to 4.40 per cent.
- India has fallen eight places from 142 to 150 in the 2022 World Press Freedom Index of 180 countries.
- Election Commissioner Rajiv Kumar will be the new Chief Election Commissioner of India.
- World Lupus Day is observed today. The day is observed every year to raise awareness about Lupus which is an autoimmune disease that can cause damage to any part of the body.
- In Hungary, Katalin Novak has taken over as the first female President of the country.
- An extended range version of the BrahMos supersonic missile was successfully test fired from a Su-30 MKI fighter aircraft today.
- Odisha wins 12th Hockey India Senior Women's National Championship in Bhopal.
- Defence Minister Rajnath Singh launches indigenous Navy destroyer warship INS Surat and INS Udaygiri in Mumbai.
- Former Australia all-rounder Andrew Symonds has been killed in a car crash. The 46-year-old, who played 26 Tests and 198 one-day internationals for Australia from 1998 to 2009, was involved in a single-car accident outside Townsville in Queensland State.



When mind is still, then truth gets  
her chance to be heard in the purity  
of the silence.

— Sri Aurobindo —

AZ QUOTES

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