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A Collection of Monthly Journals

Su-Sankalan 2023

RiMS

school of management
& information science
Estd. 1984

Prof. Sourya Pattnaik

(1962-2006)

From the Desk of Chairperson

Dear all,

It is with great pleasure and pride that I extend my warmest greetings to each one of you on the occasion of the release of our in-house journal"Su-Sankalan-2023".

This publication is a true reflection of the creativity, intellect, and diverse talents that define our college. As the Head of the Institute, I am continually inspired by the passion and commitment demonstrated by our students and faculty. The pages of the magazine encapsulate the spirit of our community and showcase the incredible achievements and contributions made by each member.

As an established and highly esteemed institution, we maintain the utmost academic standard, incorporated with the conduct of discipline, thereby achieving a remarkable and excellent percentage of results. We firmly believe that education is the key to a nation's progress with this; we will take it as our bound duty to provide the best academic training a student can get. The institution endeavours to provide students with all the necessary knowledge and skills to become truly successful in their chosen fields. In whatever career a student may choose to take, hard work and discipline are the sure roads towards success. As your educational institution, we will support students in achieving those golden ambitions and also ensure that their stay in college is meaningful and fruitful as well.

Students, you are about to cross a bridge in your life because college education is a turning point itself. It is in your hands to make sure that bridge leads you toward success. The hard work of today is the triumph of the future. The time and effort you spend today are the deciding factors of your later years.

In flipping through the carefully curated content, you will find a rich tapestry of articles, artwork, and achievements that not only highlight academic excellence but also the unique perspectives and voices that make our college a vibrant and dynamic learning environment.

I commend the efforts of the editorial team, contributors, and everyone involved in bringing this magazine to life. Your dedication to excellence is evident on every page, and I am confident that the magazine will serve as a source of inspiration for current and future generations of our college community.

I encourage each of you to take the time to explore the magazine thoroughly, appreciating the hard work and creativity that went into its creation. Let it be a testament to the collective spirit of innovation and academic pursuit that defines our institution.

Congratulations to everyone involved, and I look forward to celebrating this milestone with you at the release event.

Best Wishes

Smt. Nalini Prava Patnaik
Chairperson, RIMS

From the Desk of Secretary

Dear all,

It is my privilege as the Secretary of our esteemed institute to extend a warm greeting to all as we proudly present the latest edition which is the 23rd volume of our in-house journal "Su-Sankalan", a collection of twelve-monthly journals.

The journey from conception to the creation of this journal has been nothing short of extraordinary. I extend my heartfelt appreciation to the dedicated team of editors, contributors, and faculty members who have poured their creativity and passion into crafting this publication.

This Su-Sankalan encapsulates the essence of our institute – a melting pot of diverse talents, perspectives, and accomplishments. From insightful articles to captivating artwork, each page tells a story of the vibrant and dynamic community. So we are fortunate to be a part of it.

I want to express my gratitude to every individual who contributed to this journal, whether through their writing, artistic expression, or unwavering support. Your efforts have made this publication a true representation of the excellence that defines our institute.

I appreciate the efforts of the Editorial team who have done an excellent job in compiling RIMS activities over the year and disseminating them through this Su-Sankalan as well as on the RIMS website. I invite each member to take a moment to explore the journal thoroughly. May it inspire you, spark curiosity, and foster a sense of pride in being part of this remarkable institution.

To the editorial team, contributors, and everyone involved, thank you for your hard work and dedication. Your commitment to showcasing the best of our institute is truly commendable.

Let us come together to celebrate the release of the 23rd edition of Su-Sankalan and the incredible talents within our community. I pray and wish them great success ahead in this endeavour.

Best Wishes

Dr. Arya Patnaik
Secretary, RIMS

From the Desk of Advisor

Dear all,

It gives me immense pleasure and satisfaction to share my views on the auspicious occasion of Release of the "SUSANKALAN"2023 which is a compilation of continuous twelve months publication of the "Su-Kaushalan". Obviously, it is the brain child of Prof. Sourya Pattnaik , the founder chairman of RIMS group of institutions. Being a great visimary, he foresaw the importance of bringing out a monthly. He understood very well that to develop oneself academically as well as overall, to prove oneself successful in every walk of life is a creative art. To contribute a standard article requires a wide range of studies through various articles, newspaper, magazines and concentration and incessant striving through this regular process, each student would able to equip himself with required knowledge to face any challenges in the long run. He/she develops power and force form within with a hero warrior spirit.

At present scenario of the whole world. We have been entered into a new world with full of promises and unexpectedness, every moment I pray and hope that you all will play your role with full energy and enthusiasm keeping in mind the dignity ,integrity and honour of this institution wherever you will be placed in due course of time. Wish you all the best for your brightest future ahead.

Mrs. Rita Pattanaik
Advisor
RIMS, Rourkela

Message From Director

Dear all,

It gives me immense pleasure to note that Rourkela Institute of Management Studies is commemorating the 23rd Anniversary of its monthly in-house journal Sukaushalam@rims on 12th December 2023 i.e., Susankalan-2023. I want to express my sincerest and heartiest congratulations to the journal editorial board on reaching this important milestone which is indeed a matter of joy and success. The day is also remembered as the birthday of Prof. Sourya Pattnaik, Former Chairman of RIMS Group of Institutions, Odisha.

The Journal has been playing an essential role in informing generations, reporting, and making comments in a meaningful and relevant way. I want to thank the faculty, staff members, and students engaged in the publication cell of the Institute for their continued support, sheer hard work, and talent.

Aristotle says, 'Educating the mind without educating the heart is no education at all.' So the journal will give strong value to the students. It is rightly said that success comes to those who work hard and stay with those, who don't rest on the laurels of the past. The journal covers articles in multi-disciplinary areas such as management, information technology, and journalism.

I would like to congratulate the students whose papers are published in this issue of the journal and simultaneously encourage all the students to contribute their research papers and articles for the successive issues of the Journal.

Best wishes.

Dr. K. K. Patra
Director, RIMS

Message From Director (R & D)

Dear all,

It is very heartening to know that the 23rd volume of Su-Sankalan to going to be released on 12th December, 2023Su Sankalan, a Compilation of Su-kaushalam is a good repository of knowledge, views & opinions of students, staffs and faculties of RIMS.I take this opportunity to thank all the editorial brand members including student members for their hand work and dedication in bringing out the magazine in time. Special thanks to Dr. Ranjita Swain and Prof. Siddharth Sankar Pradhan for their effort in maintaining the quality of the magazine.I wish, in Coming time the magazine will cover all the latest developments and happening around the world and document the various events taking place in the institute.

Wishing all the best.

Dr. Sreekumar
Director (R & D)
RIMS, Rourkela

Message From DEAN, Academics

Dear all,

At the outset, I congratulate the publication team for bringing the new edition of Su-Sankalan, compilation of 12 copies of Su-Kaushalam, the monthly in-house journal of the institute. It reminds me, one of the classical proverbs, "No word is unholy, No herb is un-medicinal and No human being is useless." We all know the God has endowed all of us with certain unique qualities and values, that quality and value keeps us different from other. Historically we have seen some of our students having unique, creative, and innovative writing skill. RIMS has developed and been publishing Su-Kaushalam to support writing skill of a section of the students. Hence, this is a unique and right platform for students to use this opportunity to publish creative writings on issues related to management, technology, science, social issues, democratic values, and any issue students feel important for society and close their development. I hope students' community will use this platform to develop their creative writing skill and take Su-Kaushalam to a new and greater height. I do expect, the quality writing and contribution of RIMS student in Su-Kaushalam will keep all stake holders of RIMS engaged and encourage reading of the Su-Kaushalam and value addition to the engaged and involved students. I take this opportunity also to wish the publication team all he best for a next publication cycle in the year 2024.

Dr. Santosh Kumar Biswal
Dean (Academics)
RIMS, Rourkela

Message From Principal

Dear all,

It brings me immense joy and a sense of pride to witness the thriving literary culture within our esteemed institution, RIMS, Rourkela. The publication of the journal "Susankalan" is a culmination of the collective efforts showcased in our monthly journal, 'Sukushalam.' This monthly platform has proven to be an exceptional canvas for the creative expressions and hidden talents of our students, staffs, and faculties.

Within the pages of the journal, one can discern the depth of wisdom, enthusiasm, and knowledge demonstrated by the contributors. I extend my sincere and humble appreciation to the dedicated Editorial Board and their team for their relentless efforts in bringing the journal's objectives to fruition. Congratulations are in order for their unwavering commitment to compiling the monthly magazine, ultimately presenting to us the comprehensive "Susankalan."

As we embark on the journey ahead, my heartfelt congratulations and best regards go out to the entire team. May the upcoming year be filled with continued success and further accomplishments.

Wishing all the best.

Dr Subrat Prasad Pattanayak
Principal I/C
RIMS, Rourkela

Message From HOD

(Master in Computer Application)

Dear all,

Greetings from the Head of the MCA Department. Dear Students and Faculty, As we embark on another exciting academic year, I am thrilled to extend my warmest greetings to the entire MCA community. Our department has consistently thrived on the pillars of innovation, collaboration, and academic excellence. This year, let's channel our collective energy into creating a vibrant college magazine that reflects the diverse talents and achievements within our department. I encourage each one of you to contribute your unique perspectives, insights, and accomplishments to make this edition truly memorable. Let's showcase the remarkable journey of our MCA family and celebrate the spirit of learning, growth, and camaraderie. Together, we can make our college magazine a testament to the dynamic and thriving community that defines the MCA Department. Best wishes for a successful and inspiring year ahead!

Sincerely,

Prof. Bibhudhendhu Panda
Head of the MCA Department
RIMS, Rourkela

Message From HOD

(Bachelor in Business Administration)

Dear all,

It is a pleasure to head the department of BBA at RIMS Rourkela.It gives me immense pleasure to have witnessed the yearly college magazine "SUKAUSHALAM" and to note that all the students of RIMS are bringing out a SUKAUSHALAM.Such activity brings out the creativity of the students and helps them to learn valuable lessons of co-operation, leadership and team work.SUKAUSHALAM is a perfect blend of literary articles, photographs, articles on current affairs and college activities which reflects students creativity and potential. I am very happy to convey my congratulations and best wishes to all the students and faculty for their endeavours in bringing out this wonderful magazine

Thank you

Prof. Gayatri Kurup

HOD, BBA, RIMS, Rourkela

Message From HOD

(Bachelor in Computer Application)

Dear all,

Dear students I wish you success, happiness in your life. You are the future of our nation. Your overall growth is definitely going to impact our nation's growth as a whole. In our progressive country all can sense a healthy competition among the students. A competition, being a part of which the students will have to undergo several processes of refinement.I am sure those refinements will definitely contribute towards the sussess of your career. "Creativity" is such a property which will diffentiate one from competitors. But it is a matter of worry that in this highly technical era, when there is a huge use of AI and IOT to make life simple, creativity tremendously impacted. Your knowledge and word power is very much essential to revive the creativity hidden within you. To have both of them you need reading and writing skills in an effective manner. I want to convey my heartfelt gratitude to RIMS for creating such a wonderful platform named as "Sukaushalam" , where students can showcase their creativity. You are the one who can maintain the standard of the the journal by submitting quality article for it. Be a regular reader and writer for our own journal and you will feel priceless creativity within you and will become a prominent figure in the society.

Dr. Swatee Rekha Mohanty

HOD, BCA., RIMS, Rourkela

Message From HOD

(Bachelor in Journalism & Mass Communication)

Dear all,

It's heartening to know that the Institute is publishing the yearly college magazine "SUKAUSHALAM". Its the talent and outcome of our students which is reflected through this. Sukaushalam gives a great platform to encourage creative expressions to promote better human values, culture and affection among all. I take this opportunity as head of the department of BJMC at RIMS, to congratulate the whole team for this creative magazine.

Thank you

Prof. Ipsita Pandey

HOD, BJMC,RIMS, Rourkela

From the Desk of Editorial-in-chief

Dear all,

It is with immense pride and joy that I extend my greetings to all of you as the Chief Editor of our 23rd volume of "Su-Sankalan- A collection of monthly in-house journal, Sukaushalam@RIMS".am delighted to extend a warm welcome to all contributors, reviewers, and readers of our in-house journal. As the Editor-in-Chief, it is my privilege to introduce you to the latest edition of "Su-Sankalan".

Our journal has evolved into a dynamic platform that celebrates the wealth of knowledge and expertise within our organizationWe unveil not just a publication but a collective masterpiece that mirrors the brilliance and diversity of our institute.With each edition, we aim to showcase innovative ideas, thought-provoking research, and practical insights that contribute to our collective growth and success. In this edition, you will find a rich tapestry of contributions from our talented colleagues. From groundbreaking research to insightful perspectives on industry trends, each article represents a valuable addition to our intellectual landscape. I would like to express my gratitude to the authors who dedicated their time and expertise to contribute to this journal.

The journey from the conceptualization of this journal to its realization has been an enriching experience, filled with creativity, collaboration, and a shared commitment to excellence. I am deeply grateful to our talented contributors, tireless editorial team, and the unwavering support of our faculty and staff who have all played pivotal roles in bringing this vision to life.

As you flip through the pages of this magazine, I hope you feel the pulse of our institute-the myriad perspectives, the depth of knowledge, and the kaleidoscope of talents that make our community truly exceptional. Every article, every piece of art, and every achievement showcased within these pages is a testament to the passion and dedication of our contributors.

I would like to express my sincere appreciation for the hard work and creativity invested by each member of the student editorial team, design team, photography team and compiler team. Your commitment to upholding the standards of excellence has resulted in a publication that we can all be proud of. Additionally, a heartfelt thanks goes to our dedicated team of reviewers and photographers who played a crucial role in maintaining the high standards of our journal. Your rigorous evaluation and constructive feedback have been instrumental in shaping the content of this publication.

To our contributors, thank you for sharing your voices and insight thoughts. Your unique perspectives have enriched the fabric of our journal, making it a reflection of the vibrant minutes of RIMS. Our team has tried to present each and every talent and participation of the student in different completions in and out of RIMS. We have also tried to capture all the events of RIMS throughout the year in this journal.

As we navigate the ever-changing landscape of knowledge and innovation, I encourage each of you to actively engage with the journal. Share your thoughts, provide feedback, and let us know how we can continue to improve and meet the evolving needs of our community. Also I invite you to explore the pages of our **Su-Sankalan** with enthusiasm and curiosity. May the ideas presented here inspire new conversations, spark collaborations, and contribute to our shared journey of growth and discovery.

Thank you for being a part of the **Su-Sankalan** community. I look forward to witnessing the continued success and impact of our in-house journal. I invite each one of you to join us in celebrating the official release of our journal, **Su-Sankalan**. Your presence will add to the joy of this momentous occasion, as we acknowledge and applaud the collective efforts that have gone into the making of this publication.

Warm Regards,

Dr. Ranjita Swain
Editorial-in-Chief
Sukaushalam@RIMS

Message From Editorial Assistant

Dear all,

Education is one of the important sectors in any economy attracting lots of money, employing thousands of teachers and engaging millions of students in their pursuit for learning. It has a responsibility towards the society and country as a whole. It is important to realize the institutional contribution as well as individual contribution. Journals and magazines are intermediate between the institution and the society. This is a medium by which we connect with society and its challenges and try to articulate a pragmatic solution for it. Being an educationalist it's very important to use these intermediates for social contributions and public relations. It also enhances the analytical and expressive capability of students. Journals and magazines play a vital role in knowledge management in this knowledge-based economy. We are very happy to have a platform where our students can really express and explore their capabilities. We are having a monthly journal(SUKAUSHALAM) with ISSN number and all the twelve editiors of a year combine together and published in 12th December every year in the name of the "SUSANKALAN" in the memory of our Former Chairman Late Prof. Sourya Pattnaik. I congratulate the editiorial team for their whole hearted contributions and hard work to make it a great success. We hope the journal will be successful in knowledge management. On behalf of RIMS family again I will like to congratulate each and every contributor for their valuable contributions.

Siddhartha Shankar Pradhan
Assistant Professor & Editorial Assistant
RIMS, Rourkela

23rd Issue of

SUSANKALAN

Welcomes you

To the world of intellect

"But what after all, behind appearances, is this seeming mystery? We can see that it is the Consciousness which had lost itself returning again to itself, emerging out of its giant self-forgetfulness, slowly, painfully, as a Life that is would be sentient, half-sentient, dimly sentient, wholly sentient and finally struggles to be more than sentient, to be again divinely selfconscious, free, infinite, immortal."

- Sri Aurobindo

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Prof. Sourya Pattnaik

Sukaushalam@rims

A Monthly In-House Journal

RiMS
school of management
& information science
Estd. 1984

From The Chairperson's Desk

Dear RIMS Family,

In the beginning of new year, I extend my warmest wishes to all members of RIMS. In 2022, our institute achieved significant milestones and unforgettable moments. Our students showcased their talents, excelling in national-level competitions, while our faculty members continued to impart knowledge and guidance.We had also conducted the SNP Memorial Cricket Tournament with collaboration of Rotary Club in rourkela, to encourage the young mass and increase the sportsmanspirit and importance of sports in today's generation.In addition, we had the privilege of hosting the FIH Hockey World Cup 2023 in Rourkela and Bhubaneswar. The new Birsa Munda International Hockey Stadium in Chhend, Rourkela, served as a special attraction during the event. We even invited the World Cup Trophy to our campus to celebrate this grand occasion.I express my gratitude to the entire RIMS family for their unwavering support. Let us work collaboratively to achieve greater heights in 2023. May this year bring prosperity and fulfillment to each one of you as we seize the opportunities ahead.

God Bless You,

Chairperson, RIMS
Smt. Nalini Prava Patnaik

All can be done if God touch is there

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Trilochan Sahoo. MCA 4thSem — **Four ways to overcome addiction**

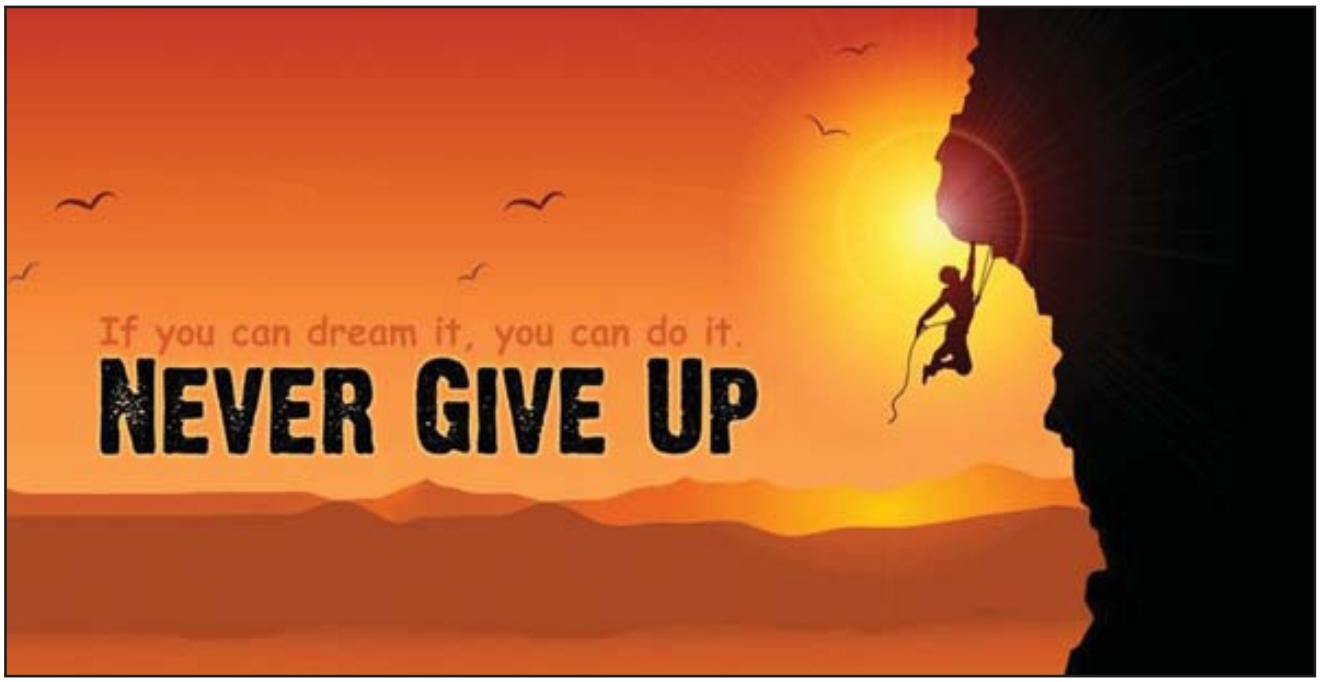
Recognizing addiction as a problem is crucial. Drug culture in the film industry tarnishes celebrities' images, highlighting the consequences of addiction. Overcoming addiction requires understanding and practical steps: determination, analyzing the harms, seeking forgiveness through Pratikraman, and avoiding defensive protection of the addiction.

Priya Pandey. BCA 2nd Sem — **Internet Illness**

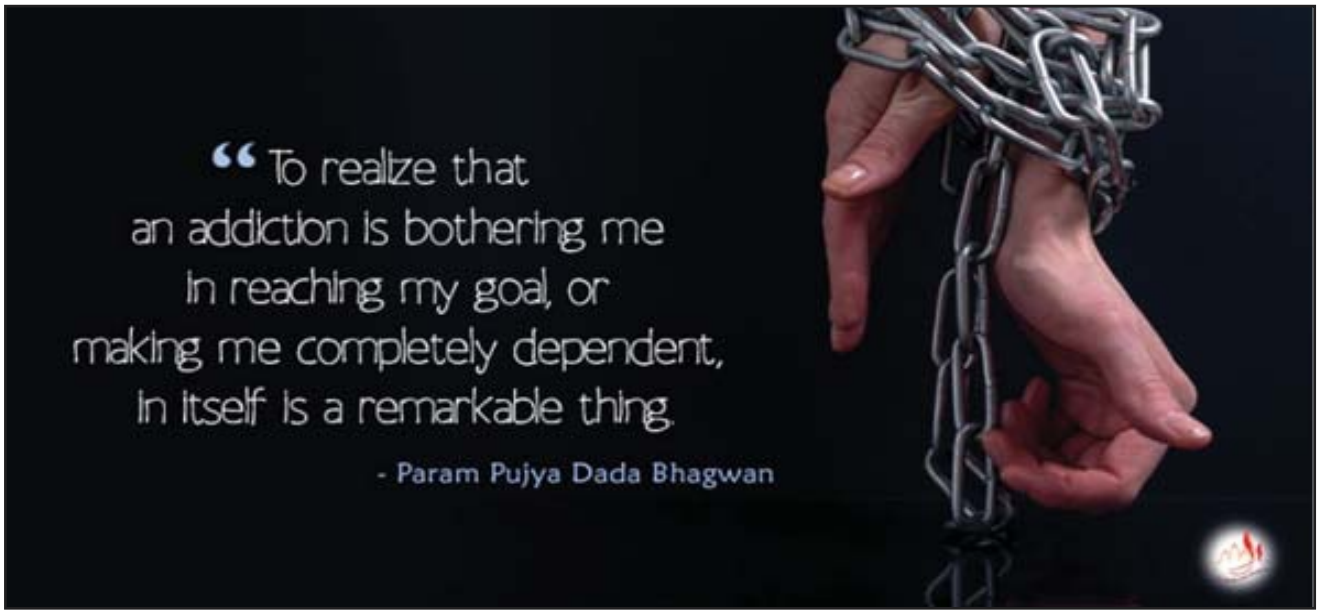
The internet is vital for society but can have negative effects on creativity and lead to addiction and harmful thoughts if not controlled. It is important to recognize the limitations of the internet and rely on our own unique minds for satisfaction, rather than depending solely on external sources. Be creative and shape your own brain in a comfortable environment.

Jagadish N. Samal. BCA 1st Year — **Why Indians are getting more and more obese?**

Obesity in India is increasing due to cultural factors, genetic predisposition, unhealthy food choices, increased screen time, and urbanization. Indians have a cultural belief that being fat is a sign of prosperity and affection. Genetic factors contribute to Indians storing fat in the belly. The consumption of unhealthy packed foods and lack of quality control contribute to the problem. Increased screen time and urbanization lead to a sedentary lifestyle. Solutions include regular exercise, promoting active play for children, and adopting healthier lifestyles.



Four Ways To Overcome Addiction



To Perceive An Addiction As A Problem Is The Foremost Thing!

Today, we are seeing how prevalent the drug culture is, in the film industry. The top celebrities, who happened to be the global icons for the youth, and who have influenced people's life in many which ways, are dreading a tarnished image today in the eyes of their fans, thanks to their addiction of drugs!

By turning towards drugs and alcohol, least did these stars realize how years of hard work and talent they put, in rising to stardom and rule the hearts of people to grow towards their goal, could get to the verge of all being totally washed off in matter of moments! What they may have started off for some exciting experience of fun soon spiraled into a messy dependency and a bad name in return.

But even today, if such dark episode in life helps one perceive that addiction is the real problem that led me to a sharp fall, and not anything else, it is a remarkable feat!ParamPujya Dada Bhagwan has said, 'to realize that an addiction is bothering me in reaching mygoal, or making me completely dependent, in it is a remarkable thing.'

To Work The Way Out Of The Problem Is The Next Logical Thing…

Now, once one regards the addiction as a problem, the next step is about how do we cure the problem? Let's understand…

We often try curbing the bad habit with force. But consequently, when our mind revolts and starts screaming, we tend to give in to what the mind says. Curbing the mind when there's an urgent urge to smoke could lead us to smoking double in course of time. For example, if I run away from the habit of smoking by trying to forcefully control it, very often I will eventually give in and may become a chain smoker, a little later.

So, what do we do then? How do we get out of this vicious cycle?

Four Ways to Overcome Addiction

There is a most practical 4-step solution that works at the subtlest level of mind in order to come out of any kind of addiction or vice. Let us study this solution, assuming there's an addiction of smoking.

1. DETERMINE : Make a strong determination to come out of the habit of smoking. It should be apparent to our mind that we are against the habit of smoking.

2. ANALYZE : The next step is to analyse the reasons why it is wrong to smoke. We'll create a list of the ill-effects of smoking in each and every way. This will highlight the dangerous effects of smoking which gives our mind a clear understanding of 'how smoking is actually harmful to me and my whole well-being.' This understanding will help counter our mind's thoughts that have been in favor of smoking.

3. PRATIKRAMAN : Asking for forgiveness (from whichever God you follow) is called Pratikraman. This is the proven weapon that cuts the veils of addiction. It implies that you are against the bad habit and thereby washes away your opinions in favor of smoking. Thus, Pratikraman helps us get rid of our opinions that promote the habit of smoking and calms the intellect.

4. NO PROTECTON : When someone points out our mistake or complains about how bad our addiction is, we should never protect it. Defensive answers like "What is wrong with it? I smoke just 1 cigar?" or "I used to smoke 10 cigars a day. Now I just have one" should be avoided. What is wrong with it? – gives encouragement to our bad habit and hence we can never end up quit smoking. Therefore, we should never protect our mistake ever and should genuinely accept it when someone points it out to us. In this way, we will gradually come out of our addiction.

TRILOCHAN SAHU
MCA 3rd SEMESTER

Internet Illness

In the present scenario, internet plays a vital role on which entire human race depends on, starting from a toddler to a professional. Internet is a blessing for human race. Internet has became like a spider web as it slowly captures the brain, effecting the creativity, increases the addiction and addiction lids to growth in criminal thoughts, suicide rates if not stopped on time. For every small thing we need help of internet whether it is in the education sector, profession or homely work.

Everything has in this world has certain limitations, span, drawback, merits, can be destructive, harmful and sometimes cannot be controlled or reshape specially human made the only thing which stays till the end of your life is your own brain which works according to your will and its we the human who shapes it according to our comfort environment as everyone is unique in their own way. Stop depending on only one source be creative use your brain and become unique in your own selves, the uniqueness in you gives more satisfaction than copying from others.

PRIYA PANDEY
BCA 2nd SEMESTER

Why Indians Are Getting More And More Obese ?

Introduction

In India obesity is a major problem following after the diabetes problem in which India is already estimated to have 77 million diabetics – ranking second worst globally. The disease is a major cause of blindness, kidney failure, heart attacks, stroke and lower limb amputation. The obesity in India was 17% in 2015-16 now in 2019-20 it has moved to 23%. There are several factors which are instigating the problem. The problems are discussed below -

Factors Leading to Obesity

• **Cultural Factor :** Every Indian might have heard about this particular thing that, if you are fat then you are prosperous or healthy. In India, people tend to show their love and affection through food "India tends show their affection through food. The fact that moms and dads have more to spend these days' means more indulgence in food. " says cardiologist Naresh Trahan, at the EscortsHeart Institute and Research Centre, New Delhi.

• **Genetic Factor :** Gene plays a vital role in this problem too. Indians have been through many famines previously in the past thousands of years. Fat is directly stored in the belly whereas, in case of Europeans, fat is stored in the entire body and in Africans, it is stored in the buttocks. Genetically, on an average Indians are fatter than Europeans about 3.8 kilograms. "Because we've been underfed for thousands of years, we're endowed with genes that help store fat so that we can withstand famine. Though those conditions are no longer there, our genes still are." said by Arup RatanBanerjee, a head anthropology department of Calcutta University.

• **Food :** People are moving towards the more and more packed food which is bad for the

health in many ways such as high amount saturated fat, carbohydrate, white flour (maida). India is called as the diabetic capital of the world. India is the world's largest consumer of sugar. According to the survey of WHO, India was having 51 million people were having and by 2030 it will be near to 87 million. Another factor is that there is no governing authority in India to check the quality of the food.

• **Increase in Screen on Time :** With this digitally fast-moving world, people are spend significant amount of time in front of their screens. Because of this, people are spend less time doing exercises which is eventually harming their health and increase their weight. An average Indian adult has a screen on time of 5 hours a day. A survey of Tamil Nādu states that, a kid of 2 - 3 years has a screen on time of more than two hours on a daily basis.

• **Urbanisation :** Urbanisation is also a key factor to this problem. Due to urbanisation, people are getting less active. The reason is people are buying more and more gadgets and electronics for themconvince which is automating their lives but leading to be less physical work. This is also impacting the rural areas too. As they are getting more close to the urban cities, they are likely to get pron to urbanisation.

Conclusion

It is a big problem but it does not mean it does not have any solution. From personal level the solution is to do regular exercises. Putting less pressure, no kids regarding studies and letting them play games in the playground. Getting a better lifestyle has been our goal so, why not start the journey today to get it?

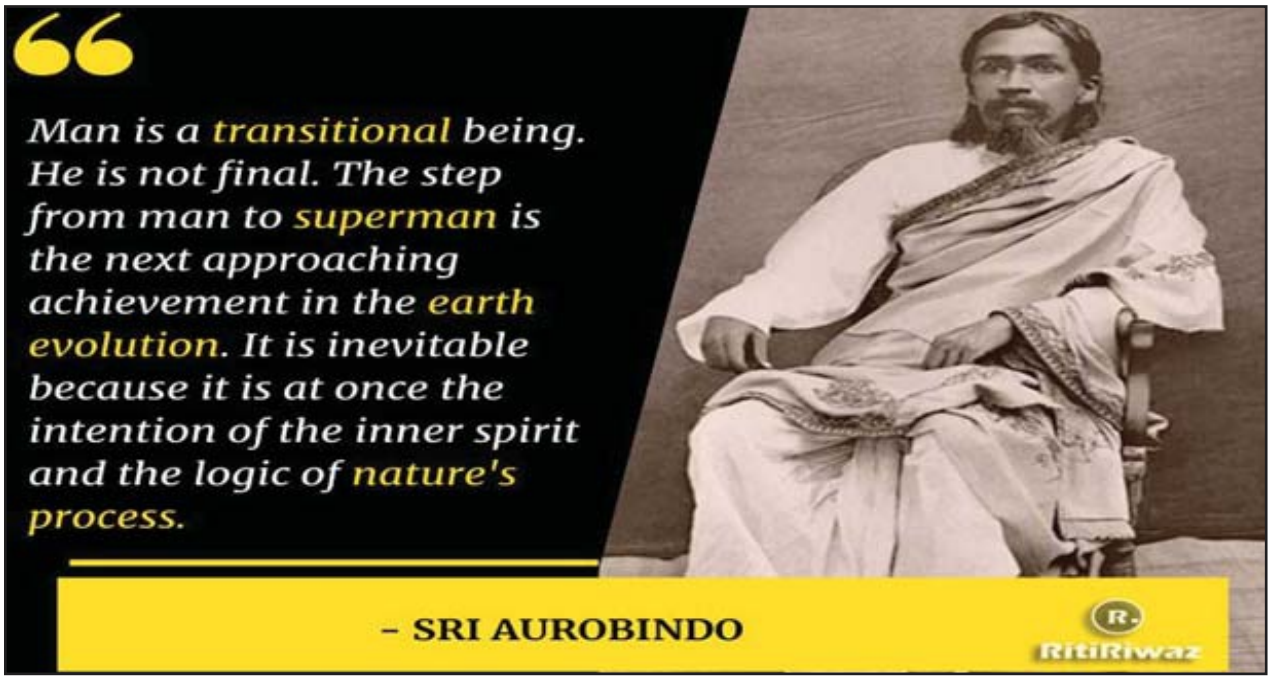
JAGADISH NARAYAN SAMAL
BCA 1st YEAR

SNP Cricket Tournament

SUSANKALAN

Current Affairs – Important Dates

- World Braille Day has observed on January 4 to spread the significance of Braille as a form of communication for the partially sighted and blind.
- The World Day of War Orphans is observed on January 6 every year.
- Global Family Day is celebrated on January 1 each year.
- India has sponsored the proposal to designate the year 2023 as International Year of Millets (IYM).
- Union Minister of Science and Technology, Dr. Jitendra Singh has released the theme of National Science Day 2023. Global Science for Global Wellbeing is the theme of National Science Day 2023.
- World Hindi Day is observed on January 10 every year to promote awareness about the language across the world.
- Ministry of Road Transport and Highways observed the Road Safety Week from 11 - 17 January, 2023 across the country.
- Armed Forces Veterans Day is celebrated on 14th January to mark formally retirement of the first Indian Commander in Chief of Indian Army- Field Marshal KM Cariappa, who led Indian Forces to Victory in the 1947 war, from the Services.
- National Youth Day is celebrated every year on January 12.
- The National Human Trafficking Awareness Day is observed every year in the United States on 11th January.
- The Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry has organised Startup India Innovation Week from 10th January 2023 to 16th January 2023.
- PravasiBharatiya Divas is formally observed on 9 January to celebrate the day when Gandhi Ji returned from South Africa to India.
- India has observed the 75th India Army Day on January 15.
- UNESCO has decided to dedicate the International Day of Education on 24th January.
- India observed January 16 as National Startup Day.
- India observed Parakram Diwas on January 23 to mark the birth of Indian freedom fighter, Netaji Subhas Chandra Bose.
- India celebrates National Girl Child Day on 24 January every year to highlight the prejudice and injustice that girl children face.
- The Election Commission of India (ECI) celebrated National Voters' Day on 25th January.
- India observed its 74th Republic Day on 26th January 2023.
- International Customs Day (ICD) is observed every year on January 26 globally to commemorate the maiden session of the World Customs Organization (WCO) held in 1953.
- United Nations designated January 27 as International Holocaust Remembrance Day.
- Data Privacy Day (DPD) is observed across the world on January 28 annually to sensitize individuals and disseminate privacy practices and principles.
- World Neglected Tropical Diseases (NTD) Day is annually observed across the world on 30th January to create awareness about Neglected Tropical Diseases (NTD)



Founder Editor
Late Prof. Sourya Patnaik
Former Chairman, RIMS

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Prof. Sourya Pattnaik

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From The Chairperson's Desk

Dear all,

'Saraswati Puja' is the most adored revered Goddess of Vidya. For us this month remains one of the most awaited as we welcome the goddess to our campus and ask for her blessings for all of us. We worshipped and celebrated Saraswati Puja in our campus. Students have actively organised the puja. This year was no different. New sessions were also started so the seniors have welcomed their juniors by organising fresher's party in which they described about the college to the new students. We also conducted our annual sports event "Khel Mahotsav 2023." I want to congratulate everyone on the successful celebration of sports day. The dedication, teamwork, and sportsmanship displayed by our students were commendable. I extend my appreciation to the organizers, participants, and supporters for making this event memorable. Let us continue to prioritize physical fitness and promote values like discipline and perseverance through sports. I congratulate the winners and encourage all students to excel academically as well. Thank you for your support and participation. Together, let us strive for excellence in all aspects of our lives.

God Bless You.

Chairperson, RIMS

Smt. Nalini Prava Pattnaik

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Rohan Kumar Singh. MCA 3rd Sem — **Pedal to Better Future**

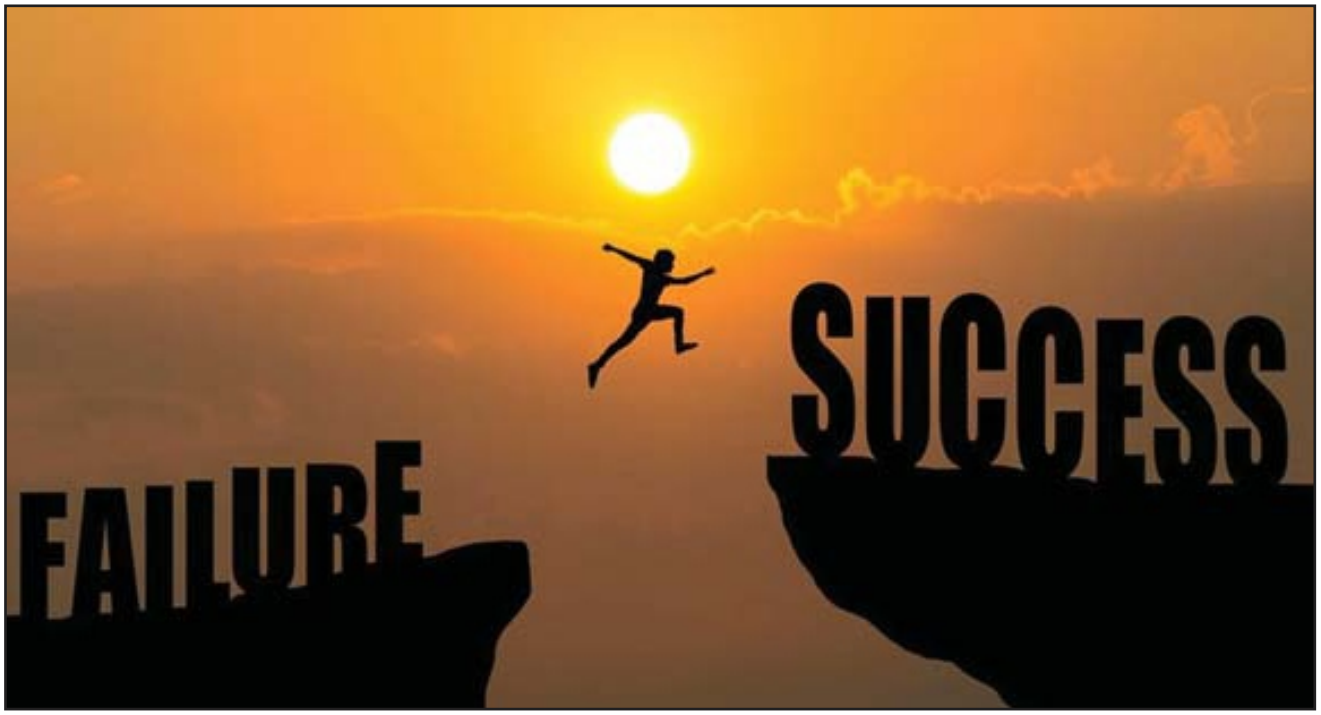
Cycling offers multiple benefits: improved health, reduced pollution, and decreased traffic congestion. It boosts cardiovascular fitness, muscle strength, and joint mobility. Rourkela actively promotes cycling and hosts events like the World Cycling Day rally to encourage its benefits.

Rituparna Pradhan. MCA 4thSem — **The Speaking Tree**

Believe in your potential and overcome limitations. Power comes from within and can be harnessed positively. Collaboration and shared power lead to empowerment, while dominance and fear-based control are limited. Building confidence and eliminating barriers promote inclusion and change. Choose love over fear for more effective and lasting power.

Gatiranjan Nayak. MCA 4thSem — **Cryptography**

Cryptography secures information by transforming it into cipher text. It uses algorithms and keys for encryption and decryption. Key principles include Kerckhoffs's principle and the use of one-way functions. Cryptography ensures data confidentiality, authentication, integrity, and non-repudiation. It protects military secrets, financial data, and enhances cybersecurity.



Pedal To Better Future

To be fit and healthy you need to be physically active. Regular physical activity can help protect you from some serious diseases such as obesity, heart disease, cancer, mental illness, diabetes and arthritis. Riding your bicycle regularly is one of the best ways to reduce your risk of health problems associated with a sedentary lifestyle. Cycling is a fun, healthy, low-impact exercise that can be enjoyed by people of all ages, from young children to older adults. It is also fun, cheap and good for the environment.

Benefit of Cycling

1. Reduction of Air Pollution

Many people use cars a couple of times per day. More precisely, we get in our car at least two times – when we go to work and when we need to get back home. If we're picking up kids from school or make a detour to the grocery store, that number can be significantly larger.

Bike riding, on the other hand, uses minimal fossil fuels. This means riding your bike offers a pollution-free mode of transport. If you replace a car with a bicycle each time you go to work, you will save approximately 3000 pounds of greenhouse gas emissions each year.

2. No Non-renewable Fuels Burned

Did you know that, in 2019 alone, the United States consumed around 20.5 million barrels of oil per day? The two most common types of oil used are – diesel and gas.

Can you even imagine the amount of oil we spend per day now? Fortunately, bicycle riders make a great contribution to the reduction of petroleum consumption. Logically, the entire planet Earth would benefit from this.

3. No More Crowd/Parking Problems

The picture of streets swarming with bikes is some sort of utopia. Every car driver knows how it feels when you are stuck in traffic. You start to lose your nerves and more often than not we are near some sort of accident.

Here's another positive impact of riding a bike – the number of accidents would likely reduce because drivers won't be as impatient.

In addition, people living in urban places know how tough it can be to hear noise from traffic the early morning. You can't get a good night's sleep.

4. Health benefits of regular cycling

Cycling is mainly an aerobic activity, which means that your heart, blood vessels and lungs all get a workout. You will breathe deeper, perspire and experience increased body temperature, which will improve your overall fitness level.

The health benefits of regular cycling include:

- increased cardiovascular fitness
- increased muscle strength and flexibility
- improved joint mobility
- decreased stress levels
- improved posture and coordination
- strengthened bones
- decreased body fat levels
- prevention or management of disease
- Reduced anxiety and depression.

Now a days, Rourkela is also promoting cycling. In this year on 3rd June Rourkela also celebrates World cycling day by organising cycling rally to promote cycling. In this rally we get free jersey, breakfast and hydration.

ROHAN KUMAR SINGH
MCA 3RD SEMESTER

The Speaking Tree

Walking through an elephant camp, a man observed that pachyderms were neither kept in cages nor held by the use of chains. All that was holding them back from escaping the camp was a small piece of rope tied to one of their legs. As the man gazed upon these elephants, he was completely confused as to why these mammoth creatures didn't use their strength to break free. Curious he asked a trainer nearby why these elephants never tried to escape. The trainer replied," when they are very young and much smaller, we use the small size rope to tie them. And at that age it is enough to hold them. As they grow up, they are conditioned to believe they cannot breakaway.

They believe that the rope can still hold them, so never try to break free."

No matter how much the world tries to hold you back, continue with the belief that what you want to achieve is possible. Believing you can become successful is the most important step in actually achieving it.

The kind of 'power within' is related to a person's sense of self-worth and self-knowledge. 'Power within' allows people to recognise their strength and believe that they can make a difference. It is also 'power to', which refers to the productive and generative potential of power, or the new possibilities and actions that can be created, without any relationship of domination. American novelist Alice Walker says:" The most common way for people to give up their power is by thinking they don't have any." The exercise of these two types of power empowers us as well as others.

But 'power over' is the way power is commonly understood. This is built on force, coercion, domination and control and motivates largely through fear. This kind of power is a finite resource that can be held by

Individuals in that some people have power and others don't. By contrast 'power with', another form of empowering power, is shared power that grows out of collaboration and relationships. This is built on respect, mutual support, solidarity, and influence. "Power with' helps us build bridges with groups and across differences.

According to Gandhiji, power based on love is a thousand times more effective and permanent than the one derived from fear of punishment.

Psychologist Adam Blanch believes that when we feel threatened, we usually try to have over others by controlling them through violence. This type of power may or may not involve physical violence, but opts definitely violent psychologically .and it is not because they are afraid, the essence of all act of control is an attempt bit the person doing it to avoid vulnerable feelings like fear, shame, sadness, hurt and powerlessness.

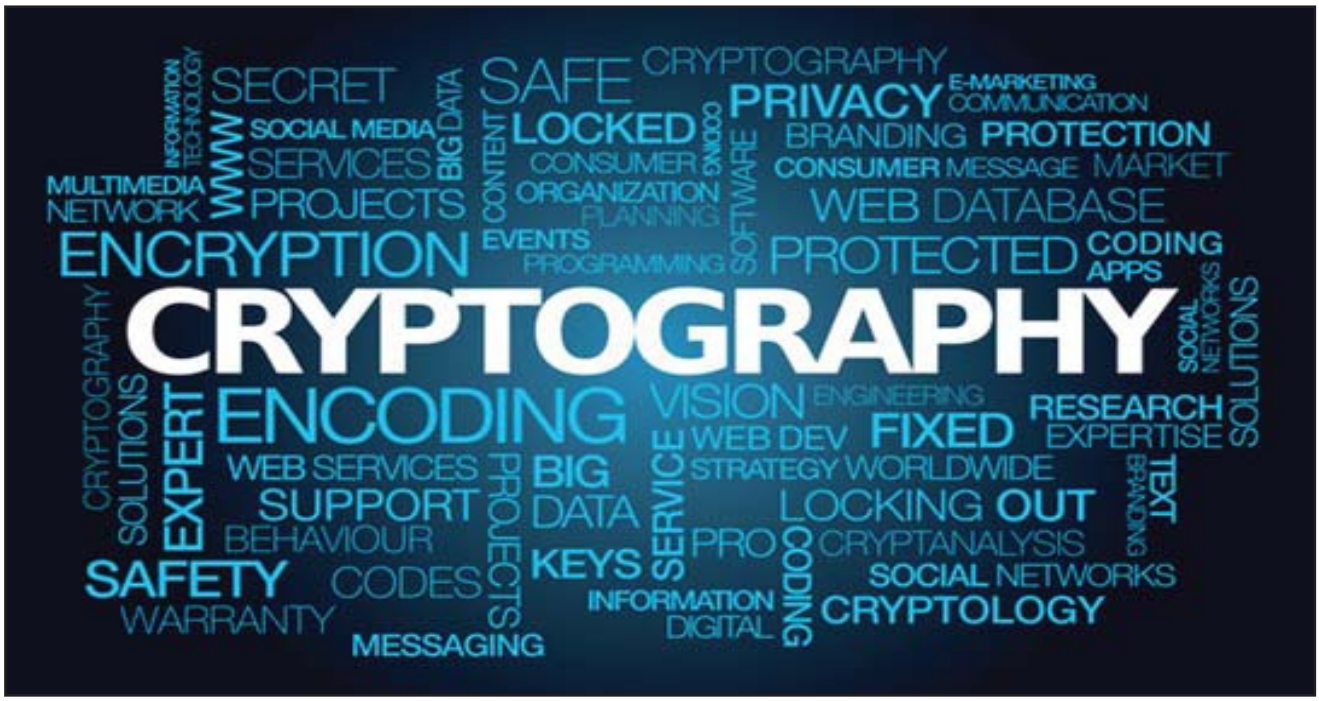
Empowerment lies in building confidence and eliminating barriers that underpin exclusion and powerlessness .it as all about individual discovery and change whereby participants questions their roles and the world around them, according to American researches and activists, Lisa venulose and Valerie Miller. So much depends on the kind of power we exercise, whether it results in domination over others or in cooperation and collaboration that is beneficial to all.

RITUPARNA PRADHAN
MCA 4th SEMESTER

Cryptography

Cryptography is the art of keeping information secure by transforming it into form that unintended recipients cannot understand. In cryptography, an original human readable message, referred to as plaintext, is changed by means of an algorithm, or series of mathematical operations, intosomething that to an uninformed observer would look like gibberish; this gibberish is called cipher text.

Cryptographic systems require some method for the intended recipient to be able to make use of the encrypted message - usually, though not always, by transforming the cipher text back into plaintext.



Cryptography vs. Cryptology vs. Encryption

Before we move into the meat of this article, let's define a couple terms related to cryptography. The syllable crypt may make you think of tombs, but it comes from a Greek word that means "hidden" or "secret." Cryptography literally means "secret writing." Cryptology, meanwhile, means something like "knowledge of secrecy"; if cryptography is the practice of writing secret messages, then cryptology is the theory, although the two words are often used interchangeably. Encryption—"making secret"—is what we call the process of turning plaintext into cipher text Encryption is an important part of cryptography, but doesn't encompass the entire science. Its opposite is decryption.

One important aspect of the encryption process is that it almost always involves both an algorithm and a key. A key is just another piece of information, almost always a number that specifies how the algorithm is applied to the plaintext in order to encrypt it. In a secure cryptographic system, even if you know the method by which some message is encrypted, it should be difficult or impossible to decrypt without that key.

Keep algorithms and keys in your mind, because they'll be important as we move on.

Principles of Cryptography

Before we move on here to modern cryptography, let's pause to discuss two important principles that underlie it. The first is what's come to be known as Kerckhoffs's principle, named after the 19th century Dutch cryptographer AugusteKerckhoffs. Remember, as we said, any cryptographic system involves both an algorithm and a key. Kerckhoffs believed that "a cryptographic system should be secure even if everything about the system, except the key, is public knowledge."

Now, these were the days when cryptography had almost entirely military applications. The idea here is that, while it would be nice to keep your cryptographic system a secret, your opponent will almost certainly eventually figure it out. Claude Shannon, a World War II cryptographer who would go on to be a pioneer in information theory, put it more succinctly: "The enemy

knows the system." What Kerckhoffs and Shannon are getting at is that you want to design an algorithm that doesn't need to be a secret in order to successfully conceal information.

That said, in today's world, the public nature of cryptographic algorithms is seen as something good in and of itself, rather than an unavoidable evil. Standard cryptographic algorithms have been widely studied and stress-tested, and trying to come up with your own private algorithms is doomed to failure as security through obscurity usually is.

What you do need to keep secret is your cryptographic key. We'll get to the mathematics of how that works in a moment, but for now, we'll touch on another cryptographic principle that makes that math possible: a reliance on one-wayfunctions, mathematical operations that are very difficult to reverse. The classic example of a one-way function is the multiplication of two very large prime numbers together. While that calculation is simple to do, if you only had the end result, it would be very difficult, verging on impossible, to figure out the original two prime numbers. The question of whether any function can truly be one-way is debated by mathematicians, but many are irreversible in practice at the limits of our current computing power, so we'll leave that question aside as we move on.

What is cryptography used for?

We've already discussed some of the specific applications of cryptography, from keeping military secrets to transmitting financial data safely across the internet. In the bigger picture, though, there are some broad cybersecurity goals that we use cryptography to help us achieve, as cybersecurity consultant Gary Kessler explains. Using cryptographic techniques, security pros can:

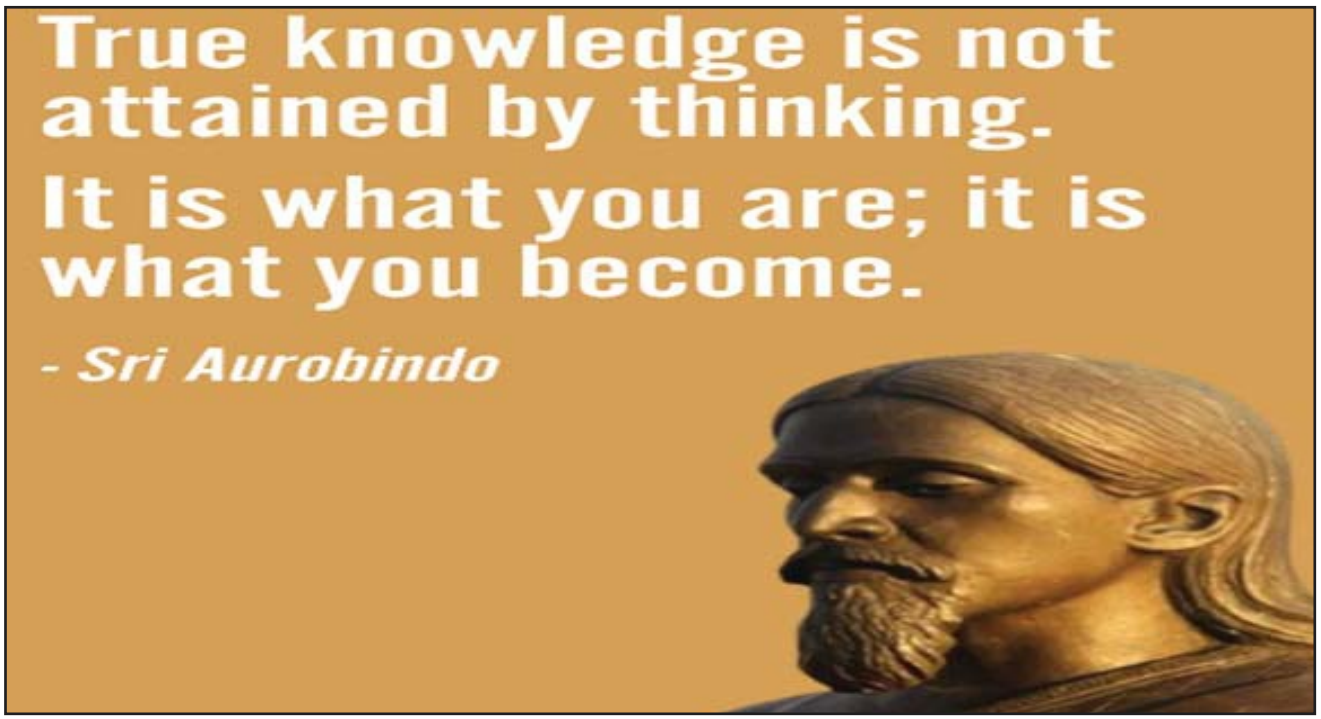
- Keep the contents of data confidential
- Authenticate the identity of a message's sender and receiver
- Ensure the integrity of the data, showing that it hasn't been altered
- Demonstrate that the supposed sender really sent this message, a principle known as non-repudiation

You may recognize some of these principles from variations of the CIA triad. The first of these uses is the obvious one—you can keep data secret by encrypting it.

GATIRANJAN NAYAK
MCA 4TH SEMESTER

Current Affairs – Important Dates

- World Wetlands Day is observed every year on February 2 to raise global awareness about the crucial role of wetlands for people and the planet.
- World Cancer Day is observed on February 4 each year to create awareness about cancer and to encourage its identification, prevention, and treatment.
- International Day of Zero Tolerance for Female Genital Mutilation (FGM) is observed on February 6 every year.
- The International Day of Human Fraternity is observed every year on February 4.
- World Pulses Day is observed every year on February 10 to spread awareness about the nutritional and environmental benefits of pulses as part of sustainable food production.
- World Radio Day is observed annually on 13 February to spread awareness of the importance of radio and how it has helped people to stay updated with the news.
- International Epilepsy Day is celebrated on the second Monday of February every year, and this year (2023), this day falls on the 13th of February.
- The 'Financial Literacy Week' of the Reserve Bank of India started on 13 February and continues till February 17, 2023.
- World Unani Day is observed on February 11 every year to celebrate the birth anniversary of social reformer and renowned Unani scholar Hakim Ajmal Khan.
- National Productivity Day is observed on February 12 to promote awareness towards increasing the country's productivity.
- National Deworming Day is observed on February 10 every year.
- The UNGA has designated February 11 as the International Day of Women and Girls in Science.
- World Day of Social Justice is observed annually on February 20.
- World Pangolin Day is observed annually on the third Saturday in February.
- The United Nations General Assembly (UNGA) has adopted a resolution from Jamaica to declare the first-ever Global Tourism Resilience Day on 17th February 2023.
- International Childhood Cancer Day is observed annually on February 15 to raise awareness and show support for children who are suffering from cancer.
- India observed the 8th edition of the Soil Health Card Day on 19 February 2023 to commemorate the launch of the Soil Health Card Scheme.
- International Mother Language Day is observed on every year February 21 to highlight the cultural and linguistic diversity in the country.
- The World Organization of Girl Guides and Girl Scouts (WAGGGS) has observed World Thinking Day every year on 22nd February.
- India observed National Science Day on February 28 to honour the Indian scientist and physician, Chandrasekhara Venkata Raman as C.V. Raman for discovering the Raman Effect.
- World Scout Day is observed annually on February 22 by Boy Scouts worldwide to honour Lord Robert Baden-Powell.



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Prof. Sourya Pattnaik

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From The Chairperson's Desk

Dear all,

In this month of color, it is the time to finally say a 'goodbye' to a long spell of winter in Rourkela and invite spring. HOLI is not only the festival of different hues but love. The whole country celebrates this festival in different manners at different places.RIMS also observed Holi with great fanfare keeping in mind all the protocols and safety precautionsof COVID. In this month we have experienced many new things. Our student had visited the Biju Patnaik Institute of Information Technology and Management Studies (BIITM), Bhubaneshwar where a Business Fest was organized. Their participation in different activities were appreciable. Their active and positive energy in engaging with different events showcased their intension of learning new things. They had a great experience of being a part of Business Fest. Last but not the least, we have also conducted the Six Sigma Seminar in our campus. May Lord Krishna bless the world.

Thank You

Chairperson, RIMS

Smt. Nalini Prava Patnaik

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Banking sector are the group of financial intermediaries which are engaged in the business of carrying out the banking activities after getting necessary approval from the central bank of the country, viz. Reserve Bank of India under the provisions of Banking Regulation Act,1949.

Anuj Mittal, MBA 2nd Semester — **The Power of Digital Marketing**

Digital marketing offers an array of tools and techniques that enable businesses to connect with customers, build brand awareness, and drive sustainable growth. Digital marketing has become an integral part of modern business growth.

Rahul Singh, MBA 2nd Semester — **6 life lessons people learn too late in life**

Between B(birth) and D(death), there is C (a choice), we always do have a choice in life. You can choose to decide what is going to be your next step in creating the life you want. There is a hidden lesson behind every failure and every mistake that we do. we must learn from our own mistakes.

Banking Sector – Best Financial Sector To Invest

INTRODUCTION:

Banking sector are the group of financial intermediaries which are engaged in the business of carrying out the banking activities after getting necessary approval from the central bank of the country, viz. Reserve Bank of India under the provisions of Banking Regulation Act,1949. It is a sector which comprises of credit institutions and associated companies. It is an industry that handles cash, credit and other financial transactions for individual consumers and businesses alike. Thus, we can define banking as the accepting for the purpose of lending or investment of deposits from the public, repayable on demand or otherwise and lending money to the common people on interests to fulfil their requirements.

Banking Sector comprises of 12 Public Sector Banks, 22 Private Sector Banks, 46 Foreign Banks, 56 Regional Rural Banks, 1485 urban cooperative banks and 96,000 rural cooperative banks in addition to cooperative credit institutions. This is one of the Financial Sector in which investments can be made. There are different ways an individual can invest their money in the Banking Sector. The very first and common way is to havea Savings Bank Account. Person can open a savings account in any type of bank i.e., commercial or cooperative bank. By opening a saving account he can invest his money where he can get assured returns on yearly basis depending on the amount of investment. One can enjoy other facilities also which are provided by the banks. The second way of investment is by availing the Fixed Deposit Schemes that a bank provides. Here the person can invest a fix amount of money

for a fixed time period. In FD, person can expect a higher rate of interest as compared to the saving account. The third way of investing in banking sector is mutual funds. As now banks are also having their separate mutual funds which assure better results.

PROS AND CONS:

Any financial sector maybe it banking sector or stock market or real estate, each sector has some advantages and disadvantages of investing in it. Banking Sector too have advantages and disadvantages of investing in it.

Investing in Banking Sector is advantageous as it provides full safety of money and security of the investment. People can rely after investing in this sector. Banking Sector provides fixed and assured returns. There is assurance that individual will get the returns at the end of every year. Money can be easily liquidated as money can be easily withdrawn by the people whenever they require with very less loss in the rewards. Loan facility is also available in this sector. People can easily

availthe loan facility against their investment. As of today's trend, it can be easily digitalized.
Despite having so many advantages of investing in Banking Sector, there are some disadvantages of investing in banking sector. People investing in banking sector can expect only moderate returns. There is no chance of earning high returns. If the person is withdrawing his investment before the maturity, then some penalty could be levied. There are penalties on premature withdrawal.

CONCLUSION:
In today's time, an individual has many options where he can invest his money and get more returns. Some of the financial sector in which investments are done are Stock Markets, Real Estate, Golds, Public Provident Fund, Mutual Funds, Life Insurance, etc. Out of all these financial sector, Banking Sector seems to be the best financial sector to invest. We can say that it is comparatively safer sector than rest of the sectors. It involves less risk and gives good returns. People of any income group i.e., from lower to higher income group can invest in this sector. Very less/ No risk is associated with this sector. People can feel safe after investing in it. Despite having some drawbacks in investing in this sector, still people can prefer to invest in banking sector as this sector has less drawbacks as compared to other financial sectors. So, if a person wants assured and fixed returns and wants to safeguard his money then he can choose the banking sector as an investingsector.

GOVIND KAWTIA
MBA 2nd SEMESTER

The Power Of Digital Marketing: Leveraging Technology For Business Growth

INTRODUCTION:
In today's digitally interconnected world, businesses need to embrace digital marketing strategies to effectively reach and engage their target audience. Digital marketing offers an array of tools and techniques that enable businesses to connect with customers, build brand awareness, and drive sustainable growth. In this article, we will explore the key aspects of digital marketing and discuss its transformative impact on modern business.
1. Understanding Digital Marketing: Digital marketing encompasses various online channels and tactics aimed at promoting products or services. These include search engine optimization (SEO), social media marketing, content marketing, email marketing, pay-per-click (PPC) advertising, and more. Each channel offers unique opportunities to engage with customers and achieve specific marketing objectives.
2. Building a Strong Online Presence: A compelling online presence is the foundation of digital marketing success. This includes having

a user-friendly and visually appealing website that reflects your brand's identity and provides a seamless user experience. Optimize your website for search engines to improve visibility and

organic traffic. Utilize social media platforms to engage with your audience and create meaningful connections.

3. Content Marketing: Creating and distributing valuable, relevant, and consistent content is a powerful strategy to attract and retain customers. Develop a content marketing plan that aligns with your target audience's interests and needs. Utilize blog posts, videos, infographics, and other forms of content to educate, entertain, and inspire your audience. Content marketing not only drives traffic but also establishes your brand as a thought leader in your industry.

4. Search Engine Optimization (SEO): SEO is vital for improving your website's visibility and ranking on search engine result pages. Optimize your website's content, meta tags, and structure to ensure search engines can easily crawl and index it. Conduct keyword research to identify relevant search terms and incorporate them strategically in your content. High-quality, optimized content combined with strong backlinks and a good user experience can significantly enhance your SEO efforts.

5. Social Media Marketing: Social media platforms have revolutionized the way businesses connect with their target audience. Create a social media strategy that aligns with your brand voice and objectives. Engage with your followers, share valuable content, and encourage user-generated content. Leverage social media advertising options to amplify your reach and target specific demographics. Monitor and analyze social media metrics to optimize your campaigns.

6. Email Marketing: Email marketing remains a highly effective tool for nurturing customer relationships and driving conversions. Build an email list by offering valuable content or incentives. Segment your audience to deliver personalized and targeted messages. Craft compelling email campaigns that encourage recipients to take action, such as making a purchase, signing up for an event, or subscribing to a newsletter. Regularly analyze email metrics to refine your approach.

7. Data Analytics and Optimization: Digital marketing provides a wealth of data that allows you to measure and optimize your campaigns continuously. Utilize analytics tools to track website traffic, engagement, conversion rates, and other relevant metrics. Gain insights into your audience's behavior and preferences to refine your marketing strategies. A data-driven approach enables you to make informed decisions and maximize the return on your marketing investment.

CONCLUSION:

Digital marketing has become an integral part of modern business growth. By leveraging the power of online channels, businesses can expand their reach, engage with their target audience, and drive meaningful results. Whether it's through search engine optimization, content marketing, social media, email marketing, or data analytics, digital marketing empowers businesses to connect, resonate, and thrive in the digital landscape. Embrace the digital marketing revolution, adapt to evolving trends, and unlock the full potential of your business in the digital era.

ANUJ MITTAL
MBA 2nd SEMESTER

6 Life Lessons People Learn Too Late In Life

Between B(birth) and D(death), there is C (a choice), we always do have a choice in life.You can choose to decide what is going to be your next step in creating the life you want. utilizing this underrated power of choice every time you make a decision can help you reach one step closer to your ideal life.

1. Fear of what others say or think of you is a trap: No matter which part of the world you come from, there are certain ways, norms, and standards to follow. It's ok to follow all of that but when every decision of your life is determined by how people perceive you, is a red flag.

Often, we are too fearful or scared of stepping out of that comfort zone, because our every decision is scrutinized by others. life is too short to let others decide what happens in your life. The most dominant emotion is that we'll be judged or laughed at if we do things differently. wake up my friend, look around and see how ephemeral this life is. next sec we could be gone.Do what you want to do, no matter how crazy the idea is. it's better to do something crazy than regretting later in life. sing, dance, pick a hobby, start a business, travel alone, do whatever it is but don't settle.

2. Taking care of your mind and body is crucial: I would recommend reading "The monk who sold his Ferrari by Robin Sharma". ok, why am I asking you to read this book? This book is an eye-opener for those who are too busy to make time for themselves. It's good to beambitious but not a workaholic, people learn this lesson the hard way. Usually, after 40, when the vigour starts to go down and your habits start reflecting on your body it's too late by then. it's always good to maintain a good balance and give health a priority."Do not let illness make you realize the value of health."

3. Never stop learning and investing in skills even if you get your dream job : I've seen so many people in my circle who got too comfortable with the skillset that is required to fare well in theirjob.People became so fixated on the position they hold and the money they earn, that they completely forget they can easily be replaced with somebody younger having the same set

of skills or worse get fired.It's for a reason they say never put all your eggs in one basket.

It's this fixed mindset that doesn't let them grow in life. if you keep learning and focus on enhancing your knowledge, the sky is the limit for you. interestingly, you're not dependent on one job. you can always start a side hustle. Thanks to covid, that taught us to not rely on a single income and to have multiple income streams.

4. Not utilizing the power of "compounding": The best time to invest was yesterday, the next best time is today.

You're missing out on so much if you don't start investing. people have all sorts of misconceptions that investing in the stock market is risky or you have to be tech-savvy to start investing is all crap. Earning and saving is entirely different. you must be earning $1000 a month and spending more than your income. or you could be earning $100 and still saving a decent amount. A penny saved is a penny earned.

Your life's trajectory will depend on what you choose to do with your money. Whether you keep your money in a savings account for the rest of your life or find a way for your money to grow.

5. Expecting toxic people to change: Once you encounter a person who is nothing but toxic the next step is to maintain a significant distance from them or a complete cut-off. while it's good to give a person a chance to improve. but don't expect toxic people to give up on their behaviours. a snake never forgets to bite because it's simply ingrained in its nature. recognize the pattern and stay away from them to protect your mental and physical well-being.

6. Negative self-talk can ruin your life: Negative self-talk is any inner dialogue you have with yourself that may be limiting your ability to believe in yourself and your own abilities and to reach your potential.

We're our own critics, and healthy criticism goes a long way in our self-development journey. because nobody knows you better than you know yourself. but negative self-talk can drag you down and according to recent studies can wreck your mental health and cause depression and anxiety.

People have a habit of negative self-talk, what we say to ourselves (the inner dialogue) helps create our reality.

CONCLUSION:

There is a hidden lesson behind every failure and every mistake that we do. we must learn from our own mistakes. I hope you learn something from this article and avoid making these mistakes.

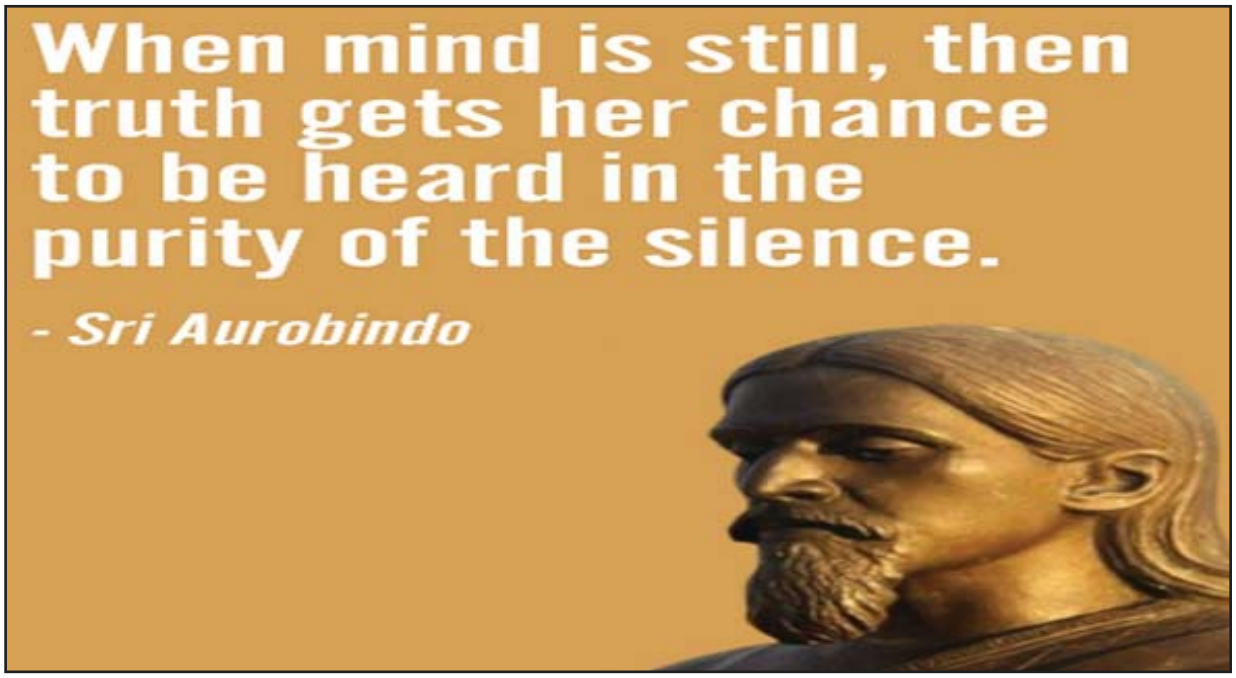
RAHUL SINGH
MBA 2nd SEMESTER

Visit to BIITM for B-FEST.

Six Sigma Workshop.

Current Affairs – Important Dates

- Zero Discrimination Day is celebrated on 1stMarch every year which highlight the right of everyone to live a full and productive life and live it with dignity.
- The Civil Accounts Day is celebrated on 1st March to mark the 47th foundation day of Indian Civil Accounts Service (ICAS).
- The Ministry of Health and Family Welfare (MoHFW) in collaboration with Pharmaceuticals & Medical Devices Bureau of India (PMBI), has planned to focus on awareness about Jan Aushadhi Scheme in different cities from 1st March to 7th March 2023.
- The world celebrates International Women's Day on 8th March as a focal point for the campaign for women's right.
- The festival of colours, HOLI is celebrated on 8th March, which is the most celebrated Hindu festival. It honours the triumph of Hindu God Vishnu, also known as Narsimha Narayana.
- The Central Industrial Security Force (CISF) Raising Day is observed on every year on March 10. This organisation works for seaways, airways and some of the major installations in India.
- International Day of Action for Rivers is observed every year on March 14 to raise the voice to protect rivers and demand for improving policies for rivers.
- Ramakrishna Jayanti is celebrated on 15 March as the birth anniversary of Saint Ramakrishna who claimed, "The entire purpose of human birth is to recognize God".
- World Consumer Rights Day is observed on 15 March every year for raising the global awareness about consumer rights and needs.
- National Vaccine Day also known as National Immunisation Day (IMD) is observed on March 16 every year. It was first observed on 16 March, 1995 when the first dose of the Oral Polio Vaccine was given.
- International Day of Happiness is observed on 20 March every year.
- World Oral Health Day is celebrated on 20th March every year to raise the awareness about the oral health.
- Gudi Padwa festival is celebrated on March 22 in Maharashtra and Goa. It is the festival which marks the onset of the spring season and the start of a new year for the people native to Maharashtra and Goa.
- Bihar Diwas or Bihar Day is celebrated on March 22 to mark the formation of the state of Bihar.
- On March 22, World Water Day is observed annually to raise awareness about the importance of freshwater and advocate for the sustainable management of freshwater resources.
- World Meteorological Day is celebrated on 23rd March every year to attract attention towards weather and climate for the safety and well-being of the society.
- World TB Day is celebrated every year on 24 March annually to educate people about TB, its impact around the world.
- Purple Day is observed on March 26 to raise awareness about epilepsy and to ensure that no one affected feels isolated.
- World Theatre Day is observed on March 27 that highlights the value of theatre artists and the art of theatre.



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Prof. Sourya Pattnaik

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school of management
& information science
Estd. 1984

From The Chairperson's Desk

Dear all,

The month of April has its own importance as the new year starts from this month as per Hindu calendar. It is the month of new start, new opportunities, new beginning and above the Chaitra month Kamara Ekadashi occurs on the first day of April. The full month is full of fasts, prominent festivals and other observances. This month is going to be auspicious in every sense. Expecting this month to be as exciting as the previous month. In March,International Women's Day was celebrated in our campus encouraging and motivating women.On this day, we motivate the women and celebrate the progress made towards achieving gender equality and women's empowerment.

Thank You

Chairperson, RIMS

Smt. Nalini Prava Patnaik

CONTENTS

Tanisha Chakraborty, MBA 2nd Semester — **Vegan Diet**

A vegan diet is based on plants (such as vegetables, grains, nuts and fruits) and foods made from plants. Vegans do not eat foods that come from animals, including dairy products and eggs. You can get the nutrients you need from eating a varied and balanced vegan diet.

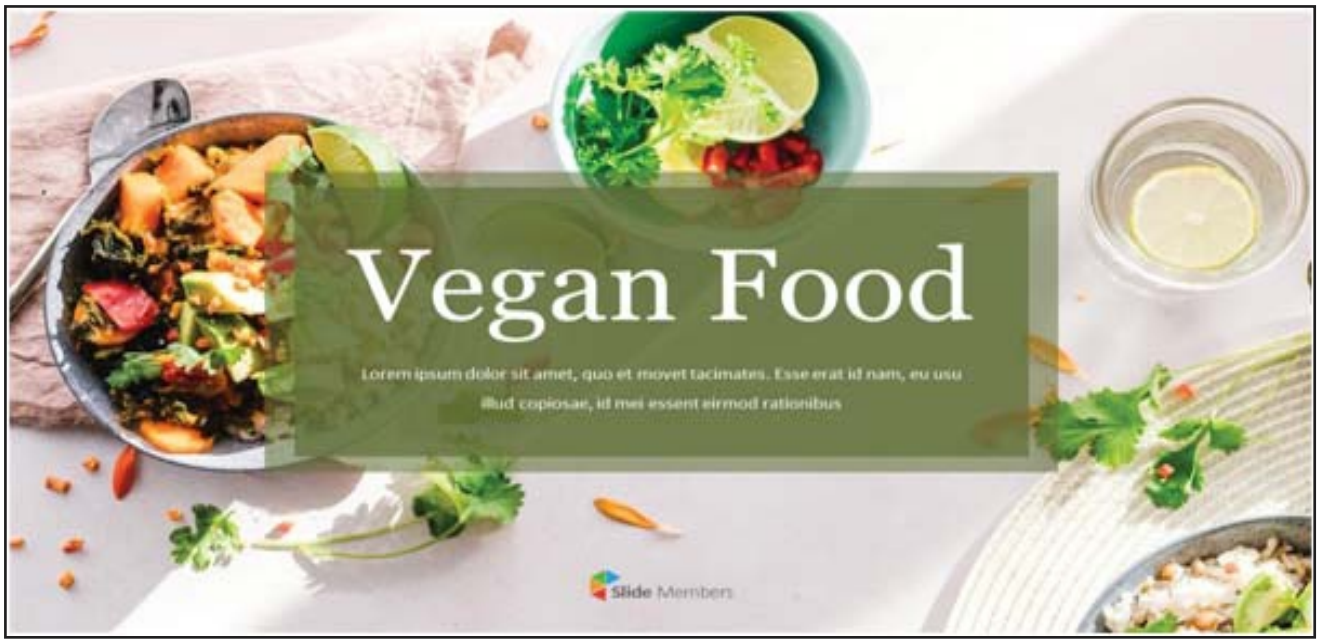
Anamika Sneha Prasad, MBA 2nd Semester — **Marketing Management: Reclaim the Market**

Marketing management is vital to a business's ability to generate revenue, create a brand, and better understand its customer base. Marketing management works to ensure a company is profitable by gaining new customers, expanding a customer base, building a company's reputation, and improving customer interactions

Sagar Rout, MBA 2nd Semester — **Organization Citizenship Behavior**

Organizational citizenship behavior is a term that refers to any voluntary behavior that goes beyond what is expected of an individual employee (beyond a formal job description). It can include altruistic behavior, helping colleagues, taking on extra tasks, and organizational loyalty.

Vegan Diet



A vegan is someone who does not eat, drink, or otherwise consume or use any animal products. You won't see a vegan supporting a leather belt or using soaps made from animal parts. A vegan is someone who likely cares about his or her health and has concerns about animal welfare. Someone can be vegan also for reasons of protecting the climate and conserving the Earth's resources. Eating a vegan diet has many benefits, which we'll explore below, but the important thing is to understand is that it might seem like work at first. But you'll get the hang of it quickly.

"Veganism is a philosophy and way of living which seeks to exclude—as far as is possible and practicable—all forms of exploitation of, and cruelty to, animals for food, clothing or any other purpose; and by extension, promotes the development and use of animal-free alternatives for the benefit of animals, humans and the environment. In dietary terms it denotes the practice of dispensing with all products derived wholly or partly from animals."

Although the vegan diet was defined early on in The Vegan Society's beginnings in 1944, by Donald Watson and our founding members. It was as late as 1949 before Leslie J Cross pointed out that the society lacked a definition of veganism. He suggested "the principle of the emancipation of animals from exploitation by man". This is later clarified as "to seek an end to the use of animals by man for food, commodities, work, hunting, vivisection, and by all other uses involving exploitation of animal life by man".

SOME HEALTH BENEFITS OF VEGANISM: -

Research has shown that a vegan diet can help do the following:

- Promote weight loss.
- Reduce your risk of heart disease by lowering cholesterol levels.
- Lower your chances of getting certain types of cancer, such as colon cancer.
- Manage diabetes by lowering A1C levels.
- Improves kidney function.

A vegan food diet is a healthy-wealthy diet which you can follow for weight loss. Those who skip meat or animal products have fewer chances of becoming obese or getting high cholesterol or high blood pressure. Those who follow vegan diets are less likely to have a chance of getting diabetes or cancer. Living a Vegan lifestyle might help you to live longer.

SO, GO VEGAN! EAT HEALTHY!
TANISHA CHAKRABORTY
MBA, 2nd SEMESTER

Marketing Management: Reclaim The Market

Marketing management has the direct responsibility to find areas where the company's products and services fail to fulfil consumer needs and expectations and to initiate vigorously marketing programs to provide desired satisfactions explicitly demanded by consumerism. Marketing management's nature and objectives will have become vastly more consumer-oriented and much less product and or corporation-oriented for the maximum long-range benefits of the corporation itself. But do you think it's in of. As 2019 begins, it's time to reclaim marketing as a key driver of business. Management guru Peter Drucker once said, "Because its purpose is to create a customer, the business enterprise has two – and only these two basic functions: marketing and innovation." Clearly most business leaders embrace innovation as the lifeblood of their companies today, but lately marketing has been relegated to a staff-driven, cost center by many. And that has caused waste, missed opportunities, and failure for many businesses.

Marketing as it was originally intended, in its fullest, truest, and greatest form, is more important today than ever before These new offerings must be brought to market and commercialized in order to generate revenue and profit. Innovation alone cannot sustain a company; it must be paired with marketing.

The first task is to identify its potential long-run opportunities given its market experience and core competencies. To understand what is happening inside and outside the company, it needs are liable marketing information system as it will want to monitor its marketing environment closely. Companies must consider how to create the best value for their chosen target markets and develop strong, profitable, long-term relationships with customers. As a developed society we should accept the digital changes and also focus on digital market.

ANAMIKA SNEHA PRASAD
MBA 2nd SEMESTER

Organization Citizenship Behaviour

In industrial and organizational psychology, organizational citizenship behaviors (OCB) is a person's voluntary commitment with-in an organization or company that is not part of his or her contractual tasks. Organizational citizenship behaviors have been studied since the late 1970s. Over the past three decades, interest in these behaviors has increased substantially.

Organizational behaviors have been linked to overall organizational effectiveness, thus these types of employee behaviors have important consequences in the workplace.

Definition of the concept

Organ (1988) defines OCB as "individual behaviours that is discretionary, not directly or explicitly recognized by the formal reward system, and that in the aggregate promotes the effective functioning of the organization". Organ's definition of OCB includes three critical aspects that are central to this construct:

First, OCBs are thought of as discretionary behaviours, which are not part of the job description, and are performed by the employee as a result of personal choice.

Second, OCBs go above and beyond that which is an enforceable requirement of the job description.

Finally, OCBs contribute positively to overall organizational effectiveness.

At the same time, Organ's (1988) definition of OCB has generated a great deal of criticism. Without a defined role, it quickly becomes difficult to define what is discretionary.

Behaviours directed at the individual and the organization

A different way of organizing the OCB construct was proposed by Williams and Anderson (1991). They divided up the dimensions of OCB into two different types of OCB based on whom the behaviours were directed at. Organizational

citizenship behaviours – individuals (OCBI) include behaviors that are aimed at other individuals in the workplace while organizational citizenship behavior-organizational (OCBO) include behaviors directed at the organization as a whole. Altruism and courtesy are actions aimed at other employees and thus fall under the umbrella of OCBIs.

Gender differences

Research on gender-role stereotypes has gone on for decades. It is widely accepted that certain behaviors are considered more feminine and certain behaviors are considered more masculine. Feminine behaviors have been characterized as interpersonal in orientation and focused on a concern for others. Masculine behaviours, on the other hand, are typically more aggressive and independent (Spence & Helm Reich, 1980). In line with these ideas, the OCB dimensions of altruism, courtesy, civic virtue and sportsmanship can be divided by gender role. Altruism and courtesy, previously mentioned as OCBIs, are considered in-role behaviours for women, while civic virtue and sportsmanship, previously mentioned as OCBOs, are regarded as more in-role for men. The dimension of conscientiousness, which includes attention to detail and adherence to organizational rules, is excluded, as this dimension does not seem to adhere to any particular gender norm.

SAGAR ROUT
MBA 2nd SEMESTER

HAPPY NEW YEAR
2023

HAPPY NEW YEAR
2023

Women's Day Celebration

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International
Women's
Day
2023

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International
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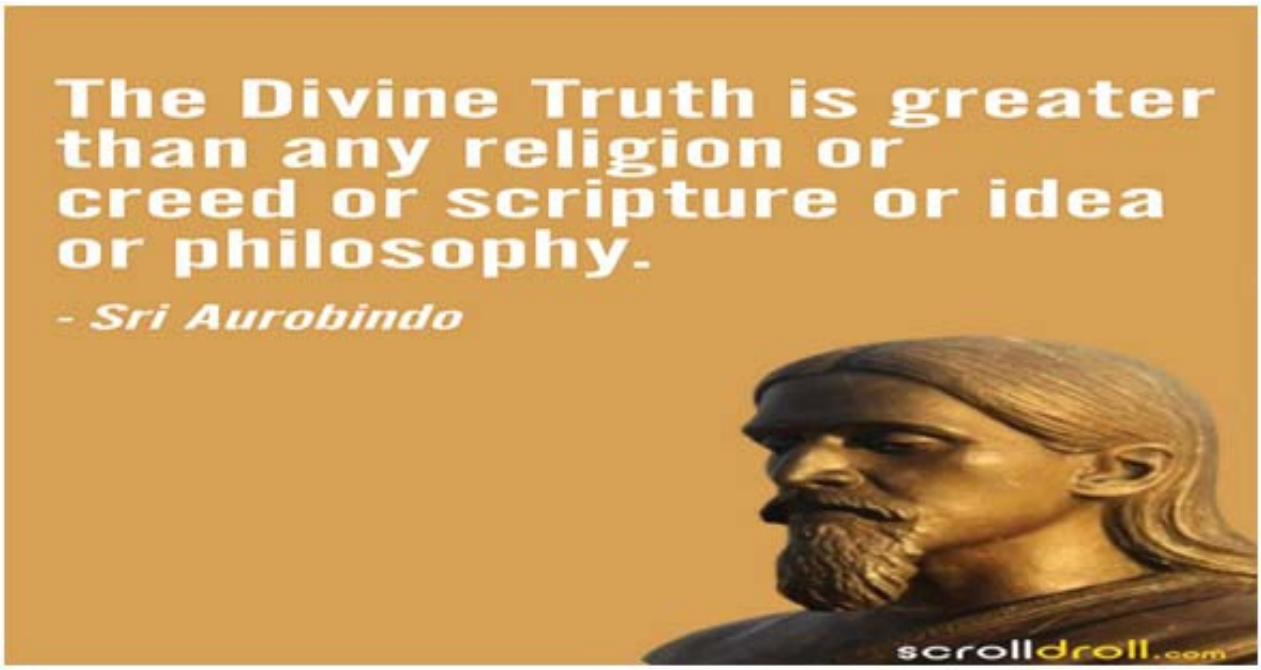
2023

Current Affairs – Important Dates

- World Autism Day is observed annually on April 2 to promote awareness and advocacy for the rights of people with autism.
- International Day of Mine Awareness and Assistance in Mine Action is observed every year on April 4 to raise awareness against explosive mines and gather assistance towards their eradication.
- India observed the 60th National Maritime Day on April 5, 2023, to commemorate the sailing of the first Indian commercial vessel, SS Loyalty.
- International Conscience Day is celebrated on April 5 to promote peace.
- The International Day of Sport for Development and Peace (IDSDP) takes place on April 6 to celebrate the role of sports and physical activity in our lives across the globe.
- World Health Day is celebrated every year on April 7 to spread awareness about health-related issues that affect people all over the world.
- The Indian Government organized the Prevention of Blindness Week from April 1-7 every year.
- World Homeopathy Day is celebrated every year on April 10th to honor the birth anniversary of Samuel Hahnemann.
- National Safe Motherhood Day is observed every year on April 11 for promoting the well-being and safety of mothers and expectant mothers by increasing awareness of proper healthcare.
- The International Day of Human Space Flight is observed annually on April 12th to commemorate the beginning of human space exploration.
- World Chagas Disease Day is observed every year on April 14th to raise awareness about a life-threatening illness that can cause severe heart and digestive problems.
- India marked the 104th anniversary of the Jallianwala Bagh massacre on 13th March.
- India has commemorated the 132nd birth anniversary of Dr. Bhimrao Ramji Ambedkar on April 14, 2023, as Ambedkar Jayanti.
- The Ministry of Panchayati Raj is celebrating the National Panchayat Awards Week from 17th – 21st April 2023 as part of Azadi Ka Amrit Mahotsav 2.0.
- World Hemophilia Day is celebrated every year on April 17th to honor the birth anniversary of Frank Schnabel, who established the World Federation of Haemophilia.
- World Heritage Day (or International Day for Monuments and Sites) is celebrated on April 18 to raise awareness about the importance of cultural heritage and the need to preserve it for future generations.
- World Liver Day is observed annually on April 19 to raise awareness about liver-related diseases.
- India has observed National Civil Services Day every year on April 21 to honor the contributions of the officers who work for the nation's numerous public service departments.
- Earth Day is being celebrated every year on 22nd April to honour the environmental movement.
- Hindu and Jain communities celebrates Akshaya Tritiya or Akha Teej on 23rd April.
- Every year on 23rd April this day is celebrated as World Book and Copyright Day to promote the enjoyment of books and reading.
- World Lab Animal Day is observed on 24th April every year globally. to draw attention to the suffering and killing of animals that take place in laboratories all around the world.



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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 labour force that was so common back. 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. In this month we have celebrated the Labor Day by organizing "Project Rahat"camp. In this camp, our students have actively distributed the tonka torani, a refresher drink to the general public surpassing the college main gate. This event turned to be a successful one. Hoping that students will like bring up with innovative ideas and actively organize and participate in the upcoming events.

Thank You

Chairperson, RIMS

Smt. Nalini Prava Pattnaik

Contents

Debanshu Das — **The Demise Of 2000 Rupee Note**

India will withdraw its highest denomination currency note from circulation, the Reserve Bank of India said on Friday. The 2,000-rupee note, introduced into circulation in 2016, will remain legal tender but citizens have been asked to deposit or exchange these notes by September 30, 2023.

Anuj Mittal — **Entrepreneurial Journey**

Entrepreneurship is a dynamic and challenging path that offers individuals the opportunity to bring their innovative ideas to life, create value, and make a lasting impact. Entrepreneurship is an exciting and challenging path that requires a unique blend of mindset, skills, and strategies.

Govind Kawtia — **21St Century Skills In India**

The 21st century has brought in the golden era of endless opportunities and new openings and dimensions, which ultimately has revolutionized the education system completely. 21st Century skills are classified into 3 main types i.e., Learning Skills, Literacy Skills and life skills.

The Demise Of The 2000 Rupee Note: India's Step Towards A Cashless Future:

INTRODUCTION:

In a significant move towards promoting a cashless economy and tackling issues related to black money and counterfeit currency, the Indian government has announced the discontinuation of the 2000 rupee note by September 30, 2023. This decision marks a pivotal moment in India's financial landscape and reflects the country's commitment to fostering transparency, digitization, and financial inclusion. While the move is not without challenges, it paves the way for a more efficient and secures payment system.

REASONS FOR DISCONTINUATION

The decision to ban the 2000 rupee note stems from various factors:

1. Curbing Black Money: The high denomination of the 2000 rupee note makes it attractive for those involved in hoarding unaccounted wealth. By phasing it out, the government aims to deter the accumulation of black money and encourage individuals to declare their assets through legal means.

2. Counterfeit Currency: The 2000-rupee note has been prone to counterfeiting, posing a threat to the integrity of the currency and the economy as a whole. By eliminating this denomination, the government seeks to minimize the circulation of counterfeit notes and safeguard the financial system.

3. Promoting Digital Payments: The discontinuation of the 2000 rupee note aligns with the government's broader agenda of encouraging digital payments and reducing cash dependency. By removing a high-value denomination, the move aims to push individuals and businesses towards electronic transactions, fostering financial inclusion and efficiency.

CHALLENGES AND MITIGATION MEASURES

The ban on the 2000-rupee note does present some challenges, which require proactive measures for a smooth transition:

1. Cash Shortages: Initially, the withdrawal of the 2000-rupee note may result in temporary cash shortages as the currency is phased out. However, the government has made preparations to ensure adequate availability of lower denomination notes and digital payment options to mitigate any inconvenience.

2. Adaptation to Digital Payments: While the discontinuation of the 2000-rupee note will encourage digital transactions, there is a need to ensure that the necessary infrastructure and awareness campaigns are in place. This will help individuals, particularly those in remote or economically disadvantaged areas,

3. Transition smoothly to digital payment methods.

BENEFITS OF A CASHLESS FUTURE

The discontinuation of the 2000-rupeenotes and the subsequent push towards a cashless economy offer numerous bene□ts:

1. Enhanced Transparency: Digital transactions leave a trail, making it easier to track and monitor financial activities, thus reducing the potential for tax evasion and illicit financial practices.

2. Increased Efficiency: Digital payments eliminate the need for manual counting, handling, and storing of cash, streamlining financial transactions and reducing operational costs for businesses and financial institutions.

3. Financial Inclusion: A cashless economy promotes financial inclusion by enabling individuals without access to traditional banking services to participate in the formal financial system. Digital payment platforms and mobile banking open up avenues for financial services to reach previously underserved populations.

CONCLUSION:

The discontinuation of the 2000 rupee note by September 30, 2023, marks a significant step in India's journey towards a cashless future. While challenges may arise during the transition period, the move offers compelling advantages, including curbing black money, combating counterfeit currency, and promoting financial inclusion. By leveraging technology, infrastructure development, and public awareness campaigns, India can successfully navigate the path to a more transparent, efficient, and digitally-driven economy.

DEBANSHU DAS
MBA, 4TH SEMESTER

The Entrepreneurial Journey: Nurturing Innovation, Growth, And Success Introduction:

Entrepreneurship is a dynamic and challenging path that offers individuals the opportunity to bring their innovative ideas to life, create value, and make a lasting impact. In this article, we will explore the key elements of entrepreneurship and discuss the mindset, skills, and strategies necessary for success in this exciting realm.

1. Embracing a Growth Mindset: Successful entrepreneurs possess a growth mindset, which embraces challenges, learns from failures, and seeks continuous improvement. They view obstacles as opportunities and are open to feedback and adaptation. Cultivating a growth mindset allows entrepreneurs to stay resilient, creative, and persistent in the face of adversity.

2. Identifying Opportunities: Entrepreneurship begins with identifying market gaps or unmet needs. Successful entrepreneurs keenly observe their environment, analyze trends, and listen to customers to spot opportunities. They leverage their insights to develop innovative solutions that can disrupt existing industries or create new ones.

3. Building a Strong Network: Entrepreneurs understand the value of building a strong network. They actively seek connections with mentors, industry experts, and fellow entrepreneurs who can provide

guidance, support, and valuable partnerships. A robust network not only opens doors to new opportunities but also provides a platform for knowledge-sharing and collaboration.

4. Developing a Solid Business Plan: A well-crafted business plan is a roadmap for entrepreneurial success. It outlines the vision, mission, target market, competitive landscape, marketing strategies, and financial projections. A solid business plan helps entrepreneurs set clear goals, make informed decisions, and secure funding from potential investors or lenders.

5. Adaptability and Agility: Entrepreneurship requires the ability to adapt and pivot quickly in response to market changes or customer feedback. Successful entrepreneurs stay nimble, constantly monitor industry trends, and refine their strategies accordingly. They embrace experimentation and use failures as learning opportunities to drive innovation and growth.

6. Effective Risk Management: Entrepreneurship inherently involves risk, and successful entrepreneurs understand how to manage it effectively. They conduct thorough market research, analyze potential risks and rewards, and develop contingency plans. By taking calculated risks and managing them wisely, entrepreneurs maximize their chances of success while minimizing potential losses.

7. Embracing Technology and Innovation: In today's digital age, technology plays a crucial role in entrepreneurship. Entrepreneurs leverage technology to streamline operations, reach a wider audience, and gain a competitive edge. They stay updated on emerging technologies and embrace innovation to create disruptive solutions that meet evolving customer needs.

8. Persistence and Resilience: The entrepreneurial journey is filled with ups and downs. Successful entrepreneurs exhibit persistence and resilience, overcoming obstacles, setbacks, and rejections. They learn from failures, stay focused on their goals, and remain determined even in the face of adversity. This unwavering commitment is often a defining factor in entrepreneurial success.

CONCLUSION:

Entrepreneurship is an exciting and challenging path that requires a unique blend of mindset, skills, and strategies. By embracing a growth mindset, identifying opportunities, building networks, developing strong business plans, staying adaptable, managing risks effectively, embracing technology and innovation, and demonstrating persistence and resilience, aspiring entrepreneurs can embark on a rewarding journey of innovation, growth, and success. Remember, entrepreneurship is not just about starting a business but also about making a positive impact on society and creating a legacy that lasts.

ANUJ MITTAL
MBA 2ND SEMESTER

Importance Of 21St Century Skills In Todays Era

INTRODUCTION: 21ST Century Skills refers to the knowledge, life skills, career skills, habits and traits. It is the range of skills that help a professional in navigating the career. It comprises of skills, abilities, and learning dispositions that have been identified as being required for success in 21st century society and workplaces by educators, business leaders, academics and governmental agencies. Many of these skills are also associated with deeper learning which is based on mastering skills such as analytical reasoning, complex problem solving and teamwork. It encompasses a wide ranging and amorphous body of knowledge and skills.

TYPES: 21st Century Skills are classified into 3 main types i.e., Learning Skills, Literacy Skills and Life Skills.Learning Skills are habits that can be used throughout your life to complete projects and communicate effectively. It is the term that describes the tasks involved in learning. Basically, allowing ourselves to grow from what we encounter in the world. It includes 4 C's i.e., Critical Thinking, Creativity, Collaboration and Communication. Critical Thinking is essential in both business and science to achieve the success. It is the ability to think clearly and rationally, understanding the logical connection between ideas. Examples of critical thinking areevaluation, analytical thinking, self-regulation, etc. Creativity can allow you to think beyondthe usual procedures and find the new solutions which improve efficiency. Examples of Creativity are problem-solving which improves efficiency. Examples of creativity are problems solving skills, adaptability, curiosity, etc. Collaboration is the third C of Learning Skill. It means Getting students to work together, achieve compromises, and get the best possible results from solving a problem. Some of the collaboration skills are Leadership, team-oriented, public speaking, etc. and the last C is Communication which is essential for building lifelong connections with other people. Some of the Communication skills are active listening, situation analysis, media literacy, etc.

Literacy Skills are those skills that focus on determining trustworthy sources and factual information to separate it from the misinformation that floods the Internet. They are concerned with a different element in the digital comprehension. In simple words we can say that Literacy skill is the ability to read, write, speak and listen in a way that lets us communicate effectively and make sense of the world. It is also called IMT Skills. Information Literacy helps the students to understand facts, especially data points, that they'll encounter online. It involves learning how to find information, evaluate it for accuracy and apply it to different situations. Media Literacy means practice of identifying publishing methods, outlets, and sources while distinguishing between the ones that are credible and the ones that aren't. It is helpful for finding truth in a world that's saturated with information.TechnologyLiteracy is the hard skill connected with computers, cloud computing, and mobile devices. It gives students the basic information they need to understand what gadgets perform what tasks and why.

Life Skills are defined as a group of psychosocial competencies and interpersonal skills that help people make informed decisions, solve problems, think critically and creatively, build healthy relationships, and manage their lives in a healthy and productive manner. It is also called FLIPS. Here F stands for Flexibility which means expression of someone's ability to adapt to changing circumstances. It is essential for long-term success in your career and personal life. L stands for Leadershipwhich means someone's penchant for setting goals, walking a team through the steps required, and achieving those goals collaboratively. It is the vital skill for entrepreneurs and everyone who aims to achieve their goals. I stand for Initiative which means working on projects outside of regular working hours. It is an attribute that earn rewards. It is one of the hardest skills to learn and practice and it comes naturally to a handful of people. P stand for the Productivity which means a student ability to complete work in an appropriate amount of time. It is the common goal of any professional to get more work done in less time. S stands for Social Skills which helps you meet people and build professional relationships It helps humans to handle life challenges and global cataclysms

IMPORTANCE: In today's competitive world, as a student it is very difficult to sustain.The 21st century has brought in the golden era of endless opportunities and new openings and dimensions, which ultimately has revolutionized the education system completely. That being said, it has also made us aware of how in today's world, to thrive only survival tactics won't be enough, we have to gain some extra ability that make us stand out of the box. It has become important to have some extra qualifications besides the academic qualification to sustain in this competitive world. Nowadays, every person is holding a graduation or a post-graduation degree which is very common and companies who recruit the freshers does not see the educational qualification but gives more emphasis on the technical managerial and other extra skills that an individual possess. So, adapting the 21st century skills are very important for today's learner. 21st century skills prepare the student to accept the change and face the challenges that they might face during their life. They make the freshers career readiness. Adapting the skills provide ample of opportunities that builds one character. It helps the student to collect and analyze large amount of information. These skills act as a tool to solve the real-world problems. It enhances the problem-solving skills of the students and makes them capable to take decisions whenever they face any problems in their life. It makes the freshers competitive in the workplace. Having these skills help them to be unique from others. It also promotes innovation. Having 21st century skills have now become very important.

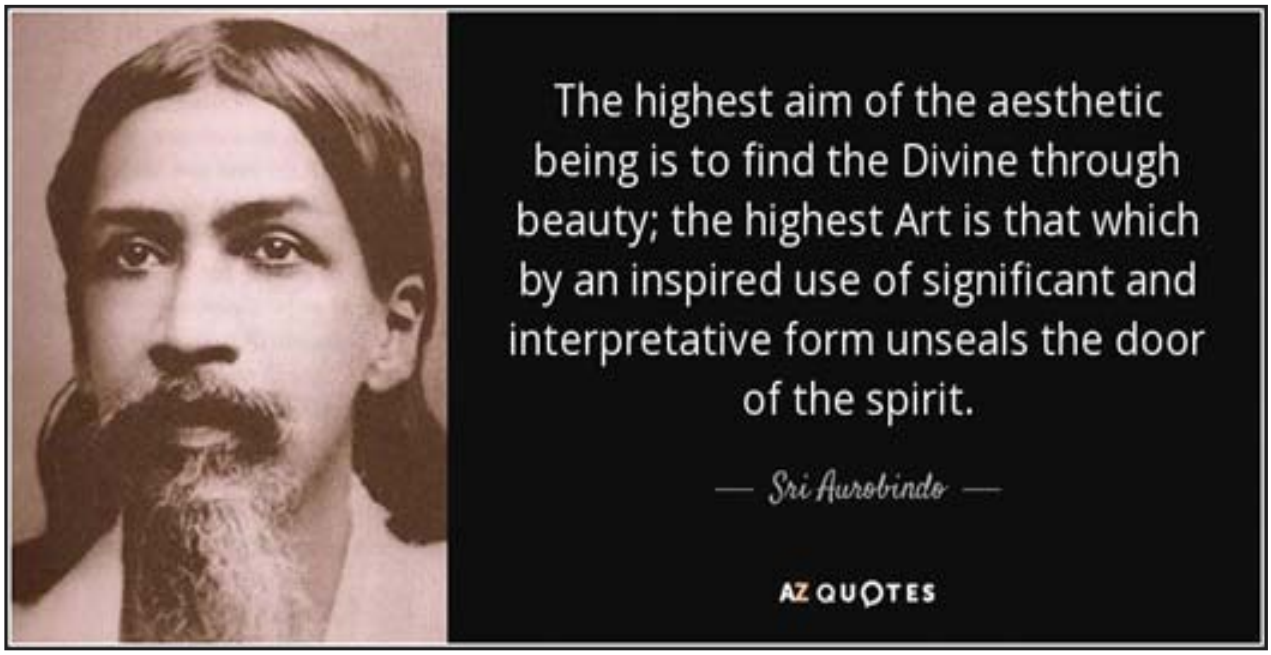
CONCLUSION: 21st-century skills focus on what it is like to live, study, and work in today's society. They prepare people to take on any challenges they might face in the future. Such skills are a great advantage when applying for college or a job. Besides, they can significantly benefit your academic performance.There is no doubt that 21st-century skills are essential for everyone, and fortunately, there are plenty of ways to develop them. Our final advice is to regularly go out of your comfort zone and take all the opportunities available to challenge yourself.

GOVINDKAWTIA
MBA 2ND SEMESTER

Labour Day Celebration

Current Affairs

- International Labour Day also known as International Workers Day is observed on 1st May every year across the world to pay a tribute to the contribution of workers. In India, Labour Day is referred to as Antarrashtriya Shramik Diwas or Kamgar Din.
- World Laughter Day is celebrated on the first Sunday of May every year to spread happiness in the whole world.
- World Tuna Day is observed on 2nd May to raise the awareness about the importance of tuna fish.
- World Asthma Day is observed every year on 2nd May to spread awareness and care about asthma in the world.
- World Press Freedom Day is observed on 3rd May to evaluate press freedom around the world and to pay tribute to journalists who have lost their lives in the exercise of their profession.
- Coal Miners Day is observed annually on May 4th to honour and pay tribute to coal miners and their contributions to society.
- International Firefighter's Day is observed every year on 4th May to recognise and honour the sacrifices of firefighters.
- World Athletics Day is observed on 7th May to raise awareness about sports among youth in schools and institutions to promote athletics as the primary sport.
- World Red Cross Day is celebrated on 8th May every year to commemorate the birth anniversary of the founder of the Red Cross.
- Rabindra Nath Tagore Jayanti is celebrated on 9th May as the birth anniversary of Rabindra Nath Tagore.
- On 11th May, every year National Technology Day is celebrated to highlight the important role of science in our daily lives and to encourage students to opt for science as an option of career.
- Every year International Nurses Day is celebrated on 12th May to honour and recognise the contributions of nurses worldwide and their vital role in providing healthcare services to individuals and communities.
- Mother's Day is celebrated on 14th May every year to honour motherhood.
- International Day of Families is observed every year on 15th May to raise awareness about the issues related to the families.
- World Telecommunication Day is celebrated annually on 17th May to raise awareness about the importance of communication technology and its impact on society and the economy.
- World Hypertension Day is celebrated on 17th May by World Hypertension League (WHL) to promote awareness about the hypertension and encourage people to prevent and control this silent killer epidemic.
- Worlds AIDS Vaccine Day or HIV Vaccine Awareness Day is observed every year on 18th May to educate communities about the importance of preventive HIV Vaccine research. It also marks the efforts of the researchers, scientists and health professionals who have contributed to find the effective AIDS medicine.
- Armed Forces Day is celebrated on 20th May to pay tribute to the men and women who served in the United States Armed Forces.
- The International Day for Biological Diversity is celebrated annually on May 22nd to raise the awareness about the importance of biodiversity, its value to ecosystems and human well-being.
- The first newspaper in Hindi language, UdantMartand was published on May 30. On this day we celebrate Hindi Journalism Day.
- World No Tobacco Day also known as Anti-Tobacco Day is observed annually on 31st May to raise the awareness about the health risk associated with tobacco use and to reduce tobacco consumption.



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Prof. Sourya Pattnaik

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From The Chairperson's Desk

Dear all,

World Environment Day, "Only One Earth", is a simple statement of fact. This planet is our home. It is vital we safeguard the health of its atmosphere, the richness and destiny of life on Earth, its ecosystems and its finite resources. But we are failing to do so. We are asking too much of our planet to maintain ways life that are unsustainable. Earth's natural systems cannot keep up with our demands. In this month we have celebrated International Yoga Day to promote the numerous benefits of practicing yoga. All the students of RIMS took part in the yoga camp by actively practicing yoga. Practising yoga helps in controlling the emotions and impulses and help in taking meaningful decisions in life.

God Bless You

Chairperson, RIMS

Smt. Nalini Prava Patnaik

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Saumya Sharma, MBA 2nd Semester — **5 Essential Tips for Optimal Health and Wellness**

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Harshita Panigrahi, MBA 2nd Semester — **How did Modern Day Influencers become a Thing**

Influencer marketing uses product mentions and endorsements from influencers – individuals with a dedicated following on social media and who are viewed as experts in their niche.

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A Green Economy aims to balance economic growth with environmental protection, thereby ensuring long-term sustainability.The concept of Green Economy has gained significant traction in recent times, especially in the context of India, as the country is facing severe environmental challenges such as air pollution, water scarcity, and soil degradation.

5 Essential Tips For Optimal Health And Wellness

Introduction:

Maintaining good health and wellness is crucial for leading a fulfilling and productive life. By adopting healthy habits, you can enhance your overall well-being and reduce the risk of various health issues. Here are five essential tips to help you achieve optimal health and wellness.

1. Balanced Diet: Eating a balanced diet is fundamental to maintaining good health. Focus on consuming a variety of whole foods, including fruits, vegetables, whole grains, lean proteins, and healthy fats. Avoid processed foods and limit your intake of sugary and fatty foods. Ensure proper portion control and stay hydrated by drinking an adequate amount of water each day.
2. Regular Exercise: Engaging in regular physical activity is vital for both physical and mental well-being. Aim for at least 150 minutes of moderate-intensity aerobic exercise or 75 minutes of vigorous exercise each week. Incorporate strength training exercises to build muscle and improve bone health. Find activities you enjoy to make exercise a sustainable part of your routine.
3. Quality Sleep: Prioritize getting enough sleep each night. Adequate sleep plays a crucial role in maintaining overall health and cognitive function. Strive for 7-9 hours of quality sleep consistently. Establish a regular sleep schedule, create a comfortable sleep environment, and practice relaxation techniques before bedtime to promote better sleep.
4. Stress Management: Chronic stress can negatively impact your health and well-being. Develop effective stress management strategies to cope with daily pressures. Engage in activities that help you relax and unwind, such as meditation, deep breathing exercises, yoga, or spending time in nature. Prioritize self-care and set aside time for activities you enjoy.
5. Regular Health Check-ups: Don't neglect preventive healthcare measures. Schedule regular check-ups with your healthcare provider to monitor your health, identify potential issues early on, and receive appropriate screenings and vaccinations. Stay up-to-date with recommended health screenings such as blood pressure, cholesterol, and cancer screenings.

Conclusion:

Prioritizing your health and wellness is a lifelong commitment that can significantly enhance your quality of life. By adopting a balanced diet, regular exercise routine, quality sleep habits, effective stress management techniques, and regular health check-ups, you can lay the foundation for optimal health and well-being. Remember, small changes in your lifestyle can have a significant positive impact on your overall health.

SAUMYA SHARMA
MBA 2ND SEMESTER

How did modern day influencers become a thing?

Influencer marketing is the future. 93 percent of marketers now use it to expand their reach, boost conversions, and increase brand awareness, according to a survey conducted by Social Public. This marketing tactic has proven to be so effective that 48 percent of marketers are planning to increase their influencer marketing budgets in 2023, revealed an analysis of the social media ecosystem by Aspire IQ.

But how did we get here?

The influencer marketing concept has been around for a while, with the earliest marketers figuring out that featuring influential people in their ads could sway purchasing decisions. This was before social media came to be, and people relied on print, TV, and radio ads for product recommendations.

This blog will walk you through the influencer marketing history, and discuss what lies ahead as we navigate the dynamic social media landscape.

What Are Influencers, What Is Influencer Marketing?

Today, an influencer is an individual who can influence others – and they wield that power through social media. They have the power to affect others' buying decisions because of their authority, knowledge, or relationship with their audience. Influencers have a following in a distinct niche, and they actively engage with their followers.

The right influencer will help you reach your target audience more effectively, build trust,and spur engagement. They create original and engaging content, meaning they are not always keen to follow template advertising styles provided by brands since they have their own unique style their audience appreciates.

So, it's important to work with an influencer marketing agency to find influencers whose vision and style align with your own.

There are different types of influencers categorized by their following and engagement rates. We have macro-influencers who have millions of followers. Such influencers include traditional celebrities like Kendall Jenner, who get millions of likes on their branded posts.

We also have micro-influencers who have a following of around 10,000 and 100,000 followers. Such influencers are specialists in their fields, and they have earned their following through consistent content creation.

Lastly, we have nano-influencers. Such influencers have smaller audiences, but they are usually very invested in their niche. Nano influencers are good for driving traffic to a brand's online profile because of their solid and trusted recommendations.

What is influencer marketing?

Influencer marketing uses product mentions and endorsements from influencers – individuals with a dedicated following on social media and who are viewed as experts in their niche. This type of marketing works because of the high level of trust influencers have built with their audience, making their endorsements a form of social proof that brands need to penetrate niche markets.

Instagram is the most widely used platform for influencer marketing. Other networks like YouTube, TikTok, Twitch, and Snapchat have their own influencers with different demographics. This year, the influencer industry is expected to grow to $9.7 billion, up from $6.5 Billion in 2019.

HARSHITA PANIGRAHI
MBA 2ND SEMESTER

Green Economics: Young Generation Towards Future Sustainability In India Introduction

Green Economics: Young Generation Towards Future Sustainability In India Introduction: India is one of the fastest growing economies in the world, with a population of over 1.3 billion people. As the country continues to grow and develop, there is a pressing need for a shift towards a more sustainable and environmentally friendly economic model. The young generation of India has a crucial role to play in this transition, as they will be the leaders of tomorrow who will shape the country's future. The concept of Green Economy has gained significant traction in recent times, especially in the context of India, as the country is facing severe environmental challenges such as air pollution, water scarcity, and soil degradation. A Green Economy aims to balance economic growth with environmental protection, thereby ensuring long-term sustainability. Current State of the Indian Green Economy: The Indian economy has seen rapid growth over the past few decades, driven by increased industrialization and urbanization. However, this growth has come at a cost, with a significant increase in air and water pollution, deforestation, and other environmental problems. The country's dependence on non-renewable sources of energy such as coal and oil has also led to high levels of greenhouse gas emissions, contributing to climate change.

The green economy in India is still in its early stages of development, but there have been some encouraging signs of progress in recent years. The government has been actively promoting the adoption of clean and renewable energy, such as solar and wind power. The country has set ambitious targets for the installation of renewable energy capacity, and is making significant investments in the development of green technologies. In addition, there have been initiatives aimed at reducing waste and promoting resource efficiency, such as the Swachh Bharat Abhiyan (Clean India Mission) and the Ujala Scheme for the distribution of LED lights.

The Indian private sector has also shown an increasing interest in green business opportunities, with many companies investing in sustainable practices and environmental initiatives.

1. Renewable Energy Capacity: As of 2021, India has installed renewable energy capacity of over 130 GW, with solar energy accounting for over 80 GW and wind energy accounting for over 38 GW (MNRE, 2021).
2. Energy Efficiency: India has saved over 20.86 million tons of oil equivalent through its energy efficiency initiatives, such as the Bureau of Energy Efficiency's star rating program for appliances (BEE, 2021). Electric Vehicles: India has set a target of having 30% of all vehicles to be electric by 2030, and has already seen a significant increase in the number of electric vehicles on its roads (NITI Aayog, 2018).
3. Electric Vehicles: India has set a target of having 30% of all vehicles to be electric by 2030, and has already seen a significant increase in the number of electric vehicles on its roads (NITI Aayog, 2018).
4. Waste Management: India generates over 165 million tons of municipal solid waste annually, with just about 40% of it being processed through waste management systems (MOEFCC, 2019).

5. Forest Cover: India's forest cover has increased from 21.34% in 2015 to 21.67% in 2017, but it is still below the 33% target set by the Indian government (FSI, 2019).

These show that while India has made progress in some areas of the green economy, there is still significant room for improvement and acceleration in its transition to a more sustainable and equitable economy. However, there are also challenges to the growth of the green economy in India. Despite the government's efforts, the country still relies heavily on non-renewable sources of energy, and there is a lack of public awareness and education about the benefits of sustainability. In addition, there is a need for more investment in green infrastructure and research and development in clean technologies. Overall, while there is still a long way to go, the green economy in India has made some positive strides in recent years and is poised for further growth and development in the future. Adopting a green economy also presents several benefits, including increased resource efficiency, creation of new green jobs, and improved public health, among others. Additionally, it provides an opportunity for countries to transition towards a more sustainable future, thereby ensuring long-term prosperity and well-being for present and future generations. Need for Green Economy In India: The need for a green economy stems from the growing concern about the negative impact of traditional economic practices on the environment. Conventional economic models prioritize economic growth and development, often at the expense of the environment. This has led to various environmental challenges such as climate change, loss of biodiversity, soil degradation, water scarcity, and air pollution, among others. A green economy, on the other hand, aims to balance economic growth with environmental protection and sustainability. It recognizes the interdependence of the economy and the environment and seeks to ensure that economic activities do not harm the natural systems that support life on Earth.

Need for a green economy in India using statistics: A green economy in India is necessary for several reasons, supported by the following statistics:

1. Air Pollution: India ranks 4th in the world for premature deaths due to air pollution, with 1.24 million deaths per year (WHO, 2018).
2. Water Scarcity: Nearly 600 million people in India face high to extreme water scarcity, and 21 major cities are expected to run out of groundwater by 2020 (NITI Aayog, 2018).
3. Renewable Energy: India is the world's fourth-largest producer of wind energy and has set a target of producing 175 GW of renewable energy by 2022 (MNRE, 2019).
4. Forest Cover: India's forest cover has increased from 21.34% in 2015 to 21.67% in 2017, but it is still below the 33% target set by the Indian government (FSI, 2019).
5. Climate Change: India is highly vulnerable to the impacts of climate change, with rising temperatures, increasing frequency of natural disasters, and loss of biodiversity (MOEFCC, 2019).

These statistics highlight the pressing need for India to transition to a green economy, which emphasizes sustainable and equitable use of natural resources while mitigating the impacts of climate change.Role of the Young Generation:The young generation of India has a crucial role to play in the transition to a green economy. They can influence government policies and investment decisions, as well as lead by example through their own actions and choices. By investing in green technologies, promoting sustainable lifestyles, and supporting environmental initiatives, the young generation can help drive the shift towards a more sustainable future. The young generation plays a crucial role in the green economy of India by: Driving Awareness: By using social media and other digital platforms, young people can raise awareness about environmental issues and encourage action to address them. Fostering Entrepreneurship:

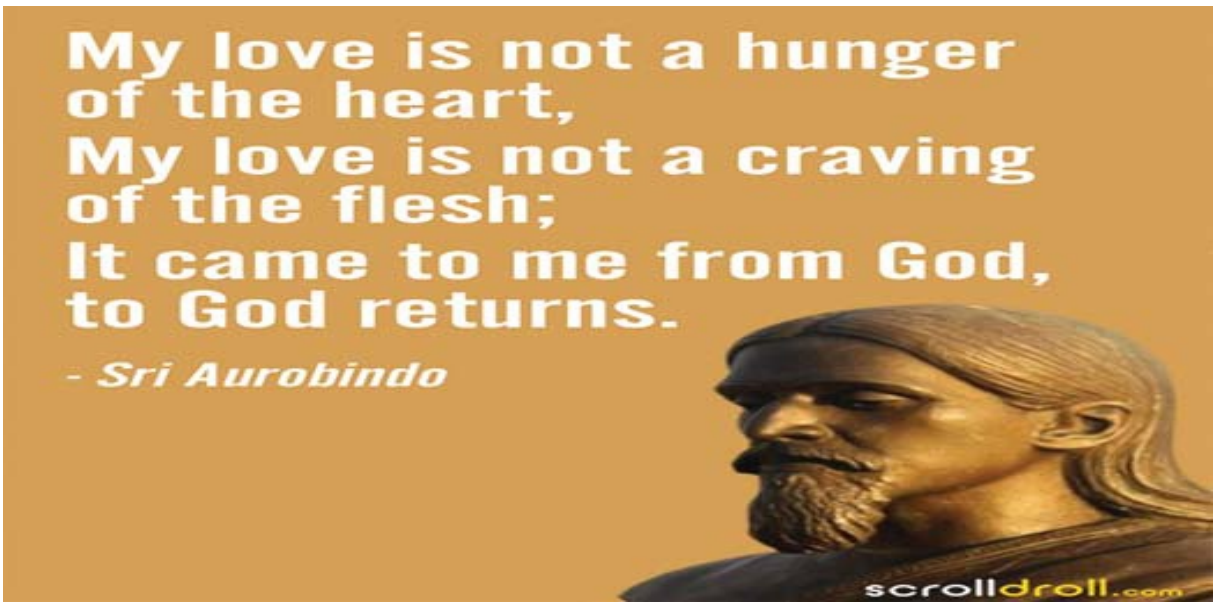
Many young entrepreneurs are taking up the challenge of developing and promoting environmentally-friendly products and services, helping to build a green economy from the ground up. Advocating for Education and Skilling: Young people can push for educational and skill-development programs focused on clean energy, sustainability, and waste management, equipping future generations with the knowledge and skills needed for a green economy. Influencing Consumer Behaviour: Young consumers are increasingly driving demand for environmentally-friendly products and services, helping to create a market for sustainable solutions. Promoting Political Engagement: By participating in environmental campaigns and advocating for policies that promote sustainability, young people can shape the political discourse and drive action towards a green economy. Data regarding role of young generation in Green Economy of India: 1. Awareness and Attitudes: A survey by the World-Wide Fund for Nature (WWF) found that over 75% of young Indians are concerned about environmental issues and are willing to take actions to address them (WWF, 2020). 2.Entrepreneurship: The number of young entrepreneurs in the clean energy sector has increased in recent years, with many startups focusing on renewable energy, energy efficiency, and waste management (NITI Aayog, 2018). 3.Education and Skilling: There has been a significant increase in the number of students enrolling in courses related to clean energy and sustainability, with over 45,000 students graduating in these fields in 2018 (MNRE, 2019). 4.Consumer Behaviour: Young consumers in India are more likely to purchase products and services that are environmentally friendly and sustainable, with over 60% of them being willing to pay a premium for these products (AC Nielsen, 2018). 5.Political Engagement: Young people in India are more politically engaged and are demanding government action on environmental issues, with over 50% of them participating in environmental campaigns and protests (CSE, 2019). Impact of Young People's Actions: The actions of young people in India are having a significant impact on the country's green economy. They are creating new businesses, jobs, and economic opportunities while reducing the environmental footprint. Their advocacy for education and skilling is also helping to build a workforce that is equipped to tackle the challenges of a green economy. By driving demand for sustainable products and services, they are also helping to create a market for environmentally-friendly solutions, promoting innovation and growth in this sector. Challenges and Opportunities: While the role of young people in the green economy is critical, there are also challenges and opportunities that need to be addressed. One of the biggest challenges is ensuring that the young generation has access to the education, skills, and resources needed to contribute effectively to the green economy. In addition, there is a need for greater public and private sector investment in the green economy, to create jobs and support economic growth. On the other hand, the young generation represents a huge pool of talent and energy that can be harnessed to drive innovation and growth in the green economy. Conclusion: In conclusion, the young generation in India has a vital role to play in the transition to a green economy. By promoting sustainability, reducing waste and emissions, and supporting environmentally friendly initiatives, they can help ensure a sustainable future for India. The government and business sector also have a responsibility to support the shift towards a green economy, through investment in clean technologies, green infrastructure, and environmental education. Together, all stakeholders can work towards building a more sustainable and environmentally friendly future for India. By leveraging their energy, creativity, and commitment, they can help to build a more sustainable and equitable future for all. It is essential for India to invest in the education, skills, and resources of young people, and to create an environment that supports their contributions to the green economy. By doing so, India can tap into the full potential of its young generation, helping to create a brighter future for all.

LIZA RANI SAHOO
MBA 2ND SEMESTER

International Yoga Day

Current Affairs – Important Dates

- World Milk Day is observed globally on 1st June every year to celebrate the important contributions of the dairy sector to sustainability, economic development, livelihoods and nutrition.
- The Global Day of Parents is celebrated on the 1st of June every year. UN General Assembly proclaimed this day in 2012 by passing a resolution that honors parents for their relentless support, sacrifice and commitment toward their children.
- On June 2nd, Telangana Formation Day is celebratedwith grandeur and conducts various events, cultural activities, etc.
- On June 2nd, United Nations General Assembly declared this day as World Bicycle Day to recognize the uniqueness, longevity and versatility of the bicycle.
- Every year on 4 June, the United Nations (UN) International Day of Innocent Children Victims of Aggression is observed to raise awareness about the children who have suffered a lot throughout the world and are victims of physical, mental and emotional abuse.
- World Environment Day is observed every year on 5 June and is celebrated by more than 100 countries.
- World Food Safety Day is celebrated on 7 June to draw global attention to the consequences of contaminated food and water to health.
- World Brain Tumour Day is observed every year on 8 June to raise international public attention to the people that are suffering from serious diseases and the urgent need for more research.
- World Day against Child Labour is observed on 12th June. It is launched by the International Labour Organization (ILO) to focus attention on the worldwide extinction of child labour.
- World Blood Donor Day is observed on 14thJune every year to raise awareness about the urgency of blood donations.
- Jagannath Rath Yatra is celebrated on 20th June every year which is a largest Hindu chariot festival.
- Every year World Music Day is celebrated on 21stJune to promote music on an international level.
- International Yoga Day is celebrated across the globe on 21 June to raise awareness about yoga in life and to make people aware of the benefits of yoga.
- The International Olympic Day is celebrated on 23rd June every year to make people aware of the importance of games in life.
- United Nations Public Service Day is observed on 23rd June every year designated by the UN General Assembly to celebrate as Public Service Day.
- InternationalWidows Day (international) is observed on 23rdJune annually to raise awareness globally about the violation of human rights that widows suffer.
- International Day against Drug Abuse and Illicit Trafficking observed on 26thJune every year to make people aware of the harmful effects of drugs.
- National Statistical Day is observed on 29th June to popularize the use of Statistics in everyday life.
- World Asteroids Day is celebrated on 30th June to provide online education about the asteroid.



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RiMS school of management & information science Estd. 1984

From The Chairperson's Desk

Dear All

The college magazine is a platform for the students to express their creative pursuits which develop originality of thought and perception in them. The world is changing at such an accelerated rate and our college is well equipped to prepare our children to face challenges that the future holds. We impart education to match the advancement in technology and globalization.

This month we are celebrating Lord Jagannath Rath Yatra.'Jagannath' literally means the lord or master of the universe. I prayed that this festival of devotion and dedication brings happiness, peace and prosperity in everyone's life.

God Bless You

Chairperson, RIMS

Smt. Nalini Prava Patnaik

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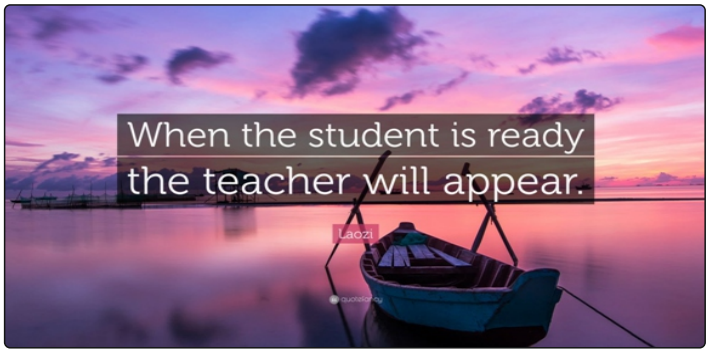

Quality Assurance, Quality Control and Testing the Basics of Software Quality Management.

- In order to make sure the released software is safe, and functions as expected, the concept of software quality was introduced. It is often defined as "the degree of conformance to explicit or implicit requirements and expectations". These so-called explicit and implicit expectations correspond to the two basic levels of software quality:

- **Functional**- The product's compliance with functional (explicit) requirements and design specifications. This aspect focuses on the practical use of software, from the point of view of the user: its features, performance, ease of use, absence of defects.

- **Non-Functional**- System's inner characteristics and architecture, i.e., structural (implicit) requirements. This includes the code maintainability, understandability, efficiency, and security.

The structural quality of the software is usually hard to manage: It relies mostly on the expertise of the engineering team and can be assured through code review, analysis, and refactoring. At the same time, functional aspect can be assured through a set of dedicated quality management activities, which includes quality assurance, quality control, and testing.

Often used interchangeably, the three terms refer to slightly different aspects of software quality management. Despite a common goal of delivering a product of the best possible quality, both structurally and functionally, they use different approaches to this task.

Quality Assurance is a broad term, explained as "the continuous and consistent improvement and maintenance of process that enables the QC job". As follows from the definition, QA focuses more on organizational aspects of quality management, monitoring the consistency of the production process.

Through **Quality Control** the team verifies the product's compliance with the functional requirements. It is a "process through which a business seeks to ensure that product quality is maintained or improved, and manufacturing errors are reduced or eliminated". This activity is applied to the finished product and performed before the product release. In terms of manufacturing industry, it is similar to pulling a random item from an assembly line to see if it complies with the technical specs.

Testing is the basic activity aimed at detecting and solving technical issues in the software source code and assessing the overall product usability, performance, security, and compatibility. It has a very narrow focus and is performed by the test engineers in parallel with the development process or at the dedicated testing stage (depending on the methodological approach to the software development cycle).

QA, QC and Testing in software development process

	QA	QC	Testing
Purpose	Setting up adequate processes, introducing the standards of quality to prevent the errors and flaws in the product	Making sure that the product corresponds to the requirements and specs before it is released	Detecting and solving software errors and flaws
Focus	Processes	Product as a whole	Source code and design
What	Prevention	Verification	Detection
Who	The team including the stakeholders	The team	Test Engineers, Developers
When	Throughout the process	Before the release	At the testing stage or along with the development process

Subhendu Mishra
Faculty, RIMS

Gaming Technology and Rehabilitation

With the advent of new era, innovation in technology has been top notch. In this world of digitalization nothing has been hidden from the grasp of technology. Technology has become a modern day subject in our daily life. There has been many development in the field of technology, one such development is the modern day game design. Nowadays Games specially, the video games are being used in various fields such as physical health and rehabilitation therapy.

A game is a structured form of play, with a computerized version of environment usually designed for enjoyment and sometimes rehabilitation. In recent years, scientists and researchers have found that modern day video games can be used for the rehabilitation of stroke patients. Virtual reality, a type of game in which computer algorithms simulate the real world objects and events, can be used for stroke patients to practice the daily activities like motor and cognitive skills which has been hampered due to stroke. Playing video games for rehabilitation has shown various positive impacts on stroke patients.

Dual cognitive skill rehabilitation is a rehabilitation technique through which these stroke patients can be trained in both motor and cognitive skills. Dual cognitive skills are activities which can be done simultaneously for example walking and talking. These activities can easily be done by normal healthy individuals but the stroke patients find it difficult to perform such activities with ease. In the rehabilitation process of stroke patients they need to master both cognitive as well as motor skills. Patients with stroke have many physical impairments such as sensory impairment, cognitive impairment, visual disorders, muscle controlling inability. Cognitive functions like attention, perception , decision making, thinking etc are severely impaired in stroke patients. Researchers have found that patients with stroke have difficulty in sustaining an activity for a longer duration of time. Their motor and cognitive activities are limited for a short duration and they find it challenging to do them simultaneously like conversing while walking.

Virtual reality and gaming techniques are very helpful for motivating stroke patients to continue the rehabilitation training for a longer duration. Gaming techniques has been proven to boost not only the cognitive and motor skills but also the physiological development of the stroke patients. Positive feedbacks from patients is a sign that these gaming techniques can be used for further development of stroke patients. Many games such as Animal feeder and fruit catcher have been helpful in some extent to rehabilitate stroke patients. In the game animal feeder, the patients are provided with a virtual environment in which they need to feed 3 cows. In the game, the patients need to kneel and show various hand gestures and movements to feed the cows. In the game fruit catcher the patients need to catch fruit which falls down from top of the tree. The fruits falls down at different position and at different frequency. Here, patients are provided with a virtual basket in which they need to collect each fruit in order to gain high score.

Games like, animal feeder and fruit catcher do have positive impacts on the recovery of stroke patients but these games are only limited to recovery of motor skills. In recent era, mobile and tablet games have also been developed for patients but they find it difficult to hold such heavy objects in their hands during the recovery process .Thus, there is a need of new game which can focus on both cognitive as well as motor skills recovery in stroke patients. At the rate of current innovation the gaming technology is sure to get better at a faster rate.

Puja Kumari Oram
BCA 3rd Sem

Building a Digital Nation:
Innovating Government Services For Citizen Prosperity

In an era dominated by rapid technological advancements, governments worldwide are recognizing the immense potential of digitization to improve the delivery of services and enhance citizens' quality of life. The digitization of government processes, commonly referred to as e-government, has become the priority for administration sseeking to streamline operations, increase efficiency and increase citizen empowerment. By digitizing, governments can provide services that meet the expectations of citizens and businesses, even in a period of tight budget and increasing challenges. Governments can analyze vast amount of data to gain the insights into citizen needs, preferences, and behaviors Digitizing a government requires attention to two major considerations: the capabilities for engaging citizens and businesses, and the organizational enables that support those capabilities. There are some Utility Services facilitated by the Government of India: -

1.UMANG The unified mobile application for New Age Governance: It is a platform designed to offer them access to the pan-India e-Gov services and provides integration with other Digital India Services. Any new such service will automatically be integrated with the platform.

2.ePathshala by NCERT: -

It has been developed for showcasing and disseminating all educational e-resources including textbooks, audio, video, and variety of resources.

3.Swayam initiative by AICTE-SWAYAM: -It is designed to achieve the principles of Education policy viz., access, equity, and equality. The objective is to take the best teaching learning resources to all.

4.Mera Aspataal initiative by National Health Portal- MoHFW, Govt. of India: - It aligns with the citizen-centric

"MyGov platform of Govt. of India which allows patients to connect with healthcare providers and policymakers

and to have their opinion heard and acted upon.

5.SWAYAMPRABHA initiative by INFLIBNET CENTRE, UGC: - It is conceived as a group of 32 DTH channels devoted to broadcast of high-quality educational programs on 24x7 basis using GSAT-15 satelites. The contents provided by NPTEL, IITs, UGC, IGNou, NCERT and NIOS.

6.mPassport Seva initiative by Consular, Passport and Visa (CPV) Division, Ministry of External Afairs and Govt. of India: - It aims at providing all the passport-related services to the Indian citizens in a speedy, convenient, and transparent manner.

7.mAadhaar initiative by Unique Identification Authority of India: - It provides an interface to Aadhaar Number Holders to carry their demographic information in smart phones.

8.NHP- Health Directory Service initiative by National Health Portal-MoHFW, Govt. of India:- This application provides information related to nearest blood bank/Hospital as per current geographical location. User get information about the current available blood stock in a blood bank.

Above discussed various initiatives by the Government of India are challenging yet quite successful. Public institutions globally now have discovered digitalization very useful and ultimately quite rewarding for them. Digitization initiatives are transforming governments worldwide, revolutionizing the delivery of services and enriching citizens' quality of life. By embracing digital tools, governments can enhance convenience, accessibility, data-driven decision-making, and accountability.

Aditi Singh
BCA 3rd Sem

"The Impact of Renewable Energy on Global Carbon Emissions"

The article titled "The Impact of Renewable Energy on Global Carbon Emissions" provides an insightful analysis of the influence of renewable energy sources on carbon emissions at a global level. The authors present a comprehensive review of existing research, statistics, and trends to evaluate the efficacy of renewable energy in mitigating climate change.

One of the strengths of this article is its emphasis on empirical evidence and data-driven analysis. The authors meticulously compile and analyze data from various sources, including international energy agencies and environmental organizations. This approach lends credibility to their findings and helps to establish a strong foundation for their arguments.

The article effectively highlights the rapid growth of renewable energy installations in recent years. It examines the expanding capacity of solar, wind, hydro, and other renewable sources and their contribution to the overall energy mix. The authors also discuss the declining costs associated with renewable technologies, which have significantly enhanced their competitiveness compared to fossil fuels.

Furthermore, the article provides a comprehensive overview of the impact of renewable energy on carbon emissions. It delves into the reduction potential of renewable sources and examines how the integration of renewable energy infrastructure can displace carbon-intensive fuels. The authors present compelling evidence to support their claim that renewable energy plays a vital role in curbing global greenhouse gas emissions.

However, the article could benefit from a deeper exploration of the challenges and limitations associated with renewable energy adoption. While the authors acknowledge some of these hurdles, such as intermittency and energy storage, a more thorough analysis of potential solutions and ongoing research in these areas would have added greater depth to the discussion.

Additionally, the article primarily focuses on the global perspective, and it would have been interesting to see more insights into regional variations in renewable energy adoption and its impact on carbon emissions. Exploring case studies from different countries or regions could have provided a more nuances understanding of the challenges and opportunities associated with renewable energy deployment.

Overall, "The Impact of Renewable Energy on Global Carbon Emissions" presents a well-researched and informative analysis of the subject matter. It effectively highlights the significance of renewable energy sources in reducing carbon emissions and provides a solid foundation for further research and discussions on sustainable energy transitions. With a more comprehensive examination of challenges and regional variations, this article would have been even more impactful.

Supriya Singh
BCA 3rd Sem

Inauguration of Cybernetics Incubation Centre at RIMS Campus

Farewell to MBA Batch 2021-23

Observing the 8th Punyatithi of Prof. Hrudananda Ray on 27th July 2023

CURRENT AFFAIRS

- In a bold step towards advancing education and literacy among adults in India, the ULLAS app was launched on the sidelines of the Akhil Bhartiya SikshaSamgam (ABSS).
- The quest to explore Mars has been an ambitious and collaborative effort involving space agencies from across the globe. As part of the joint NASA and European Space Agency (ESA) Mars Sample Return Campaign.
- T cells, the body's immune cells, have long been known to play a crucial role in fighting infections. However, recent research conducted on mice at the Salk Institute for Biological Studies in California, US, has revealed a surprising connection.
- Benisagar, a village located 85 kilometres from Jharkhand's West Singhbhum district, is a treasure trove of historical wonders. Excavated by the Archaeological Survey of India (ASI), this site has revealed continuous habitation from the fifth century A.D. to the 16-17.
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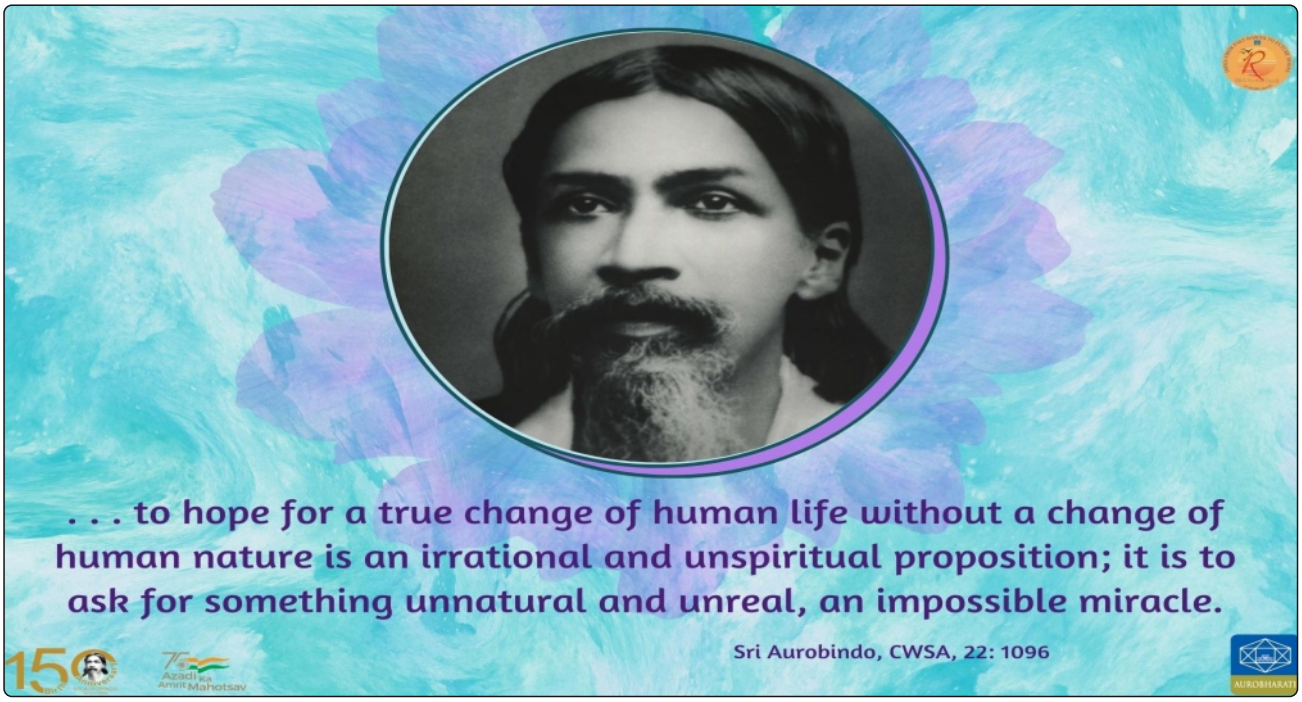
- The world of palaeontology never fails to surprise us, and one such astonishing discovery is the fossil of an ancient marine turtle named Solnhofiaparsonsi. This remarkable find has provided scientists with invaluable insights into the past.
- The "Scorching divide: How extreme heat inflames gender inequalities in health and income" report was released recently by the Arsht–Rockefeller Foundation Resilience Center (Arsht-Rock). It sheds light on the potential threats posed by extreme temperatures in various countries.
- In a significant stride towards gender equality and digital inclusion, India is set to launch TechEquity – a transformative digital platform aimed at empowering women worldwide. With its official unveiling scheduled on the first day of the two-day.
- NASA's SpaceX Crew-7 mission is a testament to the power of international cooperation and collaboration in advancing space exploration. A diverse group of astronauts representing NASA, ESA, JAXA, and Roscosmos is embarking on a vital expedition to the International Space.
- The Indian financial market has witnessed significant growth and development in recent years, driven by various government initiatives aimed at enhancing liquidity, market stability, and investor confidence. In a recent event, Union Finance Minister Nirmala Sitharaman launched two crucial institutions.



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From The Chairperson's Desk

Dear All

Freedom in mind, faith in our heart, Memories in our souls. Let's salute the Nation on Independence Day. Our freedom fighters went through countless sufferings to give us our freedom. Be proud to be an Indian, our freedom is the result of the struggles of much Brave hearts. Sacrificing life requires infallible courage. The blood of numerous such indomitable spirits won the freedom we enjoy today. Now it is our turn to work towards the progress of this nation. It doesn't matter who we are, what matters is our contribution to the betterment of the country.

August 15th is a day to remember and honour them. This year the theme "Meri Mati Mera Desh"is given by the central government and on this we are celebrating Independence Day on this theme with pottery making and Debate competition.

God Bless You

Chairperson, RIMS

Smt. Nalini Prava Patnaik

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When we hear the term politics, we generally suppose of the government, politicians and political parties. For a country to have an organized government and work as per specific guidelines, we require a certain organization.

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MCA 1st Sem

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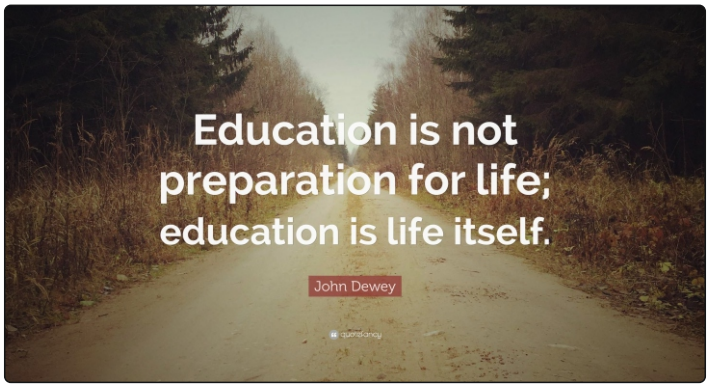


Politics

When we hear the term politics, we generally suppose of the government, politicians and political parties. For a country to have an organized government and work as per specific guidelines, we require a certain organization. This is where politics comes in, as it essentially forms the government. Every country, group and organization use politics to instrument various ways to organize their events, prospects and more.

Politics does not limit to those in power in the government. It is also about the ones who are in the run to achieve the same power. The candidates of the opposition party question the party on power during politics debates. They intend to inform people and make them aware of their agenda and what the present government is doing. All this is done with the help of politics only.

Dirty Politics

Dirty politics refers to the kind of politics in which moves are made for the personal interest of a person or party. It ignores the overall development of a nation and hurts the substance of the country. If we look at it closely .The ministers of various political parties, in order to defame the opposition, spread fake news and give provocative speeches against them. This hampers with the harmony of the country and also degrades the essence of politics. They pass sexist remarks and instill hate in the hearts of people to watch their party win with a majority of seats.

Furthermore, the majority of politicians are corrupt. They abuse their power to advance their personal interests rather than that of the country. We see the news flooded with articles like ministers and their families involving in scams and illegal practices. The power they have makes them feel invincible which is why they get away with any crime. Before coming into power, the government makes numerous promises to the public. They influence and manipulate them into thinking all their promises will be fulfilled. However, as soon as they gain power, they turn their reverse on the public. They work for their selfish motives and keep fooling people in every election. Out of all this, only the common suffers at the hands of lying and corrupt politicians.

Lack of Educated Ministers

Still , any random person with enough power and money can contest the elections. They just need to be a citizen of the country and be at least 25 years old. There are a many clauses too which are very easy.

The strangest thing is that contesting for elections does not require any minimum education qualification. Therefore , we see how so many uneducated and non-deserving candidates get into power and also misuse it endlessly. A country with uneducated ministers cannot develop or even be on the right path.

We need educated ministers badly in the government. They are the ones who can make the country progress as they will handle things better than the illiterate ones. The candidates must be well-qualified in order to take on a big responsibility as running an entire nation.

In short, we need to save our country from corrupt and uneducated politicians who are no less than parasites eating away the development growth of the country and its resources. All of us must unite to break the wheel and work for the prosperous future of our country.

M.Smrity Reddy
MCA 1st Sem

Technology In Business

Technology in business is a developing need. As the years go by, the business world is inclining increasingly more toward it, making it inordinately difficult to isolate the two from one another. Advancement breeds business, and since innovation prepares for it, it tends to be accumulated here that business needs technology to be maintained.

Business has generally existed since the early seasons of man. Despite the fact that it just started with the shortsighted trade framework, business wouldn't be equivalent to it is today without the headways in innovation. Every one of the significant enterprises would fall into a devastating breakdown if one somehow happened to remove innovation from business, since larger part of business tasks and exchanges some way or another include the utilization of technology.

The job of technology in business caused an enormous development in exchange and trade. Business ideas and models were altered because of the presentation of innovation. This is on the grounds that innovation gave a new and better methodology on the best way to go about with business. It gave a quicker, more helpful, and more proficient approach to performing deals.

Some of activities of innovation in business incorporate bookkeeping frameworks, the executives data frameworks, retail location frameworks, and other easier or more convoluted instruments. Indeed, even the calculator is a result of innovation. It is for sure inconceivable to bring returning to the days where everything was done physically, which essentially implies starting from the very beginning again without any preparation.With the mechanized cycles that technology can give, efficiency arrives at a more elevated level. This is because of thenegligible assets consumed in handling business exercises, permitting space for better items created and quicker benefits conveyed to additional clients and clients.

Information is additionally put away effortlessly and trustworthiness. With this, secret and delicate data are less inclined to weaknesses. The said data can likewise be right away recovered and investigated to screen patterns and make gauges, which can be essential in dynamic cycles. What remains is to guarantee that you keep in control. Technology in the business scene is rarely static. You would rather not be surpassed by occasions, patterns or your rivals. Keep in mind, correspondence is one component that you really want to develop. Continuously ensure that you exploit progressed specialized strategies and channels to remain applicable and smarter.

Rajalaxmi Majhi
MCA 1st Sem

Kaun Pravin Tambe? Movie Review

Kaun Pravin Tambe? is a 2022 Indian Hindi-language biographical sports drama film directed by Jayprad Desai. It is based on the life of Indian cricketer Pravin Tambe. The film stars Shreyas Talpade and premiered on Disney+ Hotstar on 1 April 2022.

Extraordinary journey of a cricketer

Pravin Tambe who shows hard work to achieve his ultimate goel and dream of playing ranjitrophy.He raised from a gully level cricket to an IPL star

Pravin Tambe is, a right-armed leg spinner, who made his biggest cricket league debut at the age of 41, not having played any international or even first class cricket before that. A modern-day fable of an underdog who fought against his destiny and triumphed over it and he accomplished a hat trick in IPL.

More details

Parvin Tambe does odd jobs to keep the kitchen running and sells his man of the match prizes to pay for the school fees of his son, but the most interesting segment is the one where his coach Vidyadhar Paradkar tries to turn the medium-pacer into a leg spinner.

Tambe never played for the Ranji trophy.he played for the Indian Premiere League in 2013, which was his first brush with international cricket. Tambe had been playing local tournaments for years and on one lucky day, his bowling at a T20 match got spotted by the selectors and he got a surprise call for the IPL.

Anik Das
BCA 6th Sem

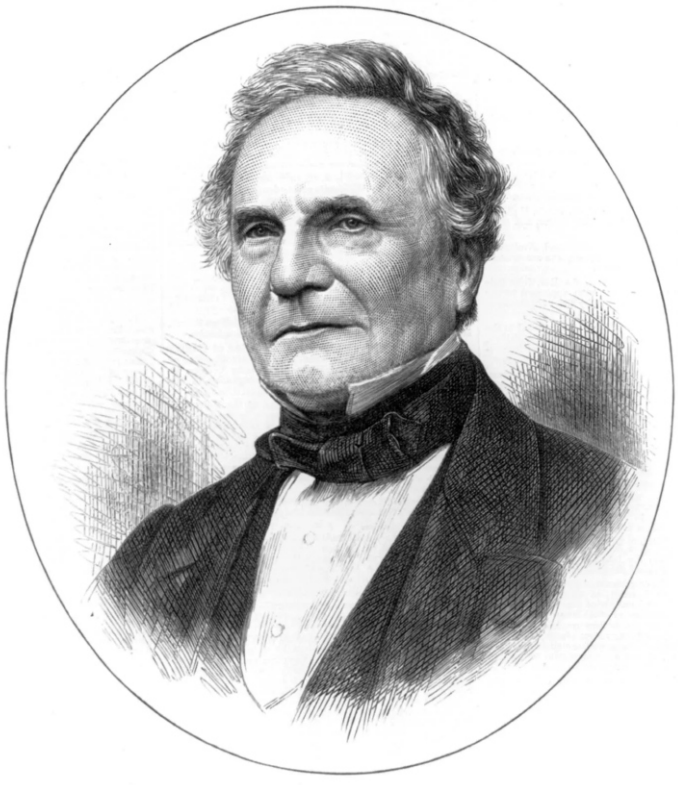
Who Is Charles Babbage?

(Born December 26, 1791, London, England—died October 18, 1871, London), English mathematician and inventor who is credited with having conceived the first automatic digital computer.

In 1812 Babbage helped found the Analytical Society, whose object was to introduce developments from the European continent into English mathematics. In 1816 he was elected a fellow of the Royal Society of London. He was instrumental in founding the Royal Astronomical (1820) and Statistical (1834) societies.

The idea of mechanically calculating mathematical tables first came to Babbage in 1812 or 1813. Later he made a small calculator that could perform certain mathematical computations to eight decimals. Then in 1823 he obtained government support for the design of a projected machine, the Difference Engine, with a 20-decimal capacity. The Difference Engine was a digital device: it operated on discrete digits rather than smooth quantities, and the digits were decimal (0–9), represented by positions on toothed wheels rather than binary digits ("bits"). When one of the toothed wheels turned from nine to zero, it caused the next wheel to advance one position However, the full engine, designed to be room-sized, was never built, at least not by Babbage. All design and construction ceased in 1833, when Joseph Clement, the machinist responsible for actually building the machine, refused to continue unless he was prepaid.

Priyanshu Kar,
BCA 6th Sem



Celebration of National Librarians' Day

hp BTC Exhibition Van at RIMS Campus

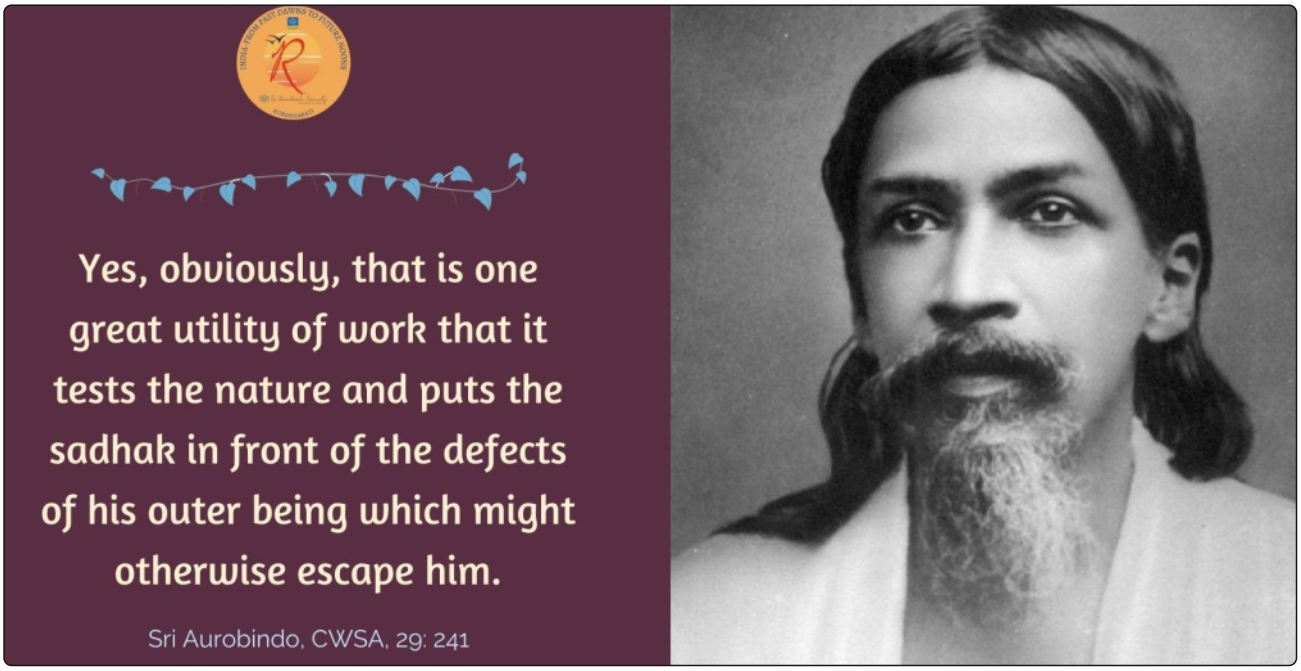
City level launching of Mass Drug Administration 2023

Celebrating 76 years of Independence Day

Orientation programme of UG Courses (BBA, BCA & BJMC) 2023

CURRENT AFFAIRS

- The United Nations Biodiversity has initiated a campaign urging the global community to incorporate the term "funga" alongside "flora and fauna" to emphasize the significance of fungi.
- Assam Chief Minister Himanta Biswa Sarma unveiled the Nilachal Flyover, the state's longest flyover measuring 2.63 kilometers, connecting Maligaon Chariali to Kamakhya Gate in Guwahati. Constructed at a cost of ₹420.75 crore, the project was completed within 35 months.
- Kolkata Metro Railway, a lifeline for the city since 1984, is embracing change by shifting from steel Third Rail to composite Aluminium Third Rail. The upgrade aims to boost efficiency and reduce costs.
- The Ministry of Electronics and Information Technology is set to host the Global India AI 2023 conference in October. The event aims to bring together prominent players in the field of Artificial Intelligence (AI), including researchers, start-ups, and investors from India.
- In a coordinated global operation dubbed Operation Duck Hunt, law enforcement agencies from the U.S., France, Germany, Latvia, Romania, the Netherlands, and the U.K.
- India's capital markets regulator, Sebi, has introduced new guidelines to strengthen the cybersecurity and cyber resilience framework for market infrastructure institutions (MIIs) such as stock exchanges, clearing corporations, and repositories.
- The Biden administration has announced a list of ten prescription medications that will undergo price negotiations within the US Medicare program. This groundbreaking initiative is made possible by the Inflation Reduction Act, allowing Medicare to negotiate prices for expensive drugs
- An Australian woman's case of a live 8cm worm in her brain has stunned the medical community, presenting a new frontier in understanding animal-human interactions and zoonotic diseases.



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Prof. Sourya Pattnaik

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A MONTHLY IN-HOUSE JOURNAL

RiMS school of management & information science Estd. 1984

From The Chairperson's Desk

Dear All

It is my pleasure to welcome new students to R.I.M.S. which has set itself a Vision "Leadership in Quality management and Technical Education, Interdisciplinary Research & Innovation, With A Focus On Sustainable And Inclusive Technology". The evolution of the institute over the three decades has witnessed strong blend of state-of-the-art infrastructure and intricately intertwined human resource committed to provide professional education with thrust on creativity and innovation. R.I.M.S offers a motivating environment for knowledge assimilation, generation, and dissemination, fostering a sense of social responsibility and human values

God Bless You

Chairperson, RIMS

Smt. Nalini Prava Patnaik

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India's space exploration endeavors have been making headlines worldwide, and one of the most eagerly anticipated missions is Chandrayaan-3.

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Nobody is a 2021 American action film directed by Ilya Naishuller and written by Derek Kolstad. follows a mild-mannered family man who, after his house is robbed, returns to his dangerous former life, making him the target of a vengeful drug lord.

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III. Cryptocurrency

A pair of hands inserts a digital token into their mobile phone. Bitcoin, Ethereum, and other crypto are revolutionizing how we invest, bank, and use money. Read this beginner's guide to learn more.

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Artificial Intelligence (AI) is transforming industries and reshaping the way we work. While it presents exciting opportunities for innovation and efficiency, it also raises concerns about the future of jobs.

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Chandrayaan-3:
India's Ambitious Lunar Mission

Introduction:

India's space exploration endeavors have been making headlines worldwide, and one of the most eagerly anticipated missions is Chandrayaan-3. Building upon the success of its predecessors, Chandrayaan-1 and Chandrayaan-2, this mission promises to further our understanding of the Moon and contribute to the growing body of lunar research. In this article, we'll delve into the details of Chandrayaan-3 and explore what makes it a significant milestone in India's space exploration journey.

The Concept:

Chandrayaan-3 is the third lunar mission undertaken by the Indian Space Research Organization (ISRO). Unlike Chandrayaan-2, which had both an orbiter and a lander-rover component, Chandrayaan-3 focuses solely on the lander-rover aspect. The mission's primary objective is to achieve a soft landing on the lunar surface, much like its predecessor, Chandrayaan-2.

Lander and Rover:

Chandrayaan-3's lander and rover components are expected to be similar in design to those of Chandrayaan-2, with some improvements and modifications to enhance their performance. The rover will carry scientific instruments to analyze the lunar surface and conduct experiments.

Launch Vehicle:

ISRO is likely to use the proven GSLV Mk III rocket forChandrayaan-3,whichhas already been used for Chandrayaan-2. This rocket has a successful track record of launching heavy payloads into space.

Orbiter: Chandrayaan-3 does not include a new orbiter. Instead, it is expected to rely on the Chandrayaan-2 orbiter, which is still operational and orbiting the Moon.

Scientific Objectives:

Chandrayaan-3 aims to achieve several scientific objectives, including:

Lunar Surface Exploration: The rover will explore the lunar surface, collecting data on its composition, mineralogy, and topography. This information will contribute to our understanding of the Moon's geological history.

Experimentation: The rover will carry scientific instruments to conduct experiments, such as measuring the Moon's magnetic field and studying its exosphere.

Technology Demonstration:

Chandrayaan-3 will serve as a platform for testing and demonstrating new space technology developed by ISRO, potentially advancing the nation's capabilities in space exploration.

Challenges and Progress:

The development of lunar missions is a complex and challenging endeavor, as evidenced by the soft-landing failure of Chandrayaan-2's lander, Vikram. ISRO has learned valuable lessons from that experience and is applying them to Chandrayaan-3. The agency isdiligently working on the mission, addressing technical challenges to ensure its success.

International Collaboration:

ISRO has also been open to international collaboration in lunar exploration. The agency has expressed its willingness to collaborate with other space organizations to share the costs and expertise required for lunar missions. Such collaborations can lead to a richer scientific experience and contribute to global lunar research efforts.

Conclusion:

Chandrayaan-3 represents another remarkable chapter in India's space exploration journey. As the nation continues to push the boundaries of its space capabilities, this mission holds the promise of enhancing our understanding of the Moon and expanding India's influence in the field of lunar research. While the challenges are significant, the dedication and expertise of ISRO's scientists and engineers make Chandrayaan-3 a mission to watch closely in the coming years.

M.Smrity Reddy
MCA 1st Sem

NOBODY
Movie Review

Nobody is a 2021 American action film directed by Ilya Naishuller and written by Derek Kolstad. follows a mild-mannered family man who, after his house is robbed, returns to his dangerous former life, making him the target of a vengeful drug lord.

More about-

Nobody" opens with a montage of the mundanity of Hutch Mansell's daily existence. Every day, he scans the same transit card; every week, he misses the trash man by mere seconds. Life is a series of routines, which has eaten away at his marriage to Becca (Connie Nielsen) while providing a relatively happy home for his kids, Blake (Gage Munroe) and Abby (Paisley Cadorath). Hutch works at a manufacturing company owned by his father-in-law Eddie (Michael Ironside) and dominated by his alpha brother-in-law Charlie (Billy MacLellan). Luckily an underestimated and overlooked dad and husband, taking life's indignities on thechin and never pushing back. A nobody. When two thieves break into his suburban home one night, Hutch declines to defend himself or his family, hoping to prevent serious violence. His teenage son, Blake (Gage Munroe, The Shack), is disappointed in him and his wife, Becca (Connie Nielsen, Wonder Woman), seems to pull only further away. The aftermath of the incident strikes a match to Hutch's long-simmering rage, triggering dormant instincts and propelling him on a brutal path that will surface dark secrets and lethal skills. In a barrage of fists, gunfire and squealing tires, Hutch must save his family from a dangerous adversary and ensure that he will never be underestimated as a nobody again. There's a lot of gunshots, fights and blood. There so much violence that it becomes over the top funny.

Maheswar Sahoo
BCA 5th Sem

Cryptocurrency

A pair of hands inserts a digital token into their mobile phone. Bitcoin, Ethereum, and other crypto are revolutionizing how we invest, bank, and use money. Read this beginner's guide to learn more.

At its core, cryptocurrency is typically decentralized digital money designed to be used over the internet. Bitcoin, which launched in 2008, was the first cryptocurrency, and it remains by far the biggest, most influential, and best-known. In the decade since, Bitcoin and other crypto currencies like Ethereum have grown as digital alternatives to money issued by governments. The most popular crypto currencies, by market capitalization, are Bitcoin, Ethereum, Bitcoin Cash and Litecoin. Other well-known crypto currencies include Tezos, EOS, and ZCash. Some are similar to Bitcoin. Others are based on different technologies, or have new features that allow them to do more than transfer value. Crypto makes it possible to transfer value online without the need for a middleman like a bank or payment processor, allowing value to transfer globally, near-instantly, 24/7, for low fees.

Crypto currencies are usually not issued or controlled by any government or other central authority. They're managed by peer-to-peer networks of computers running free, open-source software. Generally, anyone who wants to participate is able to. If a bank or government isn't involved, how is crypto secure? It's secure because all transactions are vetted by a technology called a block chain.

A cryptocurrency block chain is similar to a bank's balance sheet or ledger. Each currency has its own block chain, which is an ongoing, constantly re-verified record of every single transaction ever made using that currency. Unlike a bank's ledger, a crypto block chain is distributed across participants of the digital currency's entire network.

No company, country or third party is in control of it; and anyone can participate. A block chain is a breakthrough technology only recently made possible through decades of computer science and mathematical innovations. Most importantly, crypto currencies allow individuals to take complete control over their assets.

KEY CONCEPTS:

Transferability

Crypto makes transactions with people on the other side of the planet as seamless as paying with cash at your local grocery store.

Privacy

When paying with cryptocurrency, you don't need to provide unnecessary personal information to the merchant. Which means your financial information is protected from being shared with third parties like banks, payment services, advertisers, and credit-rating agencies. And because no sensitive information needs to be sent over the internet, there is very little risk of your financial information being compromised, or your identity being stolen.

Security

Almost all crypto currencies, including Bitcoin, Ethereum, Tezos, and Bitcoin Cash are secured using technology called a block chain, which is constantly checked and verified by a huge amount of computing power.

Portability

Because your cryptocurrency holdings aren't tied to a financial institution or government, they are available to you no matter where you are in the world or what happens to any of the global

finance system's major intermediaries.

Transparency

Every transaction on the Bitcoin, Ethereum, Tezos, and Bitcoin Cash networks is published publicly, without exception. This means there's no room for manipulation of transactions, changing the money supply, or adjusting the rules mid-game.

Irreversibility

Unlike a credit card payment, cryptocurrency payments can't be reversed. For merchants, this hugely reduces the likelihood of being defrauded. For customers, it has the potential to make commerce cheaper by eliminating one of the major arguments credit card companies make for their high processing fees.

Safety

The network powering Bitcoin has never been hacked. And the fundamental ideas behind crypto currencies help make them safe: the systems are permission less and the core software is open-source, meaning countless computer scientists and cryptographers have been able to examine all aspects of the networks and their security.

Tithi Sarangi
MCA 1st Sem

The Impact of Artificial Intelligence on the Job Market: Challenges and Opportunities

Artificial Intelligence (AI) is transforming industries and reshaping the way we work. While it presents exciting opportunities for innovation and efficiency, it also raises concerns about the future of jobs. This article explores the impact of AI on the job market, highlighting both the challenges and the opportunities it presents.

One of the key concerns surrounding AI is the potential for job displacement. As AI technologies advance, there is a possibility that certain tasks and roles traditionally performed by humans could be automated. This can lead to workforce restructuring and job losses in some sectors. However, it is important to note that AI also creates new job opportunities.

AI has the potential to augment human capabilities and enhance productivity. It can automate repetitive and mundane tasks, allowing workers to focus on higher-level responsibilities that require creativity, critical thinking, and emotional intelligence. As AI takes over routine tasks, it can free up human potential for more complex and strategic work.

Moreover, the development and implementation of AI technologies require skilled professionals. There is a growing demand for experts in AI, machine learning, data science, and robotics. Job opportunities in these fields are expanding, and organizations are seeking individuals who can develop, manage, and optimize AI systems.

This opens up new avenues for employment and career growth. To navigate the challenges and leverage the opportunities presented by AI, re skilling and up skilling programsare crucial. Workers need to adapt to the changing job market by acquiring new skills that complement AI technologies. This could involve developing expertise in data analysis, human-machine collaboration, or AI system oversight. Lifelong learning and continuous education become essential for individuals to remain relevant and thrive in an AI-driven economy.

Additionally, governments and organizations have a responsibility to address the social impact of AI. This includes investing in education and training programs to ensure a smooth transition for workers whose jobs are at risk of automation. It also entails fostering collaboration between AI technologies and human workers to create harmonious and productive work environments.

In conclusion, AI is reshaping the job market, bringing both challenges and opportunities. While some jobs maybe automated, AI also creates new roles and demands a skilled workforce. Adapting to the changing landscape requires a proactive approach through reskilling, upskilling, and embracing the potential of human-AI collaboration. With careful planning and investment in human capital, AI has the potential to enhance productivity, drive innovation, and create a future where humans and machines work together in harmony.

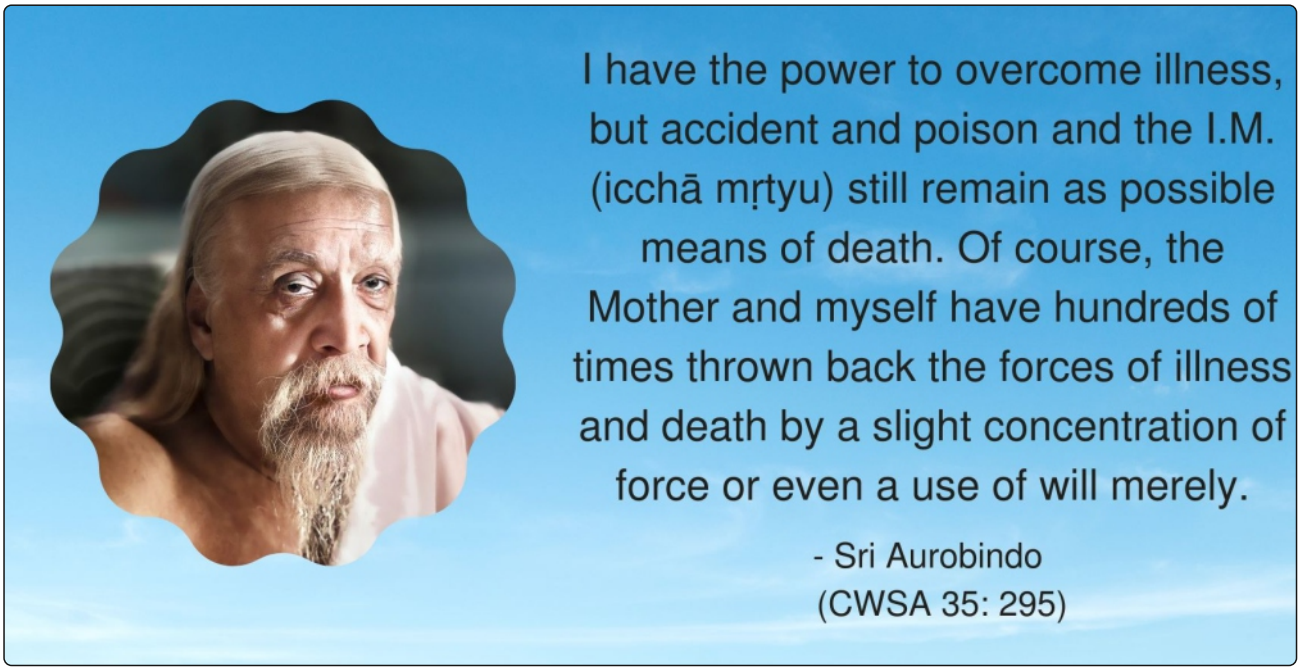
Chandan Nayak
MCA 3rd Sem

Teachers' Day Celebration

Induction of MBA & MCA

CURRENT AFFAIRS

- The Supreme Court of India recently issued an order to maintain the status quo regarding the appointment of archakas (priests) in Tamil Nadu temples governed by the Agamic tradition. This decision came in response to a writ petition filed by.
- In a significant move, the Telecom Regulatory Authority of India (TRAI) has recently released a consultation paper titled "Digital Transformation through 5G Ecosystem."
- In a significant move towards enhancing government responsiveness and efficiency, Union Minister Dr. Jitendra Singh recently unveiled several groundbreaking initiatives. These initiatives are aimed at improving the grievance redressal system and promoting transparent and citizen-centric governance.
- In Assam, a sustainable and straightforward solution for managing biodegradable waste at the household level is gaining momentum. The state is actively endorsing pipe composting, a technology that efficiently converts organic waste into compost, particularly in its rural communities.
- China has unveiled its groundbreaking high-speed rail line, marking a significant leap in transportation infrastructure. This railway, known as the Fuzhou-Xiamen-Zhangzhou railway, not only traverses several bays but also hugs the picturesque coastline of Fujian province, located near the Taiwan.
- The International Space Station (ISS) is a unique space station in lower Earth orbit, serving as a collaborative platform for five participating space agencies: NASA, Roscosmos, JAXA, ESA, and CSA. It is not only the largest artificial object in space.
- In a significant move, forty Indian startups and companies have joined forces to establish a task force aimed at challenging Google and its Google Play Billing System (GPBS). This initiative is coordinated under the banner of the Internet and Mobile.



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From The Chairperson's Desk

Dear All

It is a matter of great pride to pen down message for 'Su- Sankalan', the monthly journal of R.I.M.S. The institute magazine is a platform for the students to express their creative pursuit which develops in them, originality of thought and expression. The magazine's articles showcase our students' ingenuity and originality. The education process is completed by co-curricular and extra-curricular activities in addition to academic success. The fact that R.I.M.S is making strides in its efforts to help students develop their entire personalities makes me very happy. I'd want to take this chance to thank the director, professors, and students for their strong sense of commitment, duty, and responsibility, which has helped to make our institution into an exceptional and noteworthy temple of learning.

God Bless You

Chairperson, RIMS

Smt. Nalini Prava Patnaik

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I. Unleashing the power of Machine Learning

Machine learning is a subset of artificial intelligence (AI) that empowers computers to learn and make decisions from data without being explicitly programmed. Instead of relying on static instructions, machine learning algorithms adapt and improve their performance over time through exposure to more data.

Nirlipt Das
MCA 3rd Semester

II. Celebrating the Divine Mother

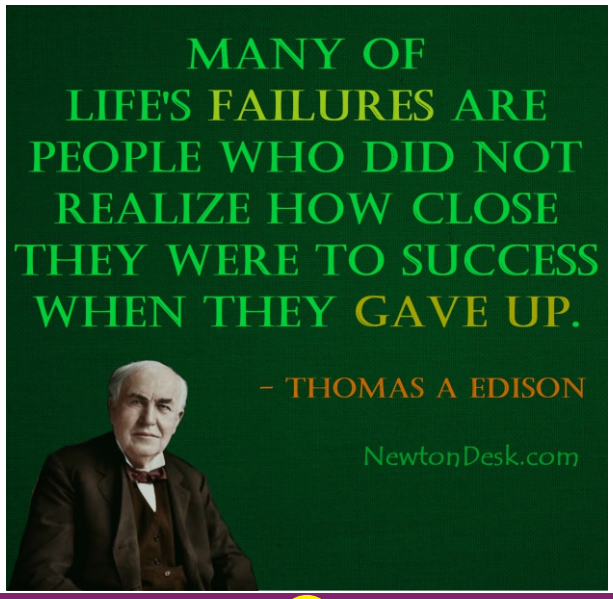
Nobody is a 2021 American action film directed by Ilya Naishuller and written by Derek Kolstad. follows a mild-mannered family man who, after his house is robbed, returns to his dangerous former life, making him the target of a vengeful drug lord.

Geetika Garnaik
MCA 3rd Semester

III. Nurturing Mental Health for Inner Peace

In the fast-paced, interconnected world we live in, the pursuit of mental health and inner peace has never been more important. Our daily lives are filled with various stressors, from work and relationships to societal pressures and the constant digital chatter. Achieving mental tranquility and inner peace has become a fundamental need, and understanding the connection between mental health and peace is vital to our well-being.

Subhendhu Biswal
MCA 3rd Sem



Unleashing the Power of Machine Learning: Exploring it's boundless scope

Introduction

In an era defined by rapid technological advancements, the field of machine learning stands at the forefront of innovation. As we navigate through the complexities of the 21st century, the applications of machine learning are shaping the world around us in unprecedented ways. In this article, we delve into the fascinating world of machine learning and explore its ever-expanding scope, illustrating how this field is transforming industries, enhancing our lives, and opening doors to new possibilities.

At its core, machine learning is a subset of artificial intelligence (AI) that empowers computers to learn and make decisions from data without being explicitly programmed. Instead of relying on static instructions, machine learning algorithms adapt and improve their performance over time through exposure to more data.

Scope in Various Industries

1. Healthcare: Machine learning is revolutionizing healthcare through predictive analytics, disease diagnosis, and personalized treatment plans. AI-powered algorithms can analyze medical records, detect anomalies in radiological images, and even predict outbreaks of diseases.
2. Finance: Financial institutions are leveraging machine learning for fraud detection, algorithmic trading, and risk assessment. These applications enhance security, automate trading strategies, and optimize financial decisions.
3. E-commerce: Recommendation systems powered by machine learning algorithms drive sales on platforms like Amazon and Netflix. These systems analyze user behavior to provide personalized product and content suggestions.
4. Transportation: The development of self-driving cars relies heavily on machine learning. These vehicles use sensors and AI algorithms to navigate and make real-time decisions, paving the way for safer and more efficient transportation.
5. Marketing: Machine learning is used to analyze consumer behavior and preferences, enabling businesses to target their advertising more effectively. Chatbots powered by AI provide customer support and streamline user interactions.
6. Manufacturing: Predictive maintenance in manufacturing helps prevent machinery breakdowns by forecasting when equipment will require maintenance. This reduces downtime and increases productivity.
7. Education: Machine learning can personalize the learning experience for students by adapting teaching materials to their individual needs. It also aids in automating administrative tasks, allowing educators to focus on teaching.

Challenges and Ethical Considerations

While the scope of machine learning is vast and transformative, it also comes with challenges.

Issues like bias in algorithms, data privacy, and job displacement are areas that need careful consideration. Ethical guidelines and regulations are evolving to address these concerns and ensure responsible AI development and deployment.

The Future of Machine Learning

Machine learning is a field that continually evolves. Advancements in deep learning, reinforcement learning, and natural language processing are pushing the boundaries of what's possible. Quantum computing promises to further accelerate machine learning capabilities, solving complex problems faster than ever before.

Conclusion

As we peer into the future, it's evident that machine learning's scope is boundless. It touches almost every aspect of our lives, from healthcare to entertainment, and continues to unlock new opportunities and challenges. Embracing this technology responsibly and ethically will be crucial as we harness its

+potential to shape a brighter, more intelligent future. In our college journeys, let's not only learn about machine learning but also contribute to its advancement and responsible use.

History of Machine Learning-

1950s- birth of machine Learning.

1960s- The Neural connections.

1970s- AI winter and Rule based systems.

1980s- Revival and Decision Trees.

1990s- Rise of Support Vectors and Data Mining.

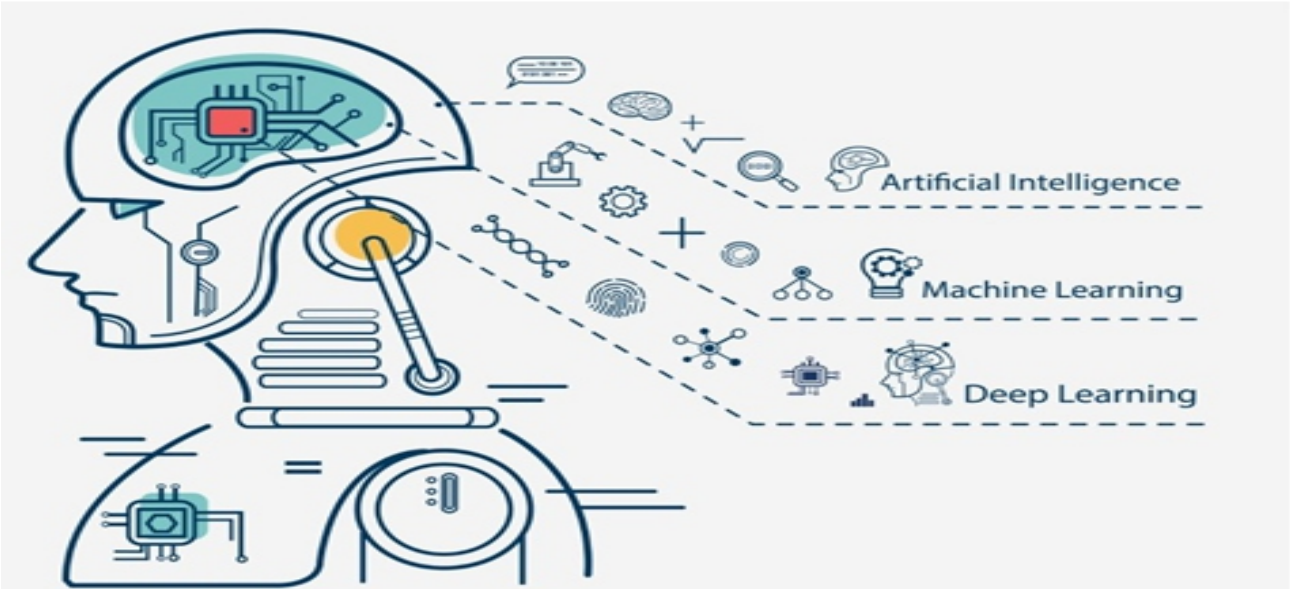
2000s- Big Data and Deep Learning.

2010s- Breakthroughs and Practical Applications.

2020s- Ongoing advancements and Ethical Concerns.

Nirlipt Das

(MCA 3rd Semester)



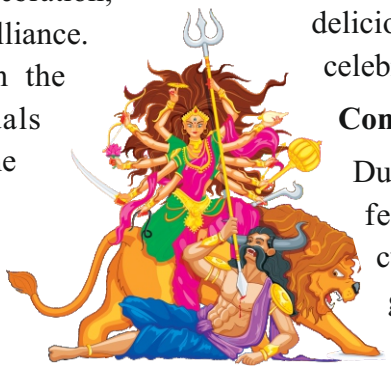
Celebration of the Divine Mother and her importance: DURGA PUJA

Introduction

In the heart of autumn, amidst the rustling leaves and the hint of cooler days, India comes alive with the vibrant and enchanting festival of Durga Puja. This grand celebration, held with utmost fervor and enthusiasm, pays homage to the divine mother, Goddess Durga. With its roots deeply embedded in Hindu mythology, Durga Puja has transcended religious boundaries to become a cultural extravaganza of unparalleled significance.

The Artistic Marvel of Durga Puja Pandals

Durga Puja is not just a religious celebration; it is also a showcase of artistic brilliance. The heart of the festival lies in the construction of elaborate pandals (temporary temples) that house the idol of Goddess Durga. These pandals are crafted with meticulous detail, often taking months of preparation. Each year, artisans and craftsmen compete to create the most innovative and awe-inspiring pandals, drawing inspiration from various sources, including history, literature, and contemporary events.



The idols of Goddess Durga and her children, Saraswati, Lakshmi, Kartikeya, and Ganesha, are equally impressive. Skilled sculptors invest their expertise and devotion into crafting these idols, which are often exquisitely decorated with intricate jewelry, clothes, and ornaments.

Cultural Unity and Social Harmony

One of the most remarkable aspects of Durga Puja is its ability to transcend religious and cultural boundaries. It is celebrated not only by Hindus but also by people of various faiths, fostering a sense of unity and communal harmony. The festival invites people from all walks of life to come together, share in the festivities, and experience the rich cultural heritage of India.

The Spirit of Togetherness

Durga Puja is not just about rituals; it is also a time for social gatherings, feasts, and cultural performances. It's a time when communities come together to celebrate life and share the joy of being in each other's company. Cultural events, music, dance performances, and delicious food are an integral part of the celebration.

Conclusion

Durga Puja is more than just a religious festival; it's a celebration of art, culture, unity, and the triumph of good over evil. It embodies the spirit of togetherness, bringing people from diverse backgrounds under one roof to pay homage to the divine mother, Goddess Durga. This grand festival, with its stunning pandals, intricately crafted idols, and cultural performances, serves as a reminder of the rich tapestry of Indian traditions and the enduring values of love, unity, and righteousness. As we immerse ourselves in the vibrant festivities of Durga Puja, we not only celebrate a religious icon but also cherish the beauty of our diverse and harmonious society.

Geetika Garnaik
MCA 3rd Semester

Nurturing Mental Health for Inner Peace: A Holistic Approach

The Link between Mental Health and Peace

Mental health and peace are intricately intertwined. One cannot exist without the other. When our mental health is compromised, our inner peace is disrupted, and conversely, when we lack inner peace, it often negatively impacts our mental health.

Let's explore this connection more deeply.

1. Stress and Anxiety: In our fast-paced world, stress and anxiety have become commonplace. These emotions can take a toll on our mental health, making it difficult to find inner peace. Learning to manage stress through techniques like mindfulness and meditation can significantly improve both our mental health and inner peace.
2. Self-Acceptance: A crucial aspect of mental health is self-acceptance. When we are comfortable with who we are, flaws and all, we are more likely to experience inner peace. Negative self-talk and self-criticism can harm mental health and disrupt our inner tranquility.
3. Emotional Well-being: Emotions are an integral part of mental health and peace. Recognizing, processing, and expressing our emotions in healthy ways is essential. Bottling up emotions or denying their existence can lead to inner turmoil.
4. Positive Relationships: Healthy relationships with family, friends, and partners contribute significantly to both mental health and inner peace. Supportive, nurturing connections provide emotional stability and a sense of belonging.
5. Physical Health: Physical well-being plays a role in mental health and peace as well. Regular exercise, a balanced diet, and adequate sleep are critical for a healthy mind and a peaceful heart.

Holistic Approaches to Cultivate Inner Peace

1. Mindfulness and Meditation: These practices are powerful tools for promoting mental health and inner peace. Mindfulness involves being fully present in the moment, while meditation helps calm the mind and reduce anxiety.
2. Self-Care: Taking time for self-care is essential. It can be as simple as reading a book, taking a nature walk, or enjoying a hot bath. These small acts nurture mental health and bring a sense of peace.
3. Professional Help: Seeking therapy or counseling is a proactive step towards maintaining mental health. Therapists can provide valuable insights and coping strategies to manage stress, anxiety, and other mental health issues.
4. Gratitude Practice: Cultivating gratitude shifts our focus from what's lacking in our lives to what we already have. This shift in perspective can promote inner peace and overall well-being.

Conclusion

Nurturing mental health and inner peace is a lifelong journey. It's about recognizing the interconnectedness of our thoughts, emotions, relationships, and physical well-being. By prioritizing self-care, seeking support when needed, and practicing mindfulness, we can foster mental health and find inner peace even in the midst of life's challenges. In this pursuit, remember that mental health is not a destination but a continuous process, and inner peace is the rewarding result of that journey.

Subhendhu Biswal
MCA 3rd Sem

Viswakarma Puja at RIMS

Ganesh Puja at RIMS

"Swachhata hi seva" Campaign

Observing "World Elder's Day" at RIMS

Annual Sports Prize distribution-2023

Two days Digital Skill Development Cybernetics Workshop- CYBORG

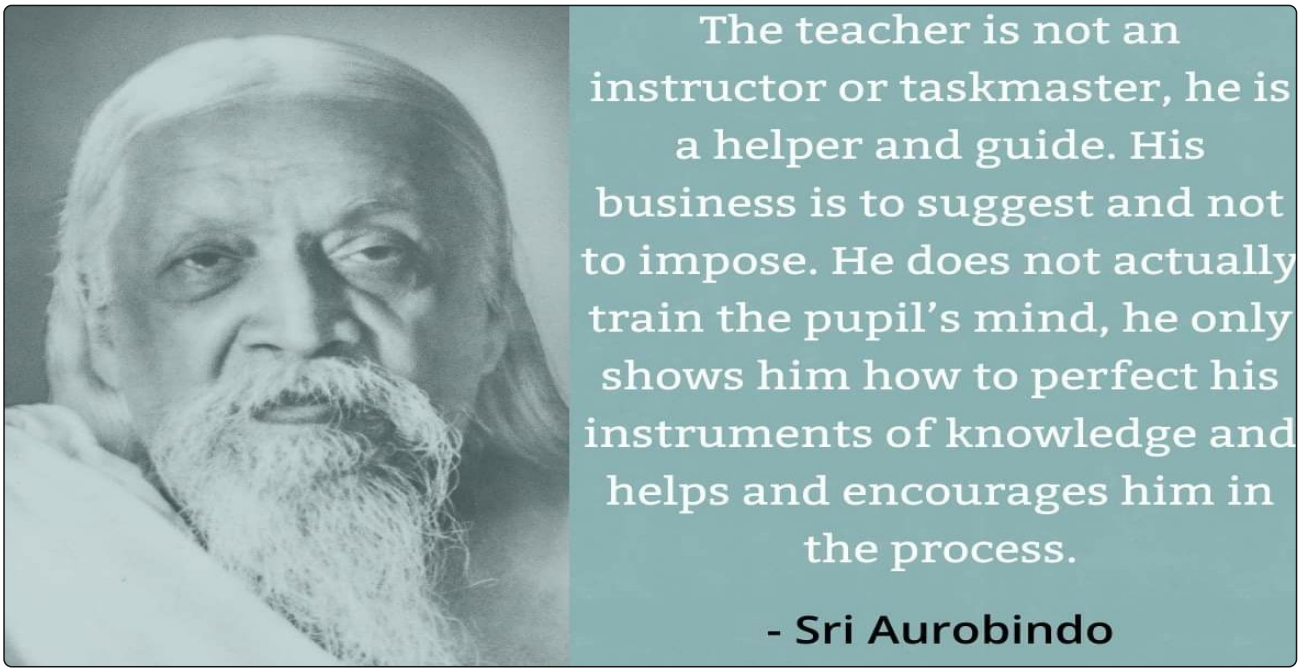
RIMS observing International Girl Childs Day at Swami Ramakrishna Memorial School, Rourkela

CURRENT AFFAIRS AND IMPORTANT DATES

- Coolant leak Raises Concerns about Russian Segment of the International Space Station.
- Kuwait's oil minister recently unveiled a bold strategy aimed at enhancing the country's fossil fuel production capabilities.
- The Nobel Prize in Economies for 2023 has been awarded to Claudia Glodin, a professor at Harvad University, in recognition of her groundbreaking work in advancing our understanding of women's labour market outcomes. Her research, focused primarily on the USA.
- World Bank Study shows rapid growth in human settlements in Flood-Prone Zones.
- As the city of Kolkata gears up for the fervent celebrations of Durga puja, there is another cultural icon that shares the spotlight the iconic Kolkata Tramways. In a remarkable initiative aimed at preserving the heritage of trams.
- In a significant move to enhance the quality of education for school students in India, the Ministry of social justice and empowerment has introduced the Scheme for Residential education for students in high schools in targeted areas.

IMPORTANT DAYS & DATES OF OCTOBER

October 1: International Day for the Elderly
October 2: Gandhi Jayanthi; International Day of Non-Violence
October(first Monday): World Habitat Day
October 4: World Animal Welfare Day
October 5: World Teachers' Day
October 8: Indian Air Force Day
October 9: World Post Office Day
October 10: National Post Day; World Mental Health Day
October 11: International Day of the Girl Child
October 2nd Thursday: World Sight Day
October 13: UN International Day for Natural Disaster Reduction
October 14: World Standards Day
October 15: World Students Day;
October 16: World Food Day
October 24: UN Day; World Development Information Day
October 30: World Thrift Day
October 31: National Unity Day



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Prof. Sourya Pattnaik

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A MONTHLY IN-HOUSE JOURNAL

Sukaushalam@rims

From The Chairperson's Desk

Dear All

It is a great pleasure to see the creative expressions of students who have contributed to Su-Sankalan. R.I.M.S. has grown significantly in the recent past and continues to work relentlessly to sustain its growth. Readers of this publication will become aware of the significant changes taking place on the R.I.M.S. campus. The publication gives a peek of the institution's expansion on several fronts. The college's advancement has simply been unstoppable because of its active participation in a variety of initiatives that have helped students' latent skills come to light. The team's highly skilled and committed employees have consistently demonstrated a high level of commitment in the performance of their jobs. The publication stand as a witness to the monumental efforts taken by the management to make the college a center of excellence in education and research. I wish the management, staff and students of the college success in their future endeavors.

God Bless You

Chairperson, RIMS

Smt. Nalini Prava Patnaik

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wedelveintothegroundbreakingapplicationsofaugmentedrealityinmedicalscienceandexploreits potential to reshape the future of healthcare.

Ayan Khan
MCA 3rd Semester

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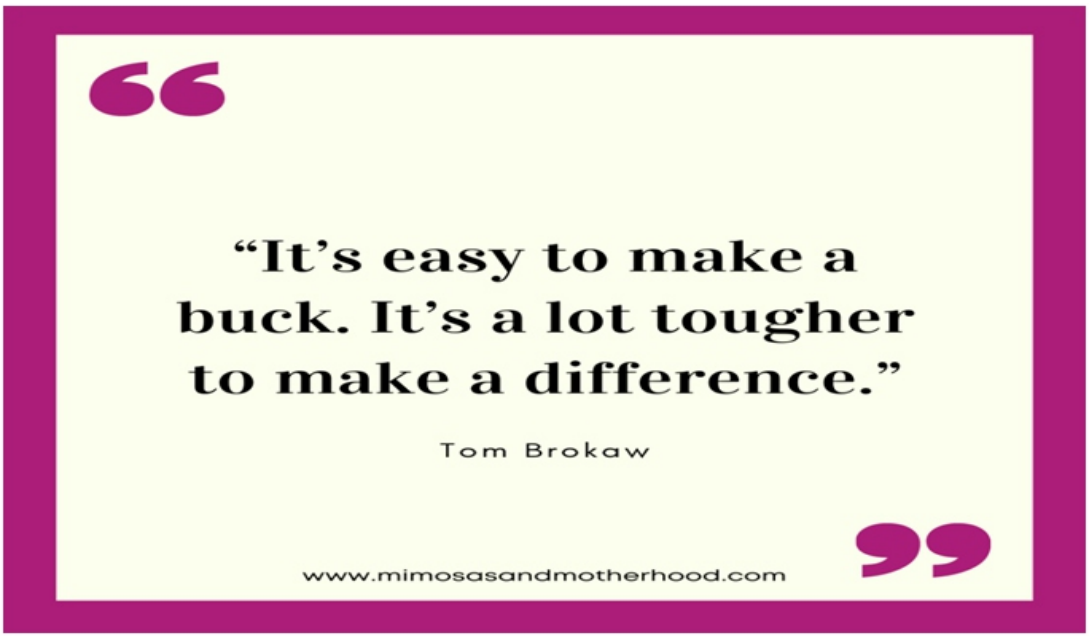
Inthesearchforextraterrestriallife,challengingourunderstandingofplanetarydiversity.Itspotentia las a Hycean exoplanet offers a glimpse into the complexities of distant worlds, urging us to continue our quest for answers in the vast cosmos.

Neha Kumari Limboo
MCA 3rd Sem



Difference Between E-Commerce and E-Business

E-business and e-commerce can be used interchangeably. However, e-commerce refers to conducting online transactions, while e-business encompasses all the business services and activities operated utilising the web.

Meaning of E-Commerce

E-commerce refers to performing online commercial transactions and activities over the internet. It includes activities like making monetary transactions, selling, and buying products, etc., over the internet. Applications (Apps) and websites are required for e-commerce. Some of the e-commerce activities include the following:

- Paying different taxes
- Ticketing over the internet
- Products sold or purchased online.
- Online payments
- Online customer support
- Online accounting software

Examples of e-commerce are online retailers like Flipkart, Amazon, Paytm mall, and Myntra, sellers of digital goods like online services, eBooks, etc.

Meaning of E-Business

E-business refers to performing all types of business activities through the internet. It includes activities like customer education, procurement of goods/raw materials, supply activities, selling and buying products, making monetary transactions, etc., over the internet. Websites, Apps, Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), etc., are required for e-business. The e-business activities include the following:

- Supply chain management
- Setting up online stores
- Customer education
- Email marketing
- Monetary business transactions

Online commercial transactions (selling and buying products)

Examples of e-business are e-commerce companies and their different internal business activities, classified site, auction site, software, and hardware developer site, etc.

The differences between e-commerce and e-business are as follows:

Scope	It is a narrow concept and is a subset of e-business.	It is a broad concept and is a superset of e-commerce.
Transactions	Commercial transactions are carried out in e-commerce.	Business transactions are carried out in e-business.
Limitation	E-commerce transactions are limited.	E-business transactions are not limited.
Activities	It includes selling and buying products, making monetary transactions, etc., over the internet.	It includes customer education, procurement of raw materials, supply activities, making monetary transactions, etc., over the internet.
Operation	It mainly requires the use of only a website.	It requires using multiple websites, ERPs and CRMs, that connect different business processes.

Resources	It involves mandatoryuse of the internet.	It consists of the use of the internet, extranet or intranet.
Business models	E-commerce is appropriate in a Business to Customer (B2C) context.	E-business is appropriate in a Business to Business (B2B) context.
Coverage	E-commerce covers external/outward business processes.	E-business covers internal and external business processes/activities.

E-commerce and e-business are different. However, they are interrelated and support businesses. E-commerce and e-business are emerging modes of business. They are continuously reshaping and evolving the business world.

Suvendu Mishra
Faculty, RIMS

The Revolution of Augmented Reality in Medical Science: Transforming Health care Delivery

Introduction:

The realm of medical science is witnessing an extraordinary transformation with the advent of augmented reality (AR) technology. By blending the physical and digital worlds, AR has emerged as a powerful tool in various sectors, and healthcare is no exception. With its ability to overlay virtual information on to the real world, AR has revolutionized medical training, surgical procedures, patient care, and diagnostics. In this article, we delve into the ground breaking applications of augmented reality in medical science and explore its potential to reshape the future of healthcare.

1.Enhanced Medical Training and Education:

Augmented reality has opened up new frontiers in medical training and education, allowing healthcare professionals to gain practical experience in a safe and controlled environment. AR provides immersive simulations that enable medical students to practice procedures, such as surgeries, without risking patient safety. For instance, using AR, surgeon scan visualize and interact with three-dimensional models of organs, enhancing their understanding of complex anatomical structures and surgical techniques.

2.Surgical Assistance and Navigation:

AR technology has transformed the way surgeries are performed by providing real-time guidance and visualization during complex procedures. Surgeons can wear AR headsets or glasses that display patient data, such as CT scans or MRI images, directly in their field of view. This enables surgeons to super impose virtual images on to the patient's body, allowing them to see critical structures and navigate with precision. AR-guided surgeries have the potential to reduce complications, shorten operation times, and improve patient outcomes.

3. Diagnostic Advancements:

AR technology is empowering medical imaging and diagnostics by providing real-time visualization and analysis of medical data. Radiologists can use AR to overlay medical images on to the patient's body, allowing them to precisely locate abnormalities and guide needle insertions during procedures. AR-based visualization tools also enable health care providers to monitor vital signs and patient data without diverting their attention from the patient, leading to more efficient and accurate diagnoses.

4. Tele medicine and Remote Collaboration:

AR has the potential to bridge geographical barriers in health care by facilitating Tele medicine and remote collaboration. By wearing AR devices, health care professionals can provide remote consultations and guidance to patients and medical practitioners in different locations. Surgeons can virtually participate in procedures, providing real-time expertise and guidance, regardless of their physical location. AR-driventele medicine enhances access to specialized care, especially in under served areas, and enables inter disciplinary collaboration among medical experts.

Conclusion:

The integration of augmented reality in Medical science has us here din a new era of healthcare innovation. By combining virtual information with the real world, AR technology is transforming medical training, surgical procedures, patient care, diagnostics, and Tele medicine. As AR continues to evolve and become more accessible, we can anticipate even greater advancements in medical science. The future holds immense potential for AR to enhance precision, improve patient outcomes, and revolutionize health care delivery on a global scale, ultimately saving lives and improving the quality of care.

Ayan Khan
MCA 3rd Semester

Exoplanet

Introduction:

In the ever-expanding realm of space exploration, one celestial body has recently captured the attention of scientists and space enthusiasts alike: K2-18 b. This exoplanet, positioned within the habitable zone of its host star, has sparked significant interest due to its unique properties and potential for harboring life. Join us as we embark on a journey to discover the remarkable worldofK2-18 band explore the implication soffits existence in our quest to understand the mysteries of the cosmos.

"Unveiling the Mysteries of K2-18 b: A Journey to a Habitable Exoplanet" Recent investigations conducted using NASA's James Webb Space Telescope has provided exciting new insights into the distant exoplanet known as K2-18b. This exoplanet is approximately 8.6 times the mass of Earth and resides within a region of space known as the habitable zone of its hoststar,K2-18,acooldwarfstar.

K2-18 bis situates data distance of about 120 light-years from our planet, within the constellation Leo. What makes this exoplanet particularly fascinating is that it falls in to a category of celestial bodies known as" sub-Neptunes," a classification that stands apart from anything found within our own solar system.

Sub-Neptune's, like K2-18 b, occupy am idle ground between the smaller, rocky planets such as Earth and the larger, gas-rich giants like Neptune. The biunique characteristics and the nature of their atmospheres have been the subject to considerable scientific inquiry and debate among astronomers. This class of exoplanets, due to its lack of direct analogs in our solar system, presents a remarkable opportunity to expand our understanding of planetary Diversity in the universe.

The initial tantalizing glimpse into the atmospheric properties of K2-18 b was provided by NASA's Hubble Space Telescope. These observations piqued the curiosity of researchers and prompted further investigations. There cent findings, which reveal the presence of carbon-bearing molecules such as methane and carbon dioxide in the exoplanet' atmosphere, have added a new layer of intrigue to this celestial body.

These observations have led some scientists to suggest thatK2-18 b might belong to a unique category of exoplanets known as" Hycean" worlds.

Hycean explanteds are characterized by the potential presence of a hydrogen-rich atmosphere and a surface covered by a vast ocean. The hypothesizes supported by the abundance of methane and carbon dioxide detected in K2-18 b's Atmosphere, along with the notable absence of ammonia. What's particularly exciting about this prospect is that Hycean exoplanets are considered promising? Candidates for the search for signs of extra terrestrial life. The combination of a potentially habitable environment with the availability of essential chemical compounds raises intriguing possibilities for the existence of life beyond Earth.

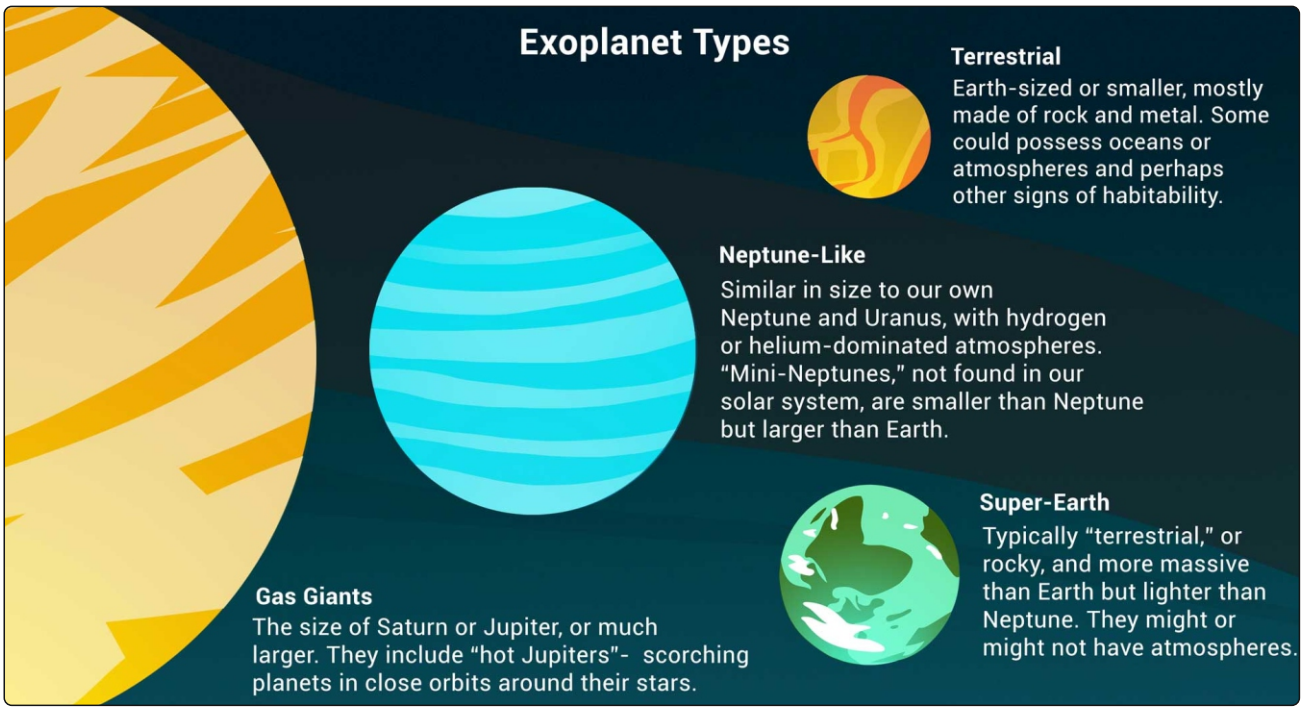
Furthermore, the preliminary observations made with the James Webb Space Telescope have provided an additional intriguing hint: the potential detection of a molecule called diethyl sulfide (DMS) inK2- 18 b's atmosphere. On our

own planet, DMS is primarily produced by life, notably phytoplankton in marine Environments. While this is far from definitive proof of life onK2-18 b, it adds another layer of curiosity to the ongoing exploration of this explanted. In summary, the evolution of our understanding of K2-18 b, from initial Hubble observations to the recent findings with the James Webb Space Telescope, underscores the importance of exploring diverse habitable environments in the search for extra territorial life. K2-18 b has emerged as particularly intriguing candidate in this quest, with its unique properties and potential to Expand our understanding of the cosmos. As we continue to Investigate and analyze this distant world, it opens up new Possibilities for the exploration of explants and the potential for life beyond our solar system.

Conclusion

In conclusion, K2-18 b's exploration has unveiled exciting possibilities in the search for extra terrestrial life, challenging our understanding of planetary diversity. Its potential as a Hycean exoplanet offers a glimpse into the complexities of distant worlds, urging us to continue our quest for answers in the vast cosmos.

Neha Kumari Limboo
MCA 3rd Sem



Observing of 17th Punyatithi of Late Prof. Sourya Pattnaik Former Chairperson, RIMS, Rourkela.

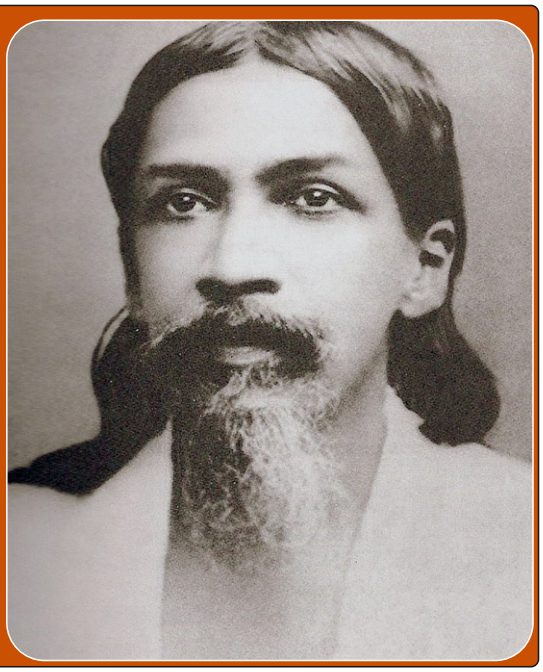
Celebrating of Children's day & Organizing various competitions among school students

CURRENT AFFAIRS AND IMPORTANT DATES

- The 37th Infantry Commanders' Conference, a two-day event, concluded successfully at the Infantry School in Mhow, Madhya Pradesh, on Wednesday.
- The 9th edition of the India International Science Festival (IISF) 2023 is set to take place in Faridabad, Haryana, from January 17th to January 20th, 2024.
- In a recent announcement, the government think tank Niti Aayog has appointed four distinguished fellows for a one-year term, aiming to bolster its expertise in key social, economic, and technical matters.
- The U.S. Senate has passed a stopgap funding bill to avoid a government shutdown, pushing the spending fight into the holiday season.
- As part of the Indian Navy's strategic mission-based deployment to West Africa and the Atlantic, INS Sumedha made a significant port call at Walvis Bay, Namibia, from November 10-13, 2023.
- NASA-ISRO Synthetic Aperture Radar (NISAR) mission, a collaborative effort between NASA and ISRO, is making significant progress as it prepares for its scheduled launch in the first quarter of 2024.
- State-run power producer SJVN has achieved a significant milestone as the first unit of the 30 MW capacity at the Naitwar Mori Hydro Electric Project (NMHEP) commenced supplying power to the national electricity grid.
- In a move to promote sustainable and environmentally friendly construction practices in the domestic housing sector, the Indian Green Building Council (IGBC), a part of the Confederation of Indian Industry, has launched a new rating and certification initiative called 'Nest.'
- The United States, along with over a dozen countries and organizations, has established a working group aimed at advancing efforts to measure greenhouse gas emissions throughout the natural gas supply chain.

"When...it is said that India shall rise, it is the Sanatana Dharma that shall rise. When it is said that India shall be great, it is the Sanatana Dharma that shall be great. When it is said that India shall expand and extend herself, it is the Sanatana Dharma that shall expand and extend itself over the world. It is for the dharma and by the dharma that India exists."

(CWSA 8: 10)



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Prof. Sourya Pattnaik

Sukaushalamarims

A MONTHLY IN-HOUSE JOURNAL

RiMS school of management & information science Estd. 1984

From The Chairperson's Desk

Dear All

This month is very special for your institute. The founder of your institute professor SouryaPattnaik was born on 12 December. As we all know that we have been celebrating this day with the name Su-Sankalan and on that day we launch our yearly magazine. Since ages we have heard time and tide wait for none. And when I look at the year just gone by reality of the saying downed on me. It was just this January I was wishing "Happy New Year" to my near and dear once. And now I am getting ready for the 2024. Just like a blink of eyes year passed away. Imagine 365 days not a matter of joke. But we hardly seem to have bothered much about it. We have to move forward and see what best we can do in the next 365 days to make our life meaningful.By meaningful I want to say that how we have contributed at all sphere of life. Let us pledge that we are going to be socially responsible this year in the coming 365 days. I am sure this attitude will make us a better human being and a better human being is always in a position contributing in every sphere.

God Bless You

Chairperson, RIMS

Smt. Nalini Prava Patnaik

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Artificial Intelligence (AI) has emerged as a revolutionary force in the medical field, transforming the way healthcare is delivered, diagnosed, and managed.

Adnan Ashraf
BCA 1st Sem

II. Exploring the Power of Ensemble Learning in Data Science

The article titled "Exploring the Power of Ensemble Learning in Data Science" provides an insightful overview of ensemble learning techniques and their applications in the field of data science.

Punit Chand
BCA 3rd Sem

III. A Mesmerizing Journey Across Ladakh

The article titled "A Mesmerizing Journey Across Ladakh: Exploring the Land of High Passes" takes readers on a captivating virtual tour of one of India's most enchanting regions, Ladakh.

S.Ankit Kumar
BCA 3rd Sem

The Transformative Role of Artificial Intelligence in the Medical Field

Introduction:

Artificial Intelligence (AI) has emerged as a revolutionary force in the medical field, transforming the way healthcare is delivered, diagnosed, and managed. With its ability to analyse vast amounts of data, recognize patterns, and make accurate predictions, AI is poised to revolutionize patient care, enhance medical research, and improve overall healthcare outcomes. In this article, we will explore the profound impact of AI in the medical field and the ways it is reshaping the future of healthcare.

1. Diagnostic Accuracy and Early Detection:

Accurate and timely diagnosis is crucial for effective treatment and positive patient outcomes. AI-powered algorithms have the potential to analyze medical data, including patient records, lab results, and medical imaging scans, with unparalleled speed and accuracy. This enables earlier detection of diseases and conditions, leading to prompt interventions and improved prognosis. AI can assist radiologists in identifying subtle abnormalities in medical images, helping to detect conditions such as cancer, cardiovascular diseases, and neurological disorders with higher precision.

2. Personalized Treatment and Precision Medicine:

The concept of personalized medicine has gained momentum with the advent of AI in healthcare. By leveraging patient-specific data, such as genetic information, medical history, lifestyle factors, and treatment outcomes, AI algorithms can generate tailored treatment plans. This facilitates precision medicine approaches, enabling healthcare professionals to deliver targeted therapies with higher efficacy and reduced side effects. AI can also predict patient responses to certain medications, optimizing drug selection and dosing regimens.

3. Streamlined Administrative Tasks:

Administrative tasks can often be time-consuming and resource-intensive for healthcare providers. AI systems offer the potential to automate various administrative processes, including appointment scheduling, billing, and documentation. Natural Language Processing (NLP) algorithms can analyze and interpret medical documentation, extract relevant information, and populate electronic health records (EHRs). This automation not only reduces the burden on healthcare professionals but also enhances accuracy, efficiency, and data accessibility.

4. Drug Discovery and Development:

The traditional process of drug discovery and development is a lengthy, costly, and often inefficient endeavor. AI is revolutionizing this process by leveraging machine learning algorithms to analyze vast amounts of biomedical literature, clinical trial data, and molecular structures. This enables researchers to identify potential drug candidates, predict their efficacy, and optimize their properties. AI-powered systems can significantly accelerate

the drug discovery pipeline, leading to faster development of new treatments for various diseases, including rare and hard-to-treat conditions.

5. Remote Monitoring and Telemedicine:

The integration of AI with remote monitoring and telemedicine solutions has transformed the way patients receive healthcare services. AI-powered wearable devices and sensors can continuously collect and analyze patient data, providing real-time insights to healthcare providers. This enables remote monitoring of patients with chronic diseases, early detection of deterioration, and timely interventions. Tele medicine platforms, powered by AI, facilitate virtual consultations, enabling patients to access medical expertise regardless of geographical barriers. This promotes patient convenience, reduces healthcare costs, and improves access to healthcare services, particularly for undeserved populations.

Conclusion:

Artificial Intelligence has emerged as a game-changer in the medical field, revolutionizing the way healthcare is delivered, diagnosed, and managed. From enhancing diagnostic accuracy and personalized treatment to streamlining administrative tasks and facilitating drug discovery, AI is transforming healthcare across multiple dimensions. As AI continues to evolve and advance, it is crucial to address ethical considerations, data privacy, and regulatory frameworks to ensure responsible and beneficial integration into medical practice. The collaborative efforts of healthcare professionals, researchers, policymakers, and AI developers are essential to harness the full potential of AI in improving patient outcomes, advancing medical research, and shaping the future of healthcare.

Adnan Ashraf
BCA 1st Sem

"Exploring the Power of Ensemble Learning in Data Science"

The article titled "Exploring the Power of Ensemble Learning in Data Science" provides an insightful overview of ensemble learning techniques and their applications in the field of data science. The author does a commendable job of explaining the fundamental concepts of ensemble learning and its benefits for improving predictive models.

One of the strengths of the article is its clear and concise writing style. The author presents complex ideas in a manner that is easily understandable for readers with varying levels of expertise in data science. The article begins by defining ensemble learning and highlighting its significance in overcoming the limitations of individual machine learning models. This introduction effectively sets the stage for the subsequent discussions.

The article proceeds to explain various ensemble learning methods, such as bagging, boosting, and stacking, along with their respective algorithms and use cases. The author provides concrete examples and real-world applications to illustrate how ensemble learning can enhance prediction accuracy, reduce overfitting, and handle diverse datasets. These practical examples help readers grasp the relevance and potential of ensemble learning techniques in solving complex data science problems.

Furthermore, the article discusses the advantages and challenges of ensemble learning. It acknowledges that while ensemble models can yield remarkable results, they also require careful consideration of factors like model diversity, bias-variance tradeoff, and computational complexity. By addressing both the pros and cons, the article presents a balanced view of ensemble learning, giving readers a comprehensive understanding of its implications.

One area where the article could be improved is in providing more technical details about the algorithms and implementation considerations. While the explanations are generally accessible, readers who are already familiar with ensemble learning may desire deeper insights into the inner workings of specific methods and algorithms. Adding additional references or resources for readers seeking further technical information would be beneficial.

Overall, "Exploring the Power of Ensemble Learning in Data Science" is an informative article that introduces readers to the concept of ensemble learning and its applications in data science. The article strikes a good balance between accessibility and technical content, making it suitable for both beginners and intermediate-level practitioners. With a few minor enhancements in terms of technical details, this article could serve as an excellent starting point for individuals interested in exploring ensemble learning techniques.

Punit Chand
BCA 3rd Sem

"A Mesmerizing Journey Across Ladakh: Exploring the Land of High Passes"

The article titled "A Mesmerizing Journey Across Ladakh: Exploring the Land of High Passes" takes readers on a captivating virtual tour of one of India's most enchanting regions, Ladakh. The author recounts their personal journey, providing vivid descriptions of the landscapes, cultural experiences, and unique aspects of this remote Himalayan destination.

One of the standout features of this article is the author's ability to transport readers to the majestic landscapes of Ladakh through their descriptive storytelling. From snow-capped peaks to vast open valleys and shimmering lakes, the author paints a vivid picture that allows readers to imagine themselves traversing the region's stunning terrain. The use of rich sensory details enhances the reading experience and creates a sense of immersion in the journey.

The article also shines a spotlight on the cultural aspects of Ladakh. The author delves into the region's history, traditions, and the warm hospitality of its people. By sharing personal encounters and interactions with locals, the article provides insights into the unique way of life in Ladakh. This inclusion of cultural elements adds depth to the narrative, making it more than just a scenic travelogue.

Furthermore, the article showcases a diverse range of attractions and activities in Ladakh. It covers popular destinations such as Leh, Pangong Tso, Nubra Valley, and the monasteries dotting the landscape. The author's enthusiasm for each location is palpable, igniting a sense of curiosity and wanderlust in readers. Additionally, practical tips and recommendations for accommodations, transportation, and local cuisine contribute to the usefulness of the article for potential travellers.

While the article succeeds in capturing the essence of Ladakh, it could have benefited from a more structured narrative. The flow of the story occasionally feels disjointed, with abrupt transitions between different locations or experiences. A more cohesive structure and smoother transitions would have enhanced the reading experience and provided a stronger sense of continuity throughout the journey.

Moreover, including more personal reflections and insights from the author would have added depth and authenticity to the article. While the descriptions are vivid, incorporating the author's personal emotions, reflections, and lessons learned during the journey could have made the narrative more engaging and relatable.

Overall, "A Mesmerizing Journey Across Ladakh: Exploring the Land of High Passes" offers readers an enticing glimpse into the beauty and cultural richness of Ladakh. Through evocative descriptions and captivating storytelling, the article transports readers to this remote Himalayan region. With a more structured narrative and deeper personal insights, it could have further elevated the reader's connection to the author's journey. Nevertheless, it serves as an inspiring starting point for those seeking to explore Ladakh's wonders.

S.Ankit Kumar
BCA 3rd Sem

Astaprahari Nama Sankirtan on the eve of RIMS foundation day

Kalasha Sobha Yatra

Ghata Sthapana

Nama Sankirtan Subharambh

Happiest Moment

Mass Prasad Sevan

Nagar Kirtan

Nagar Kirtan

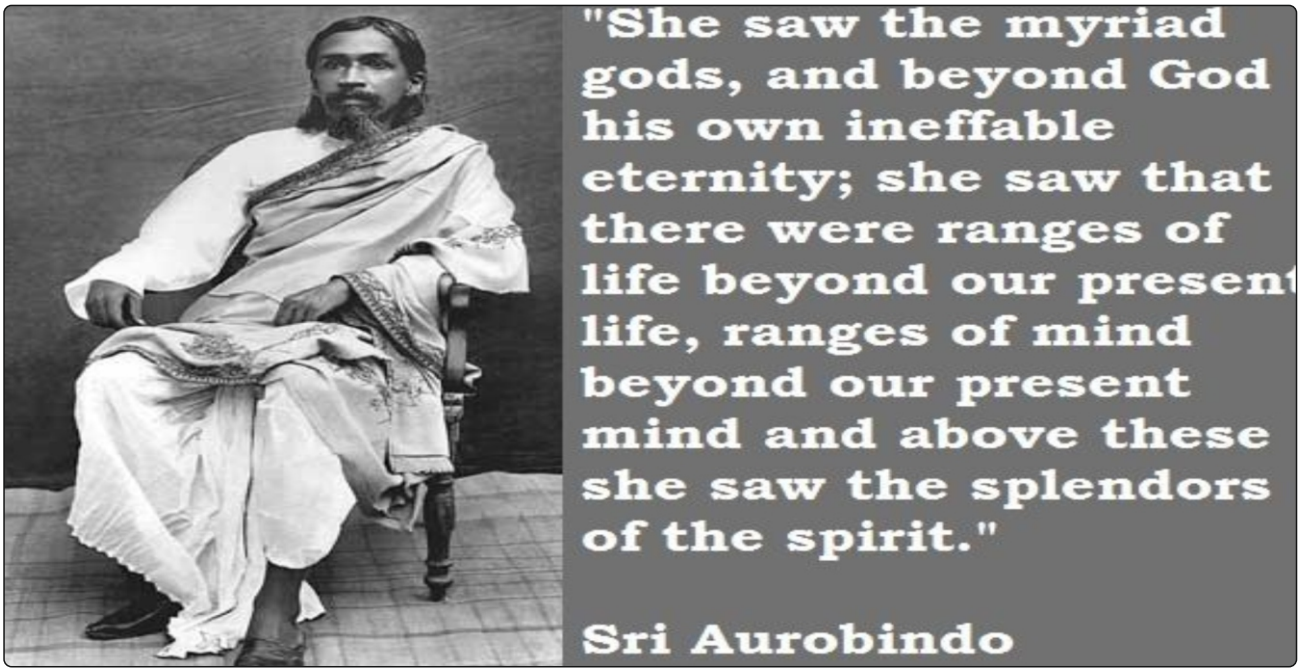
Viswashanti Vaidik Mayajnya at RIMS
on the eve of 200 birth anniversary of Maharshi Dayanand Saraswati

Observation of Preamble Day at RIMS

MBA Fresher's Day

CURRENT AFFAIRS AND IMPORTANT DATES

1. SHENNIS PALACIOS has won the miss Universe 2023 title.
2. SOURAV GANGULY has become the brand ambassador of West Bengal.
3. The exercise "Vajra Prahar 2023" between the special forces of India and AMERICA has begun.
4. PANKAJ ADVANI has won the World Billiards Championship title for the 26th time.
5. Deepti Babuta has received the "Dhahan Award" for PUNJABI language.
6. AUSTRALIA has won the Cricket World Cup 2023 title.
7. Saffron from Kishtwar district of JAMMU and KASHMIR has been granted the GI tag.
8. VIR DAShas won the Best Comedy award at the 51st International Emmy Awards 2023.
9. The 54th International Film Festival of India has begun inGOA.
10. Covid-19 WARRIOR has been awarded the Indira Gandhi Peace Prize 2023.
11. "Every Right for Every Child" campaign has been launched in UTTAR PRADESH.
12. Army Chief General Manoj Pandey has visited SOUTH KOREAto strengthen defence ties.
13. GAGANJEET BHULLAR has won the Indonesian Masters 2023 golf tournament title.
14. LUKE FREEDENhas become the new Prime Minister of Luxembourg.
15. UTTAR PRADESHhas secured the first position in inland fish farming.
16. GIRISH CHANDRA MURMUhas been elected as the Vice Chairman of the UN External Auditors Panel.
17. GUJRATstate government has declared ghol fish as state fish.
18. The world's largest single-site solar power plant has been inaugurated in UAE.
19. With DRDO Indian Navy has successfully test-fired the first indigenous naval anti-ship missile.
20. PERUMAL MURUGAN has been awarded the JCB Prize for Literature 2023.
21. Under-19 Cricket World Cup 2024 will be held in SOUTH AFRICA.
22. HIMADRI DAS has authored the book Wilding Partnerships India and International Corporation for Maritime Securities.
23. UTTAR PRADESHgovernment will change the school schedule.
24. In NEW DELHI "Indo – Pacific Regional Dialogue"will be held.
25. India's rank in the Inclusion Index 2023 published by the Esteeming and Billing Institute is 117th
26. In HARYANA the High Court stuck down a law giving 75% reservation to local youth in the private sector as unconstitutional.
27. The world's first marine protected area for sperm whales has been created in DOMINICA.
28. BINA AGARWAL and DAVID BERKIN have been awarded the 2023 Kenneth Bolding Prize.
29. The second two-plus-two ministerial dialogue between India and Australia was held in New Delhi.
30. Vinay Tons has become the MD of the State Bank of India.
31. According to WHO, the percentage increase in measles deaths is 43%.
32. Aparna Gupta has been appointed as the new Global Delivery Centre leader of MICROSOFT.
33. The edition of joint military exercise AUSTRAHIND-23 has begun in AUSTRALIA between Australia and India.
34. LAKSHMI RAMAKRISHNA SRINIVAShas become the Additional Director of South Indian Bank.
35. IIT Roper has discovered rare metal "tantalum" in SUTLEJ river of Punjab.
36. The World Heritage Week is celebrated from 19th November to 25th November.
37. P.Valsala a Malyalam writer has passed away recently.
38. Water Smart Kid campaign has been launched in MEGHALAYA.
39. MAX VERSTAPPEN has won the Las Vegas Grand Prix 2023 title.
40. World Children's Day is celebrated in 20th November.
41. ALOK SHARMA is the new Director of Special Protection Group (SPG).
42. International Olympic Committee has awarded the Olympic Cup 2023 to the Taekwondo Humanitarian Foundation.
43. STATE BANK OF INDIA will launch yono global app in Singapore and US.
44. The "International Tourism Mart' is being organized by the Ministry of Tourism.Government of India at SHILLONG.
45. Cricketer Virat Kohli's statue will be installed in Jaipur Wax Museum.
46. The percentage increase in women-led startups in India in the last five years is 18%.
47. AFGHANISTAN's embassy in New Delhi has been permanently closed.
48. The first edition of Khelo India Para Games be held in Delhi.
49. The world's first 3D-printed temple has been unveiled in TELANGANA.
50. Xavier Miley has become the new President of ARGENTINA.



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National Service Scheme Unit

Rourkela Institute of Management Studies, Rourkela

Principal I/c, UG
RIMS, Rourkela

Programme Officer
NSS, RIMS, Rourkela

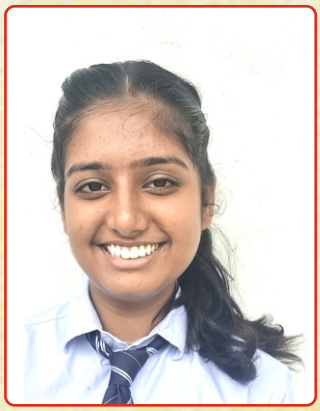
Message

NSS unit of RIMS is actively participating in social activities from last two years since its inception. Our NSS unit is working under Sambalpur University, Sambalpur and contributing values towards the society. Our students are participating in national level integration camp, adventure camp and many more like this and bringing glory for the institution, society and our nation at large.

Dr. Subrat Prasad Pattanayak
Principal, I/c, UG
RIMS, Rourkela

NSS is a volunteer association of young students in colleges which provides services to society without bias. it aims to inculcate social welfare in students and through the community services, it really helps in building their personality. With the experience from NSS , I am sure that all volunteers will learn how to lead a life of dignity with positive mind set and contributes to the growth of nation.

Prof. Siddhartha Shankar Pradhan
Programme Officer
NSS Unit, RIMS, Rourkela



Muskan Kumari
BBA, RIMS, Rourkela
Adventure Camp
Manali, H.P.-2023

Siba Narayan Bag
BBA, RIMS, Rourkela
NIC Camp
Bilashpur, C.G.-2023

Harshita Kadambala
BBA, RIMS, Rourkela
NIC Camp
Bilashpur, C.G.-2023

NSS Volunteers of RIMS, Rourkela participated in National Integration Camp-2023 at Guru Ghasidas Central University, Bilashpur, Chatishgarh.

NSS Volunteer of RIMS, Rourkela participated in Adventure Camp-2023 at ABVIMAS, Manali, Himachal Pradesh.

MBA

MBA final year - 2022-24

MBA first year - 2023-25

MCA

MCA final year - 2022-24

MCA first year - 2023-25

First year - 2023-26

Second year - 2022-25

Final year - 2021-24

BBA

BCA

BJMC

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