

A Collection of Monthly Journals

Su-Sankalan 2020





Prof. Sourya Pattnaik
(1962 - 2006)











Dear All,

The year 2020 brought a new learning for us that how to live with adversaries. In the modern era we have forgotten about the challenges of life and only was looking for comfort. The year dragged out the human beings from their comfort zones and made them taste of 'struggle for life'. Many people lost their lives and many business and economic activities were distorted due to this COVID – 19 pandemics.

Education is one of the areas which is affected a lot by this COVID – 19 pandemics but fortunately the education in RIMS is something different. We had started our preparation much before the COVID – 19 affects in India. We tied up with our foreign partners and developed the 'TEAMS' educational platform as per our requirement. Our teachers got training and used to with this new platform of education much before the COVID affects. RIMS didn't suffer as per the education is concern due to proactive awareness and preparations. We are the first in our state to deliver online education that too in a success. We had our classroom teaching, examinations, assignments, activities and meetings through this platform very successfully and without any interruptions. This shows our commitment towards education. We are more than 36 years of proven record of education and it stood strong with the time and affects.

The adverse effect of COVID – 19 made RIMS stronger by learning and upgrading new ways to face the challenges. We believe our struggle for existence for success in education will make our students benefited and learn how to face the struggle and come out with flying colors. The entire process of struggle for existence may reflect in the positive approach and behavior of our students to face life challenges.

Things are moving better and better day by day and we hope a better tomorrow with a new sunshine and new prosperities for lives and human being.

Thanking You,

Chairperson, RIMS

Mrs. Nalini Prava Pattnaik





Sukaushalam is an eloquent expression of the progress and outstanding achievements that RIMS has to its credit. It has provided great array of opportunities to the students, express their views and explore their talent, potential of being an author. The editorial board has done continuously their responsibilities religiously to persuade and encourage the students to exhibit their writing talents, has also provided an opportunity to the staff and faculty fraternity, a space to contribute their work. I congratulate the Editorial board for their tireless efforts to compile their magazine and bring to us “Su-Sankalan”.

I extend my heartfelt best wishes to the members of publication department of RIMS on their outstanding achievement during this Global Pandemic crisis.

My heartfelt Congratulations!

Dr. Subrat Prasad Pattanayak





Prof. Sourya Pattnaik

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FROM THE CHAIRPERSON'S DESK



Dear All,

A happy and prosperous New Year to one and all! May God bless you with lots of happiness and good health!

A New Year is always a great opportunity to introspect on the year gone by and start afresh with new zeal and commitment. Let life throw new challenges at you, but you remain brave and take a resolution to face all hurdles with honesty and dedication; and you will see how success comes to you!

However, we cannot be complacent with whatever we do and assuming everything we do is right; forgetting to check our actions.

We also need to do some self criticism at times; something which is beautifully captured in words by Lucy Maud Montgomery, a popular Canadian novelist:

"Laugh at your mistakes, but learn from them.

Joke over your troubles, but gather strength from them

Have fun with your difficulties, but overcome them."

❖ Lucy Maud Montgomery

In this New Year, my advice for all my students would be to become more punctual and disciplined; something we as a management institution put so much focus on, as they are the pillar stones of success. However, you cannot get success in a day; it would be a hard grind and you will face many failures on the way, but remember you have to carry on.

Thanking You,

Chairperson, RIMS
Mrs. Nalini Prava Patnaik



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Quantum Computing – The new Buzzword in Information & Tech.

Quantum theory is the branch of physics that deals with the realm of atoms and thus the smaller (subatomic) particles inside them. You would possibly think atoms behave in the same way as everything else within the globe, in their own tiny little way. But that's not true: on the atomic scale, the principles change and thus the "classical" laws of physics we deem granted in our everyday world, doesn't automatically apply. As Richard P. Feynman, who is one of the best physicists of the 20th century said, "Things on a very small scale behave like nothing you've any direct experience about... or like anything that you just simply have ever seen."

Quantum + Computing = Quantum Computing

As a typical computer does operations in bits, a quantum computer has quantum bits or qubits, which is intriguing. Where one bit can store either a 0 or a 1, a qubit can store a 0, a 1, both 0 and 1, or an infinite number of values in between - and be in multiple states means it can store multiple values at the same time!

Quantum computers don't seem to be only doing things faster or more efficiently, but also allow us to try to do things that we couldn't even have dreamed of without them, things that even the simple supercomputer is not capable of. They have the potential to greatly accelerate the event of Artificial Intelligence. Google is already using them to reinforce the software of self-driving cars.

So the question is, when will you get a quantum computer?

You will probably never have a quantum computing given in your laptop or mobiles. Quantum computers have been largely in theoretical use because they are incredibly sensitive to interference. Anything can disturb a qubit from its sensitive state of superposition. So they have to be kept isolated from all forms of electrical interference.

They will mostly be experimented in academics and businesses, which will probably access them remotely. It's already possible to use IBM's quantum computer via its website where you'll even play cards with it. Right now, the simplest quantum computers have about 50 qubits. That is enough to create them and make them act incredibly powerful, because every qubit you add means an exponential increase in processing capacity. But they're having really high error rates, thanks to the issues with interference. In October 2019, Google had published a paper which stated that they have achieved quantum supremacy. It meant they had reached the point at which a quantum computer can perform way better than a classical computer. But its rivals disputed the claim – IBM said Google had not tapped into the entire power of modern day supercomputers.



Most of the big breakthroughs to this point are in controlled settings, or using problems that we already know the answer to. In any case, reaching quantum supremacy doesn't mean quantum computers are actually able to do anything useful. Researchers are making great progress in developing the algorithms that quantum computers will use. But the devices themselves still need loads of work. Quantum computing could change the globe of computing – except for now, its future remains uncertain.

Prof. Swati Das
Faculty, RIMS

Wings of Freedom

Days are passing by,
And my heart cries.
Thought it would be better,
And now nothing really matters.
I want to fly somewhere away,
And it would not be just another day.
In this world full of people,
So many I am surrounded by,
Not a single that would stay,
Even the sky above is grey.
Old times,

The feeling I was running away from,
I find myself standing there again.
I try to put these thoughts away,
Not a single day they didn't cross my way.
It's all dark I can't help,
A stone rolling down into hell.
Looking outside the window,
As everyone passes by.
I wanna leave everything behind,
Can't really spot any light out there.
Maybe, it's out there, somewhere,
Waiting to be uncovered.

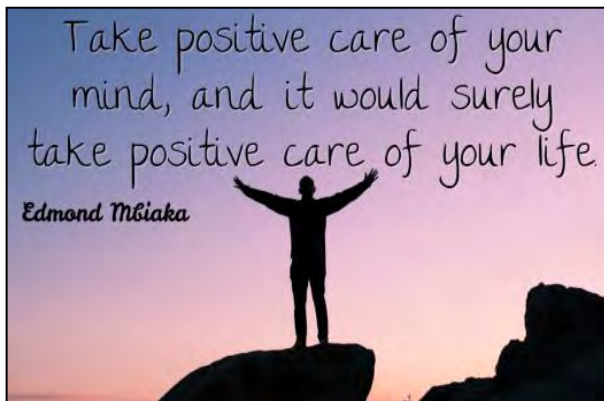
Sanskriti Agarwal

BBA 2nd Sem



Taking care of mind

New Year has already touched the horizon. Also it has brought the pressure to make resolutions we often break too quickly. We may have already started to think about the resolutions and goals we would like to achieve in this year. Although it can be very easy to get carried away with these ambitions but our health and well being should take the top priority and should matter the most to us. If we are struggling with depression, anxiety or any other type of mental health condition, by taking care of our mind will make everything better.



Here are few resolutions to start off:

Writing our thoughts:-

Sometimes, we hold onto our emotions to that point where we end up breaking down when it all gets too much to deal with. Taking a few minutes each and every day to write down our own thoughts and emotions can let go of what's going in our mind. By doing this, we can get rid of a lot of physical tension happening in our body. There are many different ways by which we can write our thoughts. We can write journals for becoming an aspiring writer, a

bullet journal for lover of lists, art journal, food journal, dream journal and many more. Depending on our hobbies, if we will write, it will be much more effective.

Trying meditation:-

Meditation is the simple practice of being quiet, sitting quietly and focusing our mind. Usually, there are six types of meditation: spiritual, focused, mantra, mindfulness, movement and transcendental meditation. Every type of meditation requires different types of skills, and we have to find out which suits us more.

Laughing more:-

As we all know, Laughter is the best medicine. It's really true when it comes to mental health. A hearty laugh releases stress from the body and allows our muscles to relax up to 45 minutes afterwards. Positive effects of laughing includes a reduction in stress hormones, and improvement in cardiac health, lower blood pressure, triggers the release of endorphins and boosts T-cells amongst many other benefits. It decreases anger and counters distressing emotions. It also has the potential to alter your perspective into a more positive one.

Taking vitamins:-

Vitamins and nutritional supplements can influence our mood, manage stress and anxiety. It helps in improving both the body and mind to function well and enhance our general health. Five best vitamins to take every day are-

1. Vitamin B like B-12, biotin, B-6 and folate. Ex- plant based milk, nuts, eggs etc.
2. Vitamin D like egg yolks, soya, almond etc.
3. Rich in Magnesium foods like potatoes, spinach etc.
4. Rich in Calcium foods like cereals, seeds etc.
5. Rich in Iron foods like beans, meats, brown rice etc.

Committing to your hobbies:-

When life throws too many responsibilities at us, it's very easy to hold up our hands and admit defeat. Although our busy lifestyle maybe completely taking over right now, we should always try and schedule in time for hobbies to refresh our mind. Taking some time out to do what we love may give us more energy and motivation to get on with our everyday tasks.

Abhisek Barik
BCA 2nd Year

Marketing Creativity

Before we discuss about Marketing, let's first see about what is 'Market'. It's our basic concept of our business. Let's see now about the "Marketing Concept".

Marketing is the study and management of exchanges relationship. It is the business process of creating relationship with and satisfying customers. Because marketing is used to attract customers, it is one of the primary components of business management and commerce. Marketers can direct produce to other

business or directly to consumers regardless of who is being marketed to several factors, including the perspective the marketers will use. These market orientations determine approach the planning stage of marketing Mix of 7p's. Marketing Mix, which outline the specifics of the product and how it will be sold. This can in turn be affected by the environment surrounding the product, the results of marketing research and the characteristics of the product's target market.



What makes marketing creativity? Is it more imagination or innovation? Is a creative marketer more artist or entrepreneur? Marketing creativity has been associated with the words and pictures that go into campaigns. But marketing like other corporate functions has become more complex and rigorous. Marketers need to master data analysis customer experiences, and product design. To explore this question we discuss about the product which is produced across dozens of top brands. We asked them for examples of creativity in marketing that go beyond campaigns and deliver tangible value to the business.

Create with the customers, not just for the customer:

Everyone likes to talk about being “customer centric”. But too often this means taking better aim with targeted campaigns. Customers today are not just consumers, they are also creators who develop contents and ideas and encounter challenges right along with you. Creativity in marketing requires working with customer’s right from the start to construct their experience with your efforts to expand your company’s reach.

Invest in the end to end experience:

Every marketer believes the customer experience is important. But most marketer only focus on the part of the experience under their direct control. Creative marketers take a broader view and pay attention to the entire customer experience from end to end. This includes the product, the buying process, the ability to provide support and customer relationship over time that takes time and resources- and it also requires bringing creative thinking to unknown problems.

Turn everyone into an advocate:

In a shattered media and social landscape, marketers can no longer reach their goals for awareness and stature just through paid media and PR. People are the new channel; the way to expand is by inspiring creativity in other. Treat everyone as an addition on your marketing team. Employees, partners and even customers.

Bring creativity to measurement:

The accessibility of digital engagement means we can now work. This gives marketing and opportunity to measure and manage itself in new ways.

In the past, marketing measure is succeeded by sticking to budgets and winning creative awards. Today, the ability to measure data and adjust strategies in real-time, enables marketing to prove its value to the business in new ways.

Think like startup:

In the past, marketers needed to be productive managers. They set goals well in advance and then worked within budget to achieve their goal. Today, creative marketers need to operate more like entrepreneurs, ceaselessly adjusting to assist “product market fit”.

The startup checker represents trends which we see more in the Bay Area in particular. Marketers are taking on the business practices of entrepreneurs such as lean startup and nimble development.

Preetirekha Jena
BBA 4th Sem

New Prospect for Young India

India is the largest democracy of the world and over the past decades, the nation is in the centre of the global economy. The economic growth, low labor cost, enormous natural resources and emerging IT sector are catching maximum eyes of both domestic and foreign investors. The policies of the government like

FDI and alike are playing as a catalyst in the emerging competitive Indian market. We are having such prospect but still we are far away in case of human development.

In one hand our economy is growing and in another we are facing problem like unemployment. This is a serious threat for a developing country like India and we have to make a pragmatic solution for this. Only government can't find a solution out of this. In fact, we have to support and co-operate the government to get out of this challenge. Self employment, entrepreneurial development. Developments of domestic and small industries are the only ideas that can provide employment to such a huge potential young talent of India. This is the year the government is giving maximum emphasis towards the inclusive growth of India. The year will be coming with lots of prospect, hope and opportunity for our talented young generation.

Ocean of opportunities is waiting for us. The only thing is how we are going to en-cash them. Majority of Indian people seek to have a secure job. But government and industries cannot give employment to such a huge people unless and until the GDP growth is multiplied by at least three times. So we have to change our mindset. We should not be the job seekers &, rather we should be the job providers.

Knowledge, skill and intellectual exertion have taken primacy over the physical labor in the present day. So we must think about skilled and technical persons. This is a peculiar case that in India industries are short of required manpower when the vast majority are unemployed. This is only because the available pool of human resources is not as per the industry's requirement. That is why there is a strong need of capacity building, training and development for our people to make them competent enough as per the corporate need.

Human development is the prime concern for a nation building; that is why the government is now especially focusing on issues like education, health, capacity building, skill development and basic needs of people to enhance their standard of living. Initiatives like Start-Up, Stand-Up, Make-In-India will give our youth better employment prospects. The **'EASE-OF-DOING-BUSINESS'** has been given maximum priority these days. So the youth can fulfill their dream ceaselessly. Lots of hope and prospects are waiting ahead for our young blood. Only it is about how we are taking the opportunities.

Priyanka Sunar
BBA 3rd Year







CURRENT AFFAIRS

- Forest Committee approves Green Credit Scheme to 'trade' in forests.
- Odisha's Gajapati dynasty head former MP Gopinath Narayan Deo passes away at 76.
- MS Dhoni named captain of ESPNCricinfo's ODI and T20 teams of past decade; Virat as captain of their test team.
- Arunachal Pradesh adopts new logo for the state.
- Indian Railways launches integrated helpline number 139 for passengers.
- Telengana's mountaineer Malavath Poorna: 1st and youngest tribal women in the World to scale 6 mountain peaks in 6 continents.
- Cristiano Ronaldo bags best men's player title at 11th Dubai Globe Soccer Awards 2019 in Dubai.
- Dubai-based Indian singer, Sucheta Satish wins Global child prodigy award 2020.
- ISRO sets its fourth RAC-S in Karnataka.
- Defense Minister Rajnath Singh launched a web portal for undertaking aerial survey.
- Union Power Minister RK Singh released 2nd State Energy Efficiency Index 2019 in New Delhi.
- Rajya Sabha MP Chandra Pal Singh Yadav re-elected as the chairman of KRIBHCO.
- Government creates new department of military affairs headed by Bipin Rawat.
- Uttar Pradesh became 1st state to shortlist migrants for citizenship.
- India to place restrictions on non-essential imports from China by March 2020.
- Indian Army to sign MoU with Russia for 7.5 lakh AK-203 assault rifles procurement.
- Indian chess grandmaster Koneru humpy finishes 12th in FIDE world blitz competition 2019 held in Moscow, Russia.
- ISRO to set its 2nd launch port in Thoothukodi district of Tamil Nadu.
- 14 scientists conferred with Swarna Jayanti fellowships for 2018-19.
- Britain's Prince William unveils prize for climate innovation.
- Chenab Bridge: World's highest bridge by Indian Railways to connect Kashmir to rest of India by 2021.
- Uttar Pradesh Government announced to build a 121-acre zoo named after Ashfaqullah Khan.
- MS Swaminathan and Dr. Gutta honored with 1st Venkaiah Naidu National Awards in Hyderabad.



DROPS OF LIGHT

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

-The Mother

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Chairman, RIMS

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FROM THE CHAIRPERSON'S DESK

Dear All,

February has started. I hope all of you are doing well and utilizing your time properly. Time Management means rightly managing the time available to one. Time is significant, and it must not be wasted. One can always do much in a little time; hence so much to accomplish.

***"Things turn out best for those
who make the best out of the way
things turn out."***

❖ **John Wooden**

Time Management is especially essential for students, as they have to study various subjects in a limited period. Time Management is a skill that could do life beautiful work wonders if practised daily. Time is one thing in life that you can never get back. Once it's gone, it's gone forever. In today's fast-paced world, even though it seems like we're working 24/7, are we really making the best use of time? This thing should be the most important point for each one of us to keep in our mind.

"The Key is not spending time, but in investing it."

❖ **Stephen R. Covey**

Hence, before concluding I want you all to invest your time properly which will be beneficial for yourself and you can achieve whatever you want with sheer hard work and proper time management.

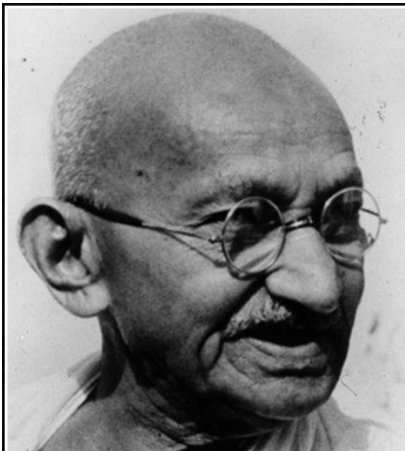
Thanking You,

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Mrs. Nalini Prava Patnaik



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Carefully watch your thoughts, for they become your words. Manage and watch your words, for they will become your actions. Consider and judge your actions, for they have become your habits. Acknowledge and watch your habits, for they shall become your values. Understand and embrace your values, for they become your destiny.

— Mahatma Gandhi —

“We should remain students for lifetime. You should be ready and yearn to learn from every moment of life. ”



TRY THESE TECHNIQUES TO ROPE IN WANDERING DATA

Manually gathering data from multiple sources takes time, yet it's a necessary task when data analysis drives your decision-making. With data coming from multiple sources and programs that don't automatically talk to each other, processing data can be an arduous task.

The promise of big data is insight into customer experiences to improve products and services. To gain those insights, you need an air-tight organizational system for capturing and managing your data. The promise of big data can only be realized when disparate data sources are integrated.

The first step is to de-clutter; stop collecting data you don't plan to make available to decision-makers. The second step is to make sure the data you collect is accessible. The final step is to implement company-wide policies to maintain the integrity of your data.

Create an organized foundation; be selective with the data you collect-

The amount of data you could collect is infinite, but that doesn't mean you should collect it all. Unused data accounts for about 99% of all collected data. That unused data is taking up precious space on servers and hard drives belonging to businesses across the world.

A 2012 Digital Universe study reported that in 2012, 2.8 trillion gigabytes of data had been collected, but only 3% was tagged and ready for use and just 0.5% was being analyzed. The study noted the small percentage of analyzed data has been shrinking as more data is collected. Collecting data is the easy part. The

problem is that most data isn't being made available to decision-makers, and that's why so little data gets used.

Although the Digital Universe study was performed in 2012, those numbers have remained accurate in further studies. For example, in 2015, McKinsey & Company wanted to know if data from oil rig sensors was being used for decision-making in the energy industry. They discovered less than 1% of data obtained from approximately 30,000 data points was available to energy industry decision-makers. Even if they wanted to make decisions based on all data collected, they couldn't.

If you're not going to make collected data available to the decision-makers, it won't be of any use. Before diving into data collection, you need a plan outlining what you're going to collect, and how you're going to make it available to the decision-makers who need it. This is founded on an internal strategy that manages how and when team members' access, collect, tag, and distributes data.

Create a written strategy for data management-

To prevent different interpretations of the same data, you need a written policy dictating how data should be accessed and interpreted. You want everyone to use the same programs to crunch numbers or department heads will end up using different data points to make important decisions.

It's important to have team members use tools that present data visually in some kind of dashboard. This helps them access and interpret multiple sources of data more easily. If they rely on that data to make any decisions, a visual display of data is imperative. For example, a business

intelligence dashboard that displays graphs and charts makes it easy for a marketing team to identify conversion trends at a glance on a consolidated, single screen.

Any dashboard you create should only report information relevant to the audience using it. A dashboard is strongest when you define your target audience first. In other words, you don't want to clutter up a sales team dashboard with financials relevant only to the accounting team.

In this Business Intelligence Best Practices guide, Datapine confirms that dashboards achieve their highest potential when designed to eliminate clutter. Design is a form of communication, and a visually appealing dashboard communicates data effectively to its user. A lack of clutter makes that communication quick. Presenting too much data or a cluttered, complex interface will fail to serve the intended purpose.

Datapine's guide also outlines the Gestalt Principles of Visual Perception that outline basic human interaction within the context of visual stimulation. The six principles include proximity, similarity, closure, enclosure, continuity, and connection. These principles should be understood by all.

Zero in on data accuracy and consistency-

Thoroughly exploring the concept of data accuracy, Moz.com published this meaty analysis sharing their investigation into the accuracy of click through rates for branded vs. non-branded keywords. The article shows that the deeper you dive into verifying data accuracy, the more you learn about the programs you use and discover their limitations. Although no data analysis will ever be perfect, strive to maintain consistent strategies between all who

collect, analyze, and distribute data. You want all your gears moving in the same direction so if the way you manage data evolves, everyone will adapt together.

Prakash Bishwal
BCA 2nd Year

HOW GOOGLE CONTROLS LIFE OF PEOPLE

It's not anything terribly surprising. But maybe it is. Once you think about all those gloriously nerdy "Moonshots" from Google and how the tech is permeating every facet of our lives, well, it adds up.

Chrome: If you use Google Chrome -- and, yes, many of us do - then Google can track your every move online.



Gmail: Yep, Google looks at all your emails. Or, it can anyway. And you're creating contact lists as well as calendars of events and appointments. Google says: Thanks for sharing (everything).



Google Drive: You're uploading all your pictures and documents to Google's cloud. Five years ago, did you think you'd be doing that? Here's a list of Google products that illustrate what I'm getting at. Some examples (Nest, Dropcam) might outrightly bother some people more than others



Android: Google's open source operating system powers mobile devices worldwide. Even a lot of people who own apple devices wind up by using android phones. This means Google can collect from whenever and deliver to you on your phone, wherever you go.



Google Play: This is Google's app marketplace. The World dances to Google's beat.



Google Now: With Google now, you grant the company permission to read all the types of data you already willingly upload to it via its other products, and then send you reminders based on your location, time of day, your habits, etc. Convenient? Sure. Kind of creepy? Definitely



Jaspreet Kaur
BCA 2nd Year

HUMAN RESOURCE

The first question which appears in our mind when we perceive the word Human Resources are : What does it mean ? How is it connected to management community? Human Resource is a term which is made up for management people who are within a organization. There are certain duties which are given to a human resource manager they fall into three major areas- Staffing, Employee and Compensation. The motive of human resource manager is to summarize or maximize the efficiency of a company by assigning the employees in the field which they are good at. The basic errand of human resources will always be to obtain, develop and keep talent; and be an excellent contributor to the business. *"Those three challenges will never change."*

One of the primary functions of the human resources department is to supervise, hiring and enrolling within an organization. The department actively enrolls, screens,

interviews and hires qualified candidates for open positions.

The department administers expertise, evaluation and personality tests to match candidates with the right job within the company along with enrolling and hiring employees. Human Resources is responsible for recompense and benefits, on-boarding employees, training, organization development, and workplace culture -- this long list of tasks can make it strenuous to unsullied define HR in the first place. The human resources department controls all facet of employee benefits, counting health and dental insurance, long-term care or disability programs as well as employee reinforcement and wellness programs.

The department keeps track of employee absences and job-protected leave, such as family medical leave cannot meet the expense to offer benefits. But while going without benefits may uplift your bottom line in the short run, than penny-wise philosophy could choke your business's chances for long-term success. "There are certain benefits good employees feel they must have," says Ray Silverstein, founder of PRO (President's Resource Organization) a small-business consultative network. Human resource mostly focus on the growth of both individual and the organization which they are allotted in. They are especially engaged in intensifying their communication skills and cooperation between the individual workers.

Balla Parinita

BBA 2nd Sem

NUMBER ONE

Every one of today's generation are master of their own Choices and likes. But no one ever thought of discovering bulb until Thomas Alva Edison experimented with thousands of different filaments to find just the right materials to glow well and be long lasting. Basically most famous and familiar ideas was once unknown and unsuspected. They all came out from their comfort zone to make their believe survive forever. Being number one is not a easy task , it's all about hardship, persistence and spirit of interest toward the job. An entrepreneur play a vital role in establishing the most effective way of living in the society. However they are important factor for the development of the company and countries too. Generally entrepreneur are the one who are never afraid of taking risk , a successful entrepreneur are risk taker as they love to stay away from comfortable zone for the establishment of monopoly business strategy. Every startup is small at the start . Every monopoly dominates a large share of it's market. Therefore ,every startup should start with a very small market, The reason is simply: it's easier to dominate a small market rather than a large one. Start small but make it large matters to be number one business man. Number One business man mainly focuses on the network as it is equal to net-worth. Customer are the king of the product and service being provided in the market as per their need ,want and behavior towards. Generally it's impact according to their Interest and love towards the product and service.

Vimal Pradhan

BBA 3rd Sem

SNP CRICKET 2020





CURRENT AFFAIRS

- Sunil Kumar won India's first Greco-Roman gold medal in Asian Wrestling Championships in 27 years on 18 February. He defeated Azat Salidinov of Kyrgyzstan under the 87kg category at the summit. He scored 5-0 in the event to claim the title. The previous gold was won by Pappu Yadav in 1993 for India under the 48 kg in the Greco-Roman category. Also, Arjun Halakurki won bronze at the championship under the 55 Kg category. He defeated Donghyeok Won of Korea to claim the medal.
- The Geological Survey of India (GSI) discovered gold deposits to the tune of around 3,000 tonnes in Sonbhadra district, Uttar Pradesh. It is almost five times India's current reserve of gold. These were found in Son Pahadi and Hardi areas of Sonbhadra district, Uttar Pradesh. The British reportedly initiated the process of finding gold reserves in the Sonbhadra region first.
- Pakistan successfully flight tested the air-launched nuclear-capable cruise missile Ra'ad-II. The test aimed to boost the military's deterrence capability on land and at sea. The Ra'ad-II missile is an attempt to match India's BrahMos cruise missile Ra'ad-II missile: The range of Ra'ad-II missile is 600 km. This range can enhance air delivered strategic standoff capability on land and at sea.
- State of India's Birds 2020 reported that 79% of the bird species are on a decline in the last five years. The report was released at the 13th Conference of Parties (COP-13) of the Convention on the Conservation of Migratory Species of Wild Animals (CMS) which is hosted in India. The report stated a dramatic rise in Peafowl/Peacock population calls for an assessment of crop damage caused by the bird.
- NITI Aayog's Sustainable Development Goals (SDG) Conclave 2020: Partnerships, Cooperation and Development of North Eastern States began at Assam Administrative Staff College, Guwahati, Assam on 24 February. The conclave aims to foster partnerships at the sub-national level. The conference will be held from 24-26 February 2020.
- The United States announced that it is ready to sign a peace deal with the Taliban in Afghanistan if a temporary truce holds in America's longest war. The announcement was made by US President Donald Trump. There are more than 12,000 US troops in Afghanistan. A report stated that 2,448 Americans have died in combat there since the invasion in October 2001.
- Israel claimed airstrikes on Damascus airport area. Six people have been killed in an Israeli air attack on Damascus on 23 February. Israel confirmed raids on the Syrian capital and on the besieged Gaza Strip. More than 20 rockets and mortars were launched from Gaza towards Israel. The bombings have set off warning sirens in the southern city of Ashqelon and several other locations.



Shree Maa

Worship does not mean the memorization of mantras, or even the proper placement of the flowers and other objects. Worship is an attitude of respect, of dedication, of devotion to the exclusion of selfishness.

- The Mother

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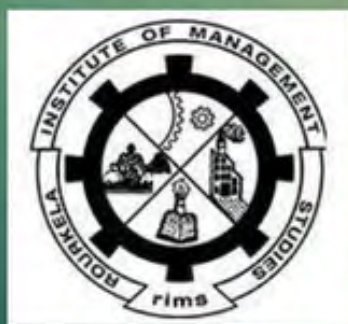
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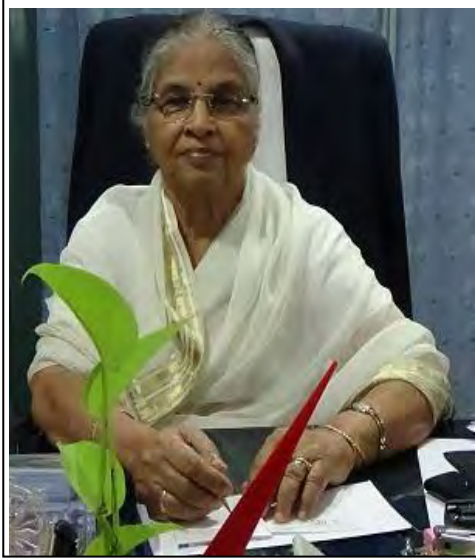
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FROM THE CHAIRPERSON'S DESK

Dear All,

It's such a refreshing time! The sweet smell of spring, the warm sunshine, those colorful blooms popping up and the spreading greenery and chirping of birds, it's so soothing.

"Blossom by blossom the spring begins."

❖ Algernon Charles Swinburne

With the soothing environment, the spring brings the festival of colors 'HOLI' where there is no negativity, everything is so colorful and shines too bright and spreads colors of happiness.

Coming forward with celebrations, on 8th March, we

celebrate International Women's Day with the whole world. International Women's Day means many things to many people. It can be a day to celebrate the social, economic, cultural and political achievements of women and it can be a day for challenging the gender stereotypes and gender imbalances that still exist. Through this celebration we get to know how much women are important for us and our society and for its development and well being. As someone said, "Behind every successful man, there is a great woman" and this shows the importance of women. They think beyond the norms and rules and bring changes which directly or indirectly help in development and building of nation. So, it's time for RIMS family to celebrate the coming festivals and celebrations together.

Thanking You,

Chairperson, RIMS
Mrs. Nalini Prava Patnaik

HAPPY WOMEN'S DAY

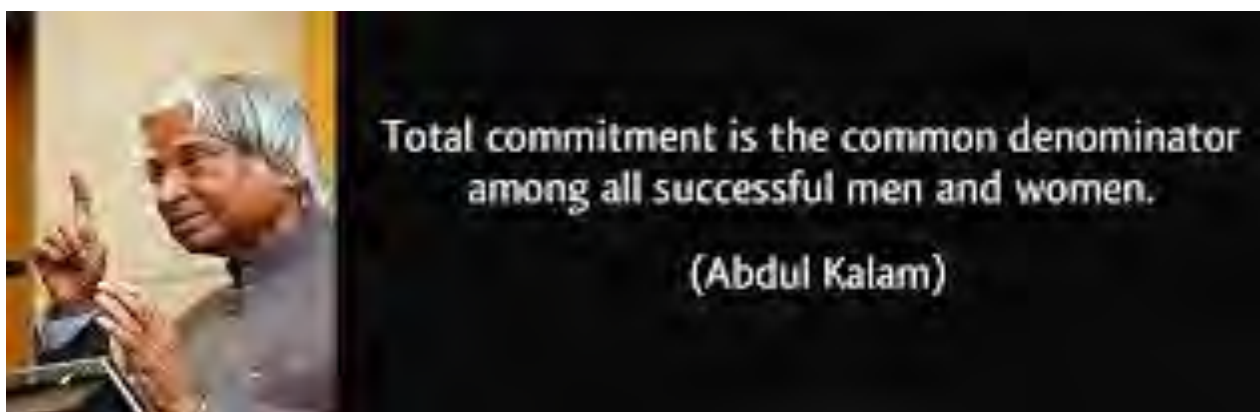
**"Every man needs a woman when his life is a mess,
because just like the game of chess -
the queen protects the king"**

[Unknown]



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ACID ATTACK

People always say that inner beauty and hard work is the main weapon for a woman to excel in a male dominating country like India. But the reality is way more shameful for all of us. Our Society is so educated that we judge an individual not by seeing his capability, qualification, and hard work rather we focus on his looks and personality”.

India has one of the highest rates of acid attacks, along with neighboring Bangladesh and Pakistan. Though some victims are men, the vast majority of those attacks are women. Few years back people were not even aware of this fact but today Acid Attack has become a global issue which needs to be stopped right away. Before knowing how these acid attacks take place and what happens to those victims, it is necessary to understand every details about Acid attack. Acid attack is known as Vitriol Attack. It is some sort of violent assault involving the pretense of throwing a corrosive substance onto the body of another. In this attacks, the arrestee mainly targets the victim’s face. Here again it is clearly seen that crimes are concerned with Male satisfaction and Ego. The commonly used acids are Sulphuric and Nitric Acid. Although acid attacks occur all over the world, this type of violence mostly happens in South Asia. In a survey, a shocking fact came to our notice that in the year 2016, according to ASTI, 67% of the victims were male. But when final statistics were cross checked, it came to our notice that out of 100, 80% of victims are women in worldwide. What makes the attacker do all these? After a lot of research, campaigns

etc, many Organization, and NGO's came to a conclusion that there are many reasons behind these attacks. Commonly heard reasons were: -

- Personal conflict regarding intimate relationships and sexual rejection
- Racial Motivations
- Sexual related jealousy and lust
- Social, political and religious motivation
- Gang violence and rivalry
- Conflicts over land ownership, farm animals, housing and property
- Revenge for refusal of sexual advances, proposals of marriage and demands for dowry



In one sentence we can say that acid attacks occur as revenge against a woman, who is given a lifetime punishment for that mistake which she has not committed. Few more reasons like Gender inequality, women’s position in the society, and in relation to men plays a invigorating role in these type of attacks. Acid attack survivors goes through a lot of challenges like long term surgical treatments, psychological challenges and physical challenges as well. The medical effects of acid attacks are extensive. As it is already mentioned that majority attacks are aimed at the face of the victim, so the severity of the damage depends totally on the concentration of the acid. There are chances of damage to other

body parts while the acid is thoroughly washed with water or neutralized with neutralizing agent. The acid can quickly eat away skin, the layer of fats beneath the skin and in some cases even the underlying bone. Many of the time eyelids and lips get completely destroyed and the nose and ears get severely damaged. In many cases it is seen that: -

- The skull of the victim is partly destroyed and hair lost
- Due to total damage of ear cartilage, deafness occurs
- The scars can run down from the chin to neck area, shrinking the chin and extremely limiting range of motion in the neck
- The nose can become shrunken and deformed
- Inhalation of acid vaporous usually creates respiratory problem

In addition to all these above mentioned medical effects, acid attack victims face the possibility of skin depigmentation, sepsis and sometimes, all these ends with the victim's death.

Life becomes tough for a woman when these type of misfortune happens in her life. She has to go

through many social implications like for example, the victim in some way gets dependent on either dependency, many acid survivors are not able to find any suitable job to live their life. This leads to hardships on the family/spouse that care for them. Survivors start thinking themselves as a burden for the whole family. Therefore divorce rates are high in these cases. Here, our so called educated society plays a significant role in recovering the victim's wound. Single acid attack survivors are shunned from the society with much

respect gradually, ruining their marriage prospect. Many a times it is seen that our society thinks that these type of cases don't require any police complain, they think that all this happened because it was justified. Nobody cares about the pain that the survivor and her family goes through. How difficult it must be for any parents to see their girl in such half dead condition? How can people be so emotionless and full of negativity? This is only to make every women realize that by being educated and independent will not change their position in this society, rather they have to be strong and determined in every situation they come across.

Rituparna Pradhan
BCA 2nd Year

PATIENCE

Patience is a virtue, everything in life, needs patience. I have learned so much in my past experience the value of waiting. Sometimes, we don't always get what we want immediately and we become so stubborn and rude or sometimes feel selfless but we will suddenly realize that the purpose of those hard times is to make us stronger and to prepare us for a bigger plan. The word "patience" comes from the Latin word "patiencia," which means "to suffer and endure." Patience in modern world means "waiting" nothing else, we live in a fast-paced world, we have fast food, we drive fast cars and we have super fast computers. We are programmed to be in hurry.

We demand what we want or need it right away, as if our lives are going to end if we did not get it now. Patience is a part of hard work and it will pay you back. It is not easy to have patience. We have to practice it,

Patience is the key to success in life. When we are patient we will know our goals and aspiration, we will plan what we are trying to achieve and by what time. People who have lack of patience will jump into decisions without first checking whether it is the right one for them. They rush by spending energy and wasting time, chasing dreams. They make everything so much harder because without a define plan to follow everything is waste of time. People who have lack of patience don't believe in planning. They are in too much hurry to get to the real work and see results. They don't realize that by putting a plan in place, our entire body and soul will aim to achieve that particular goal and our brain will not waste any time and energy on what we want to achieve but will focused completely on how we will achieve. This is the huge difference between those who are successful and those who are busy but don't achieve anything.

People say that successful persons are lucky. Perhaps the truth is that they make themselves lucky as they have planned what they are going to achieve in future and focus on that particular thing, as per patience and focus goes hand in hand.

We know that speed is good but we should not waste our precious power in trying to get everything done as quickly as possible because accuracy is even more important than speed.

We can achieve everything what we want from our life. All it takes is a little patience and some perseverance.

Harshita Padharia

MCA 3rd Sem

STATISTICS

In the ancient times, statistics was concerned only as the science of statecraft and was used to collect information relating to crimes, military strength, population, wealth etc. But today, statistics is not just a by-product of the administrative set-up of the state but it holds all sciences – social, physical, natural. Now-a-days it has many applications in various fields such as agriculture, industry, sociology, planning, economics, business etc.

The word statistics have been derived from the Latin word 'status' or the Italian word 'statista' or the German word 'statistik' or the French word 'statistique' each of which means a political state. Statistics is the discipline that concerns the collection, organization, displaying, analysis, explanation and presentation of a data. It is a form of mathematical analysis that uses specified models, representations and study for a given set of experimental data or real-life studies.

Few major characteristics of statistics are:

1. Statistics are material of facts.
2. Statistics are affected by a number of factors.
3. Statistics must be fairly accurate.
4. Statistics must be collected in a organized manner. If data are collected in a random manner, they will not be dependable and will lead to wrong conclusions.
5. Finally, statistics should be placed in relation to each other.

There is an increase in realization of the importance of statistics in various regions. As statistics was concerned as the science of state-craft and it is viewed not only as a device for bringing numerical data but as means of sound ability for their managing and analysis and drawing correct ending from them. It is rather impossible to think of any figure of human activity where statistics does not exist. It will not be suitable to say that statistics has assumed unmatched aspect these days and statistical thinking is becoming more and more necessary everyday for an intelligent citizenship. As statistics is more important in our daily life, it is like knowledge of foreign speech or of algebra. There are some different disciplines in statistics:

Statistics in planning – Statistics is important in planning may be it on business, economic or government level. The modern age is named as the ‘age of planning’ and almost all companies in the government or business or management are using planning for their working method and for workout decisions. For making any kind of decisions one should be concerned about the day-to-day policy of the nation, a complete statistical knowledge of the age and sex-wise composition of the population is necessary for the government, not only government it is for all. In India, the use of statistical in planning was well imagined long back and national sample survey (N.S.S) was firstly set up in 1950 for the collection of statistical data for planning in India.

Statistics in state – As it has already been noted out in the old days statistics is the

science of state-craft and it’s purpose was to collect data relating to man power, crimes, income and wealth etc. for formulating suitable military and fiscal policies.

Statistics in mathematics – Statistics is related to and dependent upon mathematics. The relation of mathematics and statistics started in the mid-seventeenth century with the growth of the theory of probability. Thus, statistics may be considered to be an important member of the mathematics family.

According to Connor, “statistics is a branch of applied mathematics which specializes in data.”



Limitations of statistics:

As we know that statistics is very widely used in almost all spheres of human activities and is essential to almost all sciences i.e. social, natural and physical.

- ❖ Statistics does not study qualitative phenomenon.
- ❖ Statistics does not study individuals.
- ❖ Statistical laws are not exact.
- ❖ Statistics is liable to be misused.

Hence from the above given data we get know that statistics is very widely used in many field of human activity as it figures out

details in a given problem and categorize it in different categories and relates them to get the final result easily.

Anushka Panigrahi

BBA 3rd Sem

GOD VS KIM JONG-UN

Kim Jong Un the supreme leader of the Democratic People's Republic of Korea who is among one of the last dictators on earth. Kim Jong Un rules over a population of 2.54 crore people. It certainly sounds a large number of people but there is someone else who has been ruling a population of 133 crore people if one doesn't have a clue let me tell you it's your GOD. Don't get shocked and brace yourself for the shot of facts you are going to get on your brain. Let's start with how people in North Korea grow up constantly being told to pray to their leader, not to go against him or he'll punish, people are told how great he is through fake stories. If one works out his brain isn't that how we all grow up just the difference is they have Kim Jung Un we have God.

Among the few videos that came out of North Korea we can see how much people love him, but we know deep inside they say so because they are afraid that he'll do something bad to them if they speak ill of him. That's just similar in our case we are so afraid of God we can do anything to not piss Him off. So, next time you sit in front of a deity to pray ask yourself if you are praying out of love and devotion or you are just afraid of Him.

North Koreans live their life following certain rules made by their supreme leader.

We too live a life following rules every day, in every moment of **our life** made by people who are the servant of God. We are just so similar to North Koreans except the fact that we have freedom. Obviously freedom is of no value if we still can't do anything and everything we want to do.

It is definitely not wrong to love God or believe that he's real, to put our faith and hope on someone when we go through bad times so that he'd help us out. But I think if we deal with the problem ourselves without the thought that God is going to help me is gonna make us a better survivor in this game called life.

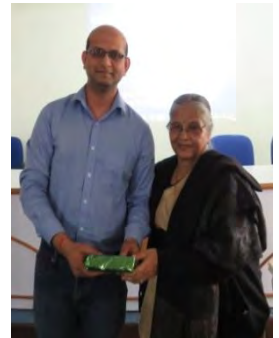
Without God and religion half of India's problem will be fixed. Following God or being a part of a religion is cool but when this God and religion become so important in our life that we can kill anybody who says anything bad about them it's pretty bad. No matter how important a thing is if it costs human life than it can't be worth it.

So people should stop confusing about coincidence with miracle of God. Love and follow all you want but at the point where you feel like your way of living is guided by God or certain religion you better stop right there and get a life because you are no more a human being you are just a soldier of his kingdom just like those fellow soldiers of North Korea.

Get a better life and live by your own rules not by others.

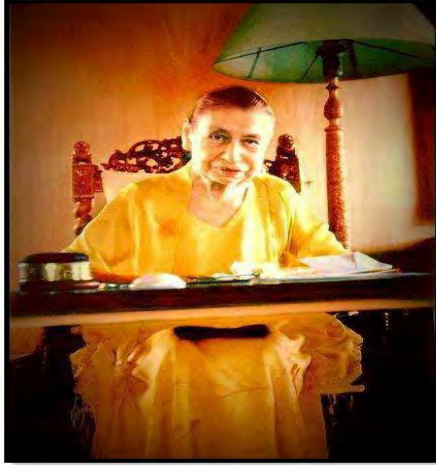
Manish Patra
BCA 3rd Year

ANUBHUTI SESSION



CURRENT AFFAIRS

- A “Student Health Card” scheme has been launched in the Union Territory Jammu and Kashmir to check the malnutrition in school going children.
- Apple has launched a new dedicated app and website for users across the US. The app provides accurate and credible information to users about the COVID-19 pandemic.
- “WhatsApp Coronavirus Information Hub” has been launched globally by WhatsApp in partnership with the World Health Organization (WHO), United Nations Children’s Fund (UNICEF), and United Nations Development Programme (UNDP).
- The National Security Guard (NSG) Regional Hub campus was inaugurated at Kolkata, West Bengal to provide adequate facilities to the brave NSG jawans.
- Microsoft founder Bill Gates stepping down from Microsoft’s board of directors. He wants to dedicate more time to his philanthropic priorities including global health, development, education, and his increasing engagement in tackling climate change.
- The Indian Institute of Technology (IIT) Mandi will establish a Technology Innovation Hub (TIH) under the National Mission on Interdisciplinary CyberPhysical Systems (NM-ICPS).
- Indian Prime Minister Narendra Modi has announced the complete lockdown of the entire nation, as part of government’s stringent efforts to tackle coronavirus disease Covid-19. The entire country under lockdown from 25 March 2020.
- The Reserve Bank of India (RBI) will infuse liquidity of Rs 30,000 crore to maintain financial stability in the Indian economy and ensure that all markets segments function normally with adequate liquidity and turnover, as certain financial market segments are facing stress due to COVID-19 outbreak.
- An exclusive department for Self Help Group (SHGs) called “Mission Shakti” will be openend in Odisha. With this, Odisha will become the first state to have such kind of department.
- Byju Classes’ founder Byju Raveendran and Zomato’s cofounder Gaurav Gupta are among the five Indians named by the World Economic Forum (WEF) in its new list of 115 Young Global Leaders. Raveendran, who launched Byju’s as a learning app in 2015, calls himself a teacher by choice and an entrepreneur by chance.
- Road Transport and Highways Ministry will replace all level crossings on National Highways by Road Over Bridges or Road Under Bridges under the SetuBharatam scheme.
- Japan’s Prime Minister Shinzo Abe and the head of the International Olympic Committee agreed to postpone the Tokyo 2020 Games by a year in an extraordinary move, unprecedented in peacetime, as the world battles the coronavirus pandemic.



Gems of Wisdom

Many people say this is the Kali Yuga age or age of darkness. But the yugas are modes of perception. We choose to live in the Satya yuga age, the age of truth.

- The Mother

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FROM THE CHAIRPERSON'S DESK

Dear All,

April is the fourth month of the year in the Gregorian calendar and its predecessor, the Julian calendar. It is considered that April is the month of the growing season and when trees and flowers begin to "open". It is also believed that the month's name is named after the Greek goddess, Aphrodite (Aphros). April brings a great celebration with it that's World Book Day. It is an annual shindig organized by United Nations Educational Scientific and Cultural Organization (UNESCO) to promote copyright, reading and publishing. It was firstly celebrated on 23rd April 1995 and then continues to be recognized.

"That's the thing about books.

They let you travel without moving your feet. "

❖ *Jhumpa Lahiri*

Books are our real friends. They are our guides. We can learn everything from them. The books contain all the great thoughts of our world and we can learn them by reading the books. It's very true that books are our true friends. They are the guides who guide us and make us learn more and more about everything. They contain great morals and thoughts which help us to understand our world more clearly. After all it's well said that books are our best friends in a way.

***"You know you have read a good book when you turn the last page
and feel a little as if you've lost a friend."***

❖ *Paul Sweeney*

Thanking You,

Chairperson, RIMS
Mrs. Nalini Prava Patnaik



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WOMEN'S DAY CELEBRATION



TEXTILE INDUSTRY

A textile is a flexible material consisting of a network of natural or artificial fibers (yarn or thread). Yarn is produced by spinning raw fibres of wool, flax, cotton, hemp, or other materials to produce long strands. Textiles are formed by weaving, knitting, crocheting, knotting or tatting, felted, or braiding.



The related words "fabric" and "cloth" and "material" are often used in textile assembly trades (such as tailoring and dressmaking) as synonyms for textile. However, there are subtle differences in these terms in specialized usage. A textile is any material made of interlacing fibres, including carpeting and geotextiles.

A fabric is a material made through weaving, knitting, spreading, crocheting, or bonding that may be used in production of further goods (garments, etc.). Cloth may be used synonymously with fabric but is often a piece of fabric that has been processed.

Textiles have an assortment of uses, the most common of which are for clothing and for containers such as bags and baskets. In the household they are used in carpeting, upholstered furnishings, window shades, towels, coverings for tables, beds, and other flat surfaces, and in art. In the workplace they are used in industrial and scientific processes such as filtering. Miscellaneous uses

include flags, backpacks, tents, nets, handkerchiefs, cleaning rags, transportation devices such as balloons, kites, sails, and parachutes; textiles are also used to provide strengthening in composite materials such as fibreglass and industrial geotextiles. Textiles are used in many traditional crafts such as sewing, quilting and embroidery.

Textiles for industrial purposes, and chosen for characteristics other than their appearance, are commonly referred to as technical textiles. Technical textiles include textile structures for automotive applications, medical textiles (e.g. implants), geotextiles (reinforcement of embankments), agro textiles (textiles for crop protection), protective clothing (e.g. against heat and radiation for fire fighter clothing, against molten metal's for welders, stab protection, and bullet proof vests). In all these applications stringent performance requirements must be met. Woven of threads coated with zinc oxide nanowires, laboratory fabric has been shown capable of "self-powering nanosystems" using vibrations created by everyday actions like wind or body movements.

CLASSIFICATION OF INDUSTRY

➤ COTTON TEXTILE

Cotton textile industry was restricted only in the cotton growing belts (Rajasthan, Maharashtra and Gujarat). In the early 20th century this industry played a huge role in Bombay economy but soon decline after independence. As of 30th September 2013 there were 1,962 cotton textile mills in India of which 80% are of private sector and rest in public.

➤ SILK TEXTILE

Silk industry is an integral part of the Indian textile industry and is among the oldest

industry in India. The production output of silk industry is 17,300 tons and the silk is of 4 types – Mulberry, Muga, Tassore, and Eri



The belt of silk are Karnataka, AP , TN , Odisha , West Bengal , Jharkhand, etc.

➤ WOOLEN TEXTILE

India is the 7th largest producer of wool in the world with global production share of nearly 1.8% . India's wool consumptions is expected to reach 260 million KG by 2019-20. The belt wool industry is concentrated in Punjab, Haryana, Rajasthan, UP, Maharashtra and Gujarat.



➤ READYMADE TEXTILE

This sector is currently the largest contributor to India's total textile and apparel exports accounting roughly for 41%. Today India is world's 6th largest exporter of readymade garment products.



➤ HAND CRAFT INDUSTRY

This industry encompasses goods that are hand made by artisans or those skilled in a particular trade. It includes all from art galleries to handmade textiles to culinary products. Craft industry's entrepreneurs operate independently and are not franchised.

➤ JUTE & COIR

Jute and coir are one of the important fibre crops in India. India is the largest producer of jute & coir contributing more than 60% of the total world population. Besides being cheapest this are bio-degradable, eco-friendly with numerous environmental advantages.

SIC CODE OF TEXTILE INDUSTRY

2311-Men's and Boys' Suits, Coats, and Overcoats

2321-Men's and Boys' Shirts, except Work Shirts

2322-Men's and Boys' Underwear and Nightwear

2323-Mens's and Boys' Neckwear

2325-Men's and Boys' Separate Trousers and Slacks

2326-Mens' and Boys' Work Clothing

2329-Men's and Boys' Clothing, Not Elsewhere Classified

2331-Women's, Misses', and juniors 'Blouses and Shirts

2335-Women's, Misses', and juniors' Dresses

2337 – Women's, misses, and junior's, suits, skirts and coats

2339 – Women’s, misses and juniors outerwear, not else were classified

2341 – Women’s, misses, children’s and infants underwear and nightwear

2353 – Hats, caps, and millinery

2361 – Girls, children, and infants dresses, blouses and shirts

2369 – Girls, children’s and infants, outerwear, not else wear classified

2371 – Fur goods

2381- Dress and work gloves except knit and all leather

2384 – Robes and dressing gowns

2385 – Waterproof outer wear

2386 – Leather and sheep lined clothing

2387 – Apparel belts

2389 – Apparel and accessories not else wear classified

2391 – Curtains and drape rips

2392 – House furnishing except curtains and drape rips

2393- Textile bags

2394 – Canvas and related products

2395 – Pleating decorative, and novelty, stitching and tucking for the trade

2396- Automotive trimmings, apparel findings and relative products.

OVERVIEW OF THE INDUSTRY

The history of textile is almost as old as that of human civilization and as time moves on the history of textile has further enriched itself. In India the culture of silk was introduced in 400 AD, while spinning of cotton traces back to 3000 BC. It decayed

during the colonial regime and then the modern textile industry took birth in India in 19th century and first textile mill was established at fort gloster near Calcutta in 1818. The first cotton textile mill was established in Bombay 1854 by a parsi cotton merchant engaged in overseas and internal trade. This industry made rapid progress in second half of 19th century and by end of the century there was 178 cotton textile mills.

India’s textiles sector is one of the oldest industries in Indian economy dating back several centuries. India's overall textile exports during FY 2017-18 stood at US\$ 39.2 billion.

The Indian textiles industry is extremely varied, with the hand-spun and hand-woven textiles sectors at one end of the spectrum, while the capital intensive sophisticated mills sector at the other end of the spectrum. The decentralised power looms/hosiery and knitting sector form the largest component of the textiles sector. The close linkage of the textile industry to agriculture (for raw materials such as cotton) and the ancient culture and traditions of the country in terms of textiles make the Indian textiles sector unique in comparison to the industries of other countries. The Indian textile industry has the capacity to produce a wide variety of products suitable to different market segments, both within India and across the world.

MARKET SIZE

The Indian textiles industry, currently estimated at around US\$ 150 billion, is expected to reach US\$ 250 billion by 2019. India’s textiles industry contributed seven per cent of the industry output (in value terms) of India in 2017-18. It contributed two per cent to the GDP of India and employs more than 45 million people in

2017-18. The sector contributed 15 per cent to the export earnings of India in 2017-18.

The production of raw cotton in India is estimated to have reached 34.9 million bales in FY18^.

INVESTMENT

The textiles sector has witnessed a spurt in investment during the last five years. The industry (including dyed and printed) attracted Foreign Direct Investment (FDI) worth US\$ 2.97 billion during April 2000 to June 2018.

Some of the major investments in the Indian textiles industry are as follows:

- In May 2018, textiles sector recorded investments worth Rs 27,000 crore (US\$ 4.19 billion) since June 2017.
- The Government of India announced a Special Package to boost exports by US\$ 31 billion, create one crore job opportunities and attract investments worth Rs 800.00 billion (US\$ 11.93 billion) during 2018-2020. As of August 2018, it generated additional investments worth Rs 253.45 billion (US\$ 3.78 billion) and exports worth Rs 57.28 billion (US\$ 854.42 million).

GOVERNMENT INITIATIVES

The Indian government has come up with a number of export promotion policies for the textiles sector. It has also allowed 100 per cent FDI in the Indian textiles sector under the automatic route.

Initiatives taken by Government of India are:

- The Directorate General of Foreign Trade (DGFT) has revised rates for

incentives under the Merchandise Exports from India Scheme (MEIS) for two subsectors of Textiles Industry - Readymade garments and Made ups - from 2 per cent to 4 per cent.

- As of August 2018, the Government of India has increased the basic custom duty to 20 per cent from 10 per cent on 501 textile products, to boost Make in India and indigenous production.
- The Government of India announced a Special Package to boost exports by US\$ 31 billion, create one crore job opportunity and attract investments worth Rs 80,000 crore (US\$ 11.93 billion) during 2018-2020. As of August 2018 it generated additional investments worth Rs 25,345 crore (US\$ 3.78 billion) and exports worth Rs 57.28 billion (US\$ 854.42 million).
- The Government of India has taken several measures including Amended Technology Up-gradation Fund Scheme (A-TUFS), scheme is estimated to create employment for 35 lakh people and enable investments worth Rs 95,000 crore (US\$ 14.17 billion) by 2022.
- Integrated Wool Development Programme (IWDP) approved by Government of India to provide support to the wool sector starting from wool rearer to end consumer which aims to enhance the quality and increase the production during 2017-18 and 2019-20.
- The Cabinet Committee on Economic Affairs (CCEA), Government of India has approved a new skill development scheme named 'Scheme for Capacity Building in Textile Sector (SCBTS)' with an outlay of Rs 1,300 crore (US\$ 202.9 million) from 2017-18 to 2019-20.

MARKETING

The global textile market size was valued at USD 925.3 billion in 2018 and is expected to register a CAGR of 4.24% over the forecast years. This growth is attributed to the high demand for apparels, particularly in the developing economies including India, China, Bangladesh, and Mexico, as a result of growing population. Moreover, rising disposable income levels and rapid urbanization in these countries have led to the increased number of retail outlets and supermarkets; thereby, supporting overall market growth.

Textile is a flexible material formed using different processes, such as knitting, weaving, felting, or crocheting. These materials are used in the manufacturing of a wide range of conventional, as well as advanced finished goods, in kitchen, upholstery, bedding, transportation, construction, protective, handbags, medical, apparel, ties & clothing accessories.

There has been rising awareness in the manufacturing sector with regards to the Personal Protective Equipment (PPE) owing to stringent regulations aimed at the safety of the workers on shop floors, which is anticipated to encourage the usage of engineered fiber products including nylon. Overcapacity of warehouses in India has led to reduction in cotton prices, which is anticipated to remain an advantageous factor for the local textile manufacturers.

Moreover, rising popularity of wool produced using non-mulesed methods in developed countries is expected to increase the access to raw materials. Emergence of smart textile products in the electronics manufacturing sector, as a result of their ability to sense and react to the environmental conditions or stimuli, is also expected to remain a key influencing factor for the textile market growth.

The global market is highly fragmented owing to the significant market penetration of local manufacturers in India and China. High demand for apparels and availability of low-cost labour in these countries are anticipated to be some of the advantageous factors for the industry participants to establish their Strategic Business Units (SBUs) in Asia Pacific. Prominent companies in this market are Lu Thai Textile Co., Ltd., Successori Reda S.p.A., Paramount Textile Limited, Paulo de Oliveira, S.A., Shandong Jining Ruyi Woolen Textile Co., Ltd., Nike, Inc., Adidas, Aditya Birla Ltd., Levi Strauss & Co., and Belmonte SpA.

FINANCE

India's textile industry since its beginning continues to be predominantly cotton based with about 65 per cent of fabric consumption in the country being accounted for cotton. The industry is highly localised in Ahmadabad and Bombay in the western part of the country though other centres exist including Kanpur, Calcutta, Indore, Coimbatore, and Sholapur Indian textile industry has witnessed a consistent performance drive during the past few years and has played a major role in the economic growth and development of India.



The financial performance of the industry can be studied with regard to various factors namely market place, competitiveness, technology, environment protection and strategic positioning. All the above some factors play a major role in the changes in financial performance of the

textile industry. This article analyses the financial performance and forecasting of selected Indian textile industries.

DATA SOURCES AND METHODOLOGY

I have reviewed the academic literature to gain insight into textile industry, so various articles, journals, books; websites etc. have been used to study the evolution, conceptual framework, definitions, key players, etc.

For having the detailed study about the topic, it is necessary to have some of the secondary information's which is collected from the following.

Websites:

- Wikipedia
- Wiki invest
- Indian textile

Newspaper: Hindustan times

SWOT ANALYSIS OF RAYMOND

Strengths - Raymond has got a good research and development for their dress shirts, jeans wear, tailored clothing. Customer of Raymond is loyal to them because of their high product quality. as Raymond is a MNC it attracts more customers than other companies' owns 550 stores across 200 cities in India and overseas.

Weakness- Its global penetration is limited as compared to others bands. It has also got a weak supply chain management. It cannot demand its demand as per required. It has also got a inconsistency execution.

Opportunities- As being a formal wear company it utilizes its opportunity well and gives special offers to corporate and business institutions. Global expansion would give more opportunity for brand expansion and growth.

Threats- Raymond is facing increase competition in the market due to large number of formal wears brand coming to the market. All the players are competing in the market with each other's not only on low price but also for better quality.

BCG MATRIX OF RAYMOND

STAR() Park avenue Colour plus Parx	PROBLEM CHILD (?) MADE TO MEASURE MAKERS
CASH COW RAYMOND HOME MANZONI	DOG ZAPP

From the BCG Matrix we have concluded that the products lie in first quadrant is treated as star because it has high market share and high market growth or it reached to the market stage. This product does not bring such revenue as cash cow brings but possesses the good future prospects for the business. In second quadrant there is question mark also known as problem child which means the product have high market growth but cannot generate enough profit because of low market share but the growth phase reflects on the chance of it to be a star or cash cows if the decisions are made in the right direction. In the third quadrant the product is known as cash cow and this product generate enough revenue for the company in order to regulate the operation and management as such product has high market share and low market growth. In the fourth quadrant the product is known as dog in this product has low market share and low market growth. So the company has to take an action to divest it.

FINDING & CONCLUSION

The Indian textile industry is at present is one of the largest and most important sector in the economy in terms of output foreign exchange earnings and employment in India. The textile industry has the enriched potential

scale new height in the globalized economy. The textile industry in India has gone through significant changes in anticipation of increased International competition. The long-range problems include the need for

sufficient modernization and restructuring of the entire industry to cater more effectively to the demands of the domestic and foreign markets for textiles as per the needs of today and tomorrow.

- **Rajni Singh,**
- **Dishani Deb,**
- **Aparna Mishra,**
- **Supriya Mohanty,**
- **Gyanashree Mohanty**
MBA Department

CURRENT AFFAIRS

- RBI has decided to undertake targeted long-term repo operations (TLTRO-2.0) for total amount of Rs 50,000 crore to begin within tranches of appropriate sizes. RBI might increase this amount in future as per requirement.
- Prime Minister Narendra Modi will launch the unified e-GramSwaraj Portal and Mobile App on the occasion of National Panchayati Raj Day 2020. This is a new initiative of Ministry of Panchayati Raj which will provide the Gram Panchayats with a single interface to prepare and implement their Gram Panchayat Development Plan (GPDP).
- IMF has projected that the world economy will contract sharply by 3% in 2020, overshadowing the damages caused by the 2008–09 financial crisis.
- Google has launched 'Nearby Spot' under "Google Pay" to assist users to find local stores selling essentials like groceries that are open, amid the lockdown.
- Indian Institute of Technology (IIT) Ropar (Punjab) has developed & designed a 'WardBot' to deliver medicines and food to COVID-19 patients in isolation wards without human intervention.
- TVS Motor Company's overseas subsidiary TVS Motor Singapore Pte. Ltd has acquired the United Kingdom's most iconic sporting motorcycle brand 'Norton' in an all-cash transaction of £16 million.
- When the economic activities picks-up slowly post lockdown period and continues to full capacity shortly thereafter. As per this scenario, GDP is expected to register a growth of 1.5% in the best case.
- Domino's Pizza has partnered with ITC Foods to launch "Domino's Essentials" through which everyday grocery essentials offered by ITC Foods will be delivered while leveraging the delivery infrastructure of Domino's.



Shree Maa

*Not every one is able to have faith.
Everyone has their own samskaras, their own karma.
Not everyone will realize their divinity in this
lifetime. It is a cycle of life, a cycle of karma.
It takes many lifetimes of purification to come
to a place where you have real faith.*

- The Mother

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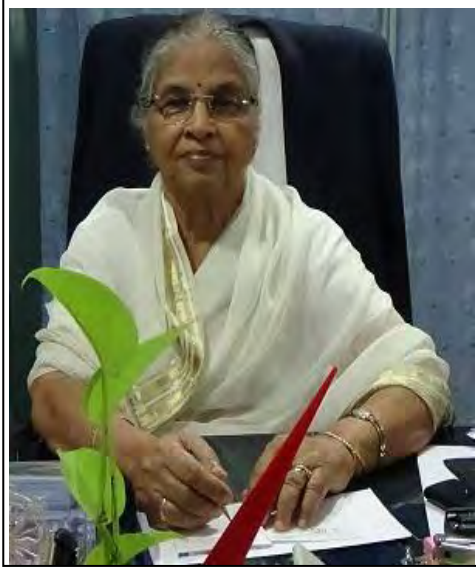
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FROM THE CHAIRPERSON'S DESK



Dear All,

The beginning of May brings an international celebration, that's International Labour Day which is also known as May Day. It is celebrated globally every year on 1st May. The day is observed to remember the struggle and historical sacrifice of the working people. The spirit of the day is to provide working people with better working conditions and better pay so that they can live happily. In India Labour Day is called AntarrashtriyaShramik Diwas or Kaamgar Din. All the national and international days in our calendar are made with some specific objectives. International Labour Day, also served

with some objective behind celebrating the day.

In the olden times, the labours did not get their due respect. People considered them inferior and did not want to sit with them. Even they were paid the deserved wages and were forced to work more than the required time. They abstain from many benefits in society. The modern time is much different from those days. The labours now get all the respect they deserve. They have got equal status in society and receive much attention. It has become possible because of the International Labour Day.

"No human masterpiece has been created without great labour."

❖ **Andre Gide**

Now coming to the pandemic that is spreading in the world like a Catholic rabbit that's COVID-19 (corona virus) is causing a great loss in everything. So it's very important to maintain social distancing and sanitizing ourselves and things properly. Thus, we should take the advantages of the lockdown and should work more on ourselves so that there will be a better version of us which will be definitely having a better and bright future.

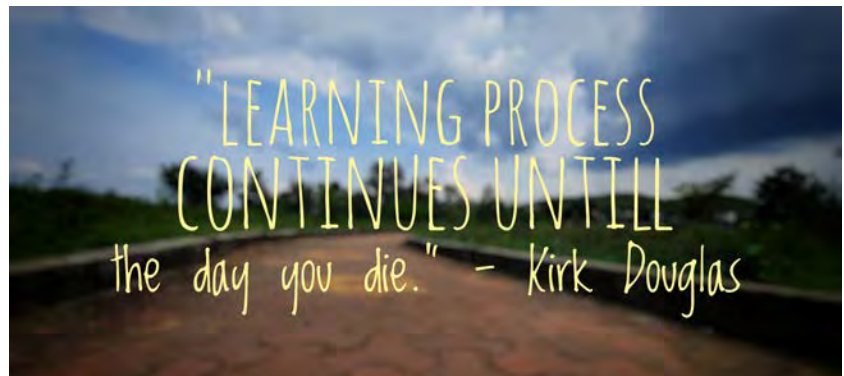
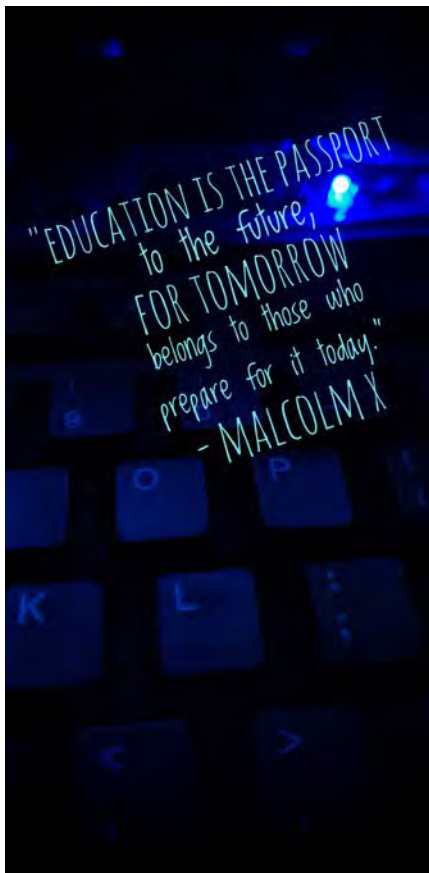
Thanking You,

Chairperson, RIMS
Mrs. Nalini Prava Patnaik



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ARE YOU READY FOR THE 7 DAYS MENTAL DIET?

Do you know the fact that your body composed of all the food that you have eaten? The kind of food you eat today will reflect on the mirror tomorrow.

Of course, this is a matter of debate. But, in this article I am going to deal with a dieting at a level that is much more pervading as well as enriching.

"The Mental Diet"

Likewise, the food that you eat shows your body structure, the thoughts you provoke will render your mind state. You may say, "It is the thoughts that you allow yourself to think, the subjects that you allow your mind to dwell upon, which make you & your surrounding what they are".

Now you must be thinking that I am going to discuss about yoga or meditation. But, this thing is nothing related to that, it is much more than that. Well, to start a 7 days mental diet you just have to follow along the below paragraphs.

CAUTION:

- Before starting this diet, you must be mentally prepared, take a day or two.
- Do not take it lightly.
- Once you start, you cannot break in the middle. If you do so then start once again.
- These 7 days could change your whole lifestyle, I bet.

Okay, now the idea is, we all have different sorts of thoughts every moment. Each & every lapse of our time we come across different thoughts. Among all of these we sure do have negative thoughts, isn't it? Now the problem is we dwell upon these thoughts, we care about these thoughts; we break ourselves thinking about those. We

entertain ourselves saying & spreading these thoughts.

Now, what this diet orders you to do is not to dwell or entertain, no matter how much these thoughts bother you.

Do you understand? Sounds insane right? Yeah but you know what, if you succeed completing these 7 days, you are going to change your life style forever & theirs no doubt in that.

NOTE: No matter what sort of negative thoughts comes to your mind, the only thing that counts is to not dwell or entertain upon that.

Let me make it simpler, the very first thing to do as soon as you have a negative thought is to put it away, turn it off, turn away the newspaper or any such thing that creates a negativity. Same as like Stephen Salvatore turns off his humanity in "Vampire Diaries".

As soon as the negative thought enters the mind, think of something else. Best of all, think about God or the person that makes you happy.

Why this Diet is suggesting to do like this?

The answer is, such negative thoughts makes your consent disturbed, makes you sad. In other words, you empower them.

Suppose, you met someone at the coffee house & the conversation slowly went down to dwelling upon negative things such as politics, problems in the country, poverty etc. Do not try to shut him up or just ignore him. Just make sure those words won't affect you at all, your mindset shall be free no matter how much negativity the world burdens upon you.

Another example, suppose you were lurking around and suddenly a biker speed past you. The only thing that comes to a normal person's head is to beat him black & blue.

But, you have to stay calm & think of it like he has to do some really urgent task or some relative would have been admitted in the hospital. Anything to make your mind feel positive.



Last thing I just want to point is, do not tell anyone that you are on the mental diet. Keep it to yourself until the 7 days. Now, after completing the 7 days of strenuous diet you might be feeling the new mentality & then you can tell your story to someone else & could tell all the benefits it has provided to you.

Finally, I must say that no one can make this diet complete for you. You yourself have to stand out & take the actions all by yourself. Only your own reaction to the situations can make this diet successful.

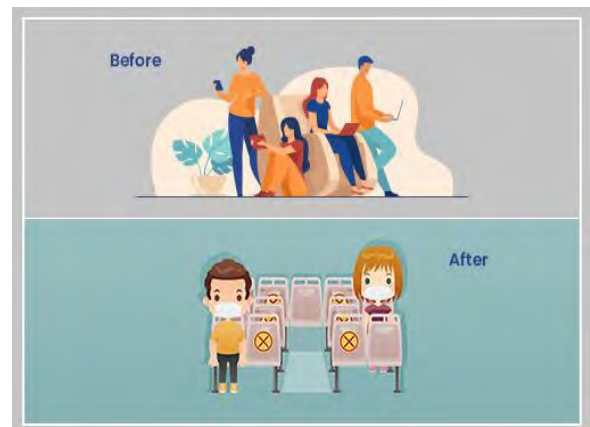
Sagar Kishore Dakua
BCA 3rd Year

INSIDE LOCKDOWN

With a 51-day country wide knockdown in place each of us is quarantined within the four walls of our home. It becomes not only our duty but also our responsibility towards the nation to follow it diligently; to stop the spread of Covid-19. Due to this most of us are spending time indoors which has increased the time we spend with our family. This is once in a life time opportunity to spend so many days all together with our family, and it is better not to waste them. It is also important to be comfortable with

you from focusing more on our mental and physical health to having a renewed appreciation for the little things, such as taking a night walk, self isolation is also very necessary. This situation has given us more ME TIME and has changed the relationship we have with our own self. As our social interaction is limited, it is we and only we who will have to keep you busy and maintain our sanity through the lock down.

Human are social animals and thrive by socializing. Being quarantined at home cuts our chance of meeting friends, going to shopping, salons and even gyms. This is has limited our daily activities to such an extent that all we do ill day is fed lazy and get bored. As important as it is, home quarantined has made us value, our freedom of stepping outside, anytime and anywhere. Self discipline is also very essential. We have to set a routine for our self and stick to it. Allot time for naps and use ideal time to paint, bake, water the plants, exercise or helping with the household chores.



One such critical area where the need for change has become evident is education. Approaches like integrated learning and online learning with greater implementation of technology, will power the future of education in school and colleges. Live class ensure that education is not obstructed amid the Corona pandemic. This has made us realize the importance of a healthy body

the freedom we have and has given us a feeling of gratitude towards god, towards our government, toward our doctor and towards everyone who is working day and night for a better and healthy India. We should all appreciate the little things in life and look at the bright side of things.

Sweta Mohanty
BBA 4th Sem

EVALUATION OF OPPORTUNITY LOSS **IN BUSINESS**

Every thriving business got to specialize in increasing efficiency of its business through increased sales or reduced costs. a replacement business can set basic targets which they feel they could be ready to achieve. But as and when real business data is accumulated supported past performances, a continuing revision is required on the targets a corporation wants to realize for a selected period of time. supported past trends, companies can have forecasts, which help them understand the business opportunities that lies within the coming period of time . This successively helps evaluate the business opportunity lost in underperforming business units.

First what's opportunity lost in business? Companies come up with realistic forecasts which benchmark the output or sales required by a corporation. Each and each unit must be ready to make sure that these sales are driven with an objective to satisfy or beat sales targets. However, certain business units perform better compared to others. this will be attributed to more intensity by sales department , better communication, lesser drive by others etc.

Comparing the typical business per customer to the chance base not converted can help evaluate opportunity loss for a business unit. This tells that if the sale was the maximum amount because the target or average, it might help generate that much money for the business unit. Hence opportunity loss in business highlights the loss in sales thanks to inactivity by business units.



Opportunity loss is usually a calculated figure which is evaluated supported various parameters like average business of other units, time duration, sales department size, target market size etc. It never highlights a particular figure but an approximate value of the business opportunity which a business unit has. Management can use this type of an approach for showing comparison between different teams or business units, and drive them to perform better which comparing the business opportunity presents for them.

Companies always got to forecast the business sales and set higher benchmarks. While some teams will achieve the set targets, other teams might falter and do lesser business. this is often where the concept of opportunity loss in business is critical. It not only shows the revenue opportunity missed but is additionally how

to push teams to perform better with higher efficiency within the next period of time.

Sanskriti Agrawal
BBA 2nd Sem

THE ROOT OF ECONOMY: LABOUR

India being a developing country, always faces challenges in the growth and development of economy and people. Also being democratic, people have all the civil rights. In population of 138.72 crore (2020), the unemployment rate of India is just doubled in 2 years which is 7.6%. With increase in such rate unemployed are willing to do any job. We have various fundamental rights but regarding economy, there is only scheme starter which has no uniformity and thus facing towards retarded economy.

Around 21.9% of the population of India still lives below poverty line. Indian being on peak of Demographic dividend with 62.5% is lagging behind due to improper utilization of proper human resources. With increase in the unemployment rate the condition of India is getting worse. And due to this COVID-19, many labours have lost their jobs. Thus, it has become major concerned for the nation.

To run an economy, labour play a key role in the development of the country. Labour force participation rate in India is 49.90%. They are one who helps in upliftment of the economy and also suffers the most. As they work on wages, and struggle a lot to get enough wages. Labour itself is unsure of the moves and changes. The changes in the work can be progressive, other appear heavily loaded in the favor of employees.

They are forced sometimes to do heavy duty and sometimes their rights are being violated. To help them in such situation, there are trade unions. Government has made many labour laws to protect them and provide them various facilities.

India has made labour laws to protect the rights, activities, integrity and dignity of labours. The labour laws help to stabilize the work and wages. These laws are also being implemented to smaller the gap between workers and employers and disputes occurring between them. Some of the acts are the TRADE UNION ACT 1926, PAYMENT WAGE ACT 1936, MINIMUM WAGE ACT 1948, and LABOUR WELFARE FUND ACT and also various committees are made for their development.

Indian labour laws are made to safe guard the interest of labour. In December 2019, government has made four labour codes, expected to empower the ease of doing business and save the zest of workers. The four labour codes are based on wages, industrial relation, social security and occupational safety, health and working condition. These codes are introduced as labour laws are likely to be lacking in some case. Also government has launched various schemes for providing support to labour. Some scheme like PRADHAN MANTARI SHARM YOGNA, MAAN DHAN YOJANA, AAM ADAMI BIMMA YOJNA, PENISON YOJNA, RURAL EMPLOYMENT GENERATION PROGRAM, LABOUR WELFARE FUND, etc. All these welfare work are carried out by national government and non-government organization to ensure betterment of labour's condition.

60% of the total labour works in unorganized sector. On the other hand organized sector which marked with fairly stable wage structure and is often highly regulated, employs a fairly low proportion of the total workforce. And in unorganized sector, the unregulated condition and fairly low wages. They also do not get benefits of pension, provident fund, gratuity, maternity leave. Thus, they are suffering from lack of monetary, and lack of security and losses.



In many states of India, where the employment rate is higher so now labour starts moving towards the employed areas. Industrialists, capitalists and investors dream of big projects and invest a lot of capital but without labour no work is successful. Thus, the demand for labour increases and a lot of migrant labour get employed. Before COVID-19, we were aware about the condition of labour. During this pandemic, the actual condition of labour was exposed which was somehow unknown. The labours had lost their jobs, suffering from hunger and many lost their lives and family too. The government of different states is doing its best to combat the situation. Taking into the worsening situation of this pandemic, Prime Minister has passed certain observation; including lifting up the morale of migrant labours and hopes of stability.

According to International labour organization, migrant workers or labourers contributes to the growth and development in their countries destination. Sustainable development is the main aim for the labour. ILO celebrates 1 May of every year as the International Labour's Day. ILO takes various initiatives have been taken such as Green Jobs initiatives.

As we all know the role of labour in the economy is very important. The government has also taken various steps for them but still the condition of labours needs to be improved. In this pandemic, we have known about the migrant labour and its strikes, "Why are the number of migrants so high? Is the employment in their state is low?" We need to take some measure and develop those areas where there is lack of employment. If the areas will be developed then there will be ultimately growth in the economy and more employment, work on sustainable development, skilling of labours, educating and providing various resources and roads to employment.

Anshu Kumari
BBA 4th Sem

CORRUPTION

"The world is not destroyed by those who do evil, but by those who watch them without doing anything". India is a developing country facing many challenges. Corruption is the most detrimental of them. India was placed at the 76th position out of 168 countries with a score of 38 out of a possible 100 in transparency International's corruption index 2015.

Corruption is like a cancer to the health of economic and technological prosperity of a nation. Corruption became rampant with the winning of freedom. Corruption in India spread as a result of the connection between bureaucrats, politicians and criminals. The people must play a more proactive role in curbing corruption. The corruption has grown to such a big problem only, because we, the people have condoned these scams and scandals. If the people of India had protested against these scams initially, and demanded explanation from the government.

Of late owing to the growing awareness and protests by the people, the central government has been taking some steps to curb corruption. Some anti -corruption agencies have been set up. Agencies such as RTI, the Central Vigilance Commission and PIO have been created. The people along with their unified protest, must use these agencies to curb corruption. One thing is crystal clear; unless people pledge to eradicate corruption themselves.

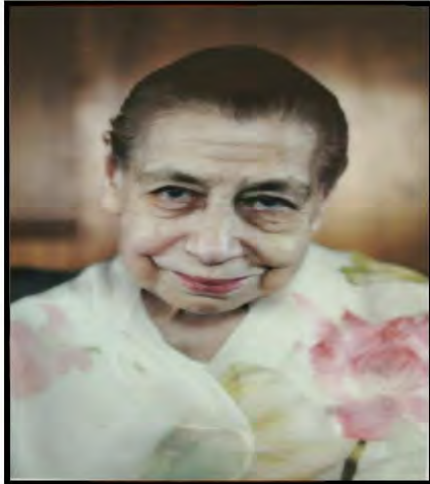
Rishav Kumar Sahoo
BCA 2nd Year

CURRENT AFFAIRS

- MoHFW constitutes committee to reform Drug Regulatory System The Ministry of Health and Family Welfare (MoHFW) has constituted a committee to reform the Drug Regulatory System. The committee comprises of 11 members including the senior health officials, scientists and representatives of the pharmaceutical industry and is headed by Rajesh Bhushan. It has been tasked to examine the current drug regulatory system and to give recommendations for reforms in order to bring the system more efficient and to streamline it with global standards.
- World Bank approves \$1 billion social protection package for India In wake of the COVID-19 pandemic, the World Bank has announced \$1 billion social protection package for India. This package will be linked to the programmes launched by the Government of India. Hence, it will support India's efforts at providing social assistance to the poor and vulnerable households who severely impacted by the COVID-19 pandemic.
- FM announces 3rd tranche of measures for "Aatmanirbhar Bharat Abhiyan" Union Finance Minister Nirmala Sitharaman has announced the details of the 3rd tranche of Economic Relief Package for "Aatmanirbhar Bharat Abhiyan" amid COVID-19 pandemic. This 3rd tranche is the part of economic package of Rs 20 lakh crore has been announced with the prime objective of making India self-reliant.
- IGNOU's "Online Master's Programme in Hindi" launched by HRD Minister Union HRD Minister Shri Ramesh Pokhriyal 'Nishank' has launched the IGNOU's Online Master's Programme in Hindi via Facebook Live session. This programme is expected to strengthen "Padhe India Online" initiative. IGNOU has also launched

various other programmes namely: MA in Gandhi and Peace Studies, BA in Tourism Studies, certificate course in Arabic, certificate in information technology, certificate programme in Library and Information Science.

- Centre launches scheme to solarise Konark sun temple & Konark town. A scheme has been launched by the central government for complete solarization of Konark Sun Temple and Konark town in Odisha to develop the historical Sun Temple town of Konark as Surya Nagri. As a part of scheme, 10 Mega Watt grid connected solar project along with various solar off-grid applications such as solar trees and solar drinking water kiosks would be set up in the area. For the execution of project, Government of India will provide a 100% Central Financial Assistance (CFA) support of around Rs 25 Crores through Ministry of New & Renewable Energy.
- A Book titled “Wuhan Diary: Dispatches from a Quarantined City” authored by Fang Fang. The book called “Wuhan Diary: Dispatches from a Quarantined City” authored by Chinese literary writer Fang Fang. It is a compilation of online diary entries and social media posts that document 60 days of lockdown during COVID-19. In the following days & weeks, author’s nightly postings gave voice to the fears, frustrations, anger, and hope of millions of her fellow citizens, which reflects the psychological impact of forced isolation, the role of the internet as both community lifeline and source of misinformation, and the lives of neighbours and friends taken by the deadly virus.
- “National Migrant Information System” dashboard developed by NDMA. An online dashboard “National Migrant Information System (NMIS)” has been developed by the National Disaster Management Authority to secure information regarding the movement of migrants and to facilitate the smooth movement of stranded persons across States. It will also support in speedy inter-State communication/co-ordination to facilitate the smooth movement of migrant workers to their native places. With the help of the data integrated in the dashboard, the states will be able to visualize how many people are going out from where and how many are reaching their destination States.
- Uttar Pradesh government rolls out ‘UP Start-up Fund’. Uttar Pradesh government has set up ‘UP Start-up Fund’ to support the registered start-up ventures present across different verticals in Uttar Pradesh. An MoU has been signed between the Uttar Pradesh government and the Small Industries Development Bank of India, and the fund will be managed by SIDBI. Initial contribution of Rs 15 crore has been made to the fund. This fund will take part in Securities and Exchange Board of India (SEBI) approved Alternative Investment Funds and would not be invested directly into start-ups.



The Life of a Saint

The greatest power in the world is the mind. But the mind, like a restless unruly horse, does not remain still. When by the practice of yoga an individual disciplines the mind, the mind is then ruled by the all-pervasive soul. Such a person controls all the powers of the world.

- The Mother

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FROM THE CHAIRPERSON'S DESK

Dear All,

We know our nature is healing and our environment is getting better and healthier. And also, June brings the monsoon with it in India which again is beneficial in many ways, specifically for farmers. For having a good health, we must have a good and healthy environment. 5th June is celebrated as World Environment Day. It's an event for encouraging and bringing awareness and protection of our environment, it is one of the principal vehicles through which the United Nations (UN) stimulates worldwide awareness of the environment and enhances political attention and action. World

Environment Day promotes ways to improve the Earth's environment, such as conserving the forests.

"Be part of the solution, not part of the problem."

❖ Stephen R. Covey

The celebration and events give us a chance to think about the issues concerning the environment like pollution, overpopulation, global warming, etc. Unless we take notice of the damages to the environment and take preventive measures, it would not be possible to handover a friendly environment to our coming generations.

The day seeks to involve governments, communities, and individuals in the fight for saving the environment from degradation. People are reached out and educated about factors affecting the environment. They are told how their simple conduct can be helpful in saving the environment.

"The environment and economy are really both two sides of the same coin. If we cannot sustain the environment, we cannot sustain ourselves."

❖ Wangari Maathai

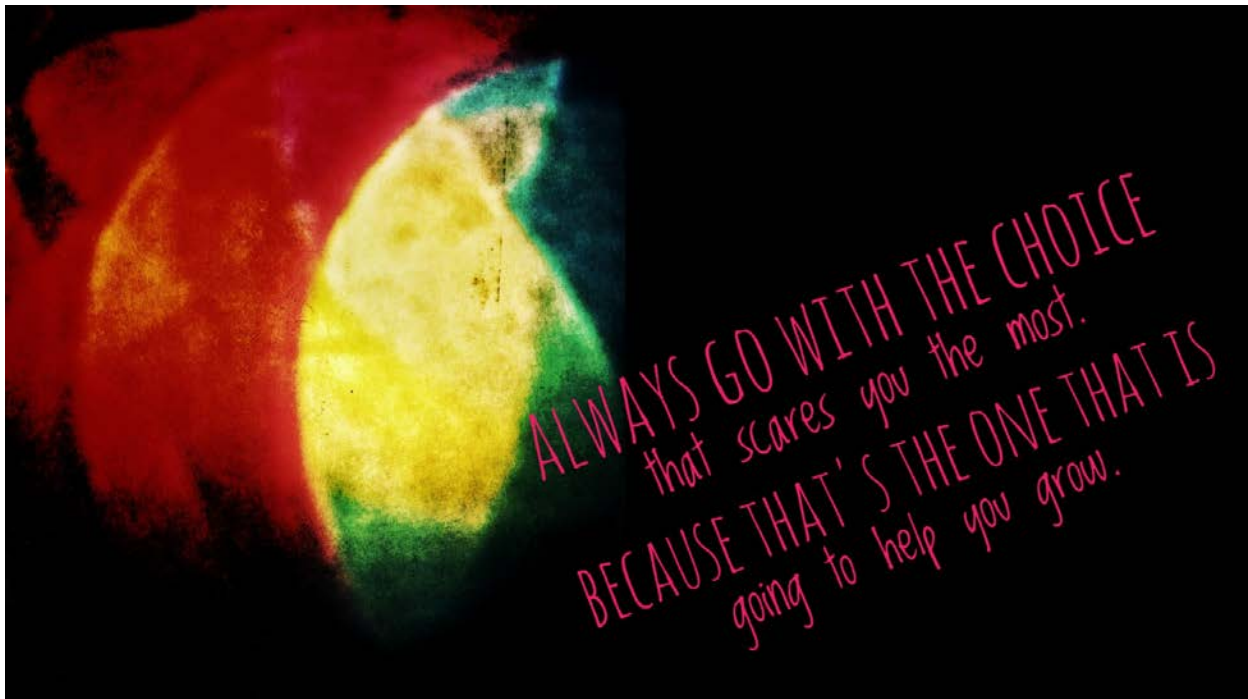
Hence, make your environment healthy which will make you healthier.

Thanking You,

Chairperson, RIMS
Mrs. Nalini Prava Patnaik

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ARE WE ALONE?

We are a tiny family in a huge universe, don't you feel the presence of someone when taking a prevailed glance on a sky alone or at silent periphery. It's completely obvious that we are just aware of the family that's visible to us, but actually we are not at all alone family in this huge universe several dimensions exist around us, some are visible and some are not.

From above its quite clear to you that Universe is a combination a versatile world. The world in which we live in is just a tiny part of the universe, where our imagination end's the actual scenario starts from that point and GOD knows end's where.

As you all guys know that there are numerous numbers of planets which exist around, you'll be thinking of all those nine or eight, but actually including those there are lots many more, hidden unhidden and uncountable ones. Each and every individual day the research is being carried out to unwrap those hidden planets and residing creatures too. NASA is the leading area for such research operations.

Alien! When we utter this word or think of this, we draw a horrible starving creature image in our mind, but that's not the way they (aliens) should be portrayed, they are someone who are beyond our imagination. But have you ever thought that why such images strikes into our brain why not any other, quite simple that while surfing most of the pictures are interpreted in such fashion. For now it's very important to lay emphasis on the beginner of this fashion. There is a question arises that why would

anyone circulate such interpretation. Many ancient drawings, more over 10 to 15000 portrays a such image of this creatures, pictures of flying saucers known as UFOs and bone cage emerged out of the chest up to a greater extent with huge eyes, skull and tiny body known as alien in today's era.



From above its crystal clear about the sources who had flourished such imagination, but question again, is it a imagination or reality? Nested queries and curiosities are loitering in our conscience. Let's try to encounter it.

If you browse over Internet, you'll find many such evidence, some complex and scientific and some simple to digest. As you know that the report of NASA talks about the life in the planet excluding earth. The report literally describes and gives evidence about life in a planet MARS as they encountered water and much such evidence from the sample of soil which suspects presence of living creatures. Secondly in the year of 2007 a researcher named Duncan Lorimer found a very unusual signal from the universe while he was analyzing the data from Parkes Observatory in Australia. Many experiments are being performed from that signals or waves but no one could break the secret and is still mysterious. Well

in that note I remember the blockbuster film named “KOI MIL GAYA” which has used the same concept of calling those species by producing special kind of sound waves, don't know up to how far it's valid. Many people claim specially in abroad that they had actually encountered those foreign species and post lots of images and videos and many other stuffs, but still their 100 percent existence is not proved and cleared.

Well mysteries have not ended, its infinite and so our curiosities, no one could remove the layers of covers in which they are wrapped unless it wants. If you want to do so then need to work not at all hard rather really very hard. Do you guys know as we humans have different cast, creeds and animals have breeds; the foreign species that is aliens have them too.

Remember in whichever world we may live we are connected to each versatile worlds and dimensions as we too are part of such system. We may also be a horrible looking alien for any other species. People believe that the aliens are supernatural, actually they are enormous times advanced in the aspect of technology, but the masses of the dimension are purely believed to hold supernatural powers.

Chandra Prakash Singh
BCA 3rd Year

THE IMPACT OF MOBILE SERVICES **ON CHILDREN AND TEENAGERS**

In today's generation mobile phones has proved as magical change in everyone's life, from this one of the change is mobile service. Mobile is the solution for talking

and contacts. Nowadays mobile phones become need and requirements for everyone. This means people using mobile phones they feel incomplete without mobiles. With this mobile phone service people's life has become easier. But this feature has comfort and discomfort too. In this present day mobile phone has given so many facilities that people give their full time in internet throughout the day. MMS, Radios, Games, Cameras and Tape recorder, this various types of features attracts people. Through these mobile phones we are connected to our friends and families. Nowadays the work of letters and papers had done in mobile phones. Slowly-slowly this service has become the subject of social status.



Now a day's kids, teenagers, legends, women, all the hand appears mobile ringing. But there are many features in people's life these mobile long cause inconveniences. Like companies constantly giving new-new events last opportunity, and people wastes trapped both money and time to plane out his greedy. These mobile phones help businessmen to grow their business, it also managing cost by keeping track of calls, texts and data usage. It is being safe and respectful in calls, texts and social media posts. Nowadays peoples are

addicted to these mobile phone, people use mobile phones 24x7 hours. Everything has been done on mobile nowadays. Text messaging explodes as teens embrace it as the centerpiece of their communication strategies with friends. The signal from the mobile phones will affect the small children and bring them the brain diseases very soon when they are young. Mobile telephones are growing the needless association between lads and girls, which is morally wrong. In universities and schools, the govt. needs not to ban the cellular phones, but they must take essential steps to make its use high-quality. Therefore, human beings have become numerous benefits free cell phone generation.

Shirisha Sirigiri
BCA 3rd Year

IMPACT OF CORONA VIRUS ON GLOBAL ECONOMY

The global economic early estimates predicated that the Corona virus becomes a global pandemic. Most of the country's major economic status will lose at least 2.4% percent of the value of their gross domestic product (GDP).

The most important figures provided you are with a compact summary of the topic of Covid 19: impact on global economy.

Impact on travel and tourism: Loss in global business travel revenue due to Covid 19 810.7 bn usd.

Impact on oil: Projected change in global oil demand 2020 -0.4%. Demand for oil is there

but dried up as lockdowns across the world kept people inside.



Global shares in flux: Big shifts in stock market, where share for company are bought and sold, can affect the value of pensions or individual saving accounts (isas). Since global markets have recovered to some ground as govt. have intervened but some analysts have warned that they could be volatile until fears of a second wave pandemic are eased.

Many people seeking work: Most of people have lost their jobs or seen their income cut down to the corona virus crisis. Unemployment rates are increased across the global

Consumer confidence: Retail footfall also saw unprecedented lows as shoppers stayed at home in a bid trying to stop the spread of Covid 19.

Vaccine hope: Governments around the world have pledged billions of dollars for Covid 19 vaccine and treatment options.

A number of pharmaceutical firms are in a race to develop and test potential drugs that could help us get back to normal, until that no country is safe.

#stay home #stay healthy # stay safe

Vimal Pradhan
BBA 5th Sem

LISTENING SKILLS

We are losing our listening. We spend roughly 60% of our communication time listening but we retain just 25% of what we hear. Let's define listening as making meaning from sound. It's a mental process of extraction in which we use some pretty cool techniques.

Firstly, pattern recognition. Let's assume we are in a crowded party, if someone calls another by the name, those people will respond by recognizing the patterns by distinguishing noise from other signals and especially the name. Next comes differencing. If there is a different kind of noise on for more than a couple of minutes, we would literally cease to hear it. We will listen the differences and discount the sounds that remain the same.

And then there is a whole range of filters - culture, language, values, beliefs, attitudes, expectations and intentions which take us from all sound down to what we pay attention to. Most people are entirely unconscious of these filters. But they actually create the reality in a way, because they tell us what we're paying attention to at that particular time.

Intention is very important in sound, in listening. Sound places us in space and time. Without seeing through the eyes, we can be aware of the size of the room from the reverberation and the bouncing of the sound off the surfaces; we can be aware of how many people are around us because of the micro noises we'll be receiving. Sound always has time embedded in it. So, we can also say listening is the main way that

experience the flow of time from past to the future.

There are a lot of reasons why we're losing our listening. First of all, we invented ways of recording - from writing, then audio recording and now video recording. The premium on careful and accurate listening has simply vanished. Secondly, the world is now so noisy, with this cacophony going on visually and auditorily, is very hard to listen. Many people take safety in headphones, but they turn big public spaces like shared soundscapes into millions of tiny, little personal sound bubbles. And in this scenario, nobody's listening to anybody for which people are becoming impatient. They don't want oratory, rather they want sound bites. In this way, the art of conversation is being replaced dangerously by personal broadcasting. People are becoming less sensitive by the media screaming with headlines like shock, revealed, sensation, scandal, fury, exposed, etc in order to get our attention. For this very reason, we're unable to pay attention to the quiet, subtle and understated.



This is a serious problem that we're losing our listening. Listening is our access to understanding. Conscious listening always creates understanding. Without conscious listening these things can happen - a world

where we don't listen to each other at all is a very scary place indeed. In order to enhance our listening skills, there are 5 simple exercises to improve our own conscious listening. They are as follows:



1. **Silence** - Just 3 minutes, a day of silence is a wonderful exercise to reset our ears and to recalibrate, so that we can hear the quiet again. If there's no way one getting an absolute silence, he/she should go for quiet, that's absolutely fine.

2. **Mixer** - Even if you're in a beautiful/noisy environment, try to find out what all different sounds are there or how many individual channels in that mix you can hear from all those. It's a great exercise for improving the quality of our listening.

3. **Savoring** - It's about enjoying mundane sounds. Because those mundane sounds can really be interesting if we pay attention. As it's around us all the time, we can call it as the "hidden choir."

4. **Listening positions** - It's the most important exercise. The idea that we can move our listening position to what's appropriate or to what we're listening to is very much essential. These are some of the scales of listening positions we can use - active | passive, reductive | expansive, critical | empathetic, etc.

5. **Acronym** - You can use this in listening, in communication if you're a leader, teacher, parent or friend because that probably is

everybody who's listening to talk. The acronym is RASA, which is the Sanskrit word for "juice" or "essence." RASA stands for Receive: which means pay attention to the person; Appreciate: making little noises like "hmm," "oh," "ok;" Summarize: the word "so" is very important in communication; and, Ask: ask questions afterwards.

I believe that every human being needs to listen consciously in order to live fully. Everyone should be connected in space and time to the physical world around us & also should be connected in understanding to each other. Not to mention spiritually connected, because every spiritual path has listening and contemplation at its heart. So, let's use the listening skills to make this world a conscious listening world where there is a world of connection, understanding and peace.

Abhisek Barik
BCA 2nd Year

MAA IS ALWAYS THE POWER

Music, poem, stories nothing would ever justify how immensely you made us and everything around us.

Your care makes this place a better to live in.

From arguing with you to actually knowing why you scolded every now and then.

This is the smallest thing I could write for all the mothers.

You are my first letter uttered. Your hands will always for more than anything. You are the teacher to my cooking classes. You are

the protective sheet to every fever and problems.

Your forehead kisses are bestest and hugs they are the safest one. You be the hope when I am upset or my happiest. You are the most innocent person who still loves me unconditionally.



You made me realize that relationship are held together as threads need to make knot together. You made me strongest to stand firm and fight with each lie. You made my sole shine.

You cry then the world seems down. You smile so the world smiles. You light up the world and you stories make me sleep and make me understand life.

Sorry and thank you for everything.

And yes every mother is a warrior and everything you look up to.

Not just a mother but your friend, your sister, your grandmother and even your

mother in law are and will be the constant support every moment.

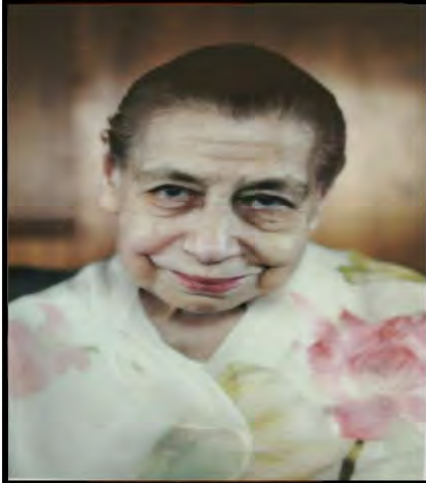
From the soul who loves each mother who makes life worth living.

Shrabani Pattnaik
BBA 5th Sem

CURRENT AFFAIRS

- The World's first-ever Online B.Sc. Degree in Programming and Data Science is prepared and to be offered by the Indian Institute of Technology (IIT) Madras. The Online Course was launched through a virtual event by the Union Human Resource Development (HRD) Minister Ramesh Pokhriyal on 30th June 2020.
- The World's largest Convalescent Plasma Therapy Trial project was launch on 29th June 2020 by the Maharashtra State Government. The name of the project is Platina. The project was virtually launched by the Chief Minister of Maharashtra Uddhav Thackeray.
- As a part of one of the five aspects of the revised COVID-19 response plan of New Delhi, the Delhi Government jointly with National Centre for Disease Control will conduct the Sero Survey across the National Capital from 27th June 2020. Amidst a rising number of COVID-19 cases over the last one month, the Survey will help in determining the extent of spread of the Corona virus disease in New Delhi. 20,000 residents will be covered under the Survey from all the 11 districts of New Delhi.

- On 25th June 2020, Under the Chairmanship of Chief Minister of Karnataka BS Yediyurappa the State Cabinet of the Karnataka state government has made amendments to sections of 'The Karnataka Industries (Facilitation) Act, 2002'. An ordinance will be issued by the state government soon for the amendments to come into effect.
- The world's first Yoga University outside India was launched on 23rd June 2020 at United State's Los Angeles city. The Yoga University has been named after Swami Vivekananda. The university will be known by the name- Vivekananda Yoga University. The University was launched as a part of the commemorations for the 6th International Yoga Day. The virtual launch event was organized at New York City's Consulate General of India. V. Muraleedharan (Union Minister of State for External Affairs) and PP Chaudhary (Chairperson of the Standing Committee on External Affairs) jointly launched the Vivekananda Yoga University during the virtual event.
- On 30th June 2020, the National Anti-Doping Agency (NADA) has launched its mobile application 'NADA INDIA' for creating a bridge with the athletes under which information on prohibited substances would be provided easily. The mobile application was launched by the Union Minister of State (I/C) for Youth Affairs and Sports Kiren Rijiju.
- To control the spread of COVID-19 in the state, the Chief Minister of Madhya Pradesh Shivraj Singh Chouhan has informed that the State Government will launch a campaign called 'Kill Corona' from 1st July 2020 under which door-to-door Survey will be conducted. During the campaign, the highlight will be the number of tests conducted.
- 1987 Indian Administrative Service (IAS) batch officer Vini Mahajan became the Chief Secretary of Punjab on 26th June 2020. With this, she became the First Woman to hold the position of Chief Secretary in Punjab. She replaced Karan Avtar Singh who took over as Special Chief Secretary for Governance Reforms. Vini Mahajan is also the First Woman Officer to hold the post of Deputy Commissioner in the state of Punjab. She became the Deputy Commissioner of Ropar district in 1995.
- In order to make societies across the world free of drug abuse, on 7th December 1987, by adopting resolution 42/112, the United Nations General Assembly declared 26th June to be observed as the International Day against Drug Abuse and Illicit Trafficking. The Theme for 2020 International Day against Drug Abuse and Illicit Trafficking: Better Knowledge for Better Care.
- On 30th June 2020, a Bell 206-B3 Helicopter was flagged off with spray equipment for Air Force Station in Rajasthan's Barmer from the helipad facility in Uttar Pradesh's Gautam Buddh Nagar. Union Minister for Agriculture and Farmers Welfare Narendra Singh Tomar flagged off the Helicopter.



The Life of a Saint

*In the morning remember the divine name
in the brilliant lotus in the head, along with the
Guru with two eyes and two arms, who grants the
boons of freedom from fear and peace.*

- The Mother

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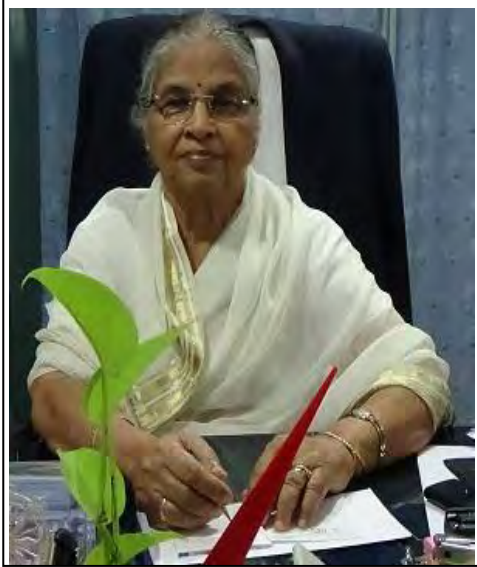
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FROM THE CHAIRPERSON'S DESK



Dear All,

July has begun and it brings some of the important days for our nation like Kargil Diwas and National Parents Day. Kargil Diwas is named after the success of 'operation vijay'. The Kargil war ended on July 26 which continued for approximately 60 days. This day is celebrated by Indians to honor the Kargil war heroes.

"Either I will come back after hoisting the Tricolour, or I will come back wrapped in it but I will be back for sure."

❖ **Captain Vikram Batra**

Now, national parents day is celebrated on the fourth Sunday of July. This day is celebrated to honor all the parents for their unconditional love and sacrifice for their children that can not be measured. They play the biggest role in our development. Father and mother play important role in our mental, physical, social, financial and career development. Parents are the most precious gift of God for us. They help us in every step of our life; they trained us very hard style for the future challenges. Parental love is the only love that is truly selfless, unconditional and forgiving. We never know the love of a parent till we become parents ourselves. Parents were the only ones obligated to love you; from the rest world you had to earn it.

***"A father's goodness is higher than the mountain
A mother's goodness is deeper than the sea."***

The above quote is a Japanese proverb with a great meaning. So, respect your parents and always make them feel proud. And lastly, stay home, stay safe.

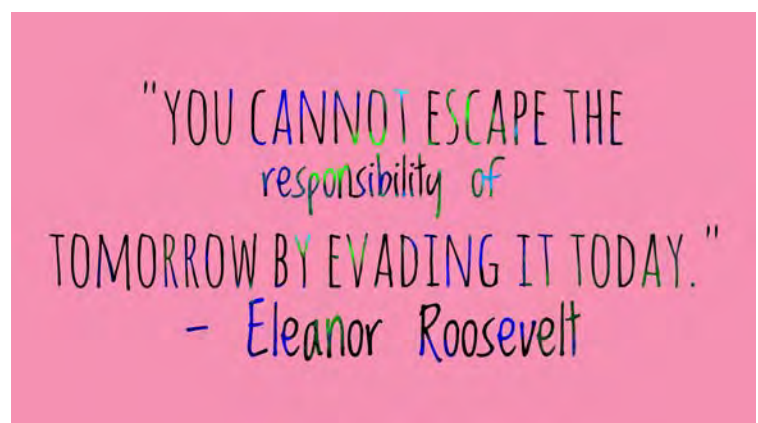
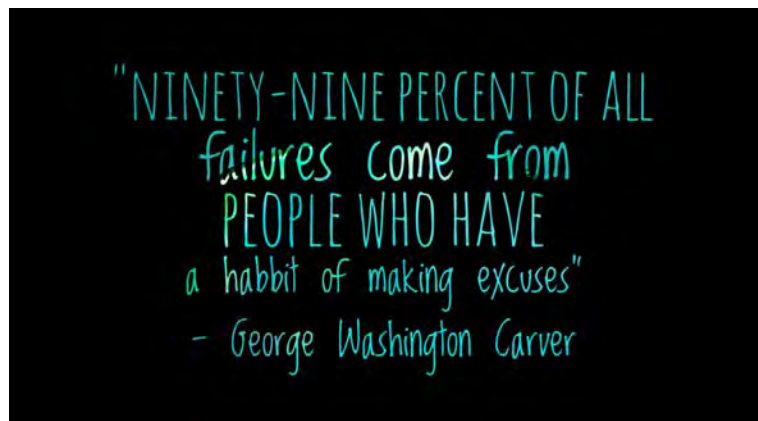
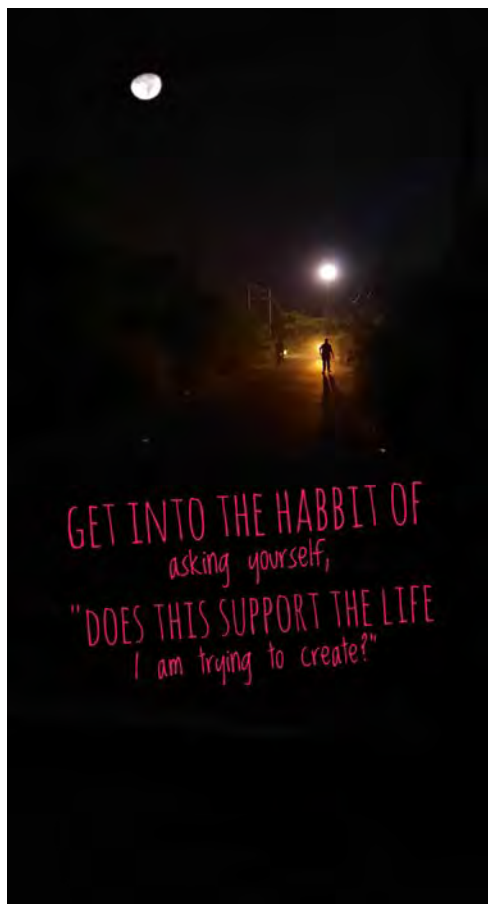
Thanking You,

Chairperson, RIMS
Mrs. Nalini Prava Patnaik



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THE FUTURE OF PYTHON (WILL PYTHON STILL BE POPULAR?)

Python is undoubtedly one of the most used languages in the industry. Of course, there are some reasons for it. Naming some:

1) Scripting in Python is really simple:

Python scripts are very close to the English language and are easy to learn. So, when you develop something, you can have a greater amount of focus on the ideas and logics rather than having your focus on the syntaxes of the language.

2) Python is open-source:

Python is open source and has a vibrant community regularly working towards pushing timely updates. So Python gets updated very fast. Recently we saw Python 3.9 in the market. Also being open sourced, it is free to use.

3) Support for a huge amount of packages/libraries and frameworks:

Python has humongous amount of libraries/packages you can use with Python. Libraries are available for almost every task in Python. Imagine data science, libraries like scikit Learn and pandas are there. Imagine visualization, libraries like matplotlib and seaborn come into picture. Imagine automation, selenium webdriver is available. Python also has splendid frameworks like Django and Flask. This makes python very versatile.

But still there are competitors coming up which might take over python. While talking

of future, let's also talk about present. There are some languages which have taken over Python and Golang is an example. And in a span of 5-6 years, there will be more.



But why is this happening? I will be citing 3 major problems with Python to answer this:

- 1) This happens because there is a major problem with Python and that is the speed. Python is a slow language. And if you do use Python in some competitive coding websites, they will throw an error saying "The time of execution exceeded". So why is Python slow? The reason for its slow nature is that it uses interpreter.**

Interpreter converts the written code line-by-line unlike a compiler. Python also uses a compiler but whatever you write in Python language, is first converted to Byte code by a compiler and then passed to Python Virtual Machine (PVM) which then converts it to machine code. PVM is an interpreter and the compiler in Python does comparatively lesser tasks than the interpreter.

The above process is followed by the Python implementation called CPython. CPython is the reference implementation of Python and is written in C language and Python

language. When we download Python from the official site (python.org) we get this implementation of Python and it is very widely used as it's the default implementation. There are some other implementations of Python like JPython, Iron Python and PyPy. PyPy (written in Python itself) uses meta-tracing which transforms an interpreter to a tracing Just-In-Time (JIT) compiler, and the speed is increased by up to 7 times.

So, why PyPy is not used so extensively? Some reasons are, the code that depends on CPython extension, don't work very well with PyPy; also some codes run very slow in PyPy, even slower than in CPython. And PyPy also consumes much more memory than CPython.

- 2) Applications that are used in smart phones are not recommended to be made using the Python language. Although using Kivy framework we can create applications for android and iOS, but it's not recommended. We can effectively create Software for Windows OS and web based applications, but there are other good alternatives to Python for creating both native apps (Kotlin and Swift) and hybrid apps (Flutter SDK and React Native framework).
- 3) Python lacks the multi-threading capabilities. In CPython, the Global Interpreter Lock (GIL) restricts multi threading and allows only a single

thread to control the interpreter. Basically, due to GIL, the interpreter only executes a single thread within a process.

So, these were some core reasons that can open gates to some other languages as Python's competitors.

For instance:

1) Rust:



**The Rust
Programming
Language**

- Rust is considered to be 12 times faster than Python.
- Rust has been Stack Overflow's favorite language for 4 years.
- Rust's package manager Cargo is better than Python package manager PIP.

Basically, Rust is better than Python as far as the execution speed is concerned. Rust still lacks behind as Python has a greater library support and it will take time for Rust to get excellent library support.

2) Go / Golang:



- Go/Golang whatever you would like to call shines in

programming related to large-scale network servers and big distributed systems.

- Go is already way ahead of Python when it comes to web development.
- It is developed by Google in 2007.
- Go has a very clear syntax which is easy to understand and it's fast.
- Unlike Python, Go has built-in concurrency mechanism.
- Although Go has a good community but many tools are already natively supported in Go.

3) Julia:



- Julia is a language targeted towards Data Science.
- Julia is way faster than Python (almost equally fast as C).
- Model output is easily readable in Julia as compared to Python.
- Working with the shell commands is easier in Julia.
- Code conversion is easy in Julia. I mean a Python code can be converted to Julia code easily.

Julia lacks the huge support of libraries as Python does. But once it gets a good

support of libraries and frameworks, which will take time (probably some years), it will be accepted in the data science community far and wide.

Satyajeet Narayan
BCA 2nd Year

INFORMATION TECHNOLOGY

Information Technology is usually a communication system including all hardware, software and equipment. It's basically the utilization of computers to store, transmit and manipulate information. It's used as a synonym for computers and computer networks. Hence Information Technology is that the study or use of systems (especially computers and Telecommunications) for storing, retrieving and sending and sending information. It's mentioned the knowledge process and its applying methods, processing, transferring and making information ongoing. IT includes gathering, storing, organizing, publishing and using the knowledge within the sort of sound, picture graphic, text, numbers by using the pc telecommunication tools.

In education system, IT has made both teaching and learning easier. The use of data technology in classroom has left behind the normal methods of giving long boring lectures. Using IT, the teachers can create interesting audio and visual presentations which can keep the scholars engaged and can give them a greater understanding of all the concepts. Everyone likes watching animated videos. Using Information Technology, the entire classrooms are often digitalized thus making

both teaching and process of learning much easier.

Information Technology has made education fun and entertaining. In today's world, every student knows the way to use computer, tablet and mobile phones. It has made education fun and exciting. IT can be used to direct this addiction in a positive manner by introducing Smart class and PCs in school room for the aim of interactive sessions, to ascertain the relevant videos, share knowledge. The utilization of this technology will make education more fun and entertaining for both the teachers and also for the students.



Information technology benefits the business world also and it allows organizations to figure more efficiently and to maximize productivity then on. In business, people search for ways to try to more add a shorter amount of your time and it should be only possible through the event of IT. Faster communication, electronic storage and therefore the protection of records are advantages that IT can wear our enterprise. It's driven by the stress of the new, competitive business environment on the one hand and profound

changes within the nature of computers within the other.

Information Technology systems are available the form of many technologically advanced devices which help deliver important information to managers and thus they use this information to form crucial decision regarding the operations of their organization. It's to try to with computer applications, on which nearly every work environment depends.

Information technology plays the most vital role in the life of students having the ability to stay their jobs and attend school. With the introduction of computers, the business world was changed and by using computers and software, businesses use IT to make sure that their departments run smoothly. This influences every industry within the 21st century, but there's one industry where it may have the foremost significant role that's the Healthcare industry.

Healthcare information technology, then, refers to the utilization of technology systems that are used to manage health-related information. More specifically, healthcare information technology involves the exchange of health-related data via electronic systems. The utilization of IT has been proven to supply numerous benefits, including improved medical aid, reduced medical errors, lower health care costs, and cheaper health care overall. Information Technology is vital in Healthcare because it involves the utilization of technology to record, assess, and distribute patient-related data.

The goal within the healthcare industry is to enhance the general health of the population by improving the standard of care that patients receive. It's more accessible information associated with patients' health, and this information is best customized to satisfy the requirements of people. Enhanced knowledge and more informed decisions regarding health-related information that affects individual patients and therefore the public at large

.Thus, Information Technology helps businesses, governments, Institutions, Medical Departments and individuals increase their efficiency and effectiveness. Rapid improvements in hardware and processing ability forces consumers to get new, relevant technology. On a market level, this rapid turnover creates demand. From a firm's perspective however, this will end in a lower customer retention rate. Regardless, organizations are continuing to demand innovative technological solutions, leaving room for brand spanking new entrants, particularly those with a singular concept. Firms who are ready to find a distinct segment market - or one with low competition - will find this industry attractive. Barriers to entry remain high when entering existing markets though; therefore most potential entrants will find the general industry unattractive.

Bably Kaur
BBA 4th Sem

SPORTS: IS IT A WORTHY ONE?

Sports are one of the most valuable parts of life. It has been into prevailing since, it was from chalcolithic period and it was in

somehow form. Until, twenty first century, generations' each and every kid was eagerly ready to be in sport.

But, very sadly to see now-a-days, they are in a different direction. It makes people enthusiastic and physically fit and strong. Not to forget, it brings thrill in life.



First of all, thanks to sports we can have mental as well as physical benefits at a ground. It gives fine scope to the beginners on the level of their performance. We can have all the benefits at a single which is ground in regards to future, health and fitness. In fact, sports have the biggest television audiences. The most popular being Summer Olympics, FIFA and F1 racing.

A further advantage it gives equal opportunity to male and female in different fields in which they are good. It even helps people to get out of loneliness.

On other hand, it confines us and becomes the sole reason to live. It may give injuries, danger, and the toll that can have an effect on the body and the mind for a long time.

International sporting like the Olympic Games and the World Cup (of Soccer) are two examples of port as scaled-down-conflict but still large scale competition.

Sports, nevertheless, remains one the most important part of life, it may be in any

regards. Perfection in sports blends the life with happiness and makes it healthful. At last I want to say "Play hard and enjoy life".

Rupesh Kumar Panda
BCA 2nd Year

TO LIFE WITH ALL LOVE

Life is a mess and an endless form of surprises. It will make you cry, smile and love but importantly it will make you learn.

You know what there is something we think on is life but yes take a pause and live cause not only it's essential but also it makes you alive.

Go along and just cheer yourself up. Today I sit down and honestly what remained with me is me only. So this song of life is my escape from the moment.

Just a reminder that how beautiful it is, that unknowingly we meet a bunch of strangers who are life and who parted on but we still long for them.



They remind me that the world is entangled with love and belief where souls see hearts and eyes talk with unsaid emotions it's you who needs to find it.

There it is just a pause in my mind and it says how beautifully we have crafted ourselves to fit in the city lights and hide ourselves where we are still finding ourselves. But then let's be unfolded

I went down to the memory lane that maybe everything seemed perfect from hands getting closer to the nights where we were just us and our breath were just meant for us. But then not every perfect is meant to be stayed longer.

I still wished this beauty to run in my ears cause this song of life gave me a shoulder and said that maybe sometimes in life there is a heartbreak, there is a downfall, there is fake promises, there is fake reasons and what not.

But you need to smile, love, care, live and most importantly clap along for yourself and everyone around to just feel home among the bunch of strangers. It's is never too late because before it's too late. From the one who believes in magic.

Shrabani Pattnaik
BBA 5th Sem

CURRENT AFFAIRS

- Government of India has approved the Special liquidity scheme of Rs 30,000 crore for Non Banking Financial Company (NBFCs)/ Housing Finance Companies (HFCs).
- The National Education Policy 2020 has a target of 50% Gross Enrollment Ratio by 2035 and provision for multiple entries and exits.
- Consumer Protection Act contains, Consumer Protection Councils, Consumer Disputes Redressal

- Commissions, Mediation, Product Liability and punishment for manufacture or sale of products containing adulterant / spurious goods.
- The 2020 Global Multidimensional Poverty Index (MPI): Charting pathways out of multidimensional poverty: Achieving the SDGs” was released by the Oxford Poverty and Human Development Initiative at the University of Oxford and the Human Development Report Office of the United Nations Development Programme.
 - The National Education Policy 2020 will replace the thirty-four year old National Policy on Education (NPE), 1986.
 - According to a recent United Nations University (UNU) report, global e-waste will increase by 38% in the decade between 2020 and 2030.
 - The annual Global Manufacturing Risk Index (MRI) report was released by the US-based property consultant Cushman & Wakefield, to rank the most suitable locations for global manufacturing among 48 countries in Europe, Americas, and the Asia-Pacific.
 - General and Health Insurance companies has received approval from the Insurance Regulatory and Development Authority of India (IRDAI) to launch short-term ‘Corona Kavach’ health insurance policies.
 - The Consumer Protection Act, 2019 has been implemented in India since 20th July 2020. It has replaced Consumer Protection Act, 1986.
 - Reserve Bank of India (RBI) will offer funds for the Scheme by subscribing to government guaranteed special securities issued by the Trust.
 - Government of India, Government of Tamil Nadu and the World Bank has signed an agreement for two projects of worth \$250 million.
 - IRDAI has designed a standard Covid specific product which addresses the basic health insurance requirements of insuring public containing common policy wordings across the industry.
 - People will be able to avail the Corona Kavach policy for Self, spouse, parents, parents-in-law as well as dependent children up to 25 years of age.
 - “Maha” Jobs Portal has been launched by the Maharashtra government to offer employment opportunities to local residents.
 - India and Bangladesh has signed an agreement for the formation of a 50:50 Joint Venture Company (JVC). This 50:50 Joint Venture Company has been formed for LPG business in Bangladesh.
 - The \$200 million First Tamil Nadu Housing Sector Strengthening Program will aid the government’s ongoing efforts to expand the affordable housing availability.





The Life of a Saint

Not every one is able to have faith. Everyone has their own samskaras, their own karma. Not everyone will realize their divinity in this lifetime. It is a cycle of life, a cycle of karma. It takes many lifetimes of purification to come to a place where you have real faith.

- The Mother

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FROM THE CHAIRPERSON'S DESK

Dear All,

It's August which brings one of the most important days for the nation and its people and that's Independence Day.

Our country is not the only thing to which we owe our allegiance. It is also owed to justice and to humanity. Patriotism consists not in waving the flag, but in striving that our country shall be righteous as well as strong. Patriotism is voluntary. It is a feeling of loyalty and allegiance that is the result of knowledge and belief. A patriot shows their patriotism through their actions, by their choice.

**“ बस ये बात हवाओं को बताये रखना,
रौशनी होगी चिरागों को जलाये रखना,
लहू देकर जिसकी हिफाज़त की शहीदों ने,
उस तिरंगे को सदा दिल में बसाये रखना।”**

On this day in the year 1947, India became independent from British colonial rule. This day we celebrate by unfurling the flag, singing the national anthem, remembering our freedom fighters. 15th August 1947 is an important day for all Indians. It is celebrated as a national holiday by the people of India to commemorate independence from Great Britain. On this day, people of India pay healthily tribute to the great leaders because of whom India became free forever.

Patriotism or national pride is the feeling of love, devotion and sense of attachment to a homeland and alliance with other citizens who share the same sentiment. This attachment can be a combination of many different feelings relating to one's own homeland, including ethnic, cultural, political or historical aspects.

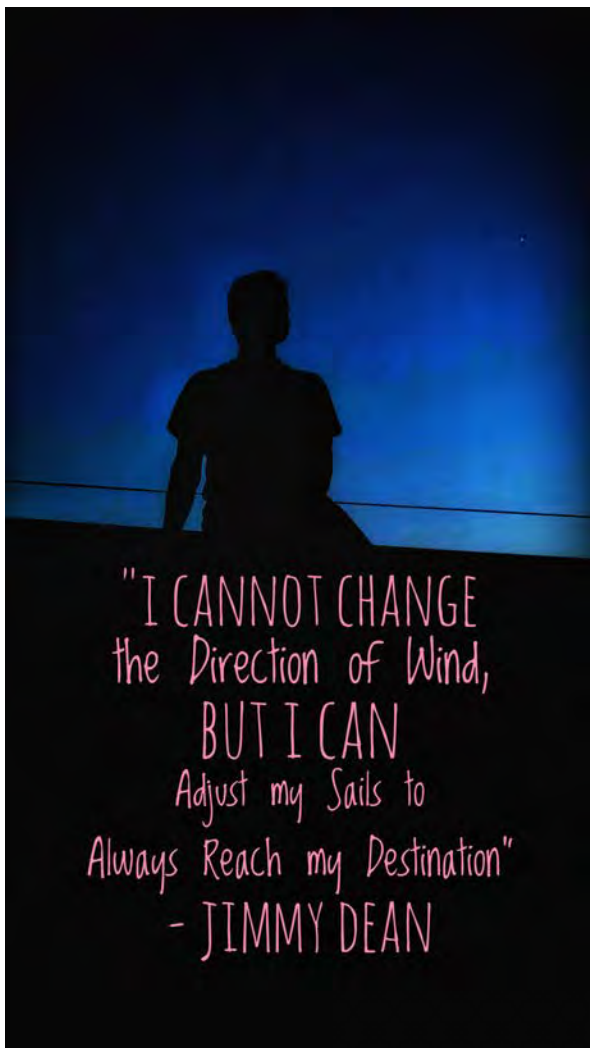
Patriotism or national pride is the feeling of love, devotion and sense of attachment to a homeland and alliance with other citizens who share the same sentiment. This attachment can be a combination of many different feelings relating to one's own homeland, including ethnic, cultural, political or historical aspects. In the end, I want to say that we all should be proud that we are Indians. Jai hind!

Thanking You,

Chairperson, RIMS
Mrs. Nalini Prava Patnaik

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WE WANT THESE PLATFORMS TO BE HEALTHY: WHY TOP MARKETERS WON'T QUIT FACEBOOK AFTER 2018 SCANDAL?

Facebook had a nasty 2018 when it came to trust and privacy, resulting in a growing chorus of involves people to delete their accounts. On Monday, renowned tech journalist Walt Mossberg tweeted that he was quitting Facebook at the top of the year, for instance.

But top marketers aren't joining the movement. Instead, they assert they're giving Facebook time to figure on solutions and can still put their ad dollars toward the platform. Why? Because the priority for many marketers may be a return on advertising spend. And despite its privacy problems, Facebook continues to deliver many it.

When asked if she still stands by Facebook and its leadership, Publicis Media chief digital officer Helen Lin acknowledged that there have been a "number of vulnerabilities" this year but said the corporate has been working to deal with those issues.

"Still there's more work that must be done. We still work with them and everyone our partners on solutions within the best interest of our clients and consumers. We all want these platforms to be healthy, flourishing environments for users and therefore the businesses on them," said Lin, who may be a member of Facebook's client council.

"We believe we're more of a force of excellent in engaging their thought leaders, instead of pulling spend. Facebook fundamentally wants to try to the proper thing. If it's guilty of anything, it's their naivety," Clorox CMO Eric Reynolds told Digiday earlier this month. "If we just pull spend, we're not engaging them. Right now, they're responding to those sorts of conversations, but if that doesn't work, we will try money."



That sentiment is sort of unlike the backlash in 2017 against YouTube, where some big spenders paused their ads on the Google-owned video platform. YouTube's challenges were fundamentally different to those facing Facebook, however, therein marketers were directly and negatively impacted by having their ads appear next to content from terrorist organizations on YouTube. While Facebook also deals with problematic content on its platform, recent scandals have primarily associated with privacy weaknesses across its service, which marketers are far less concerned with than the protection of their brands when it involves unsafe content.

Discussing platforms broadly regarding brand safety, not Facebook especially, Bank of America's Lou Paskalis said that pulling money isn't a "black and white option"

during a story for the newest issue of the magazine. We agonize about it on a day to day . We went to provides it an idea twice a year. But it's become front and centre of each decision we make. It doesn't bode well for long-term partnership and co-development because everything is case by case and therefore the next incident could alright affect what we do."

After each incident, Facebook representatives are communicating with its biggest advertisers. Carolyn Everson, Facebook's vp of worldwide marketing solutions, said these conversations are her main focus, and she's confident the corporate is recuperating. The privacy problems with the past year are the foremost significant cultural and business shift she's seen in her nearly eight years performing at the corporate, Everson said.

"I really believe the steps that we're taking and therefore the way seriously we're taking it and the enormity of our responsibility. That doesn't mean we're getting to get everything right, at all," Everson told Digiday last week.



With or without scandals, marketers still see a return on their investment with Facebook ads. Facebook has only gotten easier to figure with when it involves creating ads

across its ecosystem (though the ads manager has been rather unreliable this year). The New York Times investigation and a Wall Street Journal report that described Zuckerberg's and Sandberg's reluctance to act swiftly within the company's influence within the 2016 presidential election had left marketers unfazed, for the foremost part.

"It's always 'wait and see.' a number of our clients could take a stand, yes, but I don't think you're getting to see tons of that during this case. Nothing is wrong with the ad platform, during this instance," an executive inside a company previously told Digiday.

Indeed, these scandals could also be hurting Facebook's stock price and hiring efforts, except for now, it hasn't been affecting marketers' bottom lines. the corporate is predicted to get \$67.2 billion in revenue from global digital ads in 2019, consistent with eMarketer.

Without restricting dollars at the instant, Reynolds of Clorox said he wants Facebook to rise acknowledge and embrace its responsibility as a huge data host.

"I admire its lofty vision of building communities. I just need them to be adults and realize they need to try to tons more to take care of that vision and keep it safe," he said :-

Joshua Lowcock, global brand safety officer at UM worldwide, also advocated for Facebook to require on more of a leadership role in accountability and privacy. He didn't recommend Zuckerberg, Sandberg or anyone else stepping down,

but rather Facebook hiring someone new as an independent voice across the organization.

“Facebook needs people in their leadership team who will challenge the established order and therefore the company’s current ways of thinking. Facebook needs an independent ethics and privacy planning board which will help guide the organization and function advocates for the general public ,” Lowcock said.

or now, Zuckerberg has committed to making an independent oversight body. But instead of privacy, the board are going to be focused on content moderation and free speech issues.

Independence “will prevent the concentration of an excessive amount of decision-making within our teams. Second, it’ll create accountability and oversight. Third, it’ll provide assurance that these decisions are made within the best interests of our community and not for commercial reasons,” Zuckerberg wrote during a note about content enforcement.

Sadashiv Oram
BCA 4th Sem

ELECTRONIC DISPLAY A BOON FOR **EDUCATION**

For many folks, getting to school meant filling backpacks and faculty lockers with big piles of books and binders overflowing with notebooks. Even today, most faculties believe traditional textbooks that are frequently outdated by the time they’re researched, written, printed and circulated. Budget-strained schools are faced with

buying expensive, updated books every few years. Besides offering limited, often obsolete information, books usually only capture the thoughts of one author. While this is often not an enormous issue for subjects like Math or Chemistry, it’s a big problem when the subject is business or technology. Fortunately, assistance is at hand.

The move is on to finally give student’s access to current, diverse content via text, video, and audio. Educators worldwide and people in developing countries are looking forward to their students to access the vast library systems of the primary world, to the classroom content at MIT or Oxford, to the news about NASA’s latest discoveries from the previous week. It’s no wonder classroom learning is undergoing an entire transformation, spearheaded by a growing demand for electronic reading devices in schools. Devices like eSchoolbooks help teachers impart knowledge to students. With eSchoolbooks, all information is synchronized. Students can write of their screens and answer an educator or another student’s ideas in real time. They will also go browsing to observe the foremost current videos or news on virtually any topic suggested by their teacher, using eSchoolbook devices.

Digital technology has the potential to dramatically expand access to education to the underserved children worldwide. half the world’s 50 million refugees are under the age of 18 and are displaced from their homes for a mean of 17 years with little or no access to education. Here the difficulty isn't just non-availability of educational

materials but there aren't enough teachers including qualified educators in remote parts of the planet. Shortage of teachers in remote towns isn't just a 3rd world issue, many parts of Europe and North America also lack qualified teachers. Imagine kids in remote parts of the planet having the ability to access content from the absolute best educators within the world, via video clips, via animation and audio. In India, for instance, with its rapidly expanding youth (28 million added annually), quite half its population is under 25. The state struggles to teach these children, especially when 65 percent sleep in rural areas.



The matter is compounded by a scarcity of teachers, teacher absenteeism, and poor teacher quality. Digital aids have recently entered the image to confront the challenges plaguing the education system. Digital India initiatives like eBasta make digital education via tablets and computers accessible to students in rural areas. Digital learning can help develop critical thinking skills and make students comfortable with technology.

China's rural poor face similar challenges with fewer teachers willing to require jobs in remote and impoverished areas. As many

as 60 million "left-behind" children are either poorly educated or insufficiently educated reception. Within the past, these rural students used textbooks that had not been updated for a decade and their teachers were past retirement age. Today many rural students attend virtual classes, classes that develop their online research skills and teach them the way to create slides and videos.

Clearly, digital technology is transforming education the maximum amount as Johannes Gutenberg's press did nearly 600 years ago. Without education, the poor could be getting poorer and therefore the gap between the haves and have-nots will still widen until there's an unfortunate 'reset', once we might see unpleasant history repeating itself.

Hari Shankar Pradhan
BCA 3rd Year

SOCIAL ISSUES

Introduction

Social issues are the main terms that affect the growth of a nation. It is a general word that is used for variety of circumstances and steps that leads to curse for a society. The social issues that grow up in every society affect the country as a whole. Social issues affect every member of the society directly as well as indirectly, most probably social issues are caused by humans and it is the humans who face its worst situation.

What is a Social issue?

A social issue is a problem that is all over the world mostly in India. It affects a significant number of individuals. It is an

Though India is growing into a excellent capacity on the one hand, it is being drag down on many grounds due to corruption. Corruption is a form of criminal activity done by individuals or a group.

Child Labour

The children under the age of 14 are forced to do heavy work and not even paid sufficient money is called Child labour. It is one of the most important social issues.

In this, poor parents send their children to small jobs where they are forced to work hard to get considerably less money as a reward.



**CHILD
LABOUR**



Social issues arise when the child is refused from his childhood and basic education due to poverty. This affects them physically as well as mentally.

Dowry System

This is another social issue that has been affecting women in many ways.



Though many explorers have worked to remove this social issue but still it is very common in the society and due to this woman in the society is tortured very badly. Some steps that help in control these social issues include economic freedom to women through assuming the family properties and employment.

Solutions to Social issues

All these social issues which affect the larger sections of the society can only be solved through shared attempt of the people and the important project announced by the government. If these social issues are removed properly or even get resolved, it will directly appear outcome on the development of the nation. By creating awareness and providing education among the people, a social issue can be solved.

Conclusion

Social issue is a problem that affects the growth of a nation. Most of the social issues are due to lack of awareness and could be directed through programs from the government's and shareholders. Since, the social issues like Sati, untouchability, caste discrimination, etc, have been distributed strongly in the past, but in future holds hope to deal with the current social issues.

Anushka Panigrahi
BBA 4th Sem

CURRENT AFFAIRS

- The Monetary Policy Committee of the Reserve Bank of India met on 4th, 5th and 6th August for its second meeting of 2020-21. During the second Monetary Policy meet,

the MPC analyzed the current & evolving macroeconomic and financial conditions and has decided to continue with the accommodative stance to revive growth as well as to mitigate the impact of COVID-19. With its decisions, MPC aims to keep inflation within the target and hence to preserve financial stability. Also, for the year 2020-21, as a whole, real GDP growth is expected to be negative.

- Prime Minister Narendra Modi has addressed the nation on 7th August to deliver his speech on the New Education Policy 2020. PM's speech began with address at the conclave on 'Transformational Reforms in Higher Education under National Education Policy' is being organized by the University Grants Commission and Ministry of Education.
- The Indian Institute of Technology, Madras has retained the top position in the 'Atal Ranking of Institutions on Innovation Achievements,' (ARIIA) 2020 for being the best centrally funded institution in India. The 2020 'Atal Ranking of Institutions on Innovation Achievements (ARIIA),' was released by Vice President Venkaiah Naidu, in presence of Union Minister of Education, Ramesh Pokhriyal 'Nishank,' in a virtual event on 18 August 2020.
- TRIFED has launched the "Tribes India on Wheels", a van which brings various kinds of immunity boosting products like wild honey, organic haldi, amla, ginger, black pepper etc. It will boost the sales and enhance tribal income in these challenging times.
- Paytm has launched India's 1st Pocket Android POS (Point of Sale) Device named 'Paytm All-in-One Portable Android Smart POS' for contactless ordering and payments in India
- Line of Credit of worth 18 million US dollars has been extended by the Government of India to the Government of Maldives, with the primary objective of expanding the fishing facilities at Maldives Industrial Fisheries Company (MIFCO).
- National Bank for Agriculture and Rural Development has revealed a dedicated debt and credit guarantee product named as "Structured Finance and Partial Guarantee Program for Non Banking Finance Companies (NBFC)-Micro Finance Institutions (MFIs)". It will offer undisturbed flow of credit to the last mile in rural areas hit by the pandemic.
- HDFC Bank has announced a strategic partnership with Adobe to enhance the Digital Experiences of its Customers. The partnership will help HDFC Bank to deliver personalized digital experiences to existing as well as new customers, at anytime and anywhere.
- Prime Minister of Lebanon, Hassan Diab and his entire government has resigned, in the wake of the major blast in Beirut.



The Life of a Saint

You carry in yourself all the obstacles necessary to make your realization perfect. Always you will see that within you the shadow and the light are equal: you have an ability, you also have the negation of this ability. But, if you discover a very black hole, a thick shadow, be sure that somewhere in you there is a great light. It is up to you to know how to use the one to realize the other.

- The Mother

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FROM THE CHAIRPERSON'S DESK

Dear All,

It's September, the ninth month of the year in the Julian and Gregorian calendars, the third of four months to have a length of 30 days, and the fourth of five months to have a length of less than 31 days. In the Northern Hemisphere, September is the seasonal equivalent of March in the Southern Hemisphere. It brings some of the most important days for both teachers and students like teachers day.

"गुरुर्ब्रह्मा गुरुर्विष्णु गुरुर्देवो महेश्वरः

गुरु साक्षात् परब्रह्मा तस्मै श्रीगुरवे नमः"

Teacher's Day is the festival of birth anniversary of Bharat Ratna beneficiary, Dr Sarvapalli Radhakrishnan. He was a practical and inspirational teacher whom each student of the country used to cherish. In the memory of his contributions as a teacher, we praise the Teacher's Day to respect our teachers and give them all the regard they deserve.

Teacher's Day is a day for which the teachers and particularly students energetically wait for the entire year. Teacher's Day is a celebration of joy, enthusiasm and worship that is the reason the individuals from various parts of India praise the day to offer appreciation to their teachers.

Indian Schools and Colleges direct the most fabulous celebration on Teacher's Day. Even though the School stay open, the students get a temporary leave from the regular studies and are permitted to appreciate the day in their manner. A few students take on the appearance of their teachers and arrive at the lower classes to control the students in those classes. They do as such to help their youngsters for their upcoming tests and have a sentiment of a traditional teacher.

In the year 1962, the first teacher's day was celebrated as a Radhakrishnan's Day. The students celebrated this teacher's day to appreciate the position of Sarvepalli Radhakrishnan, who was serving as the second president of India.

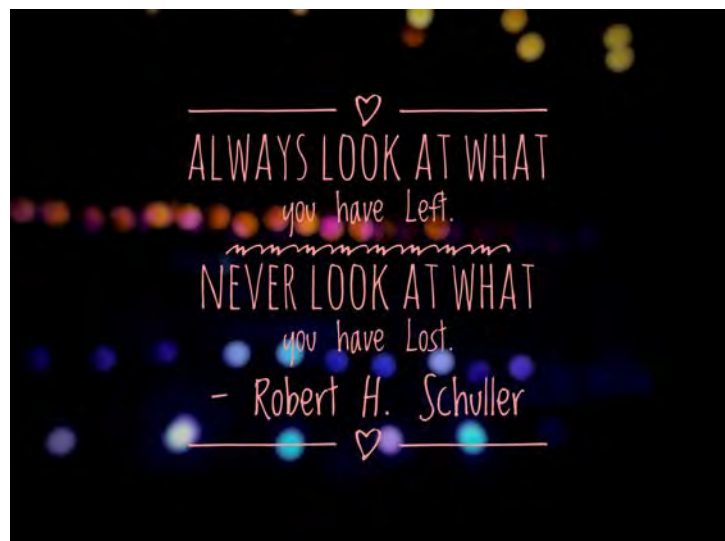
Therefore, I want to say you all that respect your teachers and obey them.

Thanking You,

Chairperson, RIMS
Mrs. Nalini Prava Patnaik

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IMPACT OF COVID-19 ON VENTURE CAPITAL INVESTING IN INDIA

When COVID-19 hit us around 9 months ago, we initially thought it would have no effect outside China. But we soon discovered that it had turned into a massive global pandemic, which brought down entire industries such as travel and hospitality. As tech entrepreneurs and investors, we are experiencing a great deal of uncertainty around where the market will go: Would customers be willing to pay for our products or services, how has COVID-19 affected them, and for how long? Most entrepreneurs who have raised money from venture capitalists (VCs) say the time between making a pitch and signing the deal is about three months. This could stretch to six to nine months when VCs have doubts about the market opportunity or the start-up's business model. Thus, in normal times, deals announced today would have been in the works for at least three months, possibly longer.

But these are extraordinary times. Monthly data for calendar 2020 from Venture Intelligence, a research firm, on VC funding to Indian start-ups shows the presence of both the lag effect of good times and changes forced by the virus. VC investments, both in terms of number of deals and value of investments, have been dropping in calendar 2020. The same set of VC majors is driving the funding, but there is movement in the pecking order of sectors. In January and February 2020, VCs invested more in Indian start-ups compared to the same period last year. On January 30, India registered its first case of corona virus. But

it wasn't till the second half of March that the government started going into overdrive to contain the virus. That's when Indian start-ups got busy measuring their 'runway'—the number of months they could survive without funding—and updating their pitch decks for more funding. The layoffs followed at Ola, Uber, Swiggy, Zomato, Paytm, and Paisa Bazaar. March onwards, each month has seen fewer VC deals and smaller amounts, compared to the corresponding month of 2019. Several of these were 'in-rounds', or VCs pumping money into existing portfolio companies. May was especially brutal. The number of deals fell from an average of 50 a month between January and April to 20 in May. And the amount invested in May 2020 was about one-fourth of that invested in May 2019.

Venture capitals investments have dropped this year with May month being especially bad.

These mirroring changes in habits brought on by the pandemic. Fintech, healthcare, education and food are the leading sectors in 2020 in terms of investments. In but six months, as an example, education start-ups have already raised ninety six of the quantity they raised all told of 2019.

E-commerce has been the large loser, going from raising over a billion greenbacks in every half 2019 to \$202 million within the half of 2020. E-commerce firms faced restrictions on what they'll deliver to their customers throughout the first phases of the pandemic-induced internment, Associate in Nursing generally have faced an unsure regulative surroundings in recent

times. Venture Intelligence defines risk capital investments as seed to series F investments (by institutional investors) in firms but ten years previous.



In 2019, concerning hour of start-ups that were funded were early-stage start-ups (as hostile growth-stage or late-stage companies). However in worth terms, early-stage received solely concerning 100% of all VC investments. In 2020, this has exaggerated to Sixteen Personality Factor Questionnaire. Start-ups in early stages rely nearly entirely on VC funding as they have an inclination to possess very little or no revenues. However, in later stages, once they begin earning revenues, they ask for VC funding for growth. With uncertainties around Covid, several growth and late-stage start-ups area unit thinning out their ambitions and cutting prices to increase their runways.

Amid these changes within the landscape of VC investment, the forged of leading VCs has principally remained an equivalent. VC companies with larger portfolios, diode by redwood and Accel, still lead, particularly given the demand from funded start-ups for added funds. However unless deal activity picks up within the half, most leading VCs area unit staring at a pointy come by range

of deals this year. As an example, Sequoia, whose portfolio includes Unacademy, Bounce, Money Tap, Khatabook and Med Genome, did eighty deals in 2019. This year, until Gregorian calendar month sixteen, it had closed solely twenty seven deals. Since 1998, there are 3 occasions once VC investments suffered setbacks of some severity. The primary was the dotcom crash of 2000, and it took the Indian trade 5 years to regain pre-crash investment levels on a year basis. The second was the credit crisis of 2008, and recovery then took 2 years. The third was 2016, once huge technical school (companies like Amazon, Alibaba and Tencent) took to creating direct investments in Asian nation in a very huge method.

Arun Natarajan, founding father of Venture Intelligence, feels a clearer image on funding of recent firms and bigger rounds is probably going to emerge solely as businesses and customers suits the post-lockdown come back to "normal work-life". "Several specialists have expected a formed recovery, as well as a possible spike in new cases and more lockdowns, like in Chennai," he says. At the instant, 2020 isn't filthy rich for VCs. A survey by IT trade association Nasscom of 250 technology start-ups drained Gregorian calendar month 2020 has projected a good vary of impact length for various sectors: four months (telecom and health tech) to nine to twelve months (retail and travel).

This impact of Covid-19 pandemic has made a huge difference in changes in Venture Capital industries in India. As it takes time to land stability in the current pandemic affected market. Not only India other

countries have massive changes in investment market and fluctuating growth in demand. Uncertainty leads to reduced spending in all aspects of our lives, including VC investing. To avoid panic, many of the VC funds, which are obligated to invest their capital, have openly announced they are open for business and that start-ups should not stop approaching them. Some publications have even said that early-stage start-ups will not be hit as much since they have a grace period of a few years before reaching the market.

Seema Minz
PGDM 2nd Year

MARKETING KNOWLEDGE

Philip Kotler defined marketing as "Satisfying needs and wishes through an exchange process". And a decade later defines it as "a social and managerial process by which individuals and groups obtain what they have and need through creating, offering and exchanging products of value with others. The term marketing, what's commonly referred to as attracting customers, incorporates knowledge gained by studying.

The management of exchange relationships and is the business process of identifying, anticipating and satisfying customers' needs and wants. The purpose of marketing is to research and analyze your consumers all the time, conduct focus groups, send surveys, study online shopping habits, and ask one underlying question: "Where, when, and the way does our consumer want to speak with our business?"

Important things to know about marketing:-

- Understand your customer
- What does your customer want?
- Why does your customer buy from you?
- Offer a unique, high value product.
- Be remarkable and worth recommending

Modern marketing began within the 1950s when people began to use quite just medium to endorse a product. As TV -- and shortly, the web -- entered households, marketers could conduct entire campaigns across multiple platforms. And as you would possibly expect, over the last 70 years, marketers became increasingly important to fine-tuning how a business sells a product to consumers to optimize success.



Marketing is that the process of teaching consumers why they ought to choose your product or service over those of your competitors, and may be a sort of persuasive communication. It is made from every process involved in moving a product or service from your business to the buyer. Marketing includes creating the merchandise or service concept, identifying who is probably going to get it, promoting it, and moving it through the acceptable selling channels.

The marketing concept possibly sidesteps the potential conflicts among consumer wants, consumer interests, and long-run societal welfare.

Just consider: The fast-food hamburger industry offers tasty but unhealthy food. The hamburgers have a high fat content, and therefore the restaurants promote fries and pies, two products high in starch and fat. The products are wrapped in convenient packaging, which results in much waste. In satisfying consumer wants, these restaurants could also be hurting consumer health and causing environmental problems.

Marketing research specifies the knowledge required to affect these issues, designs the tactic for collecting information, manages and implements the data collection process, analyzes the results, and communicates the findings and their implications.

Balla Parinita
BBA 5th Sem

SHE SMILING IN NIGHTMARES

She is not just a nightmare But also the mesmerizing sunrise after it

She is not just a ocean of questions But also the answer to the unsaid questions

She is not just the thunders of rain But also the rainbow which dances after rain

She is not just the trendy model But also the perfect classic in the chaos

She is not just the puddle of joy But the ocean full of happiness

She is not just full of makeups But also the simple messy girl

She is not just a rose But also the beautiful flowers which blooms every now n then

She is just stuffed with dreams, love, emotions, dramas and everything

But the little difference is in the trendy ways of our society and those lights which got dimmed as days passed.

Shrabani Pattnaik
BBA 6th Sem

CURRENT AFFAIRS

- Union Cabinet has approved the launch of a “Mission Karmayogi” National Programme for Civil Services Capacity Building (NPCSCB). A sum of Rs. 510.86 crore will be spent over a period of 5 years from 2020-21 to 2024-25 in order to cover around 46 lakh Central employees.
- In the 2021 ranking, India has recorded its highest ever number of universities to qualify Times Higher Education World University Ranking 2021. The Indian Institute of Science (IISc), Bengaluru, is the top-ranked University from India and is ranked in the 301-350 band. However, none of Indian Universities could make it to top 300. This year 14 more universities have qualified as compared to that of the 2020 ranking. It is the highest jump by any country in south asian region.
- The Reserve Bank of India (RBI) will implement the “Technology Vision

for Cyber Security' for Urban Cooperative Banks (2020-2023) to enhance the IT security system of Urban Co-operative banking to prevent, detect, respond to and recover from cyber attacks.

- ICICI Bank has launched a virtual property exhibition under the name 'Home Utsav' which will digitally showcase real estate projects by renowned developers, across India.
- ICICI Bank has launched a new product named "iStartup 2.0", to cater to the banking needs of startups and entrepreneurs. The programme for startups that takes care of their banking as well as beyond-banking needs such as regulatory assistance, analytics, staffing, accounting, customer acquisition and digital outreach to customers, among others
- Estimates of Gross Domestic Product (GDP) for the first quarter (April-June) Q1 of 2020-21 have been released by the National Statistical Office (NSO), Ministry of Statistics and Programme Implementation. According to the latest release, the GDP at Constant (2011-12) Prices in Q1 of 2020-21 is estimated at Rs 26.90 lakh crore and the Indian economy has experienced a contraction of 23.9% as compared to 5.2% growth in Q1 2019-20.
- Vodafone Idea has announced its new unified brand identity by renaming all its products under a new name and logo "Vi". The Beleaguered telecom operator announced the rebranding of the company through a virtual platform. The integration into one brand is believed to be the company's efforts to reduce the cost of maintaining two brands.
- The Shanti Swarup Bhatnagar Prize 2020 was announced by the Union science and technology minister Dr Harsh Vardhan at the Foundation Day celebration of the Council for Scientific and Industrial Research (CSIR) on 26th September.
- As per the EASE Banking Reforms Index 2.0, Bank of Baroda has been placed at the first spot. State Bank of India and Oriental Bank of Commerce (OBC) got the 2nd and 3rd place respectively. The Indian Banking Association (IBA) makes EASE (Enhanced Access and Service Excellence) reform index. The aim of this index is to bring fruitful change in the PSBs by bringing in healthy competition among these PSBs and by encouraging them to learn from each other.
- India has been elected as a member of the United Nation's Commission on Status of Women, a body of the Economic and Social Council (ECOSOC). India will be a member of United Nation's Commission on Status of Women for four years, 2021 to '25. India, Afghanistan and China had contested the elections to the Commission on Status of Women. Even as India and Afghanistan won the ballot among the 54 members, China could not cross the half-way mark.



The Life of a Saint

*My Little ones,
You are the Hope, You are the Future. Keep always this Youth
which is the Faculty to Progress. For you the phrase "it is impossible"
will have no Meaning.*

- The Mother

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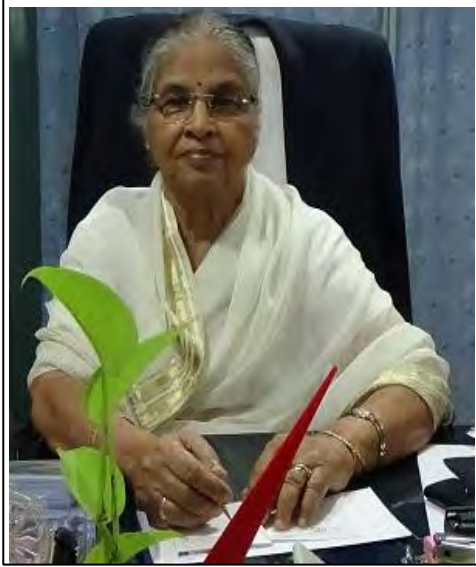
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FROM THE CHAIRPERSON'S DESK

Air Force Day.

Dear All,

It's the radiant, pleasant October which brings with it a plethora of new events, opportunities and makes us reminisce the dear Father of the Nation, "Mahatma Gandhi ". 2nd October marks the birthday of this glorious personality who left no stone unturned to fetch the righteousness and proprietorship of our country. The whole world knows him as a man of ideal beliefs, a seeker of liberty and pride and an immense admirer of Ahimsa. October embarks us on yet another voyage of patriotism where we pay our sincere homage and regards to the mighty 'Fighters of the Sky' on Indian

***"Hold fast to dreams, For if dreams die
Life is a broken-winged bird, That cannot fly"***

This quote provokes me to think why we stop dreaming at some point in our lives? Why do we undermine our potential when we fail and we think it's alright? We feel dejected, our minds are famished, we stop socializing, we have personality issues etc. Yet, we don't comprehend the gravity of mental health. It's high time to raise awareness about global issue of mental well being especially, in this pandemic situation which has devoured the mental well being of people. Our minds are like any storage box for happiness, bliss and contentment. It needs utmost peace to retain our mind to process life as it is, rather than as we think it should be. Being mentally and spiritually at peace means that we truly know ourselves and what we are capable of, and we do not waste our time or energy on things that are unimportant or meaningless. Doing the right thing makes us feel the inner peace and serenity associated with it. Mental peace brings so many positive emotions with it which is worth aiming for in all circumstances. Peace and Freedom are inversely proportional to each other; one can never be at peace unless he has his own freedom. Therefore, once Gandhiji said:

"Be the change that you wish to see in the world."

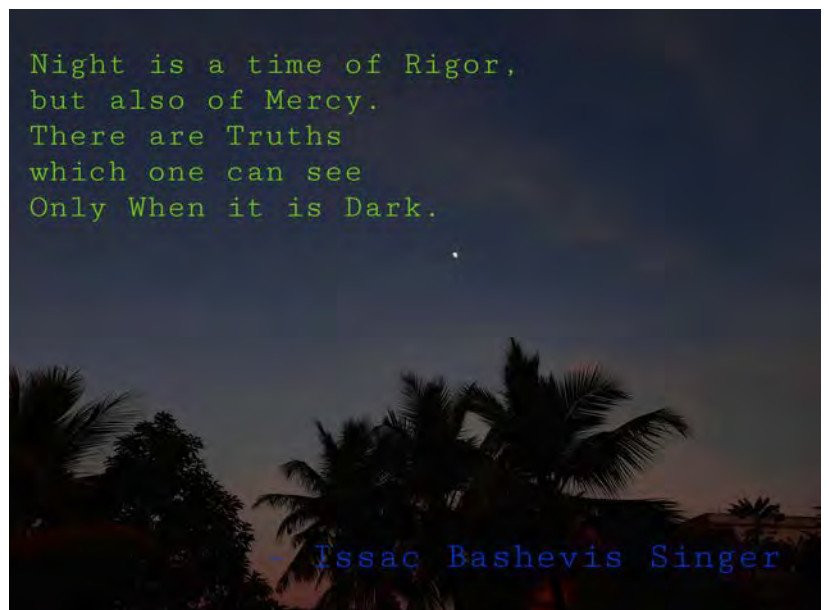
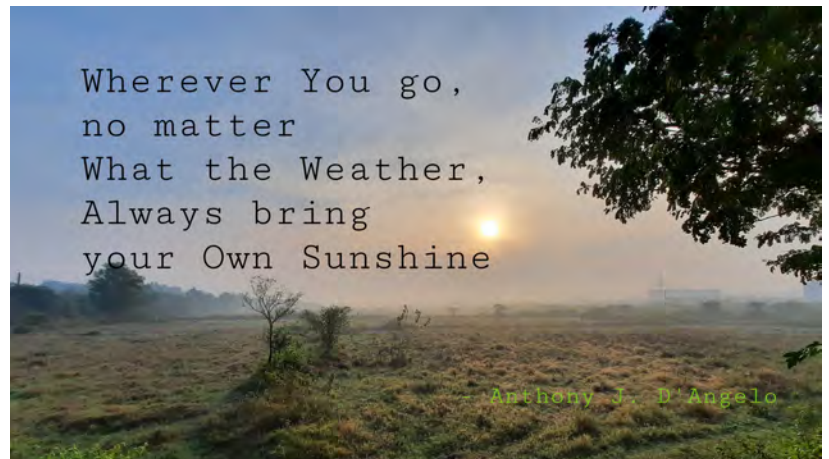
Let us all pledge, this World Mental Health day to pay concern to our psychological wellbeing and send a resplendent message to everyone to never stop dreaming because nothing in this world can torment us as much as our own thoughts.

Thanking You,

Chairperson, RIMS
Mrs. Nalini Prava Patnaik

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INFOTECH

Introduction

Over the past 10 years, information technology has become one of the fastest growing industries in India because of which it has grabbed the world's attention. India is now being known as a powerhouse for the increase in the development of computer software. Today knowledge and information are the main clue of acquiring the capacity, wealth, opposition and comfort. So countries have focused on approaches for incrementing in gaining better- quality education. In most parts of the world, the most successful advancing leap has been for applying IT(information technology) in higher education since 1990.

What is IT?

Information technology is considered to the knowledge process and it's applying ways procedure, moving and making information in progress. It includes convention, organizing, keeping, publishing and making use of the information in the form of sound, picture, graphic, text, number, etc by using the computer and telecommunications tools. Important changes deriving from IT have become the origin of basic Changes in the classes. The most important changes have roots in this reality that technology has allowed students to account for out-of class information and this has caused the increase of their motivations for learning.

Importance and Role of IT in the education

By considering that education has been using the technology for enlarging and growing different processes of the education system for more than one

century, it is not surprising that new technology coming has upraised the interest in obtaining knowledge by several ways of presenting knowledge.

Today technology-base-education is achievable at the universities of developed countries. Smart schools have made a leap in effective learning. On-line learning and remote training are among new education forms in the new century. By developing the learning environments at the beginning of the 21st century individuals and societies put large authorities on the shoulders of educational institutions and their traditional form by their increasing need for education. Today various informational and communicational technologies have the ability of smoothing the education and learning process.



IT and the necessity of changing education

Invention of PC (personal computers) and excess increase to the internet establishes an environment making the global education system required to change their education form in many ways. The task of educational systems confronting the changes is clear. Its primary motive should be increasing the human power against changes i.e. someone can modify to

continuous change, discovering the economy quickly.

The more rapid change, the more attention should be paid to acknowledge the process of future events. To help humans to remove future shock, we should establish a meta-industrial education system. For this, instead of Searching in the past, we should search our reasons and ways in the future.

Conclusion

In today's world education needs modern, common and simple technologies in reference to meet its needs for its arrival and exact use. Education should perform policies, most important ones are:-

- Establishing a proper atmosphere and involvement confidence in education by the use of IT.
- Expanding the tradition of using IT through providing and inspiring its consumption in education.

In evaluating kinds of information technologies education should examine events such as need, effects of scientific efficiency, economy and provision and skill possibilities surviving in this case.

Anushka Panigrahi
BBA 5th Sem

CULTURAL EVENTS

Cultural events embrace performances or displays of creative expression; however those don't seem to be the sole types of cultural events. Cultural events might embrace family customs or spiritual ceremonies; however you're powerfully

inspired to hunt an incident representing a culture completely different from your own.

The value of Cultural Events is being priceless and pleasant in numerous fields participation in cultural events, additionally provides adolescents the prospect to develop vital life skills like creative thinking, confidence, self discipline, effective communication and also the ability to figure in groups. Earlier once solely tutorial programs were the sole activities union in schools and every one student targeted on it. With the dynamic trend we've noticed a significant distinction within the field of teachers too. Students don't wish to be bookworm they give the impression of being for different choices that would facilitate them within the future. Besides, this during this high school world, each student desires to accumulate information in each field to remain updated. Co-circular activities play an important role within the lifetime of students.

Cultural Events additionally edges in Educational and Career field, Most of the employers like to rent those that square measure all rounded. Sustained involvement in additional than one activity reflects the talent and potential of the coed. Hiring officers hunt for these skills in folks. Besides, this once applying for admission in schools for higher degrees, these students get a preference too. Whereas following these activities in faculty in conjunction with education students learn prioritization and time management skills too. These academically and co-circularly proficient students have well-groomed temperament

that helps them to face the planet in an exceedingly higher method.

Practically Cultural events teach students the way to work for a typical goal and this ultimately develops a way of responsibility in them. It will increase the extent of confidence and additionally teaches them the way to co-operate and work with folks in numerous conditions. They learn to face the challenges that are available education and career. Extracurricular activities like sports need an individual to stay physically match. Therefore students got to be specific concerning their health and diet. they need to require diet which may create them physically stronger and additionally do exercise daily. they begin smitten their body, that is extremely vital for a happier life.

Cultural Events square measure meant to bring social & intellectual skills, moral, cultural & moral values, temperament development, and character advancement in students. It includes athletics, social occasions, Library activities, lab activities, schoolroom (study hall) activities, inventive arts, meditation, and so on.

Better Physical & Mental health Cultural events help the scholars to remain active by active participation in some co-curricular activities. Since they need no probability to skip these as it's a section of their daily program. Studies have shown that students following some or different hobbies restore leads to their studies.

Create Opportunities for students during this extremely competitive world, higher grades act as game changers whereas taking

admissions in different colleges, colleges, or establishments. Cultural events offer higher opportunities as students following these activities square measure given a lot of preference over those that aren't concerned in such forms of activities. Students square measure introduced to a good vary of activities that provide them higher strength whereas rental them select what they need to find out what they get pleasure from.

Cultural events in colleges facilitate students sharpen their communication skills, expression skills, speaking, participation, and sense of belongingness through differing kinds of activities like debates, extempore, recitation. Art and craft competitions, schoolroom activities like reading, cluster discussions, and plenty of a lot of. This ultimately helps in developing their overall temperament. As some students square measure unable to exceed within the schoolroom, however they're additionally excellent athletes, musicians, players, etc. Students have expressed nice enthusiasm concerning cultural events to explore their fields of study on the far side the schoolroom expertise. They're impressed by the contributions of artists, scholars, and professionals UN agency function role models for them. When attending book shows, or film screenings, a decent range of scholars typically favor to develop their final comes round the topic of the event attributable to the priceless insights that it offered them. Some students have even known their future skilled methods thanks to such events

Cultural Events additionally helps in Promoting Social Interaction College fests and activities offer opportunities to move along with your peers and kind new connections. Whereas organizing any event, students come across new folks and build their network. Most of those activities square measure group-oriented thanks to those students who get to grasp concerning folks from completely different cultural backgrounds and interests. These healthy interactions not solely enhance social and communication skills of scholars however additionally prepare them for the important world.

Hence, It Develop Soft Skills Employers ask for candidates who can plan out of the box and possess effective communication skills. Those that will multi-task, take initiative, and square measure enterprising have higher possibilities of obtaining employed. Students grow in multiple directions if they actively participate in faculty fests. Students UN agency volunteer and organize faculty fests show their self-starter angle that is very appreciated by recruiters, particularly whereas hiring for social control positions. Besides that, students additionally develop four essential skills from organizing fests – coming up with, teamwork, leadership, and multi-tasking. They additionally find out how to balance personal and vocation that helps in differentiating between doers and dreamers. And it positively works within the vocation also because the carrier objective of the scholars.

Bably Kaur
BBA 5th Sem

A SHORT NOTE ON PSYCHOLOGY

Psychology is defined as the scientific study of behavior and mind. It describes all about human behavior such as talking, facial expressions, any actions or reactions. It is all about how your brain works and what impact does it has on your body function.

Psychology is a piece of art which allows us to understand what is actually going inside the brain. Every decision one makes is because of brain, and by psychology we can understand how this decision making happens.



Psychology is the most interesting of all fields. It's about the intimate aspects of our lives. Psychology describes our memory of things, our dream, love, hate, insecurities, jealousy, etc. It is all about the morality our sense of right and wrong. It focuses on understanding how personality develops as well as the patterns of thoughts and behavior that makes each individual unique.

Psychology is a multifaceted discipline of study in which there are areas such as human development, sports, health and social behavior.

Social psychology is concerned with the way of feelings, thoughts, beliefs, intentions and goals which are constructed and how these mental representations in turn influence our interactions with others. Social

psychology typically explains human behavior as a result of the interaction of mental states and social situations. For example (watching videos, sitting on the toilet, etc) in such situations, people can be influenced to follow internalized cultural norms.

Soni Sahoo
BJMC 3rd Year

CURRENT AFFAIRS

- The Annual Status of Education Report for Rural India was recently released by Pratham Education Foundation. The survey was conducted in 26 states and 4 Union Territories.
- The Public Affairs Index, 2020 was released by Public Affairs Centre, a non-profit organization. According to the index, Kerala was the best in governing the state.
- India and Mexico recently held the eighth Joint Commission Meeting. The countries appreciated the recent progress in the bilateral trade between them.
- On October 29, 2020, the Indian Army launched a messaging mobile application called the SAI. The application will provide secure voice, video and text calling services to the soldiers of Indian Army.
- On October 30, 2020, NITI Aayog released Draft Model Act and rules for states on land titling. This has been introduced to reduce litigations. In turn, the process of land acquisition will get eased.
- The Indian Air Force test fired the Brahmos Supersonic Cruise Missile from a Sukhoi fighter aircraft.
- Indian Navy test fired the Anti-Ship Missile from INS Kora in Bay of Bengal. The missile hit the destined target successfully.
- PM Modi inaugurated “Arogya Van” in Kevadia, Gujarat.
- The Minister of Science and Technology, Dr Harsh Vardhan launched the SERB-POWER initiative.
- On October 29, 2020, the Union Cabinet chaired by PM Modi approved the Phase II and Phase III Dam Rehabilitation and Improvement Project (DRIP).
- On October 30, 2020, the World Bank released the migration and development brief report. According to the report the remittances of India will fall by 9% by the end of 2020. India’s remittances will drop down to 76 billion USD due to covid-19 crisis and the Global economic recession.
- On October 12, 2020, the state government of Haryana launched “Lab on Wheels” to test the water quality in the state.
- The National Maritime foundation of India and Taiwan Asia Exchange Foundation recently signed a memorandum of understanding to foster cooperation in the Indo-pacific region. The two groups are major think tanks of the countries. The think tanks will set up a joint task force to deepen the bilateral dialogue in the Indo-pacific region.



The Life of a Saint

This is to tell us that the only choice to be made is to Unite with the Divine inspite of Everything, even the Opposition of the whole World . . .

- The Mother

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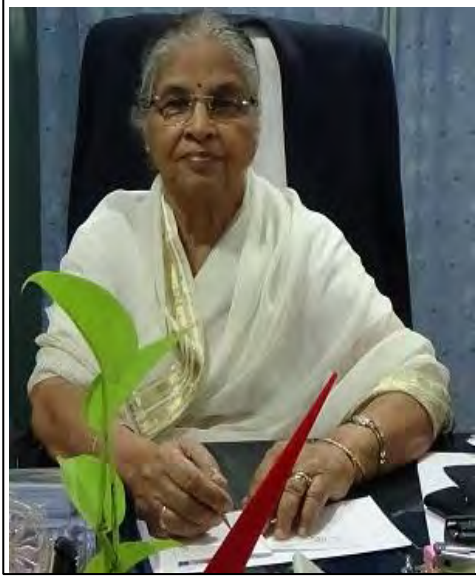
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FROM THE CHAIRPERSON'S DESK



Dear All,

November gives us the glimpse of winter chills. According to the Hindu calendar, it's a holy month of the year. Several events, festivals and important days fall in this month. In the west, the month of November is best known for Thanksgiving. It is a month that celebrates the harvest and other blessings of the past year. It has the three Fs : Family, Friends, and Food. It's nice to gather round, give thanks to each other, share joy and happiness with others through celebrations. As the month is known for its auspicious vibes, it's obvious that Kartik Purnima would stand first among all.

It's the most religious festival of the month. It is believed that gods and goddesses descend from heaven and reside by the Ganges on this auspicious occasion. Devotees celebrate this with prayers, offerings to the God and by taking a holy bath in the Ganges to purify their souls. Only purifying the soul doesn't make one perfect or happier but to live a happy life, both our mind and body should be healthy. And to live a healthy life, we need to be fit.

"Health is wealth" – this saying is strongly believed and followed by many and Yoga has proved beneficial for people believing on this.

When it comes to awareness, November marks its worth, for being the best month of the year. On the 7th day of the month, the 'National Cancer Awareness Day' is observed in India, to educate people about cancer, its symptoms and its treatment. According to the WHO, Cancer is the second leading cause of death globally. It will be quite unfair, if we don't appreciate the work of our Kerala government, that gave a new direction to this campaign. They proposed a scheme called "Suhurtham" for making cancer treatment free of cost in districts and medical college hospitals.

Being a teacher I have always loved my students as my own kids. And looking deep at this month, I can find the joy of children on the 14th day of November as it is celebrated as Children's day. The smile on each child's face is as precious as a diamond.

***A child can always teach an adult three things:
to be happy for no reason, to always be busy with something, and to know how to demand
with all his might that which he desires.***


❖ **Paulo Coelho**

Thanking You,

Chairperson, RIMS
Mrs. Nalini Prava Patnaik

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Live your life to the fullest
Be someone to look up to
Don't be phased by difficulties
Take time to reflect
Enjoy a little space
Honor the cycles of Nature
Light up the Night

- Ilan Shamir

PSYCHOLOGY

Psychology is that the scientific study of the mind and behavior. Psychologists are actively involved in studying and understanding mental processes, brain functions, and behavior. The sector of psychology is taken into account a "Hub Science" with strong connections to the medical sciences, social sciences, and education (Boyack, Klavans, & Borner, 2005).

Positive psychology has been described in some ways and with many words, but the commonly accepted definition of the world is this:

"Positive psychology is that the scientific study of what makes life most worth living" (Peterson, 2008).

To push this brief description slightly further, positive psychology could also be a scientific approach to studying human thoughts, feelings, and behavior, attentively on strengths instead of weaknesses, building the great in life instead of repairing the bad, and taking the lives of average people up to "great" instead of focusing solely on moving people who are struggling up to "normal" (Peterson, 2008).

In the youth of psychology there are two dominant theoretical perspectives regarding how the brain worked, structuralism and functionalism.

Structuralism was the name given to the approach pioneered by Wilhelm Wundt (1832-1920), which focused on breaking down mental processes into the foremost basic components.

The term originated from Edward Titchener, an American psychologist who had been trained by Wundt. Wundt was important because he separated psychology from

philosophy by analyzing the workings of the mind during a more structured way, with the strain being on objective measurement and control.



Structuralism relied on trained introspection, a search method whereby subjects related what was happening in their minds while performing a selected task. However, introspection proved to be an unreliable method because there was an excessive amount of individual variation within the experiences and reports of research subjects.

Despite the failure of introspection Wundt may be a crucial figure within the history of psychology as he opened the primary laboratory dedicated to psychology in 1879, and its opening is typically thought of because the beginning of recent psychonomics.

As a science, psychology applies the methodology to review psychological phenomena. A goal of psychology isn't only to understand the processes that underly human thinking and behavior, but apply that understanding to unravel practical problems. With advanced training in psychology, you'll like better to add scientific research, neuroscience, clinical practice, or as a consultant in large corporations, hospitals or government agencies

Balla Parinita
BBA 5th Sem

TECHNOLOGY MANAGEMENT

Technology management could be a group of management disciplines that allows organizations to manage their technological fundamentals to create competitive advantage. Typical ideas used in technology management are:

- Technology strategy (a logic or role of technology in organization).
- Technology statement (identification of attainable relevant technologies for the organization, probably through technology scouting).
- Technology roadmap (mapping technologies to business and market needs).
- Technology project portfolio (a set of projects under development) and technology portfolio (a set of technologies in use).



The role of the technology management operated during a corporation is to understand the price or the value of such technology that is effective as long as there is a worth for the client. So the technology management operated during a corporation ought to be able to argue once to require a foothold on technology development and when to withdraw.

Technology management can also be outlined as a result of the integrated coming

up with design, improvement, operation and management of technological merchandise, processes and services, a much better definition would be the management of the employment of technology for human

Advantages of Technology Managements:

- Technology forecasting
- Innovation management
- Industrial management
- Engineering management
- Dominant design

The Association of Technology, Management and Applied Engineering (ATMAE), accredits chosen collegial programs in technology management. A coach or graduate of a technology management program might favor to become a Certified Technology Manager (CTM) by sitting for a rigorous test administered by ATMAE covering production planning and control, safety, quality and management/supervision.

ATMAE program certification is recognized by the Council for Higher Education Accreditation (CHEA) for accrediting technology management programs. CHEA acknowledges ATMAE among the U.S. for accrediting associate, baccalaureate, master's degree programs in technology, and technology-related disciplines delivered by national or regional licensed establishments among the United States.

Sonali Sah
BCA 3rd Year

WAGE AND COMPENSATION

The term “Wage Policy” refers to legislation of government action undertaken to regulate the level or structure of wages or both for the purpose of achieving specific objectives of social and economic policy. The social and economic aspects of wage policy are normally inter-related measure inspired by special considerations; inevitably have economic effects and action designed to achieve specific economic result has social implications.

Principles which act as guidelines to determine a wage structure are called as wage policies. In the beginning as an economic issue it was primarily the concern of the employer while state was adopting laissez faire policy. But, with the industrial progress and subsequent industrial balance between employers, employees, wage bargain has become a matter for three folds concern of the employer, employee and the state.

Some rational wage policy has to be woven into the socio-economic texture that reflects the objectives and aspirations of the people of a particular country. It cannot be dealt with on purely economic considerations in isolation from the social policy and political culture of that particular community.

Equitable pay refers to internal consistency of salary amongst employees within an organization. Internally equitable salary structure will help ensure employees receive proportionally fair treatment in terms of pay, anchored on clearly-defined expectations, as regularly communicated by the employer.

Throughout the employee cycle, equitable pay is one of the main drivers of employee engagement and retention. The modern

workforce has never been more passionate about eliminating pay discrepancies and standing up for equitable pay – and they’ve never had more leverage to switch jobs.

Pay equity is not only critical for individual employees, but also has positive links to overall organizational culture. Defining a formal equitable pay strategy is critical to improve employee perceptions of pay fairness in your organization.

Managing pay equity is a fundamental part of an HR professional’s role. There are several factors that influence pay variances between employees:

- **Organizational & Occupational Factors** – Variables such as company size and industry help explain the raw, unadjusted pay wage variance. For instance, it is harder to get trained on pharmaceuticals than retail, so pharma may carry a higher wage.
- **Human Capital** – At the individual level, compensable factors such as an employee’s location, educational background, and years of experience influence pay.

People often think of pay inequity as associated with male vs. female pay variances, which is covered at length in Understanding the Gender Pay gap in America. The gender pay gap is decades in the making and will likely take years to completely erase, but organizations can play a role in helping close it. A recent study by Gartner estimates that 27% of factors contributing to overall inequity is within HR’s control.

Living Wage programs have benefits for both workers and employers. Living wage policies also have a positive impact on the

community as a whole. Becoming a living wage community will make Hamilton a more attractive place for employees and their families to live.

Benefits for workers

- Receive fair compensation
- Raised out of poverty
- Better quality of life
- Improved health

Benefits for employers

- Reduced absenteeism
- Decreased turnover rates
- Lower recruitment and training costs
- Increases morale, productivity and loyalty

Benefits for the community

- Greater consumer spending power
- Increased spending in local economy
- Increased civic participation

Attracting top talent is critical to growing a business. The natural instinct of an entrepreneur is to hire top talent quickly and not let paucity of talent result in a loss of business opportunity. This leads to high salaries and benefits being offered -- especially for niche technical skills.

In the last few years, ecommerce startups in India have offered high compensation, including equity compensation, to attract top engineering and data sciences talent. Earlier, during the high growth phase of India's IT industry (1990s/2000s), relatively high salaries were offered by the IT services companies, and also by the multinational software product companies who wanted to leverage Indian engineering talent.

However, a very high compensation level is not necessarily beneficial in either talent attraction or retention. In fact, several ecommerce companies in India which were

top paymasters, had significant problems attracting talent, and also kept losing people in large numbers as they were not regarded as a great place to work. Hence, buying talent at a high price is not necessarily a sound strategy. Also, paying high salaries may not be sustainable in the long run.



To decide the right level of compensation (with respect to the market for comparable jobs) one must look at what kind of talent the business needs. Where the skills and ability of the employees have a direct and disproportionate impact on the revenue and the success of the business -a high compensation level makes sense.

Businesses need to have a clear picture of the attributes of the employee they want to attract, and the nature of the business, to decide on the compensation positioning. Blindly, following the herd in the talent market would lead to waste and is not sustainable.

Having decided the level of compensation, it is important to design the most optimum compensation structure. The compensation structure refers to the proportion of guaranteed pay, and variable (performance)

pay. It also includes other benefits and perquisites that are given to the employee or her family) that have a monetary value.

It is important to have a transparent and thought through approach on this. There may be valid grounds for paying employees at different levels. The extent of differentiation needs to be thought through and a conscious call needs to be taken. Differentiation could be due to (i) different levels of performance (ii) different tenures in the job and for other valid reasons.

Mousumi Patel
MBA 4th Sem

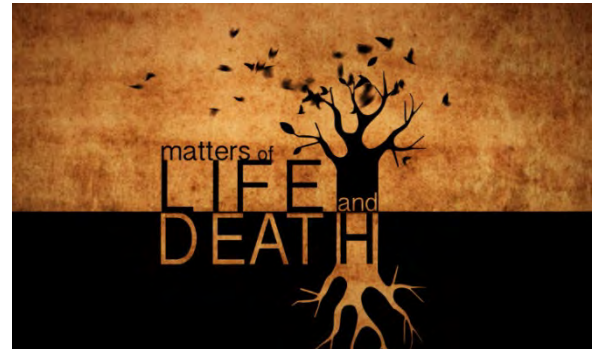
LIFE AT THE END OF LIFE

The only certainty in life is death. Humans have always been fascinated with death and the idea of coming back to life. But is it really possible to come back from the dead? And what's the difference between a living creature and a dead body anyway? Its pretty natural to know whether there's life after death. That's because many of us assume that death is a bad thing (something to be feared). Death is not as grateful as we might think. Being dead is like being on molly, people tend to feel ecstatic.

When the soul gets detached from the earthly body, it only creates thoughts which cannot be expressed by saying or doing things. Some of them come out of the body and go someplace. Some go back to the past, and the others visit a land of sheer beauty.

Many spiritualists say that "Death is nothing more than a doorway, something you walk through". A death is said to be 'Good' when it fits with the role given, acknowledged and accepted by the dying person. The good

death was a part of a religious *ethos*, in the past and the dying person was placed into a socially shared situation, wherever it absolutely was potential to seek out, that means, and to acknowledge death as a necessary and welcome transformation method (re-birth to True Life).



According to 2014 Gallup poll, 8million Americans claimed, they have had a near death experience. And that's not just about one country, stories across the globe, describes the same shroud phenomenon happening around the town of death. Either being surrounded by a brilliant light or seen a beam made of bright light. This experience is so prevalent, that a scientist named Bruce Greyson discovered a scale called Greyson ND-SCALE which determines, whether the person actually had a new death experience, based on his experienced 16 question, Such as:

- Did you see or feel surrounded by a brilliant light?
- Did you seen to enter some other earthly world?

People who have experienced death from near have said that "Death is very peaceful and pleasant but according to scientists "Death is a process ". It is not a black and white moment for us.

We don't understand immortality because we have never seen it and if we ever achieve immortality, it will be a slow process and we will be ready for it with a plan and sufficient work to keep us busy all our unending life! Today, the average Global life expectancy is 73. It would be wise for us to use our longer life spans to do good on the earth we have. The afterlife may or may not exist, but the world we live in today, definitely does and who knows maybe someday we won't think twice about the afterlife, because we have found a way to become a mode of.

Rituparna Pradhan
BCA 3rd Year

PROBLEMS FACED BY LABOUR **MARKET IN INDIA**

Here I have talked about major problems which are faced by labour market in India like surplus labour force, unskilled labour, lack of absorption of skilled labour, imperfection, work culture, militant unionism, unemployment, lack of labour reforms and also, they are described accordingly.

Major Problems Faced By Labour Market in India are mentioned below: -

Surplus Labour Force: Labour market in India is suffering from surplus labour force. A huge number of labourers are rendered surplus due to lack of adequate demand arising out of primary, secondary and tertiary sector. Due to high rate of growth of population, a huge number of labour

forces are continuously being added with the existing labour force leading to a huge surplus in the labour market.

Unskilled Labour: Another major problem of labour market in India is that there is a growing number of unskilled labourers in the country. In the absence of adequate vocational institutes, skill formation among the labour force in the country is very slow. This huge number of unskilled labourers find it difficult to become self-employed and thus create a huge army of unemployed in the country.



Lack of Absorption of Skilled Labour: In India the absorption rate of skilled labour force is also very poor. A huge number of technically educated youths after completing their technical education like engineering, vocational courses etc. are finding it difficult to get themselves absorbed in the secondary sector, leading to a huge problem educated unemployment in India.

Imperfection: Labour market in India is also suffering from some imperfections such as

lack of adequate information regarding jobs, lack of suitable agency for the proper utilization of labour force, child labour practices, lack of proper manpower planning etc. Such imperfections have been resulting in various hurdles in the path of absorption of labour force smoothly.

Work Culture: Work culture among the Indian labour force is not at all good. Whatever work force is absorbed in various productive sectors it is not adhered to healthy work culture. This has been resulting in lesser economic surplus in the production system which restricts indirectly its absorption capacity in future.

Militant Unionism: Labour market in India is also facing the problem of militant unionism. In some productive sectors and that too in some particular states, trade unions are not adhering to healthy practices. This has led to militancy in the union structure and its activities, which is detrimental for the greater interest of the nation.

Unemployment: Labour market is also facing a serious problem of unemployment. A huge number of work forces of our country remain partially or wholly unemployed throughout the year or some part of the season. This has led to the problems like disguised unemployment,

seasonal unemployment, general unemployment and educated unemployment. In the absence of adequate growth of employment avenues, unemployment problem in the country is gradually becoming much more alarming day by day.

Moreover, due to the policy of downsizing followed both in public and private sector and also in government administration and services sector, the problem of unemployment is becoming much more acute. This has also been putting much pressure on the labour market of the country

Lack of Labour Reforms: Labour market in India is also suffering from lack of adequate labour reforms provision. Economic reforms introduced in the country during the 1990s have changed economic scenario of the country. But the country is lagging behind in adopting necessary labour reforms which are rational and important under the present context.

We have seen that the labour market in India has been suffering from the aforesaid serious problems. Thus, the Government should chalk out proper policy for bringing necessary reforms in the labour market for the greater interest of the country as well as for the interest of labour force in general.

Saswatika Gouda
MBA 4th Sem



The Life of a Saint

A body is like a Parable of Dawn. That seemed niche for Veiled Divinity or Golden Temple-Door to things beyond.

- The Mother

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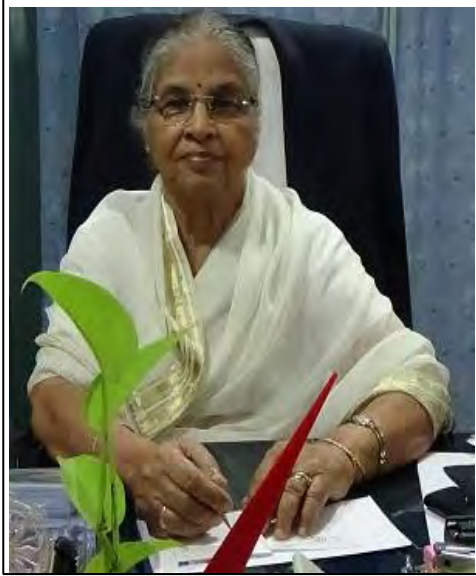
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FROM THE CHAIRPERSON'S DESK



Dear All,

As this year bids good bye, it unfolded so many activities and achievements. The dawn saw many memorable gathering of our efficient teachers, lovable students and hardworking staffs on many events like SNP cricket League, Women's Day Celebration, Anubhuti Sessions etc. The meet brought together happiness, motivation and positivity from our entire organization in various ways. By doing this, it helped to set a new direction in our collective dream for a stronger build.

"Strive for progress, not perfection."

When we can engage students in an interesting learning process in a limited time, which will emphasize on variety of approaches for designing, expressing and exploring- we call it a workshop. We are obliged to **Ms. Deepti Mahapatra, Manager(NPD) NZDP, New Zealand** for conducting a session on **"Business Analytics & New Product Development "**, which undoubtedly helped our students gain more knowledge on this topic.

"Education is about academic excellence and cultural diversity"

This year was started with a colorful series of cultural programme conducted in groups. This has showcased the inner talent of every child. And we believe that every child needs ample opportunities to bloom because each child is unique in his own special way. It is a wonderful platform to recognize talent and treat each individual child differently.

"Learning gives creativity, creativity leads to thinking."

Thinking provides knowledge, knowledge makes you great."

Today's children are tomorrow's citizens. Their foundation should be based on ethical and moral values. They have to develop capabilities to analyze what is wrong and what is right. Due to loss of ethical values, corruption has become rampant. We have to eradicate corruption and dishonesty by instilling moral values among our students.

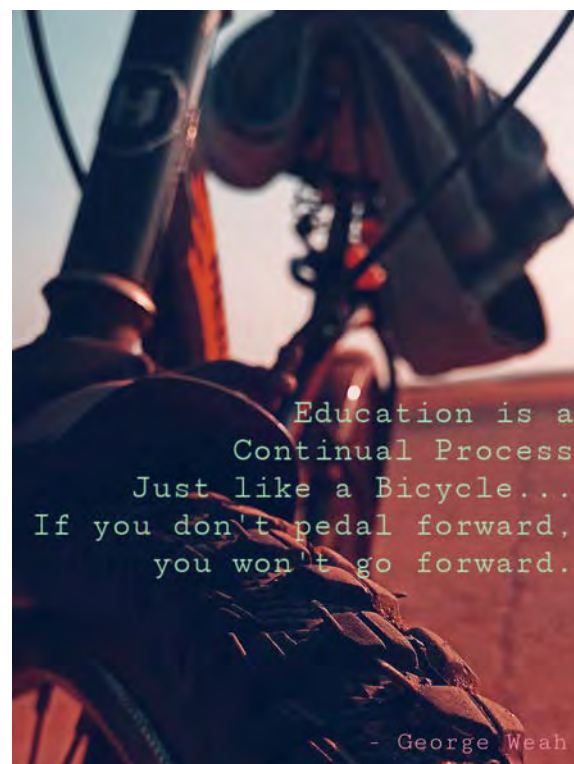
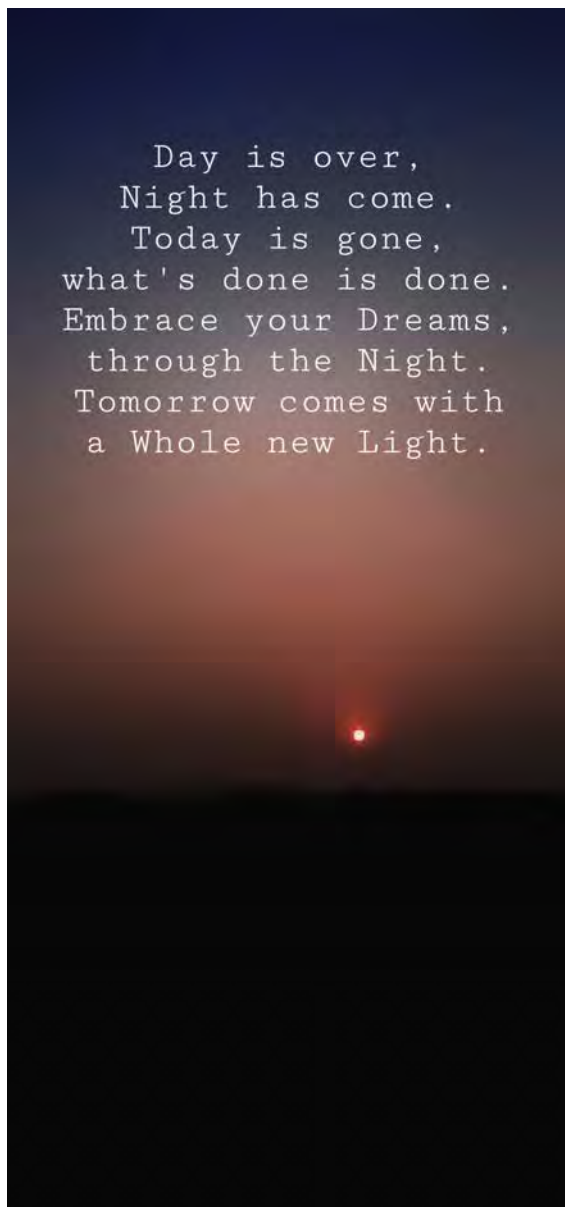
This monthly journal "Sukaushalam" has reached out to one and all with an intention of showcasing new talent, creativity and achievements among all. I wish our students to explore their creativity and adapt themselves to the changing scenario to prove themselves as responsible and successful citizens of the country.

Thanking You,

Chairperson, RIMS
Mrs. Nalini Prava Patnaik

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THE PAST, PRESENT & FUTURE OF IMMERSIVE TECHNOLOGIES

Many people might not be familiar with the phrase 'Immersive technologies', but people might have heard terms like Virtual Reality (VR), Augmented Reality (AR) and Mixed Reality (MR). Well, there 3 very popular terms are nothing but the types of Immersive Technologies.

1. Virtual Reality (VR): Virtual Reality (VR) uses VR headsets and other peripherals that enable the user to immerse in a virtual environment which can be totally different from where the user is in the physical world.

2. Augmented Reality (AR): Augmented Reality (AR) is technology that places/projects computer generated images/graphics on top of real world objects or real world space so that the virtual elements resemble the real world entities to some extent.

3. Mixed Reality (MR): Mixed Reality (MR) can be called "The best of both worlds" because it combines the real world with virtual reality. There is a very thin but strong line of difference between AR and MR and that is the users can interact with the augmented object with the movement of their body parts such as hands or legs in Mixed Reality.

People have heard of a product by Google known as 'Google Glasses'. Google glasses (AR headsets by Google) were unveiled in 2013 and failed badly in the market. Well, apart from its design, price and privacy concerns, another thing that led to its failure was the fact that the gadget was way

ahead of its time. But if you think that 2013 was the first year when this technology appeared, then my friend, you are wrong.

The Past:

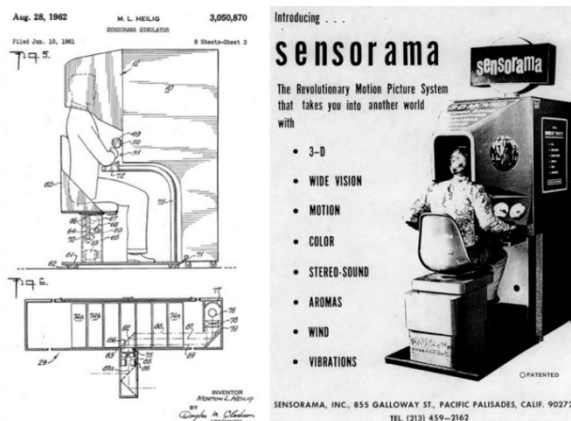
Virtual reality's history hails back from the year 1838 when Charles Wheatstone discovered an illusion of the mind. He demonstrated that if two 2-dimensional images would be put over each eye, the brain processed it as a 3-dimensional image. And by looking at these images through a stereoscope, gave the users a sense of depth. This was the first experience of humans with VR.



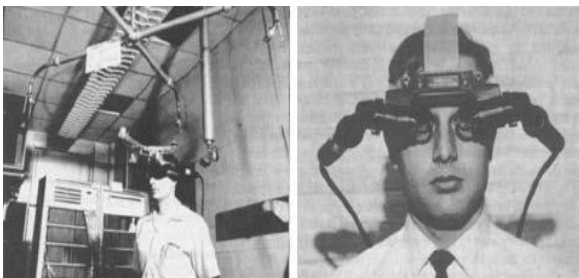
The development of VR continued and in the year 1957 Morton Heilig invented the first VR device called Sensorama. The user had to sit on a chair and put his head into a cabinet where he would see a 3D video, experience stereo sound and there was a fan which would blow certain perfumes that would smell according to the situation in the movie and the chair would vibrate in order to simulate disturbances.

Coming to the history of AR, Ivan Sutherland developed the Sword of Damocles (the first

AR gadget) in the year 1968. This gadget used computer graphics to show user simple wire-frame drawings in the real world space. But it was a very bulky device and was so heavy that it would be suspended from the ceiling to support its weight.



By this time, we were capable enough to see 3D movies, experience stereo audio and other marvelous stuffs, but we lacked an important property, i.e. the interaction with the objects we see using these devices or the computerized objects.



In 1969, Myron Kreuger who had three projects called Glow flow, Meta space and Physics space which all led to the development of video plays. Video plays could analyze and process the user's interactions in real world and translate them into interactions with the objects made via these headsets or the virtual objects.

Then in the year of 1989, Jaron Lanier, CEO of VPL Research coined the term Virtual Reality. The company has created many VR products like Data Glove. Hence, VPL or the Visual Programming Lab was the first company to sell these products.

The Present:

1. VIRTUAL REALITY: We have experienced or can experience VR using a device called 'VR Headsets'. Well, VR headsets are devices which are kind of bulky, fit on top of our eyes and in many cases, we have to put our mobile phones inside and play a video that is basically a 360 degree video or video having VR capabilities.

But this is only one example, tech giants like Lenovo, Apple and Sony are investing good amount of money in this sector. Some great VR products are Oculus Quest, Lenovo Mirage and the popular PlayStation VR. Apart from just glasses, there are other products like VR Treadmills, motion controllers and VR gloves. Using these gadgets, the users can experience a virtual environment so well that they almost forget where they are in the real world. Well, we have seen VR to be used mostly in gaming sectors and movie sectors, isn't it? But these are only a few applications of VR. VR is used in many other sectors like tourism and education.

Tourism: In tourism, the user can wear the headsets and experience a place where he/she desires to visit for a limited amount of time so that they can get an idea of the place they are going to visit. If this sounds a bit odd to you then just think this: When you plan your holidays, you see some

pictures of the place on the internet. But now instead of the picture, your tour guide/planner can give you a VR headset to experience the place in a 3d, 360 degree simulation so that you can get a better idea of the place you are going to visit.



Education: By using a VR headset, the whole classroom can be simulated. There is also something called as 'Class VR' which uses VR headsets to increase the knowledge retention of a student.



2. AUGMENTED REALITY: Let's travel back in time to the year 2016 when Pokémon Go was extremely popular. Well if you have played the game, you have experienced AR. The game used to access our camera to get an essence of the real world objects and simulate a 3-dimensional Pokémon on surfaces like streets and table tops using complex algorithms.

Well if you haven't played the game, you can still experience VR by just a Google

search. Just head to Google using your smart phone and search 'Labrador' for an example. You will see a result "meet a life-sized Labrador Retriever up close" just press the "View in 3D button" below that. Your camera will open, and you will see a Labrador Retriever augmented just near you.

Also we can't forget Snapchat which introduced us to filters. Well yes, they were also AR filters as they just simulated a filter on your face virtually.

Like VR, AR is also used in numerous industries, like Automotive and Retail.

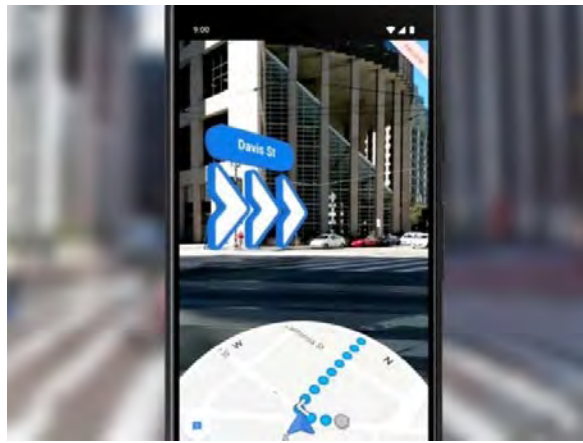


Automotive: The sign boards and signal lights can be simulated and placed on roads and people using AR headsets can see them and act accordingly. Also during driving tests, the hurdles and signs can be simulated and the drivers can see them and act accordingly.

Retail: The retail shops or malls can implement AR facilities. Consider that you are using a AR glass and you enter a grocery store or the grocery section in a mall. When you look at a product, the nutrient values will be simulated along with other information such as price and ingredient lists. In this way you can get the nectary information at a glance thus saving you a lot of time.

Even the world's leading companies like Google and Facebook are using AR to give you the best experience they can. Let's see some examples:

Google Maps Live View: Google maps use AR to project the directions on real world object or in the real world space for people's convenience while navigating.



Facebook AR Maps: Facebook bought an AR startup and is creating a 3D map of the world. And also Facebook is launching its own AR glasses soon.

3. MIXED REALITY: MR is a very powerful technology and is used in education sectors, gaming sectors, infrastructure sectors, etc.

Many of you might have heard of the product called HoloLens from Microsoft. In 2020, we have an upgrade, HoloLens 2. It's a very powerful MR headset using which you can simulate and interact with things that are not present near you in the real world.

The HoloLens 2 is a very popular gadget and open to purchase, but at a pricing of \$3,500, it's not affordable for all.

Let's see some applications of MR in the field of:

Education: When a teacher is teaching, using MR, she can simulate and control the figures that are necessary for the students to understand the topic. Implementing MR will help students understand better than by simply looking at a figure.

Infrastructure: In the construction sector, the dealer can show how the building will look at a certain place and also control the parameters of the building using hand gestures. This will reduce the effort and time taken to actually travel to the location.

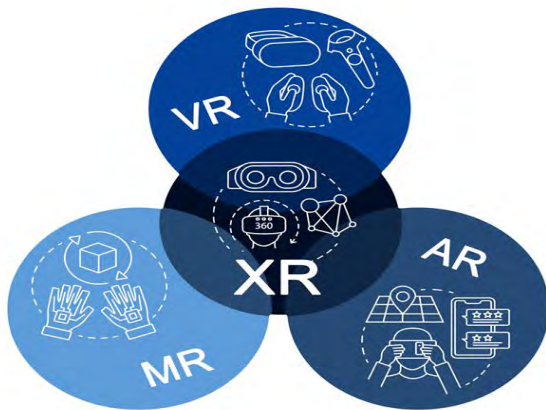
The Future:

The future of immersive technologies are bright.. As of now, we need to carry a computing device with us for using these headsets. Also the headsets look kind of odd. I mean you can easily point out someone using a MR or AR or VR headset in the crowd. But now, with the emergence of 5G technology, the latency has been reduced and the speed has been increased to a great extent. So now it is feasible for us to have the processing on cloud. So now, we can have less bulky devices MR headsets, it will resemble a normal eyeglass to a greater extent. And now, we have glasses by a brand called Nreal that makes smart glasses that look like normal glasses.

So, this article is all about the immersive technologies. We have gone through VR, AR and MR. But there is one more technology that is not mentioned anywhere in the article. And that is XR which is the abbreviation for Extended Reality. So what is Extended Reality?

4. EXTENDED REALITY (XR): We had three different technologies, VR, AR and MR. But

if we combine these three technologies? Yes, XR is the combination of these three technologies. And certainly, XR is the future. And also we had different devices for VR, AR and MR and there will be just one device: One device to rule them all.



On May 2020, Qualcomm announced that they will collaborate with 15 global operators to deliver XR Viewers. These operators are planning to provide XR to their consumers along with 5G in 2021. XR viewers are glasses that have a Qualcomm chip and connect with the user's smartphone which has a Qualcomm Snapdragon 855 or 865 chip (and probably all chips from Qualcomm that support 5G) by a USB type-C cable. Using these chips in the user's smartphone, the XR Viewers will use the 5G capabilities. Some uses of XR Viewers are:

Mobile Applications: The applications that the users use, can also become fully MR based applications. So now you can actually use a similar kind of tech that you saw in sci-fi movies.

Holographic Telepresence: Also with such powerful technology and 5G, now in-person meetings can be revolutionized. The

members can attend meetings from the comfort of their homes and their holographic projection will be seen at the workplace.

In the next 1–4 years, XR Viewers are expected to become wireless and in next 5–10, we can expect to have 5G to be integrated within the glasses itself.

Satyajeet Narayan
BCA 3rd Year

IMPACT OF COVID-19 ON THE INDIAN ECONOMY & WORKFORCE

With the ongoing COVID-19 pandemic, the Indian economy is going through a major slowdown, which was evident over the recent quarters even before the crisis struck. In the third quarter of the current financial year, the economy grew at a six-year low rate of 4.7%. With all these problems hitting the world of work from multiple directions, companies are finding it difficult to sustain in this environment. They are forced to take tough decision such as cutting down the salaries, giving pink slips to employees and opting for other cost-cutting measures. The outbreak has presented new roadblocks for the Indian workforce and especially for the daily wage and contractual workers.

Corona virus has disrupted the demand and supply chain across the country and with

this disruption, it can be seen that the tourism, hospitality, and aviation sectors are among the worst affected sectors that are facing the maximum impact on the current crisis.. As the consumption of any product or service goes down, it leads to an impact on the workforce. In the current scenario, with all the retailers closing down their services, the jobs of the employees are at a huge risk. The financial market has experienced uncertainty about the future course and repercussions of COVID-19 . An estimated Rs 10 lakh crore of market cap was reportedly wiped off due to the fall of sensex in the second week of march 2020.The falls has conducted till date as investors resorted to relentless selling and rising cases of corona virus.

The supply-side impact of shutting down the factories resulted in a delay in supply of goods from china which has affected a huge number of manufacturing sectors which source their intermediate and final product requirements from china. Some sectors like automobiles, pharmaceuticals, electronics, chemical products etc were impacted big time. The United Nations conference on Trade and Development (UNCTAD), has suggested that India's trade impact due to the COVID- 19 outbreak could be around US\$ 348million. India is among the top 15

countries that have been affected most as a result of manufacturing slowdown in China that is disrupting world trade. For India, the overall trade impact is estimated to be the most for the chemicals sector at 129 million dollars, textiles and apparel at 64 million dollars, the automotive sector at 34 million dollars, electrical machinery at 12 million dollars, leather products at 13 million dollars, metals and metal products at 27 million dollars and wood products and furniture at 15 million dollars.

According to a report by the federation of Indian chambers of commerce& industry (FICCI), the immediate impact of COVID-19 reveals that besides the direct impact on demand and supply of goods and services, businesses are also facing reduced cash flows due to slowing economic activity which in turn is having on all payments including to those for employees, interest, loan repayments and taxes. For some of the sectors, the work-from-home proposition is posing implementation challenges as it has a direct bearing on the business operations. This is particularly true for manufacturing units where workers are required to be physically present at the production sites and service sectors like banking and IT. Where a lot of confidential data is used and remote working can enhance security

threats. Hence, companies operating in these sectors are finding it difficult to implement work-from-home facilities without compromising on their day to day operation. Job losses and salary cuts are likely in the high-risk services sector, including airlines, hotel malls, multiplexes, restaurants and retailers, which have seen a sharp fall in demand due to lockdowns across the country. Companies are not meeting the revenue targets, forcing employers to cut down their workforce.

The World Travel & Tourism Council has predicted 50 million tourism jobs getting eliminated because of the pandemic. Not only the employees of multinational companies, but daily wage workers have been impacted the most during this crisis. While on one hand, Indian employees are losing their jobs and receiving a salary cut, there is also an assumption that the majority of experts have gone back from India and they will take time to return. Different sectors such as automobile, banking and manufacturing employ a large number of experts. Indian companies need expert for several industry verticals and job functions such as after sales services, business development and market audits.

There is an urgent need to take instant steps to not only contain the spread of the virus but also to address the key pain areas of the industry which can help in minimizing the impact of the outbreak of the Indian economy and businesses. The Indian government & RBI need to support the Indian economy at this juncture in different ways-Maintain liquidity at surplus levels and provide special liquidity support for any companies /NBFCs/banks that come under strain due to intensifying risk aversion in financial markets or due to large demand stocks, Increase credit limits for all regular banking accounts by 25 percent across the board, Increase overdraft facility to state governments from the RBI, Pay the pending GST compensation immediately.

The government is taking necessary steps that will not damage the economy further but the damage that has been done in the previous few months will definitely last for a longer period of time. India has to stretch them to sustain the situation and face the challenge. The Indian government has also urged employers to not cut jobs and salaries.

Pooja Agarwal
MBA 4th Sem



The Life of a Saint

Sometimes What you are Looking for, comes when you are not at all Looking for it.

- The Mother

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“There is nothing mind can do that cannot be better done in the mind's immobility and thought-free stillness.

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

– Sri Aurobindo



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