

ISSN: 0972-3935

Vol. 25 Issue: 01 January 2025

Sukaushalam@rims A Monthly In-House Journal





Dear Members,

As we step into another year of growth and learning, it is my pleasure to share a few thoughts through this edition of our journal. This platform reflects the essence of our institute—where ideas flourish, knowledge is celebrated, and achievements are shared. Our journey together is built on the pillars of innovation, collaboration, and excellence. Each article, feature, and insight in this journal stands as a testament to the commitment and hard work of the members of our institute. From academic endeavours to extracurricular accomplishments, every contribution enriches our collective identity. This month, let us continue to inspire each other by exploring new horizons, embracing challenges, and fostering a culture of inclusivity and curiosity. I encourage all of you to actively participate, share your perspectives, and make this journal a vibrant reflection of our institute's vision. Thank you for being an integral part of our journey. Let us look ahead with optimism and determination, as we work together toward a brighter future.

Warm regards

God Bless You,

Smt. Nalini Prava Patnaik Chairperson RIMS, Rourkela

"Never Stop Learning, Because Life Never Stop Teaching"

SCIENCE AND NATURE: A YEAR OF DISCOVERY AND CHALLENGE

In 2024, the intersection of science and nature has been marked by significant advancements, pressing challenges, and a growing urgency to address environmental issues. This article explores some of the most noteworthy scientific discoveries and developments that have shaped our understanding of the natural world this year.

Scientific Breakthroughs

One of the standout achievements in 2024 has been the discovery of a new phase of matter known as a "light-matter hybrid." This groundbreaking research may fundamentally alter our understanding of light's interaction with matter, opening new avenues for technology in fields such as quantum computing and photonics.

Additionally, researchers have made strides in understanding complex diseases. A comprehensive study on Alzheimer's disease identified five distinct subtypes, suggesting that tailored treatments could be developed for each variant. This finding holds promise for improving patient outcomes through more personalized medical approaches.

The exploration of extraterrestrial environments continues to excite scientists. NASA's Perseverance rover has captured intriguing images of Martian rocks that may provide evidence of ancient microbial life. These discoveries not only fuel our curiosity about life beyond Earth but also enhance our understanding of planetary evolution.

Environmental Challenges

Despite these scientific advancements, 2024 has also highlighted the urgent challenges posed by

climate change. The year has seen recordbreaking global temperatures, surpassing 1.5 degrees Celsius above pre-industrial levels for the first time. This warming trend has led to widespread coral bleaching events, affecting approximately 75% of global coral reefs and raising alarms about marine bio-diversity loss.

Moreover, a global analysis revealed alarming declines in groundwater levels across many regions, emphasizing the need for sustainable water management practices. The study indicates that while some areas have successfully reversed depletion trends through policy changes, many others continue to face severe water shortages.

Innovations in Sustainability

In response to these challenges, innovative solutions are emerging. Researchers are exploring microbial carbon capture technologies that utilize microorganisms to absorb greenhouse gases from the atmosphere and convert them into valuable products like fuels and fertilizers. This approach not only addresses carbon emissions but also offers potential economic benefits. Additionally, seaweed farming has been identified as a resilient food solution in scenarios where traditional agriculture may fail due to extreme weather events or environmental degradation. This method could provide essential nutrition while also contributing to ecosystem restoration.

The Role of AI in Scientific Discovery

Artificial Intelligence (AI) is playing an increasingly pivotal role in scientific research. In 2024, AI technologies are being harnessed to analyze vast datasets, generate new hypotheses,

and even assist in laboratory experiments. This integration is expected to accelerate discoveries across various scientific disciplines, from biology to environmental science. As we look ahead, the collaboration between science and nature remains crucial. The ongoing research efforts aim not only to deepen our understanding of the natural world but also to develop sustainable practices that can mitigate the impacts of climate change and preserve

biodiversity. In conclusion, 2024 has been a year characterized by remarkable scientific achievements alongside significant environmental challenges. The interplay between innovation and sustainability will be vital as we navigate the complexities of our planet's future.

Smruti Pattnaik
Bachelor of Journalism and Mass
Communication

Exploring the Latest Features in the CSS 2024 Update

The CSS 2024 update is a big win for front-end developers, introducing exciting features that make web design more flexible, responsive, and efficient. These new tools simplify complex tasks while giving designers more room to be creative, marking a fresh chapter in modern web development.

One standout feature is CSS Container Queries, which lets you style elements based on the size of their container instead of the entire screen. This makes it easier to create responsive designs that adapt beautifully to different layouts.

Another game-changing addition is the :has() pseudo-class, often called the parent selector. It allows you to style elements depending on their children or siblings, cutting down the need for extra JavaScript for many interactive features.

Typography gets a boost with font-size-adjust and font-palette, giving developers more control

over how text looks and feels. Whether it's adjusting sizes or fine-tuning color palettes, these features make text design more precise and visually engaging.

The color-mix() function is another creative tool, making it simple to blend colors and create smooth transitions. Meanwhile, subgrid support in CSS Grid makes managing nested layouts easier and more intuitive.

Finally, cascade layers help organizes styles more effectively by managing rule priorities, which is a huge help in large projects.

With these updates, CSS 2024 makes it easier than ever to build responsive, stylish, and user-friendly websites. It's a powerful toolkit for developers ready to push the boundaries of what's possible on the web.

Mr. Dinesh SahooFaculty Member
RIMS, Rourkela

The Double-Edged Sword of Artificial Intelligence:

The more advanced the civilization becomes; the closer mankind is to its end.

Having reached a level where we are manufactured genetically and have reached the height of intelligence as God intended, we are able to comprehend that AI will augment everything to an unprecedented scale. But it will also in many ways shatter our way of life, and for us as a species, that is the intriguing danger. This is the question that stimulates the imagination and propels us in this direction. In this article, therefore, I will examine artificial intelligence and its effects further taking into consideration the good and the terrible about it and why it is still growing.

The Positive, The Negative and The Unattractive Aspects of Artificial Intelligence – This includes the Good, the bad and everything ugly.

The Good: Great, Exceptional, This is the Future AI - the Transformative Device. 1. Healthcare Revolution: AI has already come up with astonishing effectiveness when it comes to diagnosing diseases like breast cancer. A renowned center of knowledge and research, Stanford University has reported in its publication that a whopping 91% of females who had breast cancer were adequately identified with the provision of AI support and proper analysis of mammography images.

- **2. Enhanced Lifestyle:** Virtual assistants like Amazon's Alexa and Google Assistant have proven to be highly beneficial in our day-to-day activities while more NLP powered virtual assistants continue to gain traction.
- 3. Aided Technology AI is projected to add \$15.7 trillion into the world economy by the year 2030 and looking at the report published by the research center, PwC, AI will be a major contributor.

The Dark Side of AI

1. Job Market Disruption: A projection made by McKinsey (2017) predicts that by 2030, automation is expected to eliminate almost 800 million jobs worldwide.

- **2. Lack of Transparency:** Where deep learning is concerned, There are complex models and multi-level structures whose high-level decisions cannot be understood, making it an issue of responsibility and level of transparency.
- **3. Existential Risk:** According to sharp theorist Nick Bostrom, in the absence of human values a powerful AI system might be constructed, that single-handedly poses an existential danger to humanity (Bostrom, 2014).

So, Why the Obsession with AI?

Regardless of the level of deconstruction AI has, or the possibilities it holds in terms of its developmental stage, its creation seems unavoidable, and this drive is further fuelled by:

- **1. Fear of Missing Out (FOMO):** Countries and organizations do not want to fall behind in acquiring AI or else they fear that they will fall into stagnation.
- **2.** The Pursuit of Knowledge: There is a challenge that the scientist's aim of reaching the next AI milestone is through unlocking the hidden features of AI systems.
- **3. Solving AI's Problems through AI:** Strangely enough, some experts think that the best way to avoid the risks working with AI brings is to grow AI itself, which is why interaction with Explainable AI (XAI) is unavoidable.

The Path Ahead: Innovation with Prudence The steps that have been mentioned above will be effective in fighting the possible risks AI may bring while still being able to make use of the potential AI has.

- 1. Establish Unambiguous Ethics Standards: The IEEE drafted the Ethics of Autonomous and Intelligent Systems (2019) which states that AI must serve the interests of humanity.
- **2. Foster Accountability:** Foster accountability for AI initiatives through methods like Model

Interpretability.

3. AI Security: Study the techniques to be able to address the challenges brought by AI i.e. Robustness and Adversarial Training.

Relations with Other Domains

- 1. IoT with AI on Embedded Systems: The combination of these technologies provides Smart Homes, Industrial Automation and Intelligent Transportation systems like SmartThings by Samsung and MindSphere by Siemens.
- 2. Machine Learning: Subfields of AI are changing the way businesses operate, revolutionising sectors such as Google's AlphaFold for protein folding predictions and Microsoft's Azure Machine Learning for business operations.
- **3. Natural Language Processing:** The application of NLP has brought forth services such as Chatbots, for example Watson Assistant by IBM, and Sentiment Analysis, i.e. Hootsuite Insights.

Real Life Solutions

1. Healthcare Systems: Watson for Oncology of IBM supports features for personalized cancer treatment and DeepMind's eye disease detector has been clinically tested with a high degree of accuracy.

2. Protection of the environment: Microsoft works ensures sustainable development with AI for Earth program, while Google's Environmental Insights Explorer aids in analytics for urban sustainability.

The contribution of man

When you are discussing the dilemma of AI, please remember the following things:

- **1.** Curiosity and Progress: We are human beings and we want too more and more.
- **2. Acknowledge Risks:** On the contrary, we have to be aware of the threats posed by AI and try and minimize those threats.
- **3.** Cautious Innovation: I believe it can be done, but we have to be careful and sensible in the approach, else we are unlocking AI but endangering humans.

Final question

Are there more benefits of AI than the risks associated with its use and development? Well, we can wait, time will answer all questions. However, one thing is for sure that we will still keep on working on advancing AI with the hope that we would be using AI to help humanity and not destroy it.

References

Bostrom, N. (2014). Superintelligence: Paths, Dangers, Strategies

- Om Kumar



Health and Wellness in adulthood: An Indian outlook

Lifestyle changes in your body post 40.

Noticing sudden changes in the body can come as a rude shock. The sudden accumulation of belly fat, bloating post lunch, or fatigue after a hectic day, are signs your body is changing and needs some extra self-care and attention. Especially after the age of 40, hormonal changes and inactive lifestyle can make us age faster if appropriate steps are not taken. Binge eating may not suit your digestion anymore, and not moving your body enough can result in aches and pains. However, paying attention to these early signs of ageing and making suitable lifestyle changes can help you delay it, and stay younger and healthier for a long time.

Navigating body changes in 40s.

In our 40s and beyond, our bodies go through many changes that can be difficult to navigate and these changes can become more pronounced and challenging to manage. As our oestrogen levels decrease, our bodies tend to store more fat, making late-night snacking problematic as we age. The truth is, we can't eat the same as we did in our 20s, but that doesn't mean we can't still enjoy out favourite treats," says renowned nutritionists.

Ways to achieve it.

Strength training along with cardio, fuelling your body with whole foods instead of processed. Drinking lots of water, cutting down on energy drinks and sugary sodas, moving your body, limiting stress to regulate hormones and metabolism can help you achieve overall wellness after 40.

Simple lifestyle changes post 40.

"This decade is all about embracing change, and that includes your nutrition. It's a time when your body's needs evolve, and making smart choices can help you feel and look your best," says Kapoor.

Ways to navigate improve health journey:

1. Balanced diet: Focus on a balanced plate with plenty of colourful fruits and veggies, lean

proteins, whole grains, and healthy fats. This provides the essential nutrients your body craves. Metabolism: Your metabolism might slow down, so portion control becomes key. Listen to your body's hunger cues and avoid mindless eating.

- 3. Hydration: Stay hydrated. Water keeps your skin radiant, your digestion on track, and your energy levels up.
- **4. Bone health:** Pay attention to calcium and Vitamin D for strong bones. Dairy, leafy greens, and sunlight are your friends.
- **5. Mindful eating:** Embrace mindful eating to savour every bite, reducing the risk of overeating and digestive issues.
- **6. Regular exercise:** Combine a healthy diet with regular exercise to maintain muscle mass, boost metabolism, and reduce stress.
- **7. Self-care:** Prioritize self-care; it's not just about what you eat but also how you treat yourself. In your 40s, nourishing your body and soul is a beautiful journey of self-love and wellness.

Attitudes to Health.

Global consumers rate their health as good, yet they are on a continual journey of improving and maintaining good health. Digestion, mental wellbeing, immunity, and sleep health are the key areas consumers were most responsive to wanting to improve across several questions regarding improvement of health and well-being. 4 in 5 consumers said their mental well-being was equally as important as their physical health. When looking to address a health issue, consumers said they turn to food and drink over nutritional supplements and medicine, indicating that problems are often deemed self-inflicted and something that can be solved with general changes. Diet is such a crucial part of health and influences everyday function and well-being. Consumers said their dietary habits was an area they actively sought to improve over the last two years.

The wellness movement has evolved from a niche trend into a mainstream lifestyle choice, with consumers increasingly prioritizing products that contribute to their health and wellbeing. Wellness products and services are a variety of goods and services that aim to promote a person's physical, mental, and emotional wellbeing. Wellness products can include:

- > Dietary supplements
- > Herbal remedies
- > Essential oils
- > Fitness equipment
- Meditation apps
- > Therapeutic services like massage therapy and acupuncture

Wellness services can include: Fitness Centers, Nutritionists, Alternative medicine practices like acupuncture and meditation, and Workplace wellness programs.

Wellness products and services can help people lead a healthier lifestyle and reduce the risk of illness. Many wellness products claim to offer benefits such as reduced stress, improved sleep, increased energy, and better immune function.

As more individuals become proactive about their health, they are seeking products that promote long-term wellness rather than just providing immediate solutions. This shift is evident in the increasing popularity of items with clean labels, natural ingredients, and minimal additives. Consumers are looking for products that not only enhance their physical health but also support mental well-being, driving interest in functional foods, supplements, and personal care items that contribute to overall life balance. Today's consumers are more conscious of the environmental and social impacts of their purchasing decisions, seeking out brands that align with their values. Eco-friendly packaging, responsibly sourced ingredients, and ethical manufacturing practices are increasingly becoming non-negotiables for a growing segment of shoppers. As a result, brands that prioritize sustainability are gaining a competitive edge, as consumers are willing to pay a premium for products that align with their values of social responsibility and environmental preservation. The wellness industry in India is on the brink of a transformative era, driven by evolving consumer preferences, advancements in technology, and a growing awareness of the importance of comprehensive health. As we look toward the future, it is clear that the wellness sector will continue to expand and innovate, providing exciting opportunities for individuals and businesses alike.

The Future of Wellness Industry in India.

The future of the wellness industry in India is being shaped by several key trends that reflect the changing attitudes towards health and benefits. First and foremost, there is a significant shift towards preventive healthcare. With rising healthcare costs and the growing prevalence of lifestyle diseases, people are increasingly prioritising preventive measures over reactive treatments. This trend is opening doors for wellness programs that focus on nutrition, fitness, and mental health, allowing individuals to take charge of their lifestyles. Another trend influencing the future of the wellness industry in India is the integration of technology. The rise of fitness apps, wearable devices, and telehealth services is making it easier for individuals to monitor their health and access wellness resources. Many people now track their daily activities, nutrition, and stress levels using mobile applications. This data-driven approach not only enhances personal accountability but also empowers individuals to make informed decisions about their health.

Dr. Swapna Menon, Faculty, RIMS,Rourkela.

Susankalan-2024

















CURRENT AFFAIRS & IMPORTANT DATES

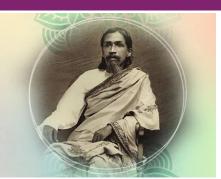
- December 14th is observed as National Energy Conservation Day to raise awareness about the need for energy and its conservation in daily life.
- □ Vijay Diwas is celebrated on 16th December in India to remember the martyrs, and their sacrifices, and to strengthen the role of armed forces for the cause of the nation.
- ☐ International Migrants Day is celebrated on 18th December to raise awareness about the protection of migrants and refugees.
- ☐ International Human Solidarity Day is observed on 20th December annually to highlight the importance of unity in diversity. This day also reminds people to work together in fighting poverty, hunger, and disease.
- □ National Mathematics Day is celebrated on 22th December annually to commemorate the birth anniversary of the famous mathematician Srinivasa Ramanujan.
- ☐ Kisan Divas or Farmer's Day in India or National Farmer's Day is celebrated on 23rd December across the country to commemorate the birth anniversary of the former Prime Minister Chaudhary Charan Singh.
- □ National Consumer Rights Day is observed on 24th December annually with a particular theme across the country. The Consumer Protection Act, of 1986 received the assent of the president on this day.
- ☐ Christmas Day is celebrated on 25th December worldwide annually to commemorate the birth anniversary of Jesus Christ, the Son of God.
- □ Veer Bal Diwas is observed on December

- 26th to pay homage to the courage and martyrdom of the four sons of Guru Gobind Singh Ji, the last Sikh Guru.
- ☐ According to the Gregorian calendar, New Year's Eve is celebrated on 31st December as the last day of the year. People gather together to celebrate the evening by dancing, eating, singing, etc and welcome the New Year.
- On January 3rd, The International Mind-Body Wellness Day is observed to recommit to loving both our bodies and minds by putting new strategies for development and wellness into action.
- On January 5th, National Bird Day is celebrated to raise awareness of the value of tiny tweets in the ecosystem.
- On 6th January every year, World Day of War Orphans is celebrated to create awareness about the plight of war orphans and to address the traumatic conditions faced by them.
- ☐ Pravasi Bhartiya Divas is observed on 8th
 January every year honouring the impactful contributions of the overseas Indian community in the nation's development.
- ☐ Vishwa Hindi Diwas is celebrated on 10th January to mark the occasion when Hindi was first spoken at the UNGA in 1949.
- ☐ On January 11th, Death anniversary of Lal Bahadur Shastri, our second Prime Minister of Independent India is observed.
- □ National Youth Day is celebrated on 12th January which represents the birth anniversary of Swami Vivekananda.



The first principle of true teaching is that nothing can be taught.





FRESH YEAR, FRESH BEGINNINGS: SETTING YOURSELF UP FOR SUCCESS

New Year's Eve is significant from the standpoint of an educational institution's magazine in a number of ways:

- **1. Reflection and Goal-Setting:** As the year begins, students are encouraged to consider their academic performance, establish new objectives, and devise plans to reach them.
- **2. Fresh Start:** New Year's Eve represents a fresh start, enabling students to move past errors or failures and begin anew, cultivating a positive outlook and attitude toward education.
- **3. Time Management and Organization:** As students make plans and schedules for the coming year, the start of a new year aids in the development of critical life skills like time management, organization, and prioritization.
- **4. Career Planning and Exploration:** Gives students a chance to plan for the future and investigate career options.
- **5. Personal Growth and Development:** Motivates students to concentrate on their own personal development, self-awareness, and self-improvement.

These ideas highlight how crucial New Year's Eve is as a time for students to take stock, rejuvenate, and refocus on their academic and personal objectives. An educational magazine can motivate students to take advantage of the new year and position themselves for success by emphasizing these factors.

Founder Editor

Late Prof. Sourya Pattnaik, Former Chairman, RIMS

Editorial Consultant

Smt. Nalini Prava Patnaik Chairperson, RIMS

Editorial Advisory Board

- 1. Dr. Arva Patnaik
- 2. Mrs. Rita Pattnaik
- 3. Dr. Karunakar Patra
- 4. Dr. Sreekumar
- 5. Dr. Santosh Kumar Biswal

Editor-in-Chief

Dr. Ranjita Swain

Editorial Coordinator

Dr. Swatee Rekha Mohanty

Members of Technical Editorial Board

- 1. Dr. Subrat Prasad Pattanayak
- 2. Prof. Bibhudendu Panda
- 3. Prof. Gayatri Kurup
- 4. Prof. Jhelam Navak
- 5. Dr. Siddhartha Shankar Pradhan
- 6. Prof. Ipsita Pandey

Student Editorial Member

Ms. Astha Gupta, MBA 4th Sem.



ROURKELA INSTITUTE OF MANAGEMENT STUDIES

Institutional Area, G.B. Nagar, Chhend, Rourkela-169015 Odisha Tel: 0661-24801625, Fax: 0661-2480665

Email: publication@rims-edu.com, sukaushalam.journal@gmail.com

Website: rimsedu.ac.in

Founder Editor: Prof. Sourya Pattnaik, Former Chairman, RIMS