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From The Chairperson's Desk



The Power of Words in the Digital Age

Dear Students,

Words have the power to build or destroy, to inspire or hurt. In today's digital world, where social media amplifies every thought we express, it is crucial to be mindful of what we say and how we say it. Ancient wisdom, especially from the Bhagavad Gita, teaches us that speech should be truthful, beneficial, and kind. The Upanishads remind us that our words shape our thoughts, and our thoughts shape our actions. This means that every word we put out—whether in a conversation, an email, or a social media post—has lasting consequences.

As students of Management, Technology and Mass Communication your words will influence teams, businesses, and society. A careless comment online can damage reputations, while a thoughtful statement can inspire innovation and leadership. Before you post, ask yourself: Is it true? Is it necessary? Is it kind? Digital platforms never forget, and a single moment of recklessness can have lifelong consequences. Being digitally literate means understanding not just technology but also the ethical responsibilities that come with it.

The world needs responsible communicators-leaders who can articulate ideas with clarity, respect, and wisdom. Use your words to uplift, to educate, and to bring people together. Speak and write with intention, because your words are a reflection of who you are. Always remember: Words are not just expressions; they shape your future. Choose them wisely.

Smt. Nalini Prava Patnaik

Chairperson

RIMS, Rourkela

God Bless You,

Wishing you wisdom in speech and success in life.

Cognitive Dissonance In Social Media Usage

Cognitive Dissonance in Social Media

Cognitive dissonance is a psychological phenomenon that occurs when individuals experience discomfort due to holding conflicting beliefs, attitudes, or values. In the context of social media, this dissonance can be exacerbated by the constant exposure to diverse opinions and information. As users navigate platforms filled with contrasting viewpoints, they may find themselves grappling with internal conflicts that challenge their established beliefs.

Understanding Cognitive Dissonance

When individuals encounter information that contradicts their pre-existing beliefs, they often experience a range of emotional responses, including anxiety, frustration, and guilt. This discomfort arises from the need to reconcile these conflicting thoughts. For instance, a person who strongly supports a particular political stance may feel uneasy when confronted with compelling arguments from the opposing side. This state of cognitive dissonance can lead to various coping mechanisms, such as dismissing the contradictory information, rationalizing their beliefs, or even altering their views to reduce the psychological tension.

Impact of Social Media

Social media platforms amplify cognitive dissonance through several mechanisms:

Information Overload: Users are bombarded with vast amounts of information daily. This overload can lead to confusion and difficulty in processing conflicting messages, increasing feelings of dissonance.

Echo Chambers: While social media can create communities around shared beliefs, it can also isolate users from opposing viewpoints. When individuals encounter dissenting opinions within their echo chambers, it can trigger dissonance as they confront the reality that their views may not be universally accepted.

Impression Management: Users often curate their online personas to project an idealized version of themselves. This can create a disconnect between their true selves and the image they present, leading to feelings of

inadequacy and dissonance when they fail to live up to these curated identities.

Research indicates that extraverts tend to handle cognitive dissonance better than introverts. Extraverts are less affected by opposing thoughts and are more likely to engage in discussions that challenge their views. In contrast, introverts may feel pressured to conform to social norms, leading to increased discomfort when faced with conflicting opinions.

Navigating Cognitive Dissonance

To effectively manage cognitive dissonance on social media, individuals can adopt several strategies:

Critical Engagement: Embracing cognitive dissonance as an opportunity for growth can foster critical thinking. Engaging with diverse perspectives allows individuals to challenge their biases and expand their understanding.

Media Literacy: Developing skills to critically analyse media content helps users discern credible information from misinformation. This awareness can mitigate the effects of cognitive dissonance by empowering individuals to make informed decisions about what they believe.

Mindfulness Practices: Techniques such as mindfulness can help individuals become more aware of their emotional responses and thought patterns. This awareness enables them to navigate dissonance more effectively without resorting to defensive mechanisms.

In conclusion, cognitive dissonance is a prevalent experience for social media users due to the platform's inherent nature of presenting conflicting information and opinions. By recognizing this phenomenon and employing strategies for critical engagement and media literacy, individuals can better navigate their online experiences while fostering a healthier relationship with social media.

At the end of a discussion or article on cognitive dissonance in social media, several thought-provoking questions can be posed to encourage deeper reflection and engagement. Here are some types of questions that could be asked:

Reflective Questions:

How do you personally experience cognitive dissonance when using social media?

Can you recall a specific instance where you felt conflicted about information you encountered online?

Analytical Questions:

In what ways do you think social media platforms could mitigate cognitive dissonance for their users?

How does the phenomenon of echo chambers

contribute to the experience of cognitive dissonance?

Future-Oriented Questions:

What strategies do you believe individuals should adopt to manage cognitive dissonance in their social media interactions moving forward?

How might increased media literacy impact the prevalence of cognitive dissonance among social media users in the future ?

Ms. Smruti Pattanaik
BJMC



The Power of “DeepSeek” In the Era of Generative AI

In a world where technology is evolving rapidly, generative AI has emerged as a transformative force, reshaping how we work, create, and tackle challenges. At the forefront of this change is DeepSeek, a robust tool that is making generative AI more accessible, practical, and impactful for everyone. Whether you're a business leader, a creative professional, or simply curious about AI, DeepSeek is proving to be an essential partner in navigating this thrilling new landscape.

Generative AI, with its capacity to produce text, images, music, and even code, has captivated millions. While tools like ChatGPT and DALL-E have showcased the possibilities, DeepSeek elevates this by making these capabilities applicable in real-world situations. It's not merely about generating content; it's about addressing challenges, optimizing workflows, and unleashing creativity in ways that seem almost magical.

Consider a small business owner looking to launch a marketing campaign. With DeepSeek, you can create engaging ad copy, design visuals, and even analyze customer data to customize your messaging—all without needing a team of specialists. Or think of a researcher combing through vast amounts of data to identify patterns and insights. DeepSeek can analyze that information in seconds, providing solutions that might have taken months to discover manually. It's like having a highly intelligent assistant always ready to lend a hand.

What truly distinguishes DeepSeek is its commitment to making AI user-friendly. You don't have to be a tech expert to utilize it. Its intuitive design and easy-to-navigate interface mean that anyone, from students to experienced professionals, can harness the power of generative AI. This democratization of technology is leveling the playing field, enabling smaller entities to compete with industry leaders and sparking innovation in unexpected areas.

Of course, with great power comes great responsibility. The emergence of generative AI has ignited crucial discussions surrounding ethics, privacy, and bias. DeepSeek confronts these issues directly by emphasizing transparency and ethical practices. It's not merely about what AI is capable of, but rather how it can be utilized to benefit society as a whole.

Ultimately, DeepSeek represents more than just a tool—it serves as a bridge to the future. It's enabling us to tap into the potential of generative AI in ways that feel human, practical, and meaningful. As we enter this new era, DeepSeek reminds us that technology, at its best, is about empowering individuals to dream bigger, work smarter, and build a better world. And that's a future worth pursuing.

Mr. Dinesh Sahoo
Faculty



Sweet Memories of MILAN-2025 (RIMS Picnic)

Process Assessment of Software Engineers: Enhancing Efficiency and Quality

Introduction :

The dynamic world of software development necessitates ongoing assessment and progress. Software engineers create, test, and implement software using structured or agile approaches. However, productivity might be hampered by inefficiencies, quality problems, and process bottlenecks if an assessment is not conducted properly. Organizations can improve software development results by analyzing processes, identifying areas for improvement, and implementing best practices with the aid of process assessment.

Key Process Assessment Methodologies :

1. Integration of the Capability Maturity Model (CMMI) :

A popular framework for evaluating software processes is CMMI. It divides organizations into five stages of maturity. The processes are chaotic and ad hoc. There are fundamental project management procedures.

Processes are recorded and standardized. Process control and performance evaluation are set up. A primary priority is ongoing improvement. Businesses use CMMI to assess the maturity of their software processes and make necessary adjustments to increase quality and productivity.

2. ISO/IEC 15504 (SPICE – Software Process Improvement and Capability Determination) :

A systematic framework for assessing software processes is offered by SPICE. On a scale ranging from Level 0 (Incomplete) to Level 5 (Optimizing), it evaluates process capabilities. Organizations that require a methodical approach to process assessment that ensures adherence to international standards can benefit from this technique.

3. Agile Process Assessment :

Agile approaches that prioritize flexibility, continuous delivery, and teamwork include Scrum and Kanban. The assessment of agile processes focuses on analysing adherence to Agile concepts by the team. Efficiency of sprint

planning and execution. Deliverable quality through continuous integration and automated testing. Iterative development cycles and loops for customer feedback. Teams can evaluate their level of agility and pinpoint opportunities for development with the use of several Agile maturity models.

4. DevOps Metrics & Performance Evaluation :

DevOps shortens the software delivery cycle and improves collaboration by fusing IT operations and software development. The frequency with which fresh releases are made available to the public. The amount of time between a code commit and deployment. The amount of time required to restore service following a failure is known as the Mean Time to Recovery (MTTR). The proportion of unsuccessful deployments. Organizations can enhance operational efficiency and optimize software delivery pipelines by assessing these KPIs. Instruments for Process Evaluation Software engineering processes can be evaluated and inefficiencies can be found with the use of several tools: Track processes, spot bottlenecks, and keep an eye on developments with JIRA and Trello.

SonarQube: Assesses security flaws, maintainability, and code quality.

To ensure a successful process assessment, organizations should follow these best practices:

1. Define Clear Objectives

Before assessing software engineering processes, organizations must establish clear objectives. These may include improving efficiency, enhancing code quality, reducing defects, or accelerating software delivery.

2. Use Metrics & KPIs

Software process efficacy is measured with the aid of key performance indicators. Typical KPIs consist of:

Cycle Time: The amount of time needed to finish an activity related to development.

Code Churn: The proportion of code that is rewritten quickly.

The quantity of flaws per line of code is known as the bug density.

Customer satisfaction: User comments regarding the functionality and quality of the software.

3. Regular Feedback Loops

Conducting regular retrospectives, one-on-one reviews, and team discussions helps identify process inefficiencies and implement corrective actions. Agile teams often use sprint retrospectives to refine workflows.

4. Encourage Continuous Learning

Process assessment should lead to continuous learning and improvement. Organizations can provide training, mentorship programs, and knowledge-sharing sessions to enhance software engineering skills.

5. Automate Where Possible

Automation plays a critical role in improving software engineering processes. Automated testing, CI/CD pipelines, and infrastructure as code (IaC) reduce manual errors and increase efficiency.

Conclusion :

A key element of software engineering that aids businesses in streamlining processes, enhancing software quality, and increasing productivity is process evaluation. Businesses can systematically assess and improve their software development processes by utilizing well-known frameworks like CMMI, SPICE, Agile, and DevOps techniques. Engineering teams are guaranteed to perform effectively, producing high-quality software and continuously streamlining their processes through the use of assessment tools and best practices.

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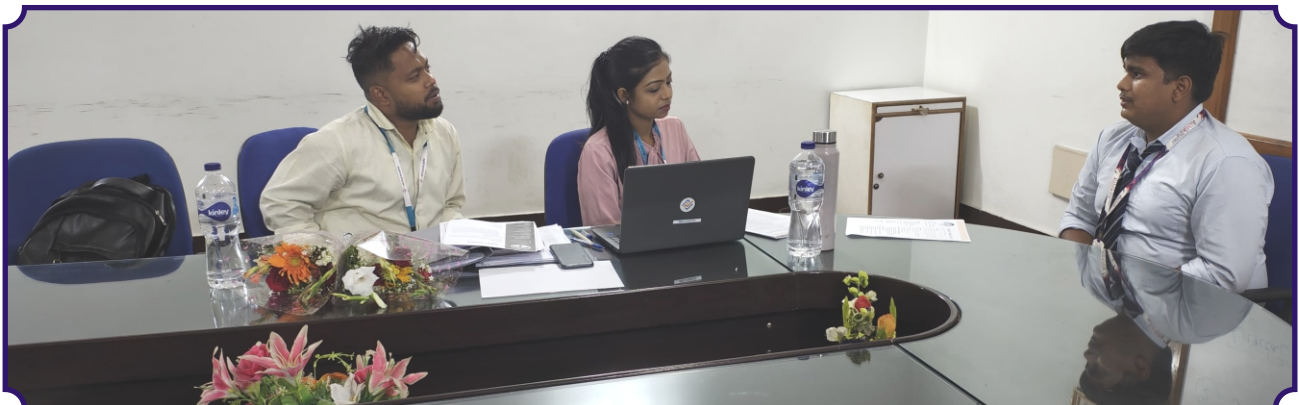
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Ms. Subhalaxmi Das
MCA, 2nd Sem.

Campus Placement: Venture Sathi



Campus Placement: EXTION Infotech Solution Pvt. Ltd.



Campus Placement: MSP Steel & Power Ltd.



Campus Placement: Scan Steel Ltd.



MILAN 2025, RIMS Picnic @ Luakera, Sundargarh



Inauguration of Parking Area @ RIMS Campus

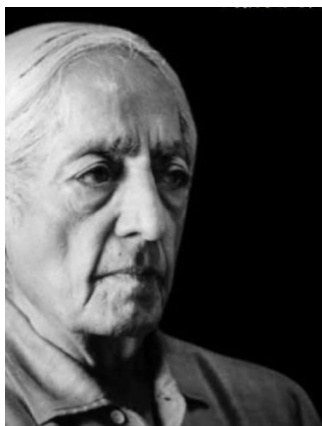


CURRENT AFFAIRS-2025

- ❑ Ministry of Parliamentary Affairs has launched the National Youth Parliament Scheme (NYPS) 2.0 on 6th February 2025.
- ❑ The 3rd edition of Exercise CYCLONE, a joint special forces drill between India and Egypt, is taking place in Rajasthan from 10th Feb to 23rd Feb 2025.
- ❑ On 10th February 2025, The Indian Government proposed tax revenue cuts for states.
- ❑ The State of States report was released, highlighting India's challenges in achieving the United Nations-mandated Sustainable Development Goals (SDGs) on 12th February 2025.
- ❑ On 16th February 2025, The Ministry of Ports, Shipping and Waterways (MoPSW) launched new initiatives to modernize maritime infrastructure, enhance global trade presence, and promote sustainability.
- ❑ Satellite imagery captured an unusual meteorological event in the South Pacific Ocean with three tropical cyclones—Rae, Seru, and Alfred—active off the eastern coast of Australia on 18th February 2025.
- ❑ Shri Gyanesh Kumar took charge as the 26th Chief Election Commissioner of India on 19th February 2025.
- ❑ On 20th February 2025, China's Zhurong rover discovered 3.6 billion-year-old sandy beach deposits on Mars, indicating that the planet once had an ancient ocean.
- ❑ On 22nd February 2025, Tuhin Kanta Pandey was appointed as the 11th Chairperson of the Securities and Exchange Board of India (SEBI).
- ❑ The UDAN Yatri Cafe was inaugurated at Chennai International Airport to enhance passenger convenience on 24th February 2025.
- ❑ The 9th National Summit on Healthcare Innovations took place in Puri, Odisha on 26th February 2025.

RIMS Student winner of Inter College Sports





*Peace is of the heart, not of the mind.
To know peace you have to find out
what beauty is.*

- Krishnamurti

Empowering Women Through Education: Education is the most powerful tool for change, and on **International Women's Day**, we celebrate its role in shaping strong, independent, and ambitious women. Across generations, educated women have challenged norms, led innovations, and inspired societies. From **Malala Yousafzai** advocating for girls' education to **Marie Curie** making groundbreaking scientific discoveries, their journeys remind us of the power of knowledge.

As students, you hold the key to shaping a more inclusive future. Education is not just about academic success - it is about **breaking stereotypes, thinking independently, and uplifting others. Whether you are a young woman striving to achieve your dreams or a supporter of gender equality, remember that true progress happens when opportunities are accessible to all.**

Let this **Women's Day** be a reminder to support, respect, and encourage one another. Stand for education, advocate for equality, and believe in the power of knowledge to transform lives. An educated woman is an empowered woman, and an empowered woman changes the world.

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Former Chairman, RIMS

Editorial Consultant

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