

Sukaushalam@rims

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From The Chairperson's Desk



Dear All,

As we step into the vibrant month of May 2025, I extend my warmest greetings to the entire RIMS community.

The May month marks several important occasions that encourage us to reflect, appreciate, and act. One such occasion is International Labour Day on May 1, which acknowledges the invaluable contributions of workers around the globe. Let us take this opportunity to honour the dignity of labour and express our gratitude to all those whose dedication and hard work form the foundation of our progress.

Another significant observance this month is World Telecommunication and Information Society Day on May 17, which emphasizes the critical role of communication and digital technologies in today's interconnected world. As students and educators, we must stay informed, adaptive, and innovative to harness the power of information for inclusive development and learning.

In this edition of our college magazine, we continue to celebrate the achievements, creativity, and commitment of our RIMS family. From academic milestones and research breakthroughs to cultural expressions and community outreach, this issue is a reflection of our collective growth and unity.

As we navigate this academic journey together, let us remain committed to the values of hard work, compassion, and integrity. Let us support one another, stay curious, and push the boundaries of what we can accomplish—both as proud Odias and responsible global citizens.

Wishing each of you a fruitful, joyful, and inspiring month ahead.

May the blessings of the Almighty be with us always.

Smt. Nalini Prava Patnaik

Chairperson

RIMS, Rourkela

May God bless you all.

Wishing you wisdom in speech and success in life.

Influencer Marketing

Influencer marketing is a social media marketing approach that uses endorsements and product mentions from influencers. These individuals have a dedicated social following and are viewed as experts within their niche. Influencer marketing is at the forefront of genuinely engaging consumers and achieving successful company outcomes in the digital age. Influencer marketing is all about connecting authentically with customers. It goes beyond traditional marketing strategies by using influencers' reach and credibility to produce powerful campaigns. Brands may establish significant relationships that connect with Indian consumers on a human level by working with influencers that resonate with particular target audiences. In addition to increasing engagement, this tailored strategy affects consumer behaviour by influencing brand perceptions and directs purchasing decisions.

Influencer marketing is thriving in India, a country known for its diversity and thriving digital economy. The nation's increasing internet penetration and active social media user base have made it easier for influencers to establish genuine connections with viewers. Studies show that 70% of Indians think influencers have a major influence on their purchasing decisions, highlighting the critical role influencer marketing plays in influencing customer behavior in this dynamic market.

Using Influencer Marketing for customer engagement:

Increased brand awareness

Collaborating with an influencer draws a wider audience to your brand. By featuring your brand in their content, influencers introduce it to new audiences who may not have been familiar with it. Also, the trust influencers hold with their followers enhances your brand's reputation and credibility and boosts market awareness.

Precise audience targeting

Influencer marketing helps brands with precise audience targeting by connecting brands to influencers whose followers align with the brand's target demographic. This ensures their

message reaches the right audience and is delivered from a perspective that resonates with the audience, making the campaign more effective.

Higher conversions

Social proof is a powerful factor in the likelihood of making a purchase after seeing an influencer campaign, because it helps sway undecided consumers in your favor. Similarly, influencers often share interactive content such as giveaways, challenges and live sessions that drive engagement and prompt actions like making purchases or signing up for deals. They also share exclusive discount codes or special offers making it easy to track conversions directly linked to their promotion.

Building trust and authenticity with your audience

Influencers build trust with their followers by sharing personal experiences and opinions that resonate with their audience, making them more relatable. They further increase their credibility by being open about brand partnerships and only promoting products they genuinely support.

Dr. Swapna Menon

Faculty, RIMS



Revolution of Human Resource Management in the Contemporary Corporate World

The moment has come to determine the Human Resource (HR) trends that will develop and surface in 2025. Because research, reports, and pulse surveys throughout the year point once again to the employee experience being the priority. And that will come to life through these leading HR trends in 2025. The aim is to get leaders ready for the future of the workplace. It takes time and even cannot wait to establish a culture of human connection, common purpose, and personal significance. In the fiercely competitive world of today, HR professionals must not only move quickly but also create a human culture that can reconcile the demands of contemporary technology with the needs of individuals, organizations, and society. The HR manager needs to concentrate in these following areas in order to keep the workplace productive and healthy.

- The Emergence of AI and its Integration into the Workplace
- Building Company Culture through Employee Wellbeing
- Upskilling and Employee Development
- Managing an Increasingly Hybrid and Global Workforce
- Continuing to Embed Technology in HR Processes

The Emergence of AI and its Integration into the Workplace

One of the major HR trends for 2025 will be the development of artificial intelligence (AI) and its incorporation into HR technologies and corporate procedures. Businesses should carefully integrate AI into routine procedures like hiring, training, and on boarding, but they should always be aware of how it affects workers. Organizations might begin by addressing confusion and busting falsehoods. Recognize that there are many unanswered questions about AI while promoting patience and curiosity in the learning process, particularly among those who are reluctant to adopt it. By introducing employees to AI and empowering them to use it

responsibly, business executives and human resources specialists may make the learning process interesting by organizing competitions, challenges, enjoyable training, and recognition initiatives.

Building Company Culture through Employee Wellbeing

Priorities must be on "Amplifying Wellbeing at Work and Beyond Through the Power of Recognition," which outlined the consequences of organizations failing to prioritize wellbeing. Unfulfilled employee requirements, elevated stress and turnover rates, and significant expenses for the business. Nobody emerges first. The long-buried stressors of the job have been exposed in recent years. There is an urgent need for a people-first culture, more support for working parents, and greater commitment to mental health. It is still one of the most important HR trends because of this. Acknowledge and address elements that contribute to employee well-being and the entire employee experience, including as trust, work hours, purpose, and recognition. Employee well-being and improved business performance are strongly correlated, which emphasizes how important it is to engage in well-being programs.

Upskilling and Employee Development

Employee skilling and upskilling are critical in response to the increasing digital revolution of HR, particularly AI, and shifting workforce demands. Upskilling can result in a more engaged staff, lower attrition, and more production. When workers see opportunities to advance within a company and have the chance to develop and broaden their skill sets, it is much easier to retain talent. A mindset of openness will be hardwired into the workplace through HR development activities including training in problem-solving, active listening, and communication - all of which are usually referred to as "soft skills." Stronger manager-employee connections, productive working, and cross-team collaboration are thus more likely. Opportunities for employee development and upskilling benefit all current employees. They also provide hiring managers with an alluring perk for prospective

employees who don't perceive the same opportunities at their present job.

Managing an Increasingly Hybrid and Global Workforce

Hybrid working models are one of the major HR trends from the previous year that are continuing into this one. Remote work is still common despite early requirements to return to the office, suggesting a move towards more flexible and hybrid work structures. Employers can assist workers in achieving work-life balance, which will enhance their mental health and wellness. Businesses that are able to adopt a hybrid work approach ought to since it keeps up with the trends in remote work and gives workers flexibility in terms of where, when, and how they work, according to their needs and preferences. "Those who may find it difficult to work in a traditional office setting for a variety of reasons could achieve just as amazing and impactful outcomes from home as their colleagues who can report to work daily at set times." These initiatives have the potential to remove historically discriminatory barriers and assist workers in achieving work-life integration rather than balance. Companies will be well on their way to establishing an atmosphere where all workers feel appreciated and encouraged if they recognize that work is a part of their lives rather than a distinct entity.

Continuing to Embed Technology in HR Processes

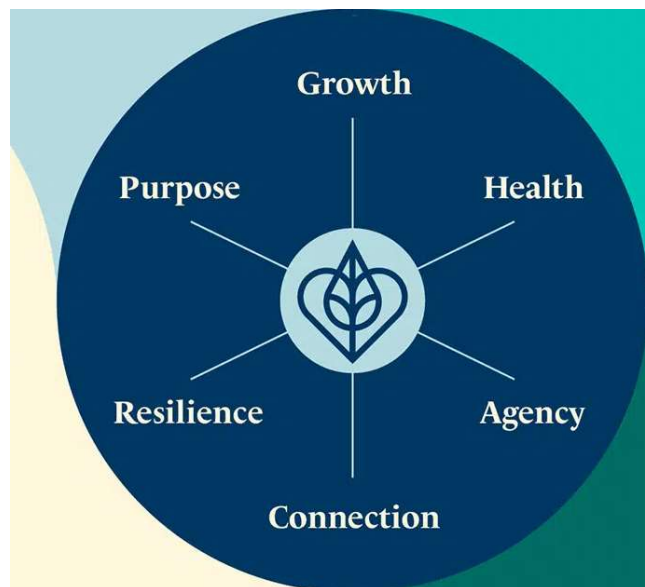
It's likely that the majority of the major HR trends you're thinking about are related to technology. HR and the workforce at large are being exposed to an increasing number of tools as AI and human resources automation grow in popularity. In HR, algorithms are becoming more and more significant in all areas, from hiring to people analytics. Hiring algorithms are widely used by businesses to screen applicants and eliminate human bias. By analyzing vast volumes of data, including from recognition software, this HR technology may also assist with predictive modeling by seeing trends, forecasting patterns, and gauging employee sentiment. These algorithms support decision-making based on data. HR software can inform you how your culture is perceived by your staff, saving you the

trouble of speculating. Knowing how people feel at work right now is essential, as is developing policies and procedures based on facts rather than conjecture. Information from HR software, such as employee recognition, can support hiring initiatives, raise staff engagement, and improve output. Talent acquisition, employee on boarding and off boarding, performance evaluations, workforce planning, and virtual assistants are just a few of the HR functions that AI can help with. Data utilization is becoming more and more integrated into human resources management; thus, HR practitioners need to be equipped with the knowledge and abilities to use it effectively.

As we embark on a new chapter, many of the HR themes that have influenced the previous several years will remain important. The more businesses support their employees' continued connection, engagement, and well-being, the more probable it is that they will experience workplace advantages. Many organizations are faced with the decision of whether to limit investments in people-first projects as a temporary cost-cutting measure or to encourage them in order to foster long-term benefits for all members of the organization. Hence the time of transformation is very crucial and leaders need to be very calculative while taking such decisions.

Dr. Siddhartha Shankar Pradhan

Asst. Professor, RIMS, Rourkela



Role of Media in Ethical Communication

The role of media in ethical communication is paramount in fostering a responsible and informed society. As the fourth estate, the media serves as a bridge between the state and the public, providing essential information that enables citizens to make informed decisions. Ethical communication in media is guided by principles such as accuracy, fairness, transparency, and accountability.

Importance of Media Ethics

Media ethics ensures that journalists adhere to standards that promote trustworthiness and credibility. By committing to ethical practices, journalists can combat the rampant spread of misinformation and fake news prevalent in today's digital landscape. Ethical journalism requires rigorous fact-checking and a commitment to presenting information impartially, allowing audiences to form their own opinions without bias.

Challenges in Ethical Journalism

Despite the critical importance of ethics in media, journalists face numerous challenges. The pressure to produce content rapidly can lead to compromised standards, resulting in sensationalism or inaccuracies. Moreover, the rise of social media has blurred the lines of traditional journalism, making it easier for unverified information to circulate widely. Journalists must navigate these challenges while maintaining their ethical responsibilities to avoid harm and uphold public trust.

Role in Democracy

Ethical media practices are vital for a functioning democracy. Journalists act as watchdogs, holding power accountable and exposing corruption. By providing accurate information, they empower citizens to engage meaningfully in civic life. Furthermore, ethical communication promotes diversity and inclusion, ensuring that various voices are represented fairly in media narratives.

Media's Responsibility

Media organizations must prioritize accuracy in their reporting. This involves thorough fact-checking and verification of sources before

disseminating information. By doing so, they help combat misinformation and build trust with their audience. In an era where social media can amplify false narratives, the responsibility to provide credible information has never been more critical.

Another significant responsibility of the media is to ensure diverse representation. Ethical communication requires that different perspectives, particularly from marginalised communities, are included in news coverage. This not only enriches public understanding but also fosters inclusivity and social cohesion.

Moreover, media outlets must practice transparency in their operations. This includes disclosing potential conflicts of interest and being open about their editorial processes. By being transparent, media organizations can enhance their credibility and accountability to the public.

Impact on Society

The impact of ethical media practices extends beyond individual stories; it shapes societal norms and values. When media adheres to ethical standards, it encourages a culture of responsible communication among its audience. This fosters critical thinking and informed citizenship, essential components of a healthy democracy.

In conclusion, the role of media in ethical communication is crucial for informing the public and upholding democratic principles. By embracing their responsibilities—ensuring accuracy, promoting diversity, and maintaining transparency—media organizations can contribute positively to society and reinforce the importance of ethical discourse in an increasingly complex information landscape.

Rupsa Palit
BJMC 2nd Year



Is Reality a Reflection of the Mind?

Life unfolds differently for everyone. Two people can stand in the same place, experience the same events, yet live in completely different worlds. One finds hope, the other sees struggle. One feels free, the other feels trapped. Nothing outside them has changed—the difference lies within.

We believe reality is fixed, something that happens to us. But if that were true, why does the same challenge strengthen one person and break another? Why does an event that once felt unbearable seem small when we look back on it? It is not life that changes—it is the mind that does.

Our thoughts, beliefs, and emotions silently shape how we experience life. A restless mind finds discomfort even in peace, while a calm mind remains steady in chaos. The world does not decide who thrives and who suffers; it simply reflects back what we bring into it. Someone filled with doubt sees obstacles everywhere. Someone filled with confidence sees opportunities in the same situation. The world presents both, but the mind chooses what to focus on.

Look at how people react to modern life. Two individuals read the same news, yet one sees endless possibilities while the other sees only crisis. Social media amplifies this—some scroll through posts and feel inspired by others' success, while some feel insecure, believing life is unfair. The content is the same, but the mind

receiving it creates a different reality.

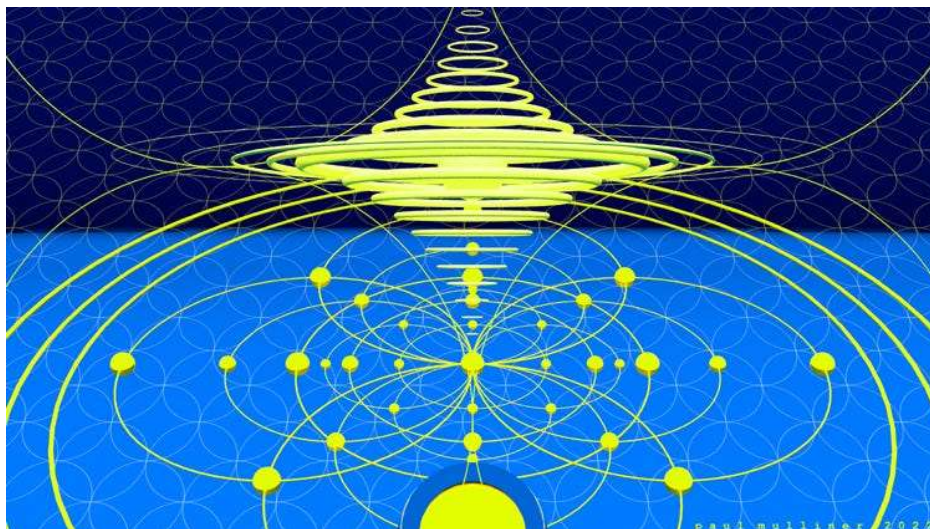
This is why so many people stay stuck in the same patterns for years. If the mind expects struggle, it will find it. If it believes something is out of reach, it won't even try. We are not just living in reality—we are shaping it every moment. The limits we feel, the emotions we carry, the way we see ourselves—all influence the life we experience.

But what happens when we realize this? When we stop living on autopilot and start noticing how our mind filters reality? That is when things begin to shift. Not because the world suddenly changes, but because we do. The burdens we carried for years feel lighter. The fears that held us back lose their power. The situations that once seemed impossible begin to open up.

Life is not something we merely pass through—it is something we are constantly creating. And if reality is a reflection of the mind, then real change does not come from fixing the outside world. It comes from turning inward, from understanding ourselves, from seeing life in a way that no longer holds us back but finally sets us free.

We often wait for something outside of us to change before we allow ourselves to feel happy, at peace, or whole. But what if the shift we are waiting for is not in the world, but in the way we see it? Maybe the life we want has been within reach all along—waiting for us to finally open our eyes.

Tahniya Azmat Ahmadi
BBA 2nd Semester



Celebrating birthday of Hon'ble Chairperson



RIMS Performances Day



Performer's of the year



Mr. Kumar Gaurav, (MBA 4th Sem)



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Mr. Anuj Sahu, (BCA 6th Sem)



Ms. Aditi Majhi, (BA (JMC) 6th Sem)



Ms. Pritee Prangya Behera, (BA (JMC) 4th Sem)



Ms. Dimple Sahoo, (BBA 4th Sem)



Ms. Debasmitta Ojha, (BCA 4th Sem)

CURRENT AFFAIRS-2025

- ❑ **Pahalgam Attack:** On April 22, militants attacked tourists in Pahalgam, Jammu and Kashmir, killing 26 people. The Resistance Front, linked to Lashkar-e-Taiba, claimed responsibility.
- ❑ **Diplomatic Fallout:** India accused Pakistan of involvement, leading to the suspension of the Indus Waters Treaty, expulsion of diplomats, and closure of borders. Pakistan denied the allegations and responded by suspending the Simla Agreement and closing its airspace to Indian airlines.
- ❑ **Military Alert:** Both nations increased military readiness along the Line of Control, with reports of minor skirmishes. Pakistan warned of a potential Indian military strike within 24–36 hours.
- ❑ **International Mediation:** U.S. Secretary of State Marco Rubio urged both countries to de-escalate tensions and cooperate in investigating the attack.
- ❑ **GST Collection:** India collected ₹2.37 trillion in Goods and Services Tax (GST) in April, marking a 12.6% increase compared to the same month last year.
- ❑ **AIRAWAT Supercomputer:** India's AI-focused supercomputing initiative, AIRAWAT, secured the 75th rank in the Top 500 Global Supercomputing List, enhancing India's position in AI research.
- ❑ **Heatwave Crisis:** India and Pakistan experienced unprecedented heatwave conditions in April, with temperatures soaring above 40°C in Delhi and reaching 50°C in parts of Pakistan. Experts attribute this to human-driven climate change.
- ❑ **Gujarat Fireworks Factory Explosion:** On April 1, an explosion at an illegal fireworks factory in Deesa, Gujarat, killed at least 21 people.
- ❑ **Jharkhand Train Collision:** Two trains collided near Sahebganj, Jharkhand, on April 1, resulting in two deaths and four injuries.
- ❑ **Delhi Building Collapse:** A residential building collapsed in New Delhi on April 19, killing eleven people.
- ❑ **Kolkata Hotel Fire:** A fire at the Rituraj Hotel in Kolkata on April 29 resulted in fourteen deaths.

Prof. Sobhan Mishra Memorial Award 2024-25*Farewell PG Students 2023-25*

*A Smile expresses the faith
that nothing can stand against
the divine and that everything
will come out all right in the
end.*

- The Mother



May Day: A Lesson for Future Leaders

May Day, celebrated on May 1st, honors workers' rights and reminds us of the importance of fairness in the workplace. For management and IT students, it highlights the need to lead with ethics, empathy, and a focus on people. As technology transforms industries, future professionals must ensure innovation supports—not replaces—human potential. May Day urges us to build inclusive, responsible systems where both progress and people thrive.



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