



EXORDIA

The Campus Newsletter of Rajadhani Business School

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Message from the Chairman



It is a matter of great pleasure and pride that RBS has come up with the first issue of the student Newsletter "Exordia". I believe that the newsletter will serve as a window through which the complete profile of the academic and co-curricular activities, achievements, and progress made during the stipulated period can be viewed.

RBS aims to prepare the young managers to confidently and competently face the challenges of intensifying competition by imparting high-quality technical and managerial education coupled with appropriate training and wide exposure to state-of-art practices. Our educational programs lay emphasis on inculcating human values and professional ethics to lead a meaningful life.

Best wishes for the success and bright future of "Exordia".

Dr. Biju Ramesh
Chairman

Message from the Principal



I am happy to note that Rajadhani Business School(RBS) is coming up with a newsletter titled' Exordia ', which is solely initiated by students. One of the aim of RBS is to nurture the future managers through multifaced curricular and co-curricular activities.

RBS has made a humble effort to justify the same by incorporating various in-house activities for the overall holistic development of its students. The maiden issue of this newsletter encompasses the artistic contributions of our students in the form of poems, drawings, and sketches. The editorial board also made an excellent effort to make the right blend of reports of various co and extracurricular activities as well as scholastic contributions of the students.

I wish all the success to RBS for this student-initiative

Dr.S.Suresh Babu
Principal

Message from the Head Of Department



With a pristine purpose of presenting all that transpired in a marked period of time, RBS is coming forth with our student-led e-newsletter “Exordia” with a bandwagon of informative, educative, and creative impulses. I am pretty hopeful that the reading would be rewarding to the readers of “Exordia” as it would serve as a verdant landscape of creative, artistic, and literary outpourings of our students.

I am thankful to Ms. Nayana S Rajeev, Faculty Editor for her unstinting efforts and the student committee members for their enthused efforts to help “Exordia” come alive.

I dedicate the first issue of “Exordia” to all aficionados of good work.

Dr. Rajesh S Pyngavil
Head of Department

The Boss Is Tough, Be Smart

"THE SECRET OF CHANGE IS TO FOCUS ALL OF YOUR ENERGY, NOT ON FIGHTING THE OLD, BUT ON BUILDING THE NEW." -SOCRATES

Life is the result of a series of changes from birth to death. Be it physical, emotional, career or relationship. Just look around, each and every fragment in the universe is been changing day by day. Change is inevitable and is synonymous with life and growth. And although change is inevitable, you can only change yourself and not the whole world. So, let things move in a realistic flow that comes naturally for yourself, and for others. Instead of being rigid towards change, you have to make space for new opportunities you have to welcome the new change wholeheartedly and create a healthy atmosphere by equalizing the two ends. To go with the wind is the easiest way to survive. The trees that bend down against the storm survive while those that try to stand erect get uprooted. You alone can't change the whole world and if you will not adjust you will be left alone among the crowd. So, change your viewpoint and adapt to the change.

"LEARNING TO ADAPT TO THE "NEW NORMAL"

2021 has challenged all of our expectations. Hustle culture is being replaced with balance and flexibility. Balance and flexibility might not sound like a winning business formula. This year has proven, however, that adaptability matters more than the ability to grind out a hard day. Whatever happens with the pandemic, rapid change will continue to be the name of the game.

There are many aspects of learning that have changed, and one thing that is certain is that the way life was before the pandemic will not be coming back soon, if ever. Here are four big changes that students must adapt to, ensuring that they are set up for success in the classroom, online learning, and in work placements.

Adjust to the new normal in your own way -

The situation is uncertain, and it is ok to take the steps you need to, in order to gain the focus, you need on learning something new. Remember to talk to someone if you feel that you need help and support. Focus on what is within your own control, who you want to be right now, and in the future. Patience with yourself and having flexibility is very important, especially when you are learning new skills!. Focus on your success and keep moving forward with studying and achieving your goal. Every day, focus on the positive things that happen, whether they are big or small. Also, talk to others! Know that you are not alone and that we are all in this together. Communicate with your friends, family, classmates, and instructors about how you are feeling, and what help you may need.



**Jayasree S
T6 Noble**

A look into the Future: Hotel Industry in Jeopardy

Companies are now evaluating whether business travel will be worth it once the pandemic ends.

After a year of working remotely, some organizations think that Zoom and Slack can replace in-person meetings. But, hotel companies rely on business travelers for a large portion of their revenue. Recently it's been a debate whether working professionals will once again travel for business after the COVID-19 pandemic.

Even though cutting costs and working more efficiently may be top of mind for corporations, the uncertain future of business travel could have major repercussions for the travel industry, including hotel companies. A survey conducted by Oliver Wyman, a consulting firm in November 2020 found that 43% of the 2,500 business travelers polled expect to make fewer business trips even once the pandemic is over. At The New York Times Dealbook conference that same month, Bill Gates said, "my prediction would be that over 50% of business travel and over 30% of days in the office will go away." Gates added that in-person meetings that require a flight and an overnight stay in a hotel are no longer the "gold standard" and that many companies will have a "very high threshold" for sending employees out on such trips. It's common for corporate travel to be among the first expenses cut when businesses face tough financial periods.

However, with most of corporate America working remotely for almost a year, digital meeting tools like Zoom and Slack may prove critical even in the post-pandemic era.

Many sectors of the world economies will be facing a huge impact after COVID-19 Pandemic. One such sector is Hotel Industry. Experts opine that the growth and development of the Hotel Industry will be at stake after the COVID 19 pandemic situation. As everything has gone online and digital, Business Talk Applications such as Google Meet and Zoom has provided the business people a cost-free meeting interface without International travels and Expensive Hotel Stay, thus crashing the Hotel Industry. Implementation of innovative ideas and schemes could provide a new beginning for this industry. It definitely needs the support of various organizations and people including the Government.



**Mohammed Faheem
S2 Royale**

The Battle for Survival

It's been a year since the coronavirus outbreak, life was seeming to fall back into place. Face masks, sanitizers, face shields, PPE kits, hot spots, containment zone, etc have become a part of human's colloquial language.

From walking down the street breathing in the fresh air, to meet friends and family with no any time bar, hugging and shaking hands with our loved ones have turned into memories. Now maintaining social distancing and restricting ourselves from meeting all our loved ones has become the new way of showing love and concern. Schools and colleges have become barren and silent. Watching a person moving around with a face mask was strange then; now seeing someone moving around without a face mask brings concern and fear. In short, a tiny virus was able to show how small a human being is and he ain't any power that he was thinking about himself for ages. At the beginning of 2021, it was thought that the deadly virus could be under control, especially with the introduction of the vaccine. But it looks like the virus has got a change in the game plan; it's here with its second wave, and this time a bit deadly.

The struggle and risk taken up by the front line and health workers respectively are to be given a special mention. Their selfless work is what that keeps the mass motivated. Amidst all this, what perturbs the Indian population is the growing covid test rate positivity. It's also a point of fact that India is the sixth country with an increasing number of cases to an amount of around 26,948,874 patients. From mid-April one of the major issues faced by the Indian

the community was declining oxygen supply to the covid affected patients suffering from chronic respiratory issues. It was reported by the media that patients in Delhi, Amritsar, and Haryana were choked to death.

Though the government has taken all the necessary steps to fulfill the oxygen requirements it was not enough to meet the hiking number of covid patients.

It's during such difficult situations that we realize humanity is more relevant and that has the greatest power. Keeping the political indifference aside the Pakistan nationals began a campaign on Twitter that gained worldwide recognition. "#IndiaNeedsOxygen"- to support India face the urgent crisis. India had also received oxygen supplies from about 15 other countries too, including UAE, UK, Australia, USA, Russia, China, Germany, and Saudi Arabia.

This is a battle to be fought by each and everyone, regardless of sex, caste, political ideologies, and national borders. There is only one race and that's humanity. Let's stand together to win this battle .“ THE BATTLE FOR SURVIVAL.”



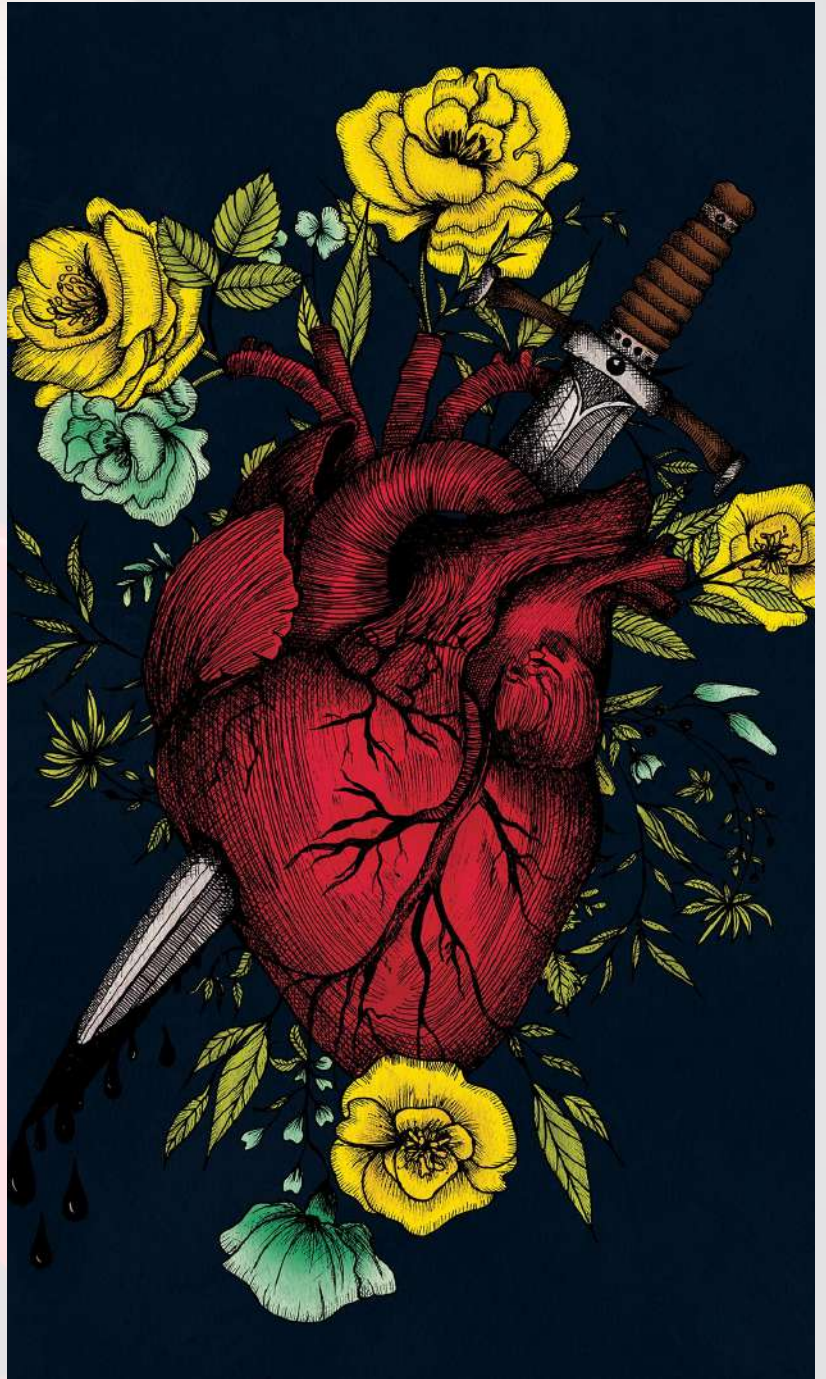
Saranya Muraleedaran
S2 Majestic

Venomous Love

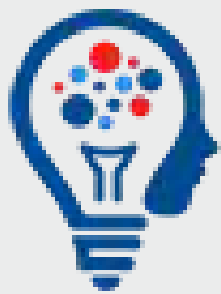
His love is a slow poison
 my nerve is utterly
 obsessed to that male poison
 Yet, love is not the only
 mark of his temperament
 His venomous bite, that bear
 a kinship to "hieroglyph"
 Yester eve, a snake charmer
 tastes his love bite and
 deceased without any hesitation
 But I obtained a discrete taste:
 can sense tenderness and
 proclivity on each bite
 My cold-blooded better half!
 Exhibition of dark hood mark
 on the dorsal scales
 manifests his level of savagery
 But I obtained a discrete sight
 Proud limb of "Elapidae" menage
 I'm the single soul
 who intimated with his pointed fangs.

2

Boon companion of that charmer
 Breaks our love vein into slices
 He left the yard with
 a blood-stained weapon
 My painful wail is not
 acts as a motive for his rebirth
 Stared at his body indefatigably
 I crawled in the yard
 with no intention; but still
 believes in his rebirth
 Live long venomous creature
 Live long in my mind.



Nanditha Kurup R.
T6 Glory



ASPIRING ENTREPRENEURS PROGRAM 2021

THE KEY TO ENTREPRENEURSHIP

The dream of many is to be an entrepreneur. But at times this dream turns out to be a mishap; this can be either because individuals aren't able to channelize their idea in the right direction or aren't able to conceive viable ideas.

No problem is left without any solution, HDFC Bank Parivartan in association with ICT Academy has launched the "Aspiring Entrepreneurs Program" for the aspiring youth in Tamil Nadu and Kerala who look forward to the core ideas and principles of entrepreneurship. The program equips young aspiring entrepreneurs and youth with "Competence, Confidence, and Connections" to build a strong foundation for their entrepreneurial journey.

A huge wave of response was received from the students of RIET to take up their chance to participate in the program to get their business ideas to grow and bloom. HDFC Bank's Parivartan is sure to be a total game-changer for all aspiring entrepreneurs.

"If you want to walk fast, walk alone. But if you want to walk far, walk together."

RATAN TATA

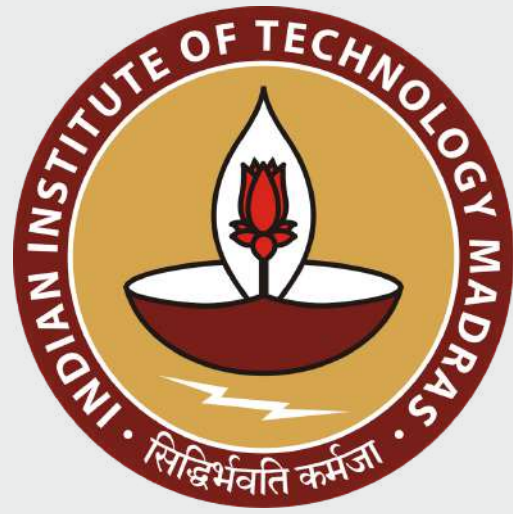
Business Facts

Asian People are 51% More Likely to be Business Owners

The Experian report found that Asian people are 51% more likely to be business owners than the rest of the US population. With the Hispanic community being 25% less likely to be small business owners.

**“The Best Way
To Get Started
Is To Quit
Talking And
Begin Doing.”**

WALT DISNEY



IITM WORKSHOP

Indian Institute Of Technology Madras joined their hands with RBS and conducted a workshop on the topic **“Universal Being-Values: An Intervention Inquiry”**. The 21 days long workshop included 7 fruitful sessions; each session covered a cluster of **Purnata** (Wholeness - Perfection - Completion), **Swadharma** (Uniqueness - Aliveness - Richness - Self-sufficiency), **Rtam** (Truth - Goodness - Beauty - Justice), and **Swabhava** (Simplicity - Effortlessness - Playfulness). Each intended to impart the students about the importance of better mental being and quality education.

It is one of the workshops that gained great popularity among the students through active student engagement and participation. One of the best take away a student can have access to during the current scenario since the pandemic life has put the students in isolation, IITM’s workshop has helped the students to have a self-realization about their strengths, tips, and hacks to tackle their weaknesses through developing students mental and personal growth.

Business Facts

88% of Millionaires in the US are Self-Made Entrepreneurs

According to Fidelity Investments research, a 2017 study found that 88% of millionaires are self-made, with the remaining 12% having inherited significant money. Interestingly, the majority of millionaires also went to college!

The journey of college life with my lovely friends and faculty was very short. But given by them a lot of beautiful memories always remained in my heart. I miss those days when we met every day and talk everything about our daily routine, problems, food, future, etc. It was the Golden days the days I spent in RBS. Friendly faculty, those crazy friends, Food court (The main thing I miss more), classroom fun...interesting classes...Afternoon sleep, other games & activities conducted in our college...I miss every single thing...

**Sayoojya
S2 Royale**

I still remember my first day in college. Everyone was in a hurry to talk to each other because all we have done till that date was online activities and meetings. Everyone was pretty much excited to see those "WhatsApp display pictures" in real. Those excitement lasted till the day of closing the college due to covid-19 pandemic and all that joy is now lost. It's sad that we have to take the seminars in online mode again and will really miss the vibe from the class. But all we can do is keep our fingers crossed and hope for the best. The better days are yet to come.

**Devika PS
S2 Royale**

Dear MBAkars,

As you walk through the doors of RBS first day remember one thing for the next two years; take it all in.

Who knew corona will be also there with us in these two years to be get graduated. But instead of being into the toughest zone we never failed to be like professionals. Being an MBAkars you know what made us special? Starting with Good morning teacher (singing) like a 7-year-old kid and ending up with miss please let's stop it's too much for the day. Staring at each other faces and asking about HOW MUCH TIME IS REMAINING TO 12:30.MBAKARS you all are the best hostel mates and yes I cried to mother and I use to tell her that I really wanna go back to my homies..MBAkars really miss you lets make sure we do still remain the same.

**Akansha Ashok
T6 Noble**

Who else can forget the buzzing around the corridors of RBS? It all started with the curiosity of watching the honeycombs. We explored the campus with that 'corporate attitude.

The memories which we knitted from the Onam and Christmas celebrations, the memories which we built from attending management festivals, the celebration of Le-emperoz, The belongingness which was realized within the four walls of the hostel which in turn created a family. The memories we shared just with a single packet of lays; these are definitely going to be immortal like the fame of our RBS. Still, can't imagine how much we are going to miss the vibes we had on campus.;the vibe which made us laugh together watching the trolls which were played on the day of Le-emperoz, the vibe which made us dance in the rhythm of Groove.

**Reshma Maria Koshy
T6 Noble**

Thoughts of Rbsites

Hey, I miss those days when we all were FRIENDS.

And my besties, sometimes those memories we made together may just sneak out of my eyes and roll down through my cheeks.

I don't know which is worse, missing my college or the fact that there's nothing I can do about it.

Yeah, I miss that place once I hated it the most!

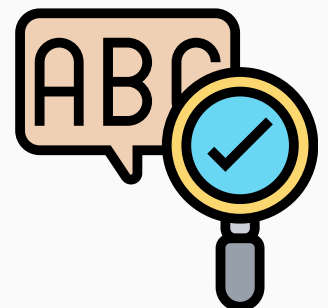
Ashin K R
T6 Glory



HR Jargons

DELAYERING

The process of reducing the number of different levels of Staff between the highest and lowest levels in a company or organization in order to boost operational efficiency, decrease the wage bill and remove the red tape.



"Desire is the starting point of all achievement, not a hope, not a wish, but a keen pulsating desire which transcends everything"

RBS is fortunate to have some trailblazers who are truly an inspiration for the RBS family congratulate the zestful souls of RBS for their Well-deserved success.

Mr.Vyshnav AS and **Ms. Akansha Ashok** have got placed as Assistant Stores Manager at **Aditya Birla Fashion and Retail Limited (ABFRL)** with a CTC of 4 Lakhs.



Mr.Vyshnav AS



Ms. Akansha Ashok

Ms.Lekshmi S Binu, **Mr. Vyshakh Mohan**, **Ms. Pooja R**, and **Mr. Vibin chand** have got placed as Executive Sales and Marketing (Trainee) at **Codeyoung** with an annual CTC of 7 Lakhs.



Ms.Lekshmi S Binu



Mr. Vyshakh Mohan

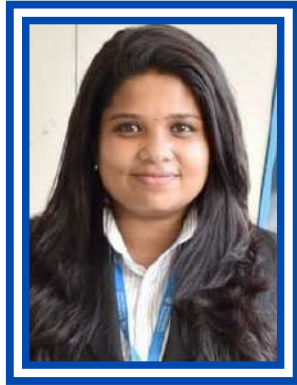


Ms. Pooja R



Mr. Vibin chand

Ms. Athira Vinod and **Ms. Swpana D Rajan** have got placed as a Business Development Associate at **Speedlabs** with an annual CTC of 4.5 Lakhs.



Ms. Athira Vinod



Ms. Swpana D Rajan





Anagha Pramod
S2 Royale



Arya Dethan
S2 Royale



Bhagya U S
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