



EXORDIA

THE CAMPUS MAGAZINE OF RAJADHANI BUSINESS SCHOOL



Dr. Biju Ramesh, Chairman

With immense pride I would like to pen a few words as prelude to "EXORDIA"-the student magazine of Rajadhani Business School ,yet another sequel of creativity, hardwork, unity and enthusiasm of RBSites. The college magazine is a forum for showcasing creativity and talents of RBSites as well as recording the happenings in the college.

Here at RBS, we thrive at establishing benchmarks in academic excellence and holistic grooming to help our students to meet the career challenges in the present world. Our institution instills the vision that enables the students to become self motivated agents for social transformation. RBS inculcates development in all facets of life. Our team of dedicated and qualified faculty members strives to widen the scholars horizon of learning, thereby helping every student to reach the pinnacle of success with high grades.

EXORDIA will be a platform for exhibiting the aspiration, thoughts and vision of students. Also i believe this magazine will be an archives of moments RBSites have passed through to achieve "excellence and perfection"

Happy reading!

Dr. Biju Ramesh
Chairman
Rajadhani Group of Institutions

EDITORIAL MESSAGE

With gratification, we put forth the third piece of the synergized edition of Exordia, the student magazine of Rajadhani Business School.

The euphoric sense of glory received with the issue of each edition is immense. Exordia is an open platform for the students that help them enhance their knowledge, dialogue, critique and the unique strength of teamwork.

This edition will discuss about the topic of contemporary concern including, the recovery of Air India Airlines by its founder- the TATA Group, meet the entrepreneur column and other events and activities that took place in the campus in the past one month.

The cynosure aspect of this edition is the full fledged scrutiny of the 2022-23 Union budget. We are also introducing a few more columns from this edition; HR Puzzles and Case Study. Both being constructed with the purpose of indulging students in learning the latest terms and expressions in relation to the field of HR and others respectively through a brain teaser session.

"A flower makes no garland." It's the outcome of the constant efforts that are put together onto the final proposition. Laurels to all the authors for their eminent contributions.

Comments and suggestions are always welcome.

Happy Reading.

UNION BUDGET 2022-23

A SNEAK PEEK TO NEW BUDGET PROPOSAL



With the third wave of coronavirus pandemic the Union budget 2022-23 was made more crucial with citizens hoping more of liquidity and growth in the employment opportunities and Income. According to the Finance Minister "This year's budget focuses on creating a blueprint of next 25 years. This means we were talking about India at 75 till now from now on we will start talking about India at 100. This would be Amrit Kaal for India". In this Union Budget 2022-23, Finance Minister prioritized growth above fiscal reduction, spending on infrastructure development and increasing the investment. A biggest thrust is given to infrastructure development. Under PM Gathshakti project, national highways will be expanded to 25000 km which will be increased to Rs.20000cr outlay to keep for this by the government. Rivers will be interlinked for inter-state waterways which can be a good project. In many countries, inland waterways are very good means for people to commute. The government has cut the MANREGA budget by 25% as compared to last year amid high rural unemployment. Additionally, the government has cut the budget for food subsidies by 27% from Rs.2990 trillion it has been reduced to Rs 2,070 trillion. It is the same with fertilizer and petroleum subsidies. Spending on education has been increased. Thus, this year Rs.1,040 trillion would be spent as compared to last year's Ra.930 trillion. The National Tele-Medicine program will be launched with more than 23 health centers of excellence would be set up, many people suffered due to bad mental health during the pandemic and if the government is recognizing it then it's good. Defense budget have been increased by almost 10% from Rs.4,780 trillion to Rs.5,250 trillion. The sports budget saw a sig-

nificant increase too an increase of Rs. 3 trillion. This year, the budget allocated to it is Rs.30 trillion. Then about digital infra, be it banking, payment, fintech, innovation related be it a matter of increasing digital infrastructure in the rural areas a lot of thrust is to be given to all these not only in this year, but in the upcoming years as well. The auction of the 5G spectrum is also to be held this year. Then, e-passports will be introduced i.e Electronic chip by which we can apply for the passports sitting at home and we will get the e-passports. 5 Centers of Excellence for the planning of urban cities will be made. The existing educational institutions will be made as the Centers of Excellence. Capital expenditure has been increased and a target of Rs. 7.5 lakh crores which is jump of 35%. The budget expenditure in 2022-23 is kept Rs.39.45 lakh crores and against this the estimate for the revenue receipts is kept Rs.22.84 lakh crores. The government has decided to tax crypto. The crypto transaction would be charged 30% as tax. This 30% tax is only on profits. Infact not only on crypto, on any virtual, digital assets. NFTs are also being included in it. In short this Union budget 2022-23 appears to be the precise of measures taken by the government to combat Covid-19 induced slump and not a populist stimulus budget that usually one expects before the election cycle. Budget 2022 tends to be prudent and promising the sustained economic growth. However, the success story of India's growth will be conditioned on how well the budget is executed and how each rupee of the Indian treasury are spent effectively and efficiently and accounted for. each rupee of the Indian treasury are spent effectively and efficiently and accounted for.

Aparna Nair
(S3 RBSite, 2020-22)

APPLE IPAD DISTRIBUTION - CEREMONY



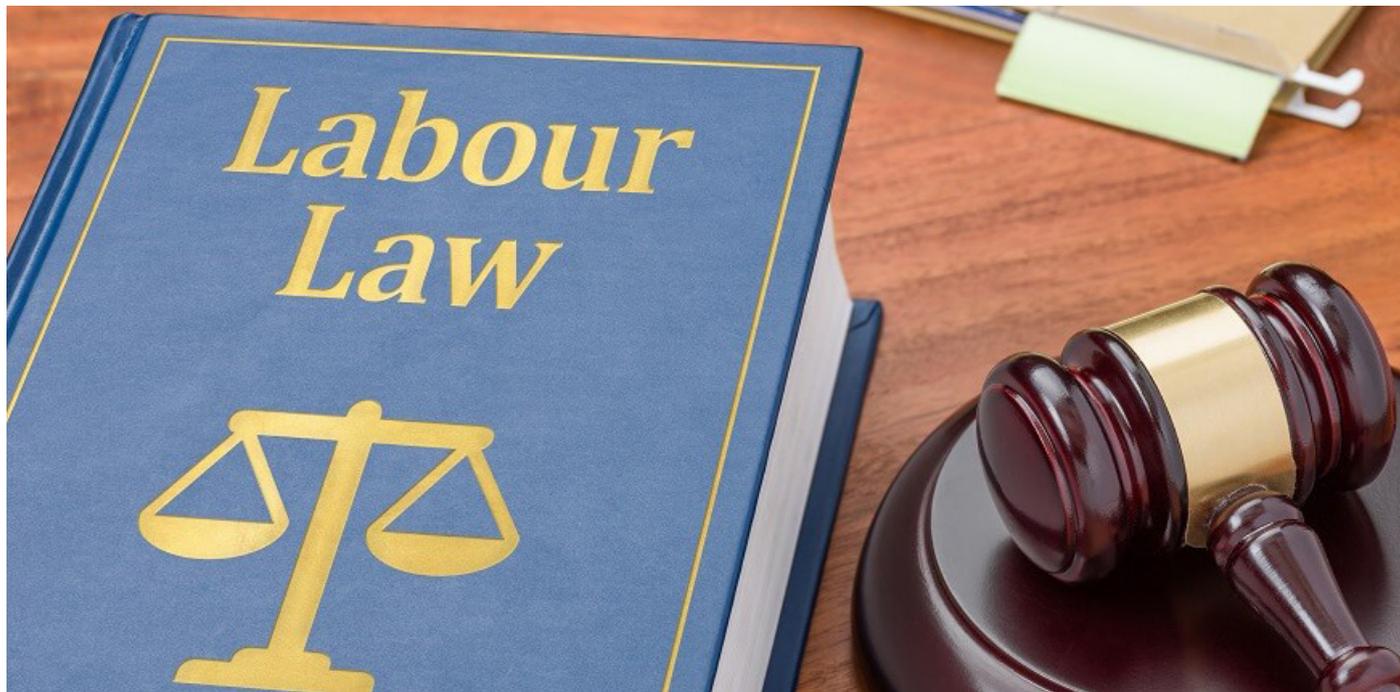
Dr. S Suresh Babu, Principal, RIET distributing i-pad

As the present era depends more on technology students need to improve their Digital Literacy. As a trend setter in management education RBS is providing free iPads to its students aiming to improve their digital literacy skills. It definitely helps the students in brushing up their technical skills. It also ensures that students get engaged with the trends of modern world and learning beyond the texts. The Apple iPads were distributed to the students on 19 January 2022 as a part of the renewal of traditional education system and it was a memorable event in the campus. The free Apple iPads which offer mobile learning facilities to students were distributed by Dr. Suresh Babu, Principal, RIET, Dr. Rajesh S Pyngavil, Head of the Department, RBS and faculty members of Rajadhani Business School and Dr. Jubi R, Professor proposed the vote of thanks. The training was conducted in association with the IQAC cell of RIET. RBSite Jiji S S and RBSite Sachin S shared their thoughts about learning using iPads and the teaching-learning process at RBS. After the iPad distribution an effective training session was provided to the students. The trainer Ajeesh Mohandas explained the various functions and properties of iPad to the students.



Dr. Rajesh S Pyngavil, HOD, RBS distributing i-pad

LABOUR LAWS REFORMS: THE NEED OF THE HOUR



The empowerment of workers is necessary for an empowered, prosperous and Aatmanirbhar India. Even after 73 years of Independence, approximately 90% of workers work in the unorganized sector. And also do not have access to all the social securities. The total number of workers, comprising of organized and unorganized sectors, is more than 50 crores. It is for the first time that any Government has cared for the workers in both organized and unorganized sectors and their families.

Many provisions of Labour Laws trace their origin to the time of the British regime. However, with changing times, many of them either became ineffective or did not have any contemporary relevance. Rather than protecting the interests of workers, these provisions became difficulties for them.

Labour falls under the Concurrent List of the Constitution. Therefore, both central government and state governments can make laws regulating labour. The central government has stated that there are over 100 state and 40 central laws regulating various aspects of labour such as resolution of industrial disputes, working conditions, social security and wages.

Labour Reforms undertaken since 2014

- For transparency and accountability, the usage of IT-enabled system for in-

spection has been made mandatory.

- The ceiling limit of gratuity has been increased from Rs 10 Lakhs to Rs 20 Lakhs.

- Payment of Wages Act enabled payment of wages to employees by cheque or crediting it to their bank account.

- Increased the paid maternity leave from 12 weeks to 26 weeks.

There are more than 50 crore workers in the organized and unorganized sector of the country. A majority of these workers i.e. around 90 percent, are in the unorganized sector. Through these four Labour Codes, it has been ensured that all these workers will get the benefit of Labour Laws. Now all workers of the organized and unorganized sector will get the minimum wages and a large section of workers in unorganized sector would also get social security.

The Second National Commission on Labour (2002) (NCL) found that existing labour legislations to be complex, with archaic provisions and inconsistent definitions. To improve ease of compliance and ensure uniformity in labour laws, the NCL recommended the consolidation of central labour laws into broader groups such as (i) industrial relations, (ii) wages, (iii) social security, (iv) safety, and (v) welfare and working conditions.

- Wage Code Bill, 2020

- Industrial Relations Bill, 2020
- Social Security Bill, 2020
- Occupational Safety, Health and Working Conditions Bill

Extensive discussions were held before initiation of Labour Reforms by Ministry of Labour and Employment. Initially, as a part of Government's pre-legislative consultative policy, the Ministry uploaded all the draft Labour Codes on its website for stakeholders and public consultation. During 2015 to 2019, the Ministry organized 9 tripartite discussions in which all the Central Trade Unions, Employers' Associations and representatives of State Governments were invited to give their opinions/suggestions on Labour reforms.

For ensuring workers' right to minimum wages, the Central Government has amalgamated 4 laws in the Wage Code, 9 laws in the Social Security Code, 13 laws in the Occupational Safety, Health and Working Conditions Code, 2020 and 3 laws in the Industrial Relations Code.

Wage Code - Major Provisions

- Review of minimum wages in every 5 years.
- Guarantee of timely payment of wages to all workers.
- Equal remuneration to male and female workers.
- To remove regional disparity in minimum wages the provision of floor



wage has been introduced.

- The determination of minimum wages has been made easy. It will be based on criteria such as skill level and geographical area.

Industrial Relations Code – Major Provisions

- Faster justice to the workers through the Tribunals.
- Workers disputes to be resolved within a year in the Tribunals.
- In industrial establishments, a Trade Union having 51 per cent votes shall be recognised as the sole negotiating union which can make agreements with employers.
- At the time of retrenchment a worker would be provided 15 days’ wages for re-skilling. The wages would be cred-

ited directly into the bank account of the worker so as to enable him to learn new skills.

- Industrial Tribunals to have 2 members to facilitate faster disposal of cases.

Social Security Code – Major Provisions

- Even if a single worker is engaged in hazardous work, he would be given ESIC benefit.
- Opportunity to join ESIC for platform and gig workers engaged in new technology.
- Creation of social security fund for providing comprehensive social security to the unorganized sector.
- Employees engaged on fixed term to get same social security benefit as

permanent employees.

- A Universal Account Number (UAN) for ESIC, EPFO and Unorganised Sector workers

Occupational Safety and Working Condition Code – Major Provisions

- To employ women in all establishments. They can work after 7 PM also.
- Issuance of appointment letter is mandatory
- Free health checks ups once in a year by the employer for the workers more than a certain age.
- Journey allowance to be introduced.
- No temporary accommodation is to be provided near to be workplace

Name of the Code	Amalgamated Laws
Wages Code	1. Payment of Wages Act, 1936 2. The Minimum Wages Act, 1948 3. The Payment of Bonus Act, 1965 4. The Equal Remuneration Act, 1976
IR Code	1. The Trade Unions Act , 1926 2. The Industrial Employment (Standing Orders) Act, 1946 3. The Industrial Disputes Act, 1947

Name of the Code	Amalgamated Laws
Social Security Code	<ol style="list-style-type: none"> 1. The Employees Compensation Act, 1923 2. The Employee State Insurance Act, 1948 3. The Employees Provident Fund (Miscellaneous) Provisions Act, 1952 4. The Maternity Benefit Act, 1961 5. The Payment of Gratuity Act, 1972
Occupational Safety & Health Code	<ol style="list-style-type: none"> 1. The Factories Act, 1948 2. The Mines Act, 1952 3. The Plantations Labour Act, 1951 4. The Contract Labour (Regulation & Abolition) Act, 1970 5. The Beedi and Cigar Workers (Conditions of Employment) Act, 1966 6. The Dock Workers (Safety, Health and Welfare) Act, 1986

Firas Ajumal Khan, Saranya Muraleedaran, Devika P S & Dhanya V Nair
(S3 RBSites, 2020-22)

(Under the guidance of Dr. Rajesh S Pyngavil, HOD, RBS)

AIMS INAUGURATION CEREMONY



AIMS - Association of Intellectual Management Students is a networking body dedicated for helping students reach their full potential and ability. It focuses on identifying each student's hidden abilities and skills. The main goals are to run numerous programs under several clubs, as well as to host RBS most prominent management fest, LE- Emporez. Dr. Krishna Kumar T I, founder and CEO of Travelspac and One Tikk Consultants, held the inaugural of AIMS on 11 February 2022. Dr. Suresh Babu, Principal RIET, delivered the presidential address. The AIMS core committee members were introduced at the event.

speaker and has been nominated as an expert member of Board of Studies for Business Management, which develops management curriculum. From 2011 onwards he was chosen twice as Vice President- Professional Development in the PMI Kerala Chapter. The session was extremely useful and enlightening for every students.



The inaugural ceremony was followed by an interactive session called Meet the Executive Programme in which the students got insights regarding the corporate world. The resource person Dr. Krishna Kumar T I is a motivational



ALUMNI TALKS



Athira Vinod (left side) & Sheharban Sulaiman (Right side)

RBS have the tradition to stay connected with their present and past brand ambassadors. As a part of this tradition, with great pleasure we are presenting the alumni talk. Here we have Ms. Athira Vinod and Ms. Sheharban Sulaiman both working as Talent Acquisition Specialist in UST Global, Trivandrum. Let's look through their exchange of thoughts concerning RBS.

Sheharban: How have RBS helped in your career?

Athira: For sure RBS have a very good part in molding the professional aspects to the point where I have come upto. I still remember my initial days at RBS being shy and sceptical. But when I look at myself, the 2 years in RBS actually inculcated the qualities of professionalism and helped me to relish my potential.

Sheharban: How do you think RBS have helped you to boost your self-confidence and enabled you to face the mass?

Athira: RBS have a number of platforms purely for this purpose. And they are meant to help students who are in need to boost their confidence and for those who need to polish their soft skills. Group discussions, debates, seminars and even paper presentations are some of them. And one thing that must be pointed here is the support we re-

ceived from the faculty members.

Athira: How has the placement cell of RBS helped you to crack the MNC interview?

Sheharban: Many mock interviews were conducted during the year, and these drives were focused in developing the body language, attitude, gesture and many other minute factors that are left unnoticed, which helped me to prepare and to face an interview panel.

Sheharban: How the academics of RBS helped you?

Athira: RBS give equivalence to both practical and theoretical knowledge. The add on certification courses gives a student the opportunity to stand out in the job market and apart from that the extra curricular activities like that of the management fests, helps us to explore the trends in the various fields, imparts enthusiasm and ensures a in deep development of leadership qualities that helps the students to excel in their professional and personal lives.

Athira: Are you planning to involve RBS in your job?

Sheharban: Of course RBS has the pleasure in growing the students potentials as we have experienced it. So it will be a privilege to bring in more talents from RBS to UST.

Thanks and commendation to both our alumni for sharing their valuable thoughts regarding RBS. Keep us informed of your accomplishments and milestones, it can inspire the

**Athira Vinod &
Sheharban Sulaiman
(RBSites, 2019-21)**

INTERNSHIP DIARY



An internship definitely is a piece of work that shows a future employer that one have worked in a professional environment and got a practical exposure in an organization. I've done my internship at KIMSHEALTH, Trivandrum. It has been the most rewarding and motivational experiences I have had. KIMSHEALTH started in the year 2002 with its flagship quaternary care hospital at Trivandrum and got expanded as KIMS GLOBAL with medical centres in different parts of the state and in Middle East as well. It is the first hospital in India to get an International (Australian Council for Health Standards International-ACHSI) and National accreditation (NABH - National Accreditation Board for Hospitals and Healthcare Providers) way back in 2006. The chairman Dr. MI Sahadulla is a well-known and renowned personality in India who is known for several charitable programs in the Trivandrum city through KIMS Charitable Trust. The first day of joining was memorable as it was like an ice breaking session, got introduced to all the members in the team including the senior manager. Everyone there was quiet friendly and supportive. On the second day of the joining, I was assigned to assist the nurses joining KIMSHEALTH followed by the orientation program along with a delicious lunch with the team. Also got a chance to attend two job fairs in which KIMSHEALTH was able to recruit some of its best prospective

employees. I was assigned to create a recruitment database for reviewing the CVs of candidates and the whole process and to schedule interviews based on the manpower requirements. Creating Credentialing and Privileging documents for doctors made me to understand how a doctor is being promoted to the higher level after attending training programmes which improve their knowledge and skill to handle the medical procedures. The task which was completely new for me was handling their HRMS. I was able to understand how a profile of an employee is being created in HRMS right after on boarding. All the details of each and every employees are kept safely under this software till their resignation. The resignation procedure ends with uploading the Full and Final settlement document which I was assigned to do. The next interesting task at KIMSHEALTH was coordinating and assisting a training session for nurses by trainer Mr. Nidhin Krishna. It was a great opportunity to meet and had a conversation with such a well-known trainer. The training session was like an energy booster for the employees. We were given the information regarding Employee Satisfaction Survey and it enabled us to understand how a survey analysis report is being created and how it is going to impact further working of organization. Since our internship was on the month of December a Christmas celebration was arranged within the department in which each and every-one have got gifts from their Christ-

mas friend. The event was filled with fun games which is a part of Employee engagement program. The support from the side of our industry guide Mr. Haris K Musthafa from the beginning till the end was commendable. He was very friendly and supportive throughout the journey. On the last day we had a great discussion with the General Manager in which we discussed about the challenges faced by health care industry nowadays. It gave few insights regarding the challenges amidst the pandemic situation. One main thing I have to share from my experience is that skills such as communication, learning to deal with diversity, and dealing with deadlines are different when working for someone else, not like in college. I expanded my knowledge in the field of Human Resources greatly. By working in the Human Resource Department I got exposure to reviewing job applicants and by doing so has expanded my knowledge of how I should present myself to an employer an realized what the employer is seeking from the candidate. I'm extremely thankful to Nayana Ma'am who was my internship guide for timely doubt clearing and giving support throughout the internship. Each day I was able to learn and experience new things. The entire experience left me walk away with a clear picture of how decisions are taken in an organizational

Devika P.S
(S3 RBSite, 2020-22)

CASE STUDY

The Rewamp Ecosocial Pvt Ltd



The Rewamp Ecosocial Pvt Ltd is a plastic upcycling company which is well known for its employee welfare activities in the industry. The Company came into existence from the year of 2016. Started off with 500 workers, 80 administrative staff and 50 management level employees. The prime activity of Rewamp is to collect plastic from the public and upcycled to different products with distinctive and vivid uses. The recruitment process were handled by the Top Management, and this hiring action can take place internally and externally. The management

also ensured a basic salary and bonus with respect to their performances. A week ago production head of the company took voluntary retirement. The company filled the new vacancy using referral of top management employee Mr. Kapur, ignoring his internal potential talents. A senior employee Mr. Sonal, found out failure in one of machinery, which has constituted in production variations which went unnoticed by Mr. Kapur.

Though Mr. Sonal had requested the production team head several times for the renovation and repair of the machinery at the earliest, the young

production head do accept the requests but didn't perform any check ups and follow ups over the problem pointed out. Seeing the plight Mr. Sonal registered a complained directly to top management which lead to a fight in between them. Mr. Kapur doesn't show respect to Mr. Sonal regardless of his experience or seniority.

**Dhanya V Nair &
Saranya Muraleedaran
(S3 RBSites, 2020-22)**

Questions

1. What are your suggestions for maintaining transparency in organisation?
2. Which psychological state (id, ego, super ego) does Mr. Kapur exhibit while fighting with Mr. Sonal ?
3. A production head is a leader too. Does Mr. Kapur fulfills all the requirements of a leader? Explain.

Please send your answers to frsasjmal@gmail.com to recieve a free E-book bundle

WORKSHOP ON PROFESSIONAL SKILLS IN MANAGEMENT



RBS is always eager to support, guide and help students to make decisions on competency building and opting career. For the purpose of providing top notch talents to the organizations career oriented training programmes are quintessential. It helps the students to move in the right direction of their aspirations and interests. Training programmes are meant to enhance the confidence especially for the newbies. A training organized by Society for Training and Development in Lakshadweep had been conducted at Rajadhani Business School under the guidance of Mr. Mohammed Ilangothi on 6th and 7th of January 2022.

PUZZLE TIME

Let's have some fun in solving the word puzzle given below which consists of HR related words and abbreviations. You can use the hints provided to find out the words in the puzzle.

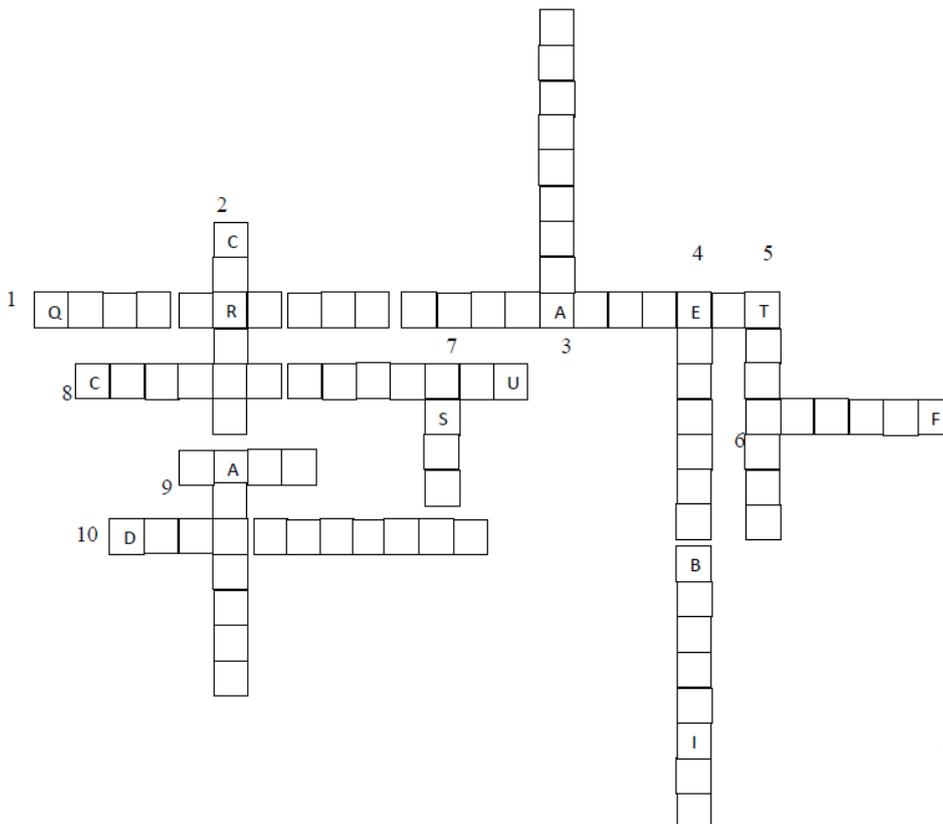
Instructions:

- There are HR abbreviations and HR related terms in it.
- The row/column may contain more than one word in it.
- It has Upward, downward and rightward directions.
- Clues are provided below.

HINTS

1. A workplace situation wherein a manager promises an employee, something in exchange for a sexual favour.
2. An activity that can help individuals discover their anchors
3. Through this a company can reduce its worldwide employment rate.
4. This term describes an employer's reputation as a place to work, and their employee value proposition.
5. It is a reference to gross figures reported by a company, such as sales or revenue.
6. A temporary or permanent discharge of a worker.
7. A form of qualified retirement plan (Abbreviation).
8. The moments in your career when you feel like you have reached a point where you are unable to progress any-more.
9. A commonly used methodology by companies to compare the performance of its employees (Abbreviation).
10. A tool in creating a positive working environment with 4 basic styles.

SCAN QR CODE FOR ANSWERS



Sayoojya S & Bhagya Pradeep
(S3 RBSites, 2020-22)

HE IS BACK TO TATA



Decades after, Air India came back to the hands of Tata Group. Think of what happens to a curved piece of wood which is thrown, eventually it will return back just like a boomerang. Now, the Air India, Air India Express, and Air India SATS Pvt LTD were handed over to Talace PVT LTD, a subsidiary of Tata Group. Ratan Tata had tweeted an old photograph of the company's former chairman JRD Tata getting down from an Air India aircraft, stating, "Welcome Back, Air India". They made a bid of 18000 crores to buy Air India. "We are excited to have Air India back in the Tata group and are committed to making this a world-class airline. I warmly welcome all the employees of Air India to our Group and look forward to working together," N. Chandrasekaran (Chairman Tata Group) messaged. The strategic disinvestment transaction of Air India successfully concluded on January 27, 2022.

In 1932, JRD Tata launched Tata Airlines. That time Tata airlines got a contract for carrying mail from Karachi to Bombay then Madras with two single engines de Havilland Puss Moths. In its first year of operation, the airline carried 155 passengers and mails. Tata Airlines helped Indian Army during the second world war with troop movement, rescue operations, etc. In 1953, the Government of India nationalized the airlines. Later from 2017, the government of India decided to start the process for privatization of Air India. "The Tata group welcomes Air India's new

customers and is excited to work together to make Air India the airline of choice in terms of passenger comfort and service," the voice recorded message by Ratan Tata which played in flight after taking over of Air India.

This acquisition opens various business opportunities for other TATA subsidiaries, for justification we have to discuss below:

Software Company Tata Consultancy Services is soon to be launched TataNeu Super App to sell their products to the Airline, they can also be the technical back-end support of AI. The TATA group also identified opportunities to collaborate with the Taj Group of hotels which is able to cross-sell products with AI customers and staff. Their financial service group, Tata Capital also see several opportunities through AI services. Tata has Taj properties that can be used by their crew and valuable customers as a package. Therefore, Tata group have an immense business opportunity after the takeover of AI.

An institution could grow well only if it takes care like our own child or else it will lose itself. That's what happened for AI, those who aren't interested and inexperienced ones in the aviation industry are brought to the forefront and they killed the golden goose. Wishfully AI is back home now and will return its pride and elegance in full swing.

K Hari
(S3 RBSite, 2020-22)



Mr. Binu Kurien interacting with RBSites

Training of students and equipping them with life skills is an important responsibility of RBS. Life Skills training programmes focuses on promoting positive behavior towards every situation. Soft skill development fosters an ethical mind-set, improves interpersonal abilities, critical and logical thinking and increase self confidence among the students. A Corporate Readiness workshop was conducted for three days by Barclays Life Skills and GTT Foundation led by Mr. Binu Kurian, certified ICF leadership coach and psychometric analyst. The training was aimed to make the students well equipped to step into the corporate world as it was very insightful and interactive.

All the students found it motivating and refreshing as it offered insights into the 'World of Work'. The workshop was practical and informative as it covered topics like resume making and how to express effectively during interviews. It was filled with bouquet of activities which helps the students to improve their competencies which enables to excel in every aspects. The students had a good understanding of the workshop and was well received by all as the content provided was very relevant and professional. The training sessions succeeded in instilling the confidence among the students by teaching them to appreciate diversity and being practical in their approach towards the current corporate scenario.

MEET THE ENTREPRENEUR



Mr. Pramod P G, Founder of MEADOWZ

Entrepreneurship creates an opportunity for a person to make a contribution towards the society. Making this statement accurate Mr. Pramod P G is running MEADOWZ, located at Vendar, Kottarakara, Kollam district of Kerala which deal in variety of paper carry bags at affordable rates to it's clients. He started MEADOWZ by holding the vision to be a leader in the packaging industry by providing high quality packaging products that exceeds the expectations of customers. Let's go through his inspiring thoughts.

Starting the conversation with Pramod P G, What inspired you to develop your idea?

I was working abroad for almost 14 years. From being an NRI quite a long time I had this desire to settle in my home country and to come up with a start up. For this purpose I started to have a better insights over the business trends in India and that will have a good scope in operations. I was also very particular about the fact that through my business establishment, I should be able to ensure that not even a single factor in my physical environment is being af-

fectured. Along with that, I also considered the point that through my startup, I will be in a position to provide job opportunities to people in and around my locality as well can provide a helping hand to their families and thus improving the living standards of the people at the least ton the people in the local circle of Kollam.

During this life time no human will be able to help everyone they see. I believe the best part a human can do is that to provide job opportunities to the educated and uneducated unemployed youth in and around. As an entrepreneur I will be able to help the job seekers and their families who are dependent on them.

From all these concept I have started to think about various business ideas that I personally can start, by considering my financial quotient. It was quite difficult to think about businesses and ideas that would end up within my budget, and that's when I came along with the idea of starting a paperback company. The point struck me is that to be eco friendly, one small step to a big goal of saving the planet from plastic.

As a start up facility, what where the challenges you faced and how did you tackle it?

As a startup no matter whatever is the concept of your business, one of the biggest challenging and most difficult thing that any entrepreneur will eventually meet is to meet and satisfy his consumer needs as well as wants. It is also necessary to identify the capital requirements for your business concept. When it came to my business idea, I was very particular about my budget that I'm going to invest in this particular concern. I have seen most of my friends and colleagues faces the issue of mental pressure that arises from unstable movements within the business phases.

For sure it is said that no business is going to sustain in a similar manner for quite a long time. A business concern should be ready to face these constraints. People enjoys the privilege they receive from being an entrepreneur. But aren't ready to face the huge lot of risk that arises and the mental pressure to be met. It is all the confidence and futuristic aspect contribution that will be needed in order to maintain a better



balance.

What advice would you give to management students who want to become entrepreneurs?

From my point of view, what I consider is no matter what is your business idea, you should ensure that you have the capital investment ready to meet your business needs. Along with that, you should have a proper study and understanding about your idea, its prospects, its outcome, cause and effect relationship.

Most of the young entrepreneurs think about the trends that up comes in the economy as a basis to start a business. But that's not going to help them. If you go up to start a business according to the trends that prevails in the economy, it is for sure, once the trends comes to an end, you'll have to think about another business. But instead, if you think about something that will be useful to the people during a man's lifetime, that will be one thing which will remain for a longer time. This is what you should consider about on a larger basis.

According to you what is the most interesting thing being an entrepreneur?

The most interesting thing about being an entrepreneur is the happiness or satisfaction you gain from the view of your products are being sold in the market. And when you notice one of your product is being used by a customer over the other products or your product is being asked in the stores or you see one of your customer carrying your company's paper bag is one of the happiest things that an entrepreneur will receive and this is the most interesting factor that I personally think about the satisfaction you own from being an entrepreneur.

Do you hold a belief that there is a winning formula to become a successful entrepreneur? If yes what is yours?

Definitely. I do believe in that. Even before becoming an entrepreneur, I was an employee. And during that time, I knew how important it was to be treated well in your organization, the importance of motivation and appraisal that you receive in your

organization. The transition from an employee to an employer made me realize that having the trust of your labors is one of the most important thing. Gaining their trust is not just one thing, but providing the benefits for the work they do is also equally important. If only so you can keep your employees motivated. Reducing the retention factors and thus helping you to have a very helping you to reduce industrial conflicts. And let me repeat this, meeting the requirements of customers and your labors is very important, which is one thing that can make you successful.

We would like to express our heartfelt thanks to Mr. Pramod P G for sharing his thoughts with us which may turn into a little bit of inspiration to help someone conquer their next challenge.

You can reach out to MEADOWZ by visiting their website at www.meadowz.in

**Sreepriya S,
Saranya Muraleedaran,
& Devika P S
(S3 RBSites, 2020-22)**

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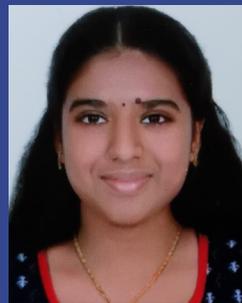
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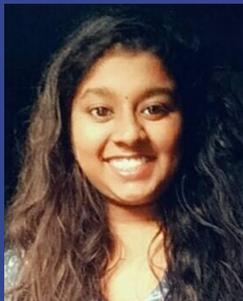
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RAJADHANI BUSINESS SCHOOL MAGAZINE (VOLUME 3)

