



EXORDIA

THE CAMPUS MAGAZINE OF RAJADHANI BUSINESS SCHOOL



Dr. Biju Ramesh, Chairman

It is with immense pleasure and pride that I write this message for the 4th Edition to Exordia, the students' Magazine of Rajadhani Business School. Let me appreciate the hard work and the perseverance of the team behind this.

RBS is a unique blend of proficient faculty members and vibrant students envisioned in "bringing up excellent corporate ambassadors". I assure EXORDIA exhibits talents and skills nurtured in RBS and unveiling the academic, co curricular & extracurricular achievements of our students and faculty members which brought laurels to our institute. Management education has a key role in preparation for facing future challenges in the professional world. The young managers of RBS are also empowered with competence and confidence to raise a hand in upcoming challenges by giving wide exposure in practical arts and imparting quality education with managerial and technical expertise. Rather than becoming a leader, students are uplifted as a human with vision and values. Best wishes for the future.

Happy reading!

Dr. Biju Ramesh
Chairman
Rajadhani Group of Institutions

EDITORIAL MESSAGE

"When learning is purposeful, creativity blossoms. When creativity blossoms, thinking emanates. When thinking emanates, knowledge is fully lit. When knowledge is lit, economy flourishes."

- A.P.J. Abdul Kalam

With great enjoyment and pleasure, we put forward the 4th edition of Exordia; the dynamic piece of creativity, freedom, self-expression and enthusiasm. With every edition, Exordia seeks to fulfill and portray the significance of positive drive and its intensity. In this edition, light will be thrown over the scenario of "Russia and Ukraine war and its effect on Indian economy" and "Budget and Business Lifestyle" through two lucid articles, in addition to these, the training programs undertaken in the campus, with an obvious highlight of the 2022-2023 Kerala Budget Review is also added on. Apart from that, other cultural programs and activities endeavored along with the regular headings is being included. The biggest block of creativity is the mind's inability to allow a thought or insight to have the space to become a possibility. Most of the inspired ideas start from a loony concept. The team Exordians put forward the creativity formula that can help each of us to refrain from stifling the ideas of creativity. Exordia itself is a platform that prepares its contributors to actively participate in whatever is going on around them. This amalgamation of the talented souls along with the blend of unique taste from each one who have contributed to bring in the success is the reason for running of each edition. Appreciation and applause to the contributors for the successful completion of this tedious task of putting together the multitude of phases of ideas and thoughts into a meaningful and delightful visual fest. Comments and suggestions are always welcome.

Happy Reading.

Editorial Team



The Finance Department of RBS, S3 MBA, held a post-budget review session on the 65th Budget Plan for the fiscal year 2022-2023. This event took place in RIET's seminar hall. The event began with a silent prayer. The event was moderated by RBSite Akshaya Krishnan of S3 MBA. She gave the welcome speech. This event was attended by Dr. Rajesh S Pyngavil, Head of the Department, other faculty members from the MBA department, and students from 2020-2022 and 2022-2023 batches. The program's main focus was on the panellists on the dais who presented budget reports on various sectors such as agriculture, information technology, education, the industrial sector, the public sector, tourism, rural development, cooperation, women and child development, and special programme and area development.

Every panellist voiced their thoughts. Finally, the moderator summarised and provided an overview of the discussion. Dr. Rajesh S Pyngavil, HOD, shared his thoughts on the students' Budget Review. He praised the Finance students for their efforts in running the session. Ms. Nayana UK, the event's faculty coordinator, also shared her thoughts and praised the students' efforts. The event concluded with a vote of thanks from RBSite Dhanya V Nair, S3 MBA. The programme was a resounding success. It increased students' understanding of the Budget Plan 2022-23.



On February 24, the world witnessed another military invasion in Europe after the second world war. The reason behind this operation is still debatable. But the situation created tension and pressure in the world. European countries and the U.S activated sanctions on Putin's Russia. But the pressure seems to have a null effect on the decision of Moscow. The 'Guardian' reports that if the Russian imports stopped, amidst the growing tension, European countries would only have gas to last another six weeks. As Russia is a key supplier of natural gas and petroleum products, they provide 45% of natural gas in Europe.

The conflict could initiate another global recession and financial crisis in the coming years. It directly affects third world countries and developing countries. India will be on the list too.

Delhi to Moscow

India and Russia share traditional amity since the age of the USSR and the era of Indian independence. The Russian government supported India in multiple ways to build, develop and strengthen the nation. Russia supported India during the Indo-Pak war and resisted the naval movement of the US against India; they also contributed to the development of the infrastructure and areas of science and technology. As an ally, they contributed to maintain a strong military force and to ensure participation and opportunity in the world scenario. When the Cold War began, India led the non-aligned movement. A similar position has been taken by the Indian government since the Russia-Ukraine crisis.

India in Quagmire

The military operations of Russia in Ukraine created an uncomfortable scene in the Eurasian land which has

affected the relationship of India with both the West and Russia. India called for an immediate cessation of the violence and military operation against the Russian government, even Ukraine requested Indian support to cease the war. The European Union and the US launched sanctions on Russia and Russian business people. Russian traders were banned from trading, banking, and transactions worldwide. International companies and business groups stopped transactions with Russia and temporarily closed their business and transactions with Russia and demanded to stop military operations. Social media and virtual platforms have also joined the flow but Putin has not turned back from his decisions. India's direct trade exposure to Russia-Ukraine is just 1% of total export and 2.1% of total imports. Edible oils, project goods, paper products, fertilizers, precious stones, chemicals, crude oil and coal as well as iron and steel are the major products in the trade with India.

As a result of the US's ban on all oil and gas imports from Russia, Brent's crude prices increase to \$130 per barrel last month and leveled up 43% from the beginning of February.

This contradiction created a global economic crisis as Russia is one of the largest exporters of natural gas and crude oil internationally. However, India's trade is only 1% of oil imports from Russia, unfortunately, the global crisis impacted the oil price and started inflation. India imports up to 85% of its crude oil needs and the reflections of oil price surge easily affect the common man and their lives. The price of goods and services will gear up and geopolitical conditions of India may not interfere quickly

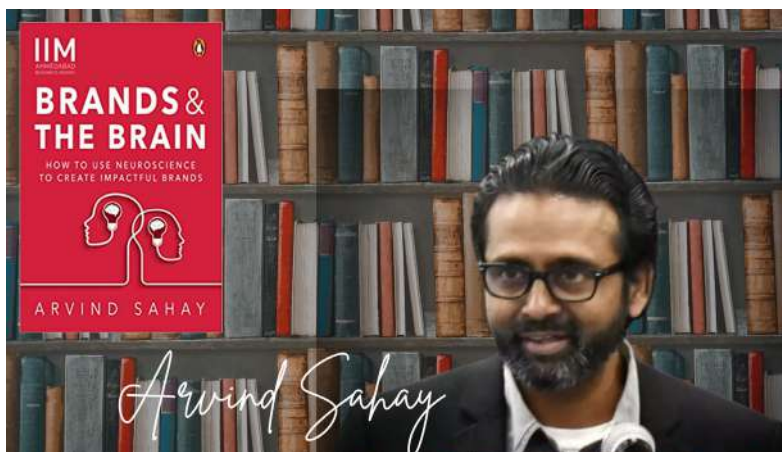
'Every 10% rise in crude oil prices leads to a 0.4% point -rise in consumer inflation' according to Nomura Holdings in a report. Morgan Stanley pointed out that, retail inflation at 6% for the fiscal year 2023, was much higher than the RBI's 4.5%. According to the report of Nomura Research, the CAD (Current Account Deficit) is expected to widen to 2.6% of the GDP in 2023, up from 1.7% in 2022. The State Bank of India (SBI) initiated steps to stop banking with the Russian companies in fear of sanctions from the US. At the same time, India accepted the Russian offer to import crude oil amidst the global crisis.

India's position in the United Nations since the Ukraine crisis as abstentions from the vote showed the interests of the nation to protect the connection with Russia in a safe mode. Major shares of Indian military needs come from Russia. It shows the dependency of the Indian defense system on Russia. It is not easy to disconnect trade and diplomacy with Russia in fear of global sanctions as the threat from China and Pak exists. As a rising power in the global economy and politics, India will uphold its diplomatic approach always to protect its interests. The international crisis can easily influence the Indian Economy immediately and

effective intervention in the market and banking and can update the current scenario. Even European countries can't resist Russian movements for a long period as they are enjoying Russian support in many ways.

Unnikannan.S
(S2 RBSite, 2021-23)

BOOK REVIEW OF BRANDS AND THE BRAIN: HOW TO USE NEUROSCIENCE TO CREATE IMPACTFUL BRANDS



Arvind Sahay a professor of Marketing and International Business, had published a captivating book on 30th of March, 2022; which aims in unveiling the relationship between human brain and brand management principles., "Brands and the Brain". Evidently most of the powerful brands that we see around us everyday are surprisingly deeply embedded in our unconscious emotions and memories, "The brain wants to feel good, to avoid pain to feel secure, to get rewards and so on. Each of these brain states corresponds to levels of (and combinations of neurotransmitters like dopamine, serotonin, acetylcholine, oxytocin vasopressin, testosterone, estrogen BDNF, etc in the brain. Optimal levels of these neurotransmitters lead to feel good feel secure etc. senti-

ments and are linked to stimuli in the environment In short these functions of the brain helps a customer to form a positive or negative preferences about the brand, which leads to the final decision making. When making buying decisions customer use heuristic also known as cognitive biases These are short and simplified methods of making decisions and finding solutions Aravind Sahay pinpoints the development and understanding of this unconscious link that have been created by the marketers within the consumers brain for effective decision making. This book is a set example that will ensure to educate the readers about brain operating principles and their impact on how humans perceive brands, which is effectively done by analysing how modern

brands are created by leveraging the brain functioning. Brands are perceptions existing in the minds of consumers, created by their brains processing the stimuli they receive from marketers. This stimulus, if not developed and placed properly, needless to say, it would be a result of big drain for the organisation. This book explains how it all happens and is a big step forward in building winning brands. This book can be taken up as an effective part of the toolkit for all serious marketers and students of marketing. The next frontier for brand building is through neuroscience. Marketers will, one day, evaluate a piece of communication based on the level of dopamine or oxytocin which are generated in the brain. Sahay foresees this opportunity and how branding strategies can

be channeled to a more effective manner in order to reaching the required target customers easily. This book is a foundational stone in that direction. In order to have a lasting space in the customers' mind, this book will give a running start. Compelling insights in neuromarketing that will nudge the reader to sit up and take notice of

what's happening inside the consumer's brain as they choose one brand over other. It eventually guides the marketer to take their brand deeper, from the Top of Mind (TOM) to the subconscious mind. "BRANDS & THE BRAIN" also ensures to focus over and examine the nature of modern brands and explores the power of social media. In a nutshell, the book

explains the indispensable role that the human brain plays in creating, sustaining and rejuvenating brands.

Saranya M S
(S4 RBSite, 2020-22)

ALMA MATTERS PODCAST SERIES



RBS is unique in bringing great ideas to engage its students. With that aim RBS proudly features podcast series Alma Matters: The Transformation aired on Spotify which connect with our proud alumni who have a unique story to tell about their journey from a newbie to a professional and lessons learned along the way. The fondest memories of alumni are shared through this podcast along with valuable insights to the present students regarding career opportunities and development. A

well resourced team of four members of 2020-22 batch under the guidance of Dr. Rajesh S Pyngavil and Dr. Jubi R are there to uphold the podcast series effectively. The team is led by RBSite Firas Ajumal Khan who extends all the technical expertise for the podcast. The content writing for the same is done by RBSite Devika P S. The voice over is done by RBSite Saranya M S and the team is blessed with an amazing show host RBSite Anuraj Ramachandran. Stay tuned to catch all the latest updates from our alumni on

the coming episodes of Alma Matters- The Transformation on Spotify.



Kindly scan the above image from your Spotify application to follow our channel.

MS EXCEL TRAINING

As a part of delivering add on courses to the students RBS offered training for MBA 2020 Batch students in MS Excel. In the present era the companies prefer candidates who are adept with Excel and other Office 365 programs. It is because many companies heavily depend on these programs for everything from company communication and documentation to project management and performance tracking. Excel is extremely important and is used in almost every field of work these days. Knowing Excel before starting a new job can help students become more efficient

and faster at work. Also knowledge in MS Excel assures the future employees to develop the ability to design professional level spreadsheets. The advanced skills in Excel enables one to clean up and analyze information accordingly. An exam was conducted on the end if the training program and certificates were provided to all the students who cleared the exam.



ALUMNI TALKS



College life is a big transition from school life. We go through a lot of changes when we enter college; The choice of such destination is often confusing and challenging. Before I embarked on my MBA, I knew I'd be in a completely different environment than I was used to. I wasn't even sure if I could do it. I kept asking myself: Am I good enough? Is the language barrier too difficult to overcome? But I had a goal: to discover and explore the world and see it from another point of view. I will be honest—at first it wasn't easy. But as I reflect back on how I handled different situations, I can see now that my biggest barriers were those I created myself. As I became more self-aware, and better understood my weakness and opportunities, I struggled with the reali-

zation of just how much effort it was going to take to change for the better, RBS entrusted and kept my studies so meaningful and which I could easily match with my current employment needs. Lectures and business case studies were so unique in RBS which will give a vibrant touch towards your business career.

Ammu.S
(RBSite, 2017-19)
*Grants Specialist -
Clinipace Worldwide*

NATIONAL PHOTOGRAPHY CONTEST ORGANIZED BY DEPARTMENT OF PROMOTION OF INDUSTRY AND INTERNAL TRADE (DPIIT)



RBSite Firas Ajumal Khan (2020-22 batch) had won first prize in the National Photography contest organized by Department of Promotion of Industry and Internal Trade

(DPIIT), Government of India in connection with World IP Day for an amazing capture under the Agri -Pride category. The purpose of World Intellectual Property Day is to recognise crea-

tivity and the contributions of creators and innovators to the development of societies around the world. RBS congratulates his incredible success.

BUDGET AND BUSINESS LIFE



The 2022 Union Budget gives out the trajectory of Indian Business growth for the next 25 years. In the month of February 2022 Finance Minister Nirmala Sitharaman presented the budget which projected to take the economy on an accelerated path of development. The budget encouraged the growth of new startups, automobile, bank, retail shop etc. The primary focus was spending on infrastructure to create jobs and to boost the country's economic activity to speed up India's comeback from the pandemic. It shows how India is getting stronger in every sector day by day. Priority is given to the construction of highway network by 15% and addition of 25,000 km of roads, development of four multi-modal logistics parks in the coming year; focus on electric vehicle (EV) charging infra and a new battery swapping policy. The government wants to promote a digital economy, fintech, technology-enabled development, energy transition, and climate action.

The government allocated 48,000 crore under the PM Awas Yojana with an aim to construct 80 lakh dwellings by 2022-23. Capital spending increased by 35.4% to ₹7.50 lakh crore in 2022-23, up from ₹5.544 lakh crore in the current fiscal year. The budget set a relief for the chemical industry by reducing the import duty for specific chemicals. When it comes to the agricultural sector, said that the

government will promote the use of Kisan Drones to inspect the crops and to spray insecticides and nutrients. In 2022 stock market shown a rise in census by 1.46%. New tariff measures were introduced to encourage the blending of fuel. In addition new highways and better swapping push will increase the growth of the oil marketing companies. Thus it will enhance the business and also provide better employment opportunities.

With a raft of measures aimed at boosting growth amid high and rising prices and prolonged Covid-19 uncertainty, this budget offers more hope and better prospects for the economy to accelerate.

Sandra. R
(S2 RBSite, 2021-23)

NIPM STUDENT CHAPTER INAUGURATION



For an HR professional joining NIPM gives access to member-exclusive content both online and offline from local chapter activities, such as sample policies, legal and compliance resources and updates, HR updates, Personnel Today Magazine, HR Mentoring, and more. Membership in NIPM is a recognition of the high standards of one's professional accomplishments and commitment to the causes and advancement of professionalism in human resource management in which NIPM is dedicated. It provides students with the opportunity to establish valuable contacts with the members to exchange ideas and information. RBS enables its students to join NIPM to foster the networking opportunities. The objective of NIPM is to maintain high standard of integrity and behavior demanded by the profession. The Student chapter of National Institute of Personnel Management (NIPM) at RBS and the activities for the year 2022 were inaugurated on 22nd April 2022 by Mr. Vinod Narayanan, Chairman of NIPM Trivandrum Chapter and Human Resources Director, Clinipace with the presence of Dr. S Suresh Babu, Principal of RIET and Dr. Rajesh S Pyn-gavil, Head of Department RBS. Followed by the inauguration there was an interactive session and an expert talk by Mr. Ajish MJ, Senior Manager at Tata Elxsi, Technopark on the topic Tech Enabled HR. It gave the students insights regarding HR practices in an efficient manner. The student office bearers were also announced in the event.

MEET THE ENTREPRENEUR

An Interview with Mr. Vimal Kolappa, CEO of East Coast Hospitality, USA



In this edition of Exordia our RBSites had an opportunity to have a conversation with Mr. Vimal Kolappa, CEO of East Coast Hospitality, USA. Let's go through his inspiring message to our students to find out what it takes to be a successful entrepreneur. RBSites Sanjay S Kumar and R S Akhila are in conversation with Mr. Vimal Kolappa

Sanjay: We are really proud to say that a person from Kerala, especially from Trivandrum, went to the US, 40 years ago and is now the founder of East Coast Hospitality. How would you describe your transition from a student to a CEO?

Vimal Kolappa : Yes, I went there to work hard and always focus on doing something for the betterment of myself and for the company. I worked there for three corporates. Then I started to do business with a couple of partners. We have been together for the last 35 years. I believe that in every person there is an entrepreneur. There are successes and failures in life. We can learn more from failure than from success. Whatever business that you are doing, do it with passion. Learn from everywhere. Don't close your mind, thinking that you know everything. Students always come up with new entrepreneurial suggestions. In my opinion, it is not difficult to start a business if you have a strong passion for it and the willingness to do it.

Sanjay: Every problem is a gift. Without problems, we wouldn't grow, says Anthony Robbins. As a businessman, sir, you may also have encountered many problems in the beginning stages. How did you overcome those situations in the beginning?

Vimal Kolappa : I don't know how other people think, but I would say every problem that was put in front of me was an opportunity to show that I'm an entrepreneur. So when I started a business, finance was an issue. You've got to find an architect and make sure that he does everything right, and you also need to find the right contractor. Everywhere you fail, you will always find a problem. That is what you, as an entrepreneur, expect. So if you see a problem, keep in mind that there will be a solution somewhere. There is no problem without a solution. Take, for example, the COVID. Didn't we find a solution? Everything has a solution. Therefore, finding that solution is a major part of entrepreneurship.

Akhila: Can you share how important it is to communicate effectively with the rest of the company as CEO to grow your team professionally and how often it should happen?

Vimal Kolappa : See, in business, you have to communicate often. Communication is the key to business, and that is very important. We can study all the theories, but if the person knows all the theories and cannot communicate, it's of no use. So I'll end with a simple sentence, but the next important thing is getting people to work together to do business constructively. Skills are important. People are emotional beings; the entire species is. People come and say, "Look, we have to leave our problems outside the door when we come into a business." It never happens. People can say so till the kingdom comes. In reality, you guys are still young. You don't have children yet.

Let's pick a scenario that works for you. If your mother is sick, really sick,

and you are supposed to be at work, you can't leave your worries at home and act normally at work. So, in order to receive loyalty from people, you should have loyal employees, keep honest, good-minded, and positive-minded people, and always empower your employees. Keep that in your mind. When you want them to work for you, you have to empower them. It means they should feel free to take decisions when problems occur. If for everything they have to ask you, then you better go there and do the job. When you have constructive people working for you, you better be compassionate about their work. It would be considerate of you if you could say, "Hey, your mother is sick." Why don't you go home and take care of her? See, that goes a long way from him saying, "My mother is sick" and you reply, "Oh, I'm sorry, by the way, this presentation has to be done today or you have to be at the board meeting." That is not the way you should act. Most people, when you say to take care of their personal affairs, will say, "Sir, I have an important thing to finish." Let me take care of that, then I will take my leave. Then you can say, "If you want to complete it, then do it and go home early." Be with your mother. So, leadership skills are all about compassion coupled with the right empowerment of employees. Leadership skills mean that even if you provide them with money, that alone will not serve.

Loyalty goes both ways. When you are loyal to your employees, they will be with you.

Akhila: You seem to have a lot of business connections in India as well as in the US. How important is it for a businessman to communicate and build relationships with others, and how

does it benefit in a professional setting?

Vimal Kolappa: As I've mentioned before, cooperation is 100 times better than the competition. If we cooperate with other businesses, we do a lot better with our business as well as it helps other businesses prosper too. This helps in better understanding among businesses, through which mutual growth can be attained. We should follow the principle of honesty with our connections. Connecting with businessmen and people is the most important aspect of being successful in our career. If we know the right people to get our job done, it smooths out the way for our business.

Sanjay: What, in your opinion, are the essential qualities for business success?

The first and foremost quality would be presentation skills, which are how to present things to people and get things done. Secondly, when you meet people, you have to make sure to understand the importance of their doing business with you. You have to sometimes sit in their shoes to think what the advantage of being with them is. Thirdly, relationship building, getting the leadership qualities and attitude, and making sure to maintain a smile on your face. Of course, your knowledge regarding your business is important, but your attitude, smile, networking, and relationship-building skills differentiate you from others, and that's what makes you different.

Sanjay: What were the challenges that you faced during the growth of East Coast Hospitality?

Vimal Kolappa: I can only explain in general terms as there are many challenges that come once you expand your business, like finance, quality staff, good environment, and there should also be a need for or demand for the product, as we are selling hotel rooms. The hotels should be allocated to the best possible locations. The biggest pain in the hotel industry is finding the right people.

Because once you have the right people, the work gets done better. That is, if you have a GM who is an efficient leader, he takes the responsibility of hiring the best crew. To build East

Coast to this level, there were many challenges, but the aim is to overcome them and convert them into opportunities as well as to better hotel environmental situations.

Akhila: As a CEO, what are the strategies that you think are essential to retaining employees in a company?

Vimal Kolappa: First of all, we should think about why the employees are working for us. It is definitely for money, and second, why are we doing business? Again to earn money. Considering the working span of employees for GM is 8,9 years, the key element is to empower them. Once an employee joins the company, the aim is to make them happy. If they are not happy, it becomes difficult for them to work, so it is important to create an environment that pays them market wages along with a bonus that varies from the room attendant to the GM at different levels, which in return gives them the incentive to work hard as they feel they are also getting a part of the fair share of the profits that are generated. So it is important to prepare an incentive programme for the concerned industries so the customer levels are good, which leads to profitability.

Akhila: What are the challenges being faced by the hospitality industry in the pandemic situation? Do you think it will last for a longer period of time?

Vimal Kolappa :There are numerous challenges. People don't travel during the pandemic, and where is hospitality going to be one big challenge? Though there was a drop in business by 50-60%, we survived by cutting costs. What you need to know is when COVID will expire so that people can resume hiring. One of the major challenges was that we couldn't find anyone to work for. People were scared to work in hotels in America. Rooms were sold at a high price; labor is scarce, and inflation was accelerating.

Sanjay: As a CEO, do you have any ideal philosophy for running your business effectively?

Vimal Kolappa: Yes, the philosophy of running a business successfully is that you have to be in love with people because your entire business is people. It is run by the people, for the people,

and by the people. So if you are not a people lover, don't get into that business, as some cannot. For example, some doctors are there. They don't like patients and do research. If we ask, why? "Oh, I can't deal with patients" and it's fine.

The key to success or the key to anything is that if you are running a business or you have an industry, it doesn't matter, without people everything is nothing. People have to build it, they have to package it, they have to sell it, and they have to buy it. So where in this process is anything different? So if we don't like people, then don't get into it. You've got to love people.

Sanjay: What is the most innovative service that you have introduced to the customers and how has it helped to retain them?

Vimal Kolappa: The most innovative service that you can always look at in the market is to look at what is there and how you can offer it back. Then you might have thought I was just saying what it was supposed to be. I am referring to the specific services. We realized that there was hope. We realized people were looking for sanitary conditions. So we began disinfectant mopping and informed them that our floors are disinfectant mopped every day. We made sure that we fought and took the carpet out of the rooms. Back in America, everyone wants a carpet because they live in a cold climate. Here there is no carpet nowadays. There were times when we followed that pattern here, but nowhere that issue doesn't arise. But how many times have they said in the front, that the place is disinfected every day? They marked the floors, so how long will they say that they used disinfectant? Thus, for every business, opportunities come up, problems come up, and we find the opportunities.

Akhila: In the case of young entrepreneurs, they may get nervous about facing challenges as an experienced person. What advice would you give to them to face those challenges and failures?

Vimal Kolappa : When you have those kinds of challenges, the biggest challenge for anybody is overcoming fear. Fear is the biggest inhibitor of creativity. So it is necessary to learn how to

conquer fear. Another fact is that people have to like you, otherwise they won't help you. Building relationships is the key factor in business. The only thing is that you have to love people.

Akhila: It's a very long journey that you have come across, and can you share any of the interesting incidents that happened to you on this journey with us?

Vimal Kolappa: I will share one of the incidents and what I learned. I own two hotels in the military town. So there are a lot of pattayams from Gujarat and they never touch the business. They set up businesses here and there. So I went and researched myself. I saw this town and felt that it would do good, but yet to build a better service. Some mariners would come in bunches on Friday night because they were in the boots. They are like lions who are left free, so they will come and take every room in the hotel. There was this one girl who shouted at people, asking people with a license to move to one side. She was treating people like cattle because the place was busy. I set up a comfort zone where I put up a microwave and a fridge, as these people drink a lot of beer and have a lot of popcorn. They also need to iron their clothes because they are always stiff. So at that time, in mini-hotels, there was an iron board that was small, almost like 1 foot, that was put on the

table. I found out that the real iron, which was big, was not that costly. So this is the challenge they had. So the design board won't fit in the closet. So I measured it to take 5 inches or 4 inches more so that we could put it on the top of the shelf. And that hotel was full every day. I told the customer service employee that they should not treat the people like cattle, but rather like people.

Sanjay: How do you find quality time for yourself when you're building a business in a hurry and as a very busy business person?

Vimal Kolappa: See, it's a mindset. You might find it very strange. I am supposed to tell you the truth as I feel. I never felt that I was working it was always like having fun. If I do something, I would love that. Because at the end of the day, it is people. You have to love people; you have to see and appreciate their positive aspects. You are supposed to complement their positives. You can only do this when you love people. People walk around with good-looking babies. This is what Americans do. They always compliment the baby. It doesn't matter how the baby looks "Beautiful". You learn that and try that. You will get more people. Because people love to be complimented. But it should be genuinely done. It should not be a lie; at the same time, it should be genuine in a

positive way.

Sanjay: There will be many factors that have influenced you to start a business. Is there anyone from your family who influenced you to do so?

Vimal Kolappa: My father was the one who influenced me. He was a businessman. He idolized me, gave me ideas, and always stood with me. You idolize your professors, who are good to you, who helped you, and your parents, who always stood with you. These are good things to idolize and hold in the highest regard.

**Sanjay S Kumar & R.S Akhila
(S2 RBSite, 2021-23)**

DIGITAL MARKETING TRAINING

The whole world has moved towards the digital medium and the business world is not an exception. A five day training program was conducted from 14- 18 February, 2022 to the students of RBS as a part of the add on courses offered by the college. The training program was organized and offered by the ICT Academy of Kerala It holds multifaceted advantages for the future managers. It is an essential skill set which enables the students to stand out from the highly competitive environment.

The training provided deep insights into the marketing techniques and strategies through various social media applications and platforms. The students really enjoyed the learning experience as it enabled them to find

out many aspects of digital marketing and its tools and techniques. The main focus of the program was to make aware of the students regarding strategic marketing techniques through Facebook, Instagram and YouTube, the three main online platforms in which the people and potential customers are likely to spend time. These are considered to be the social informal communication and now turned out to be major part of digital marketing. It provides plethora of opportunities for the students with specialized knowledge particularly in digital marketing in this fast paced business environment. This how RBS equip its students to meet the needs of ever-changing business world.



TALENTIA '22

The cultural fest of any institution is always extra special and memorable for its students and faculties. RBS celebrated TALENTIA '22, a one day management fest on 25th March 2022 with great enthusiasm. The event was held at the main auditorium of the campus. Number of competitions was held for the students from various institutions. RBS succeeded in organizing the fest with ample extent of participants. A flash mob was conducted to attract the crowd from in and outside the campus prior to the fest.

Dr. Prakash Prabhakar, a well-known media person and short film director, inaugurated the fest and Dr. S Suresh Babu, Principal of Rajadhani Institute of Engineering and Technology, presided over the inaugural session with the presence of Dr. Rajesh S Pyngavil, Professor & Head of Department,

RBS and RBSite Harikrishnan, Student Convener. As a token of appreciation, the Chief Guests were presented with memento. The guests gave speeches about the importance of cultural festivals in the curriculum, as well as how they help students to develop team spirit, leadership skills and coordinating abilities. Mr.Noobin Johny, a well-known film and serial artist, opened the valedictory function and price distribution session. He lauded RBS's efforts to foster talent among students by hosting events such as this one. The events started right after the registration of the students. For the various events conducted, around 200 students participated from different Arts & Science Colleges. The events of the day long program included Short film competition, Spot Dance, Treasure Hunt and some other spot events. All these events was exciting and students from various colleges were ea-

ger to participate in the events. Then a cultural program was staged exclusively by the students of RBS. Winners of the events were declared at the end and prizes were distributed for all the events. All the participants received participation certificates as an inducement and inspiration. Every faces was filled and glittering with elatedness. With the National Anthem, Talentia'22 was declared as closed.

The guests were impressed with the extreme hospitality and coordination of each and every students. Fest provided a vast opportunity for students to showcase, learn and exchange their managerial skills. Every student of RBS was wholeheartedly dedicated their time and effort to make the event a grand success. The oneness created by students by organizing the Management Fest and the participation of the students was really appreciable



CASE STUDY - THE DILEMMA

Evania International Ltd.



Evania International Limited, headquartered in Bangalore, is one of the most well-known dairy product firms in the world. They make ghee, nutrition powder, chocolates, ice cream, yogurt, and cheese, among other things. Children's and infant products are among their most popular items, with high demand and sales.

The business has established a strong brand. They'd also arranged a number of medical camps and contributed to charitable trusts. They collaborated with the National Food Safety Association [NFSA] and UNICEF on a project to assure nutritious food for children and women, which resulted in strong demand and social influence from loyal customers. They opened a new unit in Mumbai six months ago in response to increased demand. They lived up to their reputation by delivering

outstanding results.

Mr. Dinesh, a trustworthy, hard-working, and ambitious worker with a proven track record in his previous firm, joined EVANIA Limited Mumbai branch as a warehouse manager two months ago. He was happy with his employment and the pay, he also took part in several company-sponsored social welfare programmes.

On a typical day, when inspecting the goods he had purchased, he discovered compounds such as potassium sorbate and Natamycin, both of which can be dangerous if used in excess of the allowed limits. When he realized the extended expiration date of the products, he became perplexed. He looked into it with a friend who worked in the manufacturing department. And it was discovered that the manufacturing was tainted with adulteration. He

covertly tested some of the items at a private food safety lab and discovered that the concerns were justified.

Mr Dinesh when known about the malfunctioning taking place in the organization moved on to informing the same to his superior officer in charge. Turned out to be that all this unethical activities took place with the knowledge of the superior officers in the organization, as they had a cold response to the highly concerned factor that Dinesh had already shared. As a last resort to the action, he decided to take the case to company CEO, about whom he have heard as a genuine and keen ethical officer, who could be a reasonable person with whom the problem could be shared leading to take up a proper action.

- 1) What do you think his next move should be? Who would he have informed?
- 2) Do you think Dinesh will be in a dilemma about informing the unethical activities taking place in the company to the CEO, due to the improper response he had received from his superior earlier?
- 3) Whether he would safeguard the company's name and keep his job, or would he maintain his ethical side by safeguarding society?

Please send your answers to frasaajmal@gmail.com to receive a free E-book bundle

Vismaya J Mohan, Mamatha Rajan D R, Devika Krishnan L, Pravishna M S, Nabeesa S, Mujeeb Rahman & Athira S (S2 RBSites, 2021-23)

AIMS - DEBATE CLUB PROGRAM



RBSite Saranya M S receiving Memento for being the Best performer from AIMS

A debate session was conducted by the debate club on 16/05/2022 at Rajadhani Business School on behalf of the Association of Intellectual Management Students (AIMS). Two teams were there for the debate session with two topics each as Government Hospitals Vs Private hospitals and the other one whether Advertisements are necessary or not. The program was coordinated by the students themselves. The program started with a silent prayer and then RBSite Jeseena S invited the Secretary of the Debate club RBSite Firas Ajumal Khan to brief about the importance of debate and its rules and regulations to be followed and the time limits. Dr. Juby R was the

moderator for the first debate panel to debate on the topic of Government hospitals Vs Private hospitals. Each panel member expressed their views regarding both positive and negative aspects, after the debating members from each group concluded the session. After that the second debate started by inviting the panel members along with the moderator, Mr. Renju Remesh and the topic was Gender-Specific Advertisement is necessary or not. Each member of the panel expressed their thoughts and opinions with relevant examples and after debating the session was concluded by each member from the two panels with both aspects of the topic. The program was attended by the Head of the Department, all the

faculty members and the students. Dr. Rajesh S Pyngavil, HOD Rajadhani Business School was invited to share the feedback of the debate and gave participation certificates to the participants and awarded the best performer of the debate session. RBSite Saranya MS was selected as the best performer and she was awarded with a cash prize and a memento. The session ended up with the National Anthem.

MARKETING JARGONS

Humaning: It describes an approach to marketing that doesn't approach the customer as a consumer, but rather as a person.

Phygital: refers to the combination of the physical and digital world. It mainly involves customer experience optimization in the digital as well as the physical world through integrated platforms.

Guerilla Marketing: Guerilla Marketing is a term used to describe the brand strategies that go out of the box or surprise the audience with different promotional strategies.

Buyer Persona: collective information of your buyers such as name, gender, locations & preferences.

Drip: a style of campaign or communication strategy that sends pre-written emails, messages, or content to a set of customers over a certain amount of time.

Athira S Kumar
(S2 RBSite, 2021-23)

MBA (2020-22) TOPPERS IN FIRST SEMESTER



PRAVEENA P R
9.74 SGPA



SARANYA M S
9.15 SGPA



DHANYA V NAIR
9.07 SGPA

PLACEMENT DRIVES FROM LAST QUARTER



VAISHNAV S



SREELEKSHMI NAIR



SHIJIN SHAJI



SARANYA B A



JJI S



BHAGYA PRADEEP



ASWIN SHIBU



ARUNIMA R NAIR



AJMAL N R



YADHU L S



ANUSREE A



DEYA KRISHNA



PLACEMENT DRIVES FROM LAST QUARTER



S. MUHAMMED



ABIN WILSON



NEERAJ AJILKUMAR



ARYA S DETHAN



OUR RECRUITERS



EDITORIAL BOARD



DR. RAJESH S PYNGAVIL
Chief Editor



MS. NAYANA S RAJEEV
Faculty Editor



MS. AJITHA A
Faculty Editor



FIRAS AJUMAL KHAN
S4 RBSite
2020-22



SARANYA MURALEEDARAN
S4 RBSite
2020-22



DEVIKA P S
S4 RBSite
2020-22



APARNA NAIR
S4 RBSite
2020-22



DHANYA V NAIR
S4 RBSite
2020-22



SIVAKUMAR.A
S2 RBSite
2021-23



SANJAY S KUMAR
S2 RBSite
2021-23



PRAVISHNA
S2 RBSite
2021-23



ATHIRA S KUMAR
S2 RBSite
2021-23

EDITORIAL BOARD



ROSHNI JOHN

S2 RBSite
2021-23



SREYA SMITHA LAL

S2 RBSite
2021-23



SANDRA .R

S2 RBSite
2021-23



NAJMA SHIJI

S2 RBSite
2021-23



KEVIN IGNATIIOUS

S2 RBSite
2021-23



R S AKHILA

S2 RBSite
2021-23



VISMAYA J MOHAN

S2 RBSite
2021-23



MAMATHA RAJAN D R

S2 RBSite
2021-23

***FOR PRIVATE CIRCULATION ONLY**

**EDITED & DESIGNED BY
FIRAS AJUMAL KHAN
S4 RBSite
2020-2022**



EXORDIA

RAJADHANI BUSINESS SCHOOL MAGAZINE (VOLUME 4)

