

EXORDIA



**THE CAMPUS MAGAZINE OF
RAJADHANI BUSINESS SCHOOL**

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MESSAGE FROM CHAIRMAN



Dr. Biju Ramesh
Chairman

Rajadhani Group of Institutions

Namaste!

It is indeed an honour for me to pen a message for the 6th edition of EXORDIA the campus magazine of Rajadhani Business School. I extend my sincere gratitude to the entire editorial team for the hard work and effort put forth. Exhibiting the potential of students with their literary skills and innovative ideas, this edition is a fascinating expedition through the last quarter of Rajadhani Business School.

Being a premium institution, we aim at establishing benchmarks in academic excellence and holistic grooming of our students to meet the forthcoming challenges in their professional life. RBS strives to be flawless in quality and our policy is to provide innovative technical education to the students and make them interested in and involved in learning skills.

The development of students into integrated personalities is our prime responsibility to the society. We attempt to go beyond the books and shape the youth for an exciting future. RBS has an enviable reputation for quality and excellence in education. Not only we inculcate the best of creative and technical qualifications, but also enlighten them with amiable human qualities. We set out to advance professional education with new perspectives to achieve perfection and perseverance in all challenges and spheres. I extend my sincere wishes for the success of this endeavor and hope to continue grooming our students thereby uphold the dignity of our institution.

Editorial message

The 6th edition of Exordia captures the momentous journey of Rajadhani Business School for the last quarter. This edition marks the exclusive coverage of our most coveted management fest -Le Emperoz 2022. The renowned national level management fest of RBS was a wonderful experience for RBSites as well as the participants. Another special columns included are talk with an industry expert and an interview with an entrepreneur. Technology is the wave of future and when we think the latest technological advancements, a word that pops up is 'metaverse', we have an exclusive article detailing the same. An article on equality and diversity in corporate India is another writeup that magnifies this edition. We have our regular columns capturing the happenings in RBS as well. We have tried our level best to make this edition a memorable and eventful one.

Happy Reading

TALK WITH INDUSTRY EXPERT



Dr. Ajith Prabhu in conversation with RBSite Devika Krishnan & RBSite Ajmal j

Dr. Ajith Prabhu is the Chief Scientist of the Kerala State Council for Science, technology and Environment. Our RBSites got an opportunity to have a discussion with him for Exordia 6th Edition.

Devika: Sir... since artificial Intelligence (AI) and Virtual Reality (VR) are some of the emerging technology that have introduced revolutionary changes in the field of business and management. Does the deployment of AI and VR in Industry 5.0 portend a high unemployment rate in the future?

Dr. Ajith Prabhu: See, what do we mean by unemployment? Actually, there was a big threat, or everybody was challenged, when Industry 4.0 came. It was going to affect, you know, the employment scenario and a lot of other things. But it didn't happen because we're finally heading in the right direction.

But, rather than calling it unemployment, I prefer to call it employment, because if you want to be employable, you must improve your employability. That is, not only by learning or qualifying but also by skilling yourself and enhancing the necessary skills; and, of course, in my talk, I also discussed "what the future of management will be." So, how can you improve your skills? Try to see what you can't see, try to understand what you can't understand, and only then will you be able to manage something you don't know. In the future, you have to manage something that is unknown, so how can you do that? For that, you have to develop yourself and enhance your skills and capabilities, and then there will definitely be employment, and unemployment

TALK WITH INDUSTRY EXPERT

will not be an issue if you are employable. This is because lots of opportunities are going to happen, probably in my talk also, where I was mentoring certain areas and telling you that 3 and a half billion jobs are going to happen and 10 billion jobs are going to happen in certain specialised fields, especially at the intersection of artificial intelligence, human beings, and management. So the unemployability will not be there, but the employability will be generated.

Ajmal: Human beings are the creators of AI, which is more efficient than average human intelligence. Even though they are the smartest, do they possess the emotional intelligence that is essential when interacting with common people?

Dr. Ajith Prabhu: That is in fact a true question; that is what Industry 5.0 is actually emulating and how you can interact with it. Even now, China has made such strides that Japan, to some extent, has followed suit. They are actually giving birth to robots that will look alive, even smile at you, understand you, recognise you, and even emulate certain emotions and other things. So emotional factors are actually impregnated into the robots. Now emotional intelligence is something different, and there is no need for emotional intelligence for robots because that is machine sorting, where that kind of emotion is, if you are asking me. For example, "We always say that for your career, you need to have a high IQ, and after getting your career, if you want to be a professional, you should have a good EQ, which is your

emotional quotient." So these concepts are not in a robot because a robot is not expected to have an emotion; it will not say, "I am tired." Now I can't work, and everything is "where human beings will say or, you know, react to situations or give responses where nobody will do that." So from that angle, emotional intelligence is not required for a robot, but the ability to express emotions is required so that advanced robotics can be developed, which is anticipated for Industry 5.0.

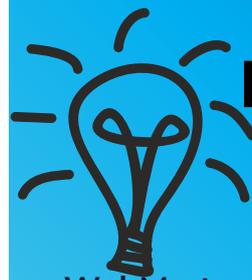
Devika: From your perspective, what will be the changes and upgrades to be witnessed in Industry 6.0?

Dr. Ajith Prabhu: Industry 6.0 is actually an extension of Industry 5.0. Because Industry 5.0 will be much more advanced and there will be certain missing needs, as I discussed in my keynote address, if you are in the business of managing the missing needs, that is what is known as Industry 6.0, and it will not be much different from Industry 5.0. But one thing is certain: the current outlook on the world, markets, products, processors, and the supply chain will all change in some way.

Ajmal: Big data analysis has become very important for businesses. It helps businesses differentiate themselves from others and increase revenue. Some popular companies, such as Walmart, LinkedIn, Facebook, etc., use these business analytics to increase their revenue. Why are businesses using big data for competitive advantage?

TALK WITH INDUSTRY EXPERT

Dr.Ajith Prabhu: Actually, you know you should understand the market's shift from ethnocentrism to geocentrism, especially with the advent of globalization. Thanks to the WTO (World Trade Organization), the whole globe is actually one market. Even when you look at some of the examples you gave Walmart, Walmart used to keep their own massive stock to ensure that the supply chain ran smoothly. But today, there is no need for stock, a stock room, a warehouse, or anything else that they have, but you will get products faster, and for that, you will definitely need big data to analyse and find the customer requirement, what are the processes involved in that, how to invent a new product, how to produce it, what are the production processes, what should be the process layout, and all those things, and also understand that someone will be designing it. So you understand the volume of activities involved in that, which should happen in a very short time. Time is critical; as we will see in the next industrial revolution period. How can you accomplish things in the shortest amount of time, as people are thinking, and I am sure you are tired of 3G now that 4G is operational, 5G is on the way, and 6G is in the works? Perhaps you will require 7G or 8G in the future because you will need to download some important videos as quickly as possible within a second or fraction of a second, which is where big data comes in handy and is essential for carrying out future management activities.



Do You Know?

- Wal-Mart averages a profit of \$1.8 million every hour.
- "Yahoo" is an acronym for "Yet Another Hierarchical Official Oracle."
- Starbucks' round tables were created specifically so customers would feel less alone.
- Apple's iPad retina display is actually manufactured by Samsung.
- Marvel Comics once owned the rights to the word "zombie."
- Google was originally called BackRub.
- Pepsi got its name from the digestive enzyme pepsin.
- Amazon.com employees spend two days every two years working at the customer service desk, even the CEO, in order to help all workers understand the customer service process.
- Candy Crush brings in a report \$633,000 a day in revenue.
- Samsung accounts for 20% of Korea's gross domestic product.
- If Bill Gates were a country, he'd be the 37th richest on earth.
- McDonald's first menu items were hot dogs, not hamburgers.
- Starbucks spends more on health care insurance for its employees (\$300 million) than on coffee beans
- Facebook is primarily blue because Mark Zuckerberg suffers from red-green color blindness.
- The Volkswagen group owns Bentley, Bugatti, Lamborghini, Audi, Ducati, and Porsche.

METaverse

The Next Virtual Reality Revolution

Imagine that you are walking down the street. Suddenly, you think of a product you need. A vending machine appears from nowhere which is filled with all the variants of the product you were thinking of. You stop, select an item from the machine, have it shipped to your house, and then continue on your way.

Do you think a situation like this will happen in our future?

The term "metaverse" is now trending across the internet. Everyone has been paying attention to this phrase, including the much celebrated CEOs like Mark Zuckerberg and Satya Nadella. Through the creation of immersive and interactive digital experiences, it has the ability to influence our future. What is it then? Why is it a concern for everyone? Will it usher in the next virtual reality revolution?

Hello and welcome to the metaverse. The phrase "metaverse" is a mix of two words: "verse," which is derived from the word "universe," and "meta," meaning beyond. It mixes aspects of blockchain, virtual reality, augmented reality, and cryptocurrencies.

The term "metaverse" refers to online, 3D virtual worlds where users can create 3D avatars to represent themselves, interact with friends, visit new places, go on vacation, attend events and business meetings, and carry out various tasks from any location in the world using gadgets and equipment. People will have avatars and be able to buy and sell real estate, structures, and other goods and services using cryptocurrencies.



Neal Stephenson first used the phrase "metaverse" in his sci-fi novel Snow Crash where it is referred to as the internet's evolution. It is described as a form of virtual reality where any interaction in the virtual realm can instantly affect the real world as well.

Are we already in the metaverse?

The metaverse is still in its early stage. However, some platforms, like Roblox and Fortnite, include components like the metaverse. Roblox, which was released in 2006, enables virtual-world gaming. On this platform, you can also develop your own games and monetize them to earn real money by trading Robux (the virtual currency on the platform). Epic Games released the video game Fortnite in 2017. It enables users to do a wide range of actions in the virtual world, like building islands, going to concerts, and a lot more. Another illustration of a decentralized VR platform is Decentraland. It enables users to produce, use, and monetize their applications and content.

How does the metaverse work?

A game-changing technology called metaverse will build virtual worlds and connect people from all over the planet. You would be able to interact with others, go to virtual concerts, take virtual vacations, enjoy sightseeing and shopping, engage in leisure activities, and much more. Another activity available in the metaverse is visiting virtual offices. Many people now work from home as a result of the coronavirus outbreak. Such personnel may be able to meet in a virtual office through the use of the metaverse rather than by video call.

Here are a few of its advantages:

The metaverse is a hypothetical future internet in which users have the ability to interact with each other, create content, and have an immersive experience. Metaverse is the next step in social media, and it will be the

biggest change since the invention of the internet itself. The metaverse can be seen as a virtual reality where people can meet online and interact with each other.

The main advantage of the metaverse is that it will offer a more immersive social media experience by creating a three-dimensional environment. This means that users will be able to see each other's avatars instead of just their profile pictures. This can help teams communicate better with each other remotely without having to travel to different offices or meet up in person. It also allows people who are unable to travel freely to communicate with others through their own avatar instead of using video chat programmes like Skype or FaceTime on mobile devices.

Another major advantage of the metaverse is that it can help healthcare providers communicate with patients more effectively and gain a clear understanding of their health status via avatars instead of just seeing them on paper charts or speaking directly with them via phone calls or video calls on mobile devices.

The metaverse is still in its infancy. How long it will take to develop entirely or how closely it can simulate actual life are both unknowns. One thing is for sure, it has the ability to usher in the next great revolution in the field of virtual reality. It may alter how we view interactions on the internet and in social media.



Athira S Kumar
S3, MBA

“WE DO NOT REMEMBER THE DAYS, BUT RATHER THE MOMENTS”.

Le Emperoz 2022, as the name implies, is solely dedicated to the pursuit of emperors. Le Emperoz is a renowned National Level Management fest of Rajadhani Business School that provides students with an opportunity to exhibit their talents and capabilities. It is a platform to show their talent, skills, knowledge, and ideas. Through Le Emperoz, we aim to improve the teamwork of participants, enhance social and emotional learning, build mental toughness, and enhance their management skills.



As for this year it was being held on 25th and 26th of November 2022. From the invited institutions more than 250 participants actively took part from colleges across Kerala and Tamil Nadu. The purpose is to cheer talents from different colleges by providing them with an opportunity to fairly compete with the budding managers.

The first day's schedule consisted of nine games. Of which 6 events were exclusively designed for PG students: the Best Manager, Best Management Team, HR Games, Marketing Games, Finance Games and Theme Show. Events such as Best Buddy, Treasure Hunt, Best Photography were reserved for UG students.



The first day started with a small opening ceremony at the lobby hall around 10 a.m.

Dr. S.Suresh Babu, the reputed Principal of RIET, glorified the ceremony with his presence. The gathering was presided over by our own Dr. Jubi R, Head of Department at Rajadhani Business School.

The opening ceremony was followed by the registration of students who wanted to participate in the management events. After registration, management events took place in the classrooms on the 8th floor and mini-auditorium of RIET and continued till 3:30 PM.

All the UG events were concluded on the first day, and those teams who succeeded at the preliminary levels of the PG events were selected to participate in the main rounds that were to choose the winners of the events.

leemperoz -2022

The formal inauguration was conducted at the main auditorium around 4 p.m. The gathered spectators were welcomed by Dr. Jubi R, Head of RBS. Mr. Chandra Bose Janardhanan, Managing Director of KMML Chavara, embellished the programme as the Chief Guest, and he stunned the audience with his talk. The inauguration was illuminated by the presence of Dr. S.Suresh Babu, Principal of RIET, and Mr. Renju Ramesh, Faculty Coordinator of Le Emperoz.

During the program, the winners of UG events were announced and honoured with prizes. All the participants were acknowledged for their energetic participation and were provided with participation certificates. The theme show took over the spotlight after the prize-giving ceremony. Participants in the theme show pleased our eyes with their majestic performance and amazed the audience with their customised attire and confidence. The crowd was delighted to see their performance. The celebration continued with the cultural events of the students of RBS.

On the second day, the 26th of November 2022, the main rounds of PG events started at 9 a.m. and continued till 3 p.m. Later on, the valedictory function was started and chaired by our most distinguished guest, Dr. Biju Ramesh, Chairman of Rajadhani Group Of Institutions. He was accompanied by Mr. Ajaykrishna Prakash, Vice Chairman of Rajadhani Group of Institutions, Ms. Megha B. Ramesh, Executive Director of Rajadhani Group of Institutions, Dr. S.Suresh Babu, Principal of RIET, and Dr. Jubi R, Head of the Department of RBS. During the program, the winners of PG games were rewarded with price money worth Rs.2 lakhs.



The stage was reserved after the ceremony for the musical performance, "RHYTHM OF LE EMPEROZ." The stage was set on fire by the astounding performance of the members of the MQUBE band. As the climax approached, the audiences were dumbfounded by the performances of Prince Abraham and Tibi Njoy. After the lively performance, the event was wrapped up by 10:30 p.m.



TIME TO WALK THE TALK

Unnikannan S
S3, MBA

The push for multiple representations from under-represented sections of society on the management and companies isn't always new. This war-cry has been growing over the last decade across the globe. Growing representation of women on the board to represent individuals from Hispanic, Black, Asian, gay, lesbian, bisexual, transgender or others, may be a dire want to encourage sell people from such groups. Providing a platform at the very best ranges in corporate has again and again been emphasised. Consequently, legislations and compliances were installed to make certain implementation and execution of this goal.



Recently, a Los Angeles County Superior Court, struck down the California Board range statute, which require public organizations in California to have at the least one director from an underrepresented section on its board. The placing down of the statute could be appealed on numerous grounds. However, the large take-away is that the statute itself sought to treat the difficulty confronted through such under-represented groups over the years. From the Indian context, the hassle is not exclusive in phrases of the gravity .

GENDER DIVERSITY IN CORPORATE INDIA

There were legislative moves taken to result of representation of women in the board of directors of companies.

Under the Companies Act 2013, the requirement of at least one lady director on the board of each indexed organisation or unlisted public organisation that has a paid-up capital of INR one hundred crores or more or a turnover of INR three hundred crores or more is mandatory. Further, Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("LODR"), made obligatory for Pinnacle 500 indexed entities and pinnacle 1000 indexed entities to have at least one lady unbiased director on the board . Despite this regulatory push, there were deliberations about the appointment of lady director in corporations to "comply" with the aforementioned provision. Now, many remarkable women , who are at a management position, highlighted that the regulation turned into being accompanied in a mechanical way in preference to imbibing the spirit of inclusivity.

Another view to share is that within the realm of gender , female investors whether from overseas or domestic has shown positive

inclination towards investments . Well Established organizations like Tata and Mahindra Groups are part of this movement.

DIVERSITY: THE TRUE MEANING

Diversity isn't always constrained to gender only . India has a record of range in the phrases of various groups, religions, and vernaculars which face a common problem of under-representation in relation to management roles in corporations.

In a representation submitted by Scheduled Caste and the Schedules Tribe, the authorities give an affirmative decision that a board member should not have any criminal proceedings against him/her to be a board member in public sector undertakings. The Persons with Disabilities (Equal Opportunities, Protection of Rights and Full Participation) Act, 1995 gives reservation of posts for disabled persons in corporations in India.

BRIDGING THE GAP

In 2021, the U.S. Securities and Exchange Commission ("SEC") gave its nod to Nasdaq Stock Market LLC's to have at least one director who self-identifies as an under-represented minority or LGBTQ+. This selection is primarily based on an attempt from stakeholders to include , former judges and securities regulators, and corporations to demonstrate as an engine of extrade. While, the compliance turned into a softer nature, withinside the feel is that corporations need to follow the identical or provide reason as to why such appointments has now no longer been made.

Diversity, as an idea within the truest meaning of the phrase, is a completely extensive ambit that to cover all varieties of range, together with gender, caste, spiritual ideals, etc. While India has been pro-energetic in relation to the measures taken for gender disparity being bridged, that is right time to start this movement. The reality is that a holistic illustration to a trifling compliance of the regulation indicates that a softer regulation might not thoroughly a remedy for this hassle. The rationale is to keep the truest meaning of the phrase and create an extra inclusive and holistic atmosphere in corporate India. The reality is that discrimination and biases on the basis of gender, spiritual ideals, and caste, among others, are rather common in India even today. India's unique necessities require a unique answer to be designed and constructed to solve these concerns. As the sector evolves and embraces inclusion, this time is possibly right to discuss about the status of corporate India that to be available for each of us to fullfill the spirit of democracy and diversity.





AN INTERVIEW WITH NEETHU VISHAKH BY ATHIRA S KUMAR & R S AKHILA

Neethu Vishakh, winner of the South India Business Conclave 2021 and woman entrepreneur of the year, discusses her journey of becoming a successful entrepreneur and the challenges she faced as a woman entrepreneur.

Mrs. Neethu Visakh, CEO of Navami, My Passion, Your Fashion, believes in building your business success around something you deeply enjoy—something that is inherently and infinitely fascinating to you. This earned her the Women Entrepreneur Designation and qualified her for the Indian Book of Records, Asian Book of Records, and International Book of Records. Let's look at her words.

Athira: What inspired you to turn your passion into a business?

Neethu Vishakh: In 2013, I came back from Chandigarh with the aim of pursuing my studies and getting a bank job. I started coaching, and for

the first endeavor, I was culled in my exams and adding to that some health issues also affected me. I underwent surgery and became bedridden for some time. Due to the health issue, I left my job. Then to surmount my stress, I started doing fabric painting, and after some time, I thought of uploading my work to my Facebook page, "Navami, My Passion, Your Fashion." I received numerous inquiries. Then I made the decision to start my own business. That's how I began my own fashion brand.

Akhila: How do you define success?

Neethu Vishakh: I believe prosperity is a reward for hard work. Success is entirely dependent on our willingness to work hard, and the outcome is the reward for all of our efforts. I'd like to emphasise that in order to achieve both success and prosperity, we must engage in intense intellectual work. Hard work

combined with smart work will bring you success. In my peregrination, I additionally faced many failures, but I was always driven by the desire to make my brand prosperous.

Athira: How do you generate new ideas?

Neethu Vishakh: I am an artist. I try to find new ideas in everything I see on a daily basis and put in my maximum effort to bring out the beauty of these things through my work. I am a traditional wear designer, and I am more curious and interested in designing outfits that combine our conventional and traditional styles with modern trends, which vary with the seasons. Learning is a continuous process that never ends. Learning leads to perfection, and that helps me get new ideas. I also want to know the needs of the customer, and from that I get new innovative ideas. In the fashion industry, we must be updated with new ideas; otherwise, customers will not reach out to us. We need uniqueness in our work.

Akhila: Always be loyal to the work. What are the challenges faced during the journey from an ordinary woman to a woman entrepreneur?

Neethu Vishakh: Family support is essential for a female entrepreneur. In my case, I have support from my husband, kids, and parents. They are always there to help me advance in my career. In our country, women are always expected to play a major role in managing and taking care of their families. Owning and running a business on one's own means long hours, and thus, for women, work-life balance can become a problem. Initially, I had difficulty balancing work and life. Now, I always do my duties in a systematic manner, and when I am free, I invest that time in developing my business by generating new ideas and developing those ideas. Family is my backbone, which is why I was able to win the women's entrepreneur title and become the holder of the Indian Book of Records, Asian Book of Records, and International Book of Records.

Athira: In the fashion industry, there are many small and large-scale competitors. What steps do you take to position your brand in the marketplace?

Neethu Vishakh: As we know, there are many fashion stores and brands in our market. To be competitive, I always search for unique ideas and

Meet the Entrepreneur

new trends. I always keep my customers' needs in mind and make each piece unique. This will attract more customers to our brand, and timely delivery is one of the most important things. Then I market my product through social media platforms. This will make it easier to reach out to customers. Customer satisfaction and positive reviews help me a lot. I always try to satisfy all the needs of customers to the maximum extent possible in my work. I always generate new ideas according to the occasion. Combine modern and traditional concepts.

Akhila: As an entrepreneur, what is the best advice you can give to our students who are budding entrepreneurs?

Neethu Vishakh: As management students, you have several innovative ideas in mind. First, you must put your ideas to the test; this will allow you to understand market trends and current customer preferences. Always give value to the response and needs of the customer and make them satisfied. Determine the market gap and come up with innovative ideas to

differentiate your products from those of your competitors. Always be prepared to accept failure; failures will occur along the way, but don't lose faith; instead, keep experimenting with new ideas. Nobody is born as an entrepreneur; every one has limitations. Be competitive by continuing to learn and trying to learn from your mistakes.

We would relish the opportunity to express our deep sense of gratitude to Mrs. Neethu Visakh for sharing her experience, and this will be especially inspiring for adolescent women entrepreneurs to follow their dreams.

You can reach out to Navami My passion your Fashion by visiting
<https://instagram.com/navamimypassionyourfashion?igshid=YmMyMTA2M2Y=>



Freshers Day

"Coming together is a beginning; keeping together is progress; working together is success."

October 28th, 2022, was a memorable day for first year (2022-2024 batch) MBA students of RBS. The second-year MBA students who planned a grand welcome for the first-year students to foster friendship .

The programme started at 2 p.m. with a silent prayer followed by a welcome speech by Prof. Biju B. The inaugural speech by the HOD, Prof. Dr. Jubi R, spilled a high dose of positivity over the students assembled there. Prof. Dr. Rajesh S. Pyngavil felicitated the need for warmth, courage, and enthusiasm on the campus and wished all the freshers an excellent journey ahead. Finally, faculty members were honoured by third semester students, demonstrating an excellent role model for new incoming students.

The new incoming students were cheered up and welcomed to the event with an ice-breaking game, a group dance, and solo songs. The anchor shared their experience with the freshers as they spoke about what awaits the new students in the academic year ahead. Acknowledging the efforts of the seniors and faculty members, Assistant Professor Joshy M proposed a vote of thanks.

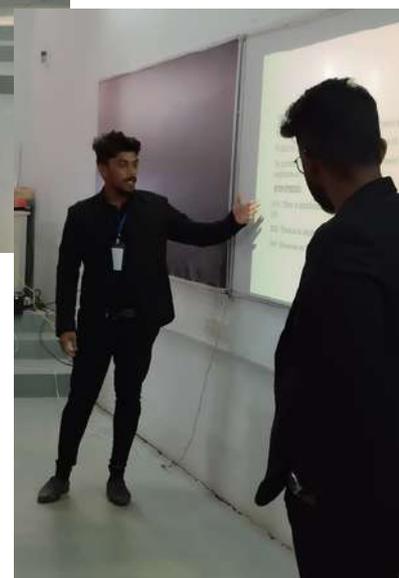
The programme ended with the National Anthem at 4 p.m.

Congratulations

RBsite Aravind S M and RBsite Althaf S N presented a paper on the topic impact of stress on employee performance, with reference to Lulu Mall Trivandrum at T K M College.

Finance Jargons

- **Acid-test ratio**-A method to gauge whether the firm has sufficient short term assets to cover its immediate liabilities .
- **Bill of Lading**- A legal document issued by a carrier (transportation company) to a shipper that details the type, quantity, and destination of the goods being carried.
- **Collateral-Asset** that a borrower pledges as security for a loan.
- **Deferred Compensation**-An addition to an employee's regular compensation that is set aside to be paid at a later date.
- **DuPont Analysis**- Framework for analyzing fundamental performance.
- **Escrow**- A legal concept describing a financial agreement whereby an asset or money is held by a third party on behalf of two other parties that are in the process of completing a transaction.



FREE ADD ON COURSE ON MICROSOFT EXCEL

"The appealing thing about learning is that nobody can take it away from you."

One of the pivotal reasons to learn something new is that you gain power when you do. Learning new skills can get you out of a rut. To get new opportunities, one should always be inclined towards acquiring new knowledge. Consistent updating of learning can sharpen one's mind, opening up new career paths in life.

Rajadhani Business School firmly believes that "Bookish Knowledge alone cannot get you to success." RBS stands out from other business schools in this particular aspect.

By enrolling in a course, you will gain knowledge and skills that will benefit you in both your career and personal life. In addition, it also boosts one's confidence. RBS has been providing its students with five add-on courses that are highly useful for their professional advancement. One among the five add-on courses is the MS Excel training program. Excel is not just about tables and columns. It helps to turn big data into helpful graphics and charts. Learning Excel will help you get a job. Excel skills are cherished by employers because of the variety of ways they can be utilized.

In collaboration with Dexprom Innovations, RBS organised a five-day MS Excel add-on training programme for MBA S3 (2021-2023 batch) from October 10th to October 14th, 2022, in Rajdhani Institute of Engineering and Technology's digital lab.

The training session was handled by an expert in Excel, Mr. Vishnu, who provided the students with a strong flash of intellect on Excel. He also tested the students' acquired knowledge by giving them practical assignments.

The overall feedback of the students was collected, and they were highly positive about the session and appreciated Mr. Vishnu for sharing his insight on Excel with them.

The training programme was guided by the faculty coordinators, Mrs. Chargee Satheesh and Mrs. Nayana UK.





FREE IPAD DISTRIBUTION

Rajadhani Business School (RBS) is a trendsetter in management education. To facilitate learning in this tech era, RBS traps the benefits of technology and extends them to its primary stakeholders—the students. On October 7, 2022, Free Apple iPads were distributed to the students of the MBA (2021-23) batch at a memorable function. The function was inaugurated by Sri Ajaykrishna Prakash, Hon. Vice Chairman, Rajadhani Group of Institutions, in the auspicious presence of Ms. Megha B. Ramesh, Associate Director, Rajadhani Group of Institutions. The function was presided over by Dr. Sangeetha Shibu, Principal-in-charge of Rajadhani Institute of Engineering and Technology. The distribution function was graced by the presence of Dr. Apren T. J., President, NeST Technologies, Kochi; Dr. Ajit Prabhu, Chief Scientist, KSCSTE; Dr. Pradeep S., Assistant Vice President, Nest Digital, Kochi; and faculty members of RBS. Dr. Jubi R., Professor and Head, welcomed the guests and audience, and Dr. Priya Prasad, Associate Professor, proposed words of gratitude.

GANDHI SMRITHI

October 2, 2022, was celebrated as Gandhi Smriti by Rajadhani Business School. Being a holiday, it was conducted online. The meeting began at 11 a.m. on Zoom, with RBSITE Ms. Devika Krishnan L hosting the event. RBSITE Ms. Silsila Sulfikar was the anchor of the session. Sri John Eeppan, retired HOD, Malayalam department, Marthoma College of Science and Technology, was the chief guest for the program. He is the NSS nodal officer and a renowned writer. He is an eminent personality and a good teacher.

Dr. Jubi R., head of the department, inaugurated the function. The programme began at exactly 11 o'clock with the prayer by Al Ameen. The welcome speech and inaugural address were given by Dr. Jubi R. Ms. Pravishna and her team presented a nice patriotic song. Sri John Eeppan, the respected chief guest, gave the message of the day based on Gandhian ideologies. RBSITE Unnikannan recited the famous Malayalam poem "Ente Gurunathan" by Vallathol Narayana Menon, a legendary Malayalam writer. After that RBSITE Ms. Athira S. Kumar and Ms. Safvana delivered a speech on the topic "October 2nd, the International Day of Nonviolence," followed by an interactive session for the RBSites to share their thoughts on the topic, "Strength is not physical." RBSITE Althaf served as the moderator. Vote of thanks was given by RBSITE Ms. Mamatha Rajan D.R. The programme came to an end at 11.45 a.m. with the singing of the national anthem by Ms. Sneha.

Congratulations

RBSITE Kevin Ignituous won first prize in a poster competition held as part of Gandhi Jayanti on the theme "Non-Violence."



COMMENCEMENT DAY



The Rajadhani Business School held Commencement Day 2022 on September 14 in the Mini Auditorium. Commencement day is more than just a ceremony. It's an experience unlike any other, celebrating the next step in life. Mr. Ajish MJ, Senior HR Leader at Tata Elxi, was invited as the chief guest, and Dr. Prasanth Kumar, Vice President of Muthoot Group, was invited as the Guest of Honour. Dr. Biju Ramesh, Chairman, Rajadhani Group of Institutions; Mr. Ajaykrishna Prakash, Vice Chairman, Rajadhani Group of Institutions; Ms. Megha B. Ramesh, Executive Director, Rajadhani Group of Institutions; Dr. S. Suresh Babu, Principal, Rajadhani Institute of Engineering and Technology; Mahesh Krishna, Principal, Rajadhani Institute of Hotel Management and Catering Technology; Dr. Jubi R, Head of the Department, Rajadhani Business School; shared the stage. Dr. Jubi R extended a warm welcome to the Chief Guest, Chairman, Vice Chairman, Executive Director, Principal, Heads of various departments, and all the first-year MBA students and their parents gathered there.

Dr. Priya Prasad, Associate Professor and Academic Coordinator, Rajadhani Business School, presented the academic activity report for the previous year. Dr. Biju Ramesh, the respected Chairman, delivered the presidential address, which was followed by the lighting of the lamp. RBSite Ajmal J introduced the chief guest, Mr. Ajish, for the inaugural address, and RBSite Vismaya introduced the guest of honor, Dr. Prasanth Kumar, for the keynote address. Afterwards, the honourable Principal expressed words of blessing. The honourable vice chairman released Exordia, the RBS student magazine. Then the honourable chairman facilitated the chief guest and the guest of honour. Dr. Sulaipher, Associate Professor at Rajadhani Business School, delivered the vote of thanks, and the programme concluded with the national anthem.

TALK ON MENTAL HEALTH



Rajadhani Business School in association with the Department of Mechanical Engineering, RIET organised a Corporate talk on Mental Health on 1st December 2022, and it was conducted in the lobby seminar hall, RIET. The session was attended by the students of S1 MBA, Rajadhani Business School and the students of S4 and S5, Department of Mechanical Engineering and Aeronautical Engineering.

Dr. Bindu S.S, Head of the Department, Mechanical Engineering, RIET extended a warm welcome to the Chief Guest Dr Swami Satyeshanada, MBBS, Assistant General Secretary and Trustee of Ramakrishna math and Ramakrishna mission, Belur Math, Kolkata, other dignitaries present were Dr S. Suresh Babu Principal RIET, and Dr. Jubi R, The Professor & Head Rajadhani Business School.

The Session was handled by Dr Swami Satyeshananda MBBS, conveying the importance of mental health for the individuals and how it affect their professional and personal prosperity and he also emphasized the significance of meditation, yoga and positive thoughts in one's life. At last, he mentioned and urged the audience for practising Sanathana Dharma for everyone's wellbeing. The session came to an end with words of gratitude by Dr Jubi R, Professor & Head Rajadhani Business School.

ACCOLADES



RBSite Sanjay Sunil bagged the position of First Runner Up in Mr. TRIVANDRUM 2022



RBSite Suresh Vyshak bagged the title of Best Appearance in Mr. TRAVANCORE 2022

NATIONAL CONFERENCE ON INDUSTRY 5.0 IN THE GLOBALISED BUSINESS ERA

The mission of Rajadhani Business School has always been to provide a comprehensive educational experience with a focus on maximising learning through global awareness and the development of lifelong learners.

On October 7th, 2022, we held a national conference on the topic "Industry 5.0 in the globalised era."

Industry 5.0 is regarded as the next industrial evolution. It leverages the creativity of human experts in collaboration with efficient, intelligent, and accurate machines.

Distinguished Chief Guest Dr. Apren, the President of R&D at NeST-SFO Technologies, glorified the ceremony by chairing it. He worked successfully for 34 years at the Indian Space Research Organization on designing, creating, and implementing electronic systems for satellites and launch vehicles. Additionally, he has extensive expertise in the academic and industrial sectors and successfully manages the implementation of diverse projects.

The plenary speakers for the event were Dr. Ajith Prabhu, Chief Scientist, Kerala State Council for Science, Technology, and Environment, Trivandrum, and Dr. Pradeep S., Assistant Vice President, NeST Digital, Kochi.

The programme began at 10:30 a.m. with a silent prayer. Our charismatic head of department, Dr. Jubi R., delivered the inaugural speech. Next we had, the esteemed Vice chairman of RIET, Mr. Ajay Krishna Prakash, for the presidential address. After that, Dr. Apren chief guest, gave an exceptional address that was both informative and appealing. The plenary speakers stressed the importance of providing knowledge that is advantageous for endeavouring professionals.

A total of 51 registrations, including RBSites, research scholars, and academicians from other institutions, presented their research papers both online and offline in the afternoon session at various classrooms in the MBA department.

Dr. Jubi R, the department head of MBA, wrapped up the event by honouring those who participated in the paper presentation by distributing certificates.



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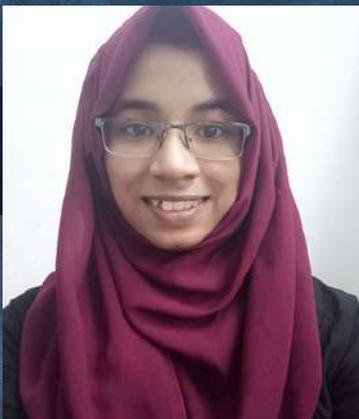
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EXORDIA 7

7th Edition of Exordia is scheduled to be released on April 2023

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RAJADHANI BUSINESS SCHOOL MAGAZINE (VOLUME 6)

