

Quarterly Magazine

# VACHIKA

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## Blessings from CHAIRMAN




India is marked by Unity in Diversity. The people of India always value the benefits that flow from all parts of the world, keeping aside any narrow grouping based on caste, religion, language or region. Students from diverse backgrounds also studied here, with harmony. Our obsession with diversity haunts a large pool of talents, who exhibit unity through their actions. Literature is one of the most powerful mediums to visualise the thinking pattern. This issue of Vachika is a display of the impact of writing by the Koustuvian.

**Er. Prabhat Ranjan Mallick**

Chairman

Koustuv Group of Institutions (KGI)



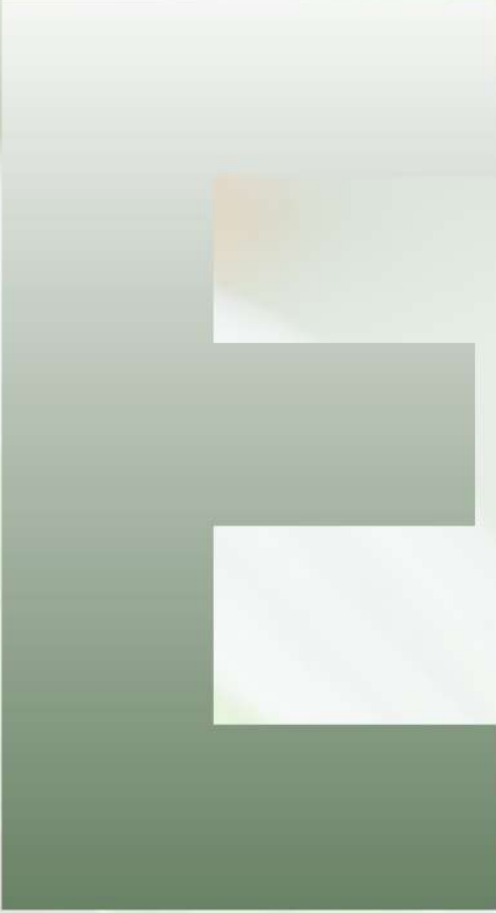
The very purpose of our literary magazine, 'Vachika' is to provide a platform to express the power of expression. To protect and honour the power of expression, Vachika helps all the Koustuvians to be future architects of thought and masters of language. They express their own world of thoughts, in the realm of literature, to enrich literature. It does not simply mean playing on words with written skills; it means creating the art of expression of thoughts with the dimensions of eloquence and clarity. This is a treasure whose value increases with use.

**Namita Mallick**

Vice Chairman

Koustuv Group of Institutions (KGI)

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Literature has always remained an integral part of the Indian society. Literature, being a creation, or making something new, has a strong relationship with technology. In earlier times, writing and publishing imaginative literature was not an easy task. However, technology has in recent times made all these things quite easy and fast. It has offered a platform for writers, as well as ordinary people, to reach the masses. Thus, technology and literature have impacted on each other. I hope this online platform will provide an ideal ambiance for the contributors of 'Vachika' to make a mark of the imagination on a larger platform.

**Koustuv Mallick**

Executive Director

Koustuv Group of Institutions (KGI)

## ***Editorial***

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Public Relations Officer, KGI

It is certainly a splendid satisfaction to introduce our second issue of Vachika. This magazine is made with the aim to challenge and reclassify what our composing truly is. By going through this magazine one can critically analyse the direction in which our mind is heading. It is a great medium. At quarterly magazine is a decent speed at which helps us to ponder the continually developing present and to rethink and rediscover what's gone previously. We would like to advice all of you to read more to learn more. This will eventually increase your level of thinking, boost your brainpower. This will make you smarter. You can generate more ideas which will help you in writing and public speaking. It truly doesn't make any difference what you read, by losing yourself in a completely engaging book like our magazine 'Vachika', Newsletter 'Koustuvian Eye' or some other snippet of data from any source, will doubtlessly assist you with getting away from the concerns and stresses of the regular world. So it is always better to spend a while exploring the domain of the author's imagination.

**Prof. (Dr.) Subrat Kumar Mohanty**  
Editor, Vachika



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# Technical Article Section



## RAMBUTAN NEPHELIUM LAPPACEUM. L SEED FAT AS AN EXCIPIENT IN TOPICAL COSMETIC FORMULATIONS

### Abstract

Excipients are inert materials used in pharmaceutical and cosmetic preparations and are intended to provide physical, chemical, and biopharmaceutical properties to the formulations. Topical cosmetic preparations are skin products that primarily contain oils, waxes, and/or emollients that are applied to the skin for effective protection. Many times, topical cosmetic preparations contain synthetic ingredients as excipients which are believed to cause unwanted effects on the skin after their prolonged application. We further concluded that the seed fat can serve as an ingredient in the preparation of natural lipsticks. Our research is ongoing to study the compatibility of seed fat in other cosmetic formulations. Appreciable research in this direction may open a new door to use natural products in cosmetic formulations.

**Keywords:** *Nephelium lappaceum*, Seed Fat, An Excipient, Topical Cosmetic Formulations

Excipients are inert materials used in pharmaceutical and cosmetic preparations and are intended to provide physical, chemical, and biopharmaceutical properties to the formulations. Topical cosmetic preparations are skin products that primarily contain oils, waxes, and/or emollients that are applied to the skin for effective protection. Many times,

topical cosmetic preparations contain synthetic ingredients as excipients which are believed to cause unwanted effects on the skin after their prolonged application. This typically refers to preparations such as lipsticks, creams, and lotions that are applied to the skin by women several times a day and continue for the whole life where there is a chance of potential threat to their health in long run. Therefore, researchers are now looking towards natural resources to be used as excipients in formulation bases as they are non-toxic, cost-effective, freely available, and biocompatible to the skin. Thus, search for new cosmetic excipients is as important as the search for new drug candidates. *Nephelium lappaceum* L. (Family- Sapindaceae) is an evergreen tree, popularly native to Malaysia but grown in other parts of the South Asian countries. The plant is commonly grown in South Asian countries for its fruits which are believed to be the potential source of minerals and other nutrients. The fruits are either consumed fresh, canned, or processed, and appreciated for their delicious taste and flavour. The fruits are deseeded during processing in the canning industry and considered as a waste by- product. An extensive literature survey revealed that the seeds contain a good amount of fatty material and have been claimed to be a source of natural edible fat. Lourith et al. confirmed the presence of oleic and arachidic acids as the major fatty acids

together with their composition and stated that the seed fat can be a promising unconventional source of specialty fat for cosmetics. Physicochemical analysis of N. lappaceum seed fat and its application in topical formulations has been reported by our team. Further, our earlier studies demonstrated that the lipsticks prepared from seed fat were good enough to meet the general characteristics for ideal lipsticks with sufficient hardness and appreciable luster to the formulation. We further concluded that the seed fat can serve as an ingredient in the preparation of natural lipsticks. Our research is ongoing to study the compatibility of seed fat in other cosmetic formulations. Appreciable research in this direction

may open a new door to use natural products in cosmetic formulations.

### References

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**Prof. Prasenjit Mishra**

Dept. of Pharmacology

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## OMNICHANNEL MARKETING

Marketing is one of the buzzwords for all generations. It is a worldwide phenomenon. It is always a cumulative effect of various methods, proven and even not proven. As a result, any effort made in any way that results in the moulding of others can be referred to as a marketing process. When multiple methods of marketing produce the same result, it is considered a successful marketing strategy. This is, again, not a new concept. We were always sceptical about the right ways, hence we approached multiple ways and the success was attributed to any of them or some of them, but we think all of them.

As the multi level approach has proven to be the panacea, we prefer to give various definitions to it. My way of multi level approach may differ from that of yours, which is largely based on the components that we are picking. And the result is always near success; hence, nobody is a failure in this approach. Success is an estimate of the effort that we put into a particular task. As a result, everyone succeeds in their efforts, regardless of the outcome. This approach is very flexible; we can change our strategy very frequently for a better outcome.

Omnichannel marketing is the name given to one such multi level marketing strategy where various platforms are carefully chosen to offer an enhanced customer experience. It is

a process of marketing across multiple platforms, such as Website, Social Media (Facebook, YouTube, Whatsapp, Instagram, Pinterest, Reddit, LinkedIn, Twitter, so on), apps, email, sms and blog posts. When the information is widely circulated, either on all these entire platforms or some of them, it gives us a cohesive brand message, and leads to higher conversions and loyalty. To generate great results, a minimum of three or more channels should be channelized, in an automation workflow. In omnichannel marketing, engagement, purchase frequency, average order value, and customer retention rates are always much higher than in single-channel.

Thanks to the prevailing digital era, which provides the tools to manage multiple channels more efficiently, implementing an omnichannel strategy is easier than ever. This is another area where AI and big data are playing a role by helping brands understand consumer behaviour much better and personalise it at an individual level at scale.

### **The relevance of omnichannel marketing**

In today's contest, the relevance of omnichannel marketing is paramount because it helps us to create a positive experience at every stage of its lifecycle. Let's take an example. Imagine, you are tired after a long

search to find a suitable educational institute to peruse higher studies at. The advice that you have received from your friends, relatives, and acquaintances is also perplexing. The credibility of rankings is also sometimes a matter of question. To make physical research is also a cumbersome matter. Wouldn't it be great if an educational institution offered the option to book your seat through an app if you met all of the necessary eligibility criteria? Wouldn't it be nice if educational institutions satisfied all your queries through their website, various social media platforms, email, sms, and blog posts with valuable content? If there is anything left, it may be catered through a virtual meeting, and if mutually agreed, admission can be materialised through cashless payment irrespective of location. Anybody can take admission at anywhere with the help of informative information through various channels of omnichannel marketing.

### **Construct the perfect omnichannel marketing strategy.**

The first and foremost criteria to creating a perfect omnichannel experience begins with understanding your potential customer, out of the massive data that you have received through various channels. Through your website, mobile apps, and all other promotional channels, whether paid or unpaid, the institutions have to make it easier for the visitors to furnish their details, if interested. A quick

reciprocal response may do wonders. To create an omnichannel experience, you need to have a perfect omnichannel marketing strategy.

### **Here's what you can do:**

- Plan to extend something extra - Understand their channels, their behaviour across all channels, and create a detailed plan on how you want to further experience your institutions through courtesy calls, Whatsapp, and E-Mail your brochures or other promotional materials.
- When strategizing, use data as a foundation. Data is one of the most important requirements for making any strategy a reality. With the help of CRM data, social listening data, and a customer's online search behavior, you will know how your customer behaves and can accordingly create a solution to address their challenges. You can even reduce the churn by using the data in the right way if you feel redundant.
- Segment the users and personalise the journey: Depending on the various courses that you provide, you can easily segment users by analysing the data that you have received from numerous sources. This will eventually help you to create a personalised journey for each one of them and track them for conversion.
- Focus on the right marketing automation tools: From strategy development to implementation, use the right marketing tools. Do a thorough analysis to each of your channels and focus on the right one.

- **Customer-Centric Approach:** It is critical that those involved in student cell are customer-centric. No strategy or marketing tool will help if your employees are not trained to provide a consistent experience to students, parents, and guardians.

This is how omnichannel marketing will help us create a perfect strategy. The abovementioned strategy will help you to identify the right touch-points and common issues that your customers face and create a viable solution for them. Omnichannel marketing ensures that the customer experience remains consistent across all channels. Whomsoever he touches, the same information he is going to receive. This happens because all the touch points work together to ensure transparency across all of them.

### **Create a best-in-class experience for your customers:**

Not just customer happiness, but customer delight is the demand of the day. In order to build a positive experience for your customers you can try below mentioned strategies:

**Consistent experience:** Different customers will interact in different ways. You must focus on delivering a consistent soothing experience across different touchpoints. Ensure that your staff is well-trained to provide such soothing experience.

**Continuity in communication:** Communication has always been a powerful tool for customer delight. We have to ensure that there is continuity in communication across all the channels. When they feel guided in each step, they will not feel isolated but part of the solution.

**Consistent messaging:** Whether through a whatsapp group, common e-mail group, or any other means that you deem fit, personalising the content at every stage of the customer lifecycle ensures that the messaging is consistent.

### **Conclusion**

Marketers often use terms such as omnichannel and multichannel interchangeably as both seem to mean the same thing. While the essence of both the channels is the same, there is a thin line that differentiates them. In multichannel marketing, all the communication channels work in isolation with no connection between any of them, whereas omnichannel marketing is much more mature as all the channels work cohesively and in harmony with each other.

**Partha Sarathi Ghosh**  
Public Relations Officer  
College of Engineering Bhubaneswar





# Prose Section





## PADMASANA

To perform Padmasana (Lotus Posture), sit on the asana, keeping the knee straight, joining the heels and toes together, stretching the toes forward. Now place both your palms on your knees. Move the toe with force, forward and backward ten times. Loosen the feet. Combine the heels and toes. Give circular motion to the toes from right to left and thereafter in the opposite direction. The knees should be kept straight and relaxed. It ensures an adequate supply of blood to the legs and helps with sitting in Padmasana for a longer period.

### Technique:

Straighten both the legs, join the heel and toes together, and stretch the toes. Then, folding the right leg, place the heel on the left side of the navel, then folding the left leg; place the heel on

the right side of the navel, in such a way that, there is at least one inch between the two heels. Both the knees should touch the asana. Both the hands are placed in Gyan Mudra, keeping the neck and spine straight. Close your eyes gently.

### Benefit:

In Padmasana, gradually, the circulation of blood towards the feet decreases. The saved blood is now available to the brain for meditation. By keeping the spine straight, blood circulation becomes perfect. When thoughts are under control, the least energy is spent for survival.

**Prof. (Dr.) Santosh Kumar Acharya**  
Department of Science & Humanities  
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**Oops! ...Where's the YoUtH ... fullness...Ah...it's being Stolen...?!!**

When there is no distinction between the past and the future in one's consciousness, youth serves as a balancing middle. The mind is young, fresh, and lively when we are properly present. There is only the moment and nothing else. One who lives in the present is what I refer to as youthful. A person who has mastered living in the moment has a young mind that is neither old nor childish. However, the majority of people go straight from childhood to old age; only few make it to youth. Youthfulness is forgotten. The intriguing thing, though, is that a person who truly becomes youthful does not age since they already know the secret to staying young. The intellect will always be fresh and young even though the body will get old, deteriorate, and eventually die.

You shouldn't consider yourself young simply because you fall between the ages of children and seniors. You do not instantly become a youth just because of your age. A very intricate phenomenon is growing up.

Most young people attend school. The globe would have a lot more information if there were students, which am afraid to understand as student enrolment is rising but knowledge is not. Universities and students are growing, while the state of the globe is deteriorating. The world would be significantly better if knowledge were to grow. The quantity of books, students, and educational

institutions is rising, while the state of the world is getting worse. There must be something fundamentally wrong if conflicts are becoming more bloody, hatred is becoming more prevalent, and jealousy and envy are rising. The people involved in education bear the bulk of the blame in this predicament. Consideration should be given to the potential of a revolution in human culture without a corresponding revolution in education. It isn't conceivable because schooling forges a mental framework for you from which it is virtually impossible to break away. A student studies for 14 to 23 years, during which time his mental architecture is fixed. After that, escaping that structure is exceedingly challenging unless one is bold and fearless.

What are we being taught? We are taught to compete against one another in a race. We instil worry about being the class leader even in a young child studying in kindergarten. The fear of falling behind everyone else is the biggest worry there is. The young youngster who is going to school is really anxious. If he places first, he will be rewarded; if he places second, he will be ridiculed. He risks being humiliated if he fails. In him, we are fostering competition.

A sort of fever is competition. When you have a fever, your energy level increases. You are able to do things that you would not normally be able to

accomplish, such as run faster and use foul language more quickly. There is a certain intensity and rapidity to fever. They become caught up in a kind of lifelong frantic race to be one thing or another. The entirety of their ability, peace, and energy are destroyed in this maddening race.

In the end, they come up Empty !!  
Holding on to Hope !!!

**Prof. Monalisha Patel**

Asst. Professor (HR) & Coordinator (T & P)  
Koustuv Business School (KBS)



# Poetry Section





**WANDERLUST**

Wanderlust

When I took first step out of home  
I pretended I has a world to conquer  
I wanted to be a chameleon  
Losing who I was as I move ahead  
Yet I carried I did not shed  
Every street I walked left its story with me  
Every pretty sight told me its deep secrets  
I was alien and known  
Desperate for the home I don't know

Wanderlust is a bold faced lie  
A lust for walking into darkened rooms  
On empty stony lanes  
A lust for gazing your mattress at night  
Knowing it will forget you soon  
Wanderlust is a bold faced lie  
Some wanderers have no way to go  
Some lusters just want a cozy night  
So I, step our again

**Sai Simran Deuri**

Computer Science and Engineering  
College of Engineering Bhubaneswar (COEB)



**BONDED WITH FAILURES**

Someone broke my heart  
My life turned towards destruction  
How close you are to my heart  
Yet my lifestyles is void packed with pain  
The road leading to you isn't so easy  
There is no proper destination  
My life is bonded with failures  
I am trying hard to get myself released  
But your memories always haunt  
My Love's sunset is in the horizon  
My Love's sundown is within side of the horizon  
My murky imaginative can't outline the street ahead  
You know how I can escape your prison.

**Khetrabasi Behera**  
Master of Computer Application  
College of Engineering Bhubaneswar (COEB)



**REALITY**

Reality

To realize that there are a few spirits

Hearts and brain

To a great extent who trust us and

Whom we trust

Some who know us, and

Whom we know

Some whom we can continuously answer and

Who generally answer upon us?

Make a heaven of this extraordinary world

This makes our life, reality.

**Rashmita Dash**

PGDM (HR & IT)

Koustuv Business School (KBS)



**RISTHAA**

Na jane kaisa rishta hai tumhare sath...  
Na tum meri parivaar ho...  
Na koi rishtedar ho...  
Fir b tum meri jaan se badhkar ho..

Aaj b wo din mujhe yaad hai...  
Jab mulakat hua tha ek choti si smile se...  
Meri har sukh dukh mein hamesha sath ho...  
Pata nahin konsi janma ka hisab jhuka rahe ho..

Rishton se badhkar b rishta he tumhare sath...  
Khun ke rishton se b bahat upar he tumhara sath...  
Har mushkil aise khatm hota hai...  
Jaise subhah ke baad saam ata hai...  
Na jane kaisa rishta hai tumhare sath...

Har din mera aisa hota he...  
Jaise tareen ke sath Chand rehta hai...  
Na jane kya khubsurti hai tumhare pass...  
Fir b rehte ho tum Dil ke sabse khaas...  
Na jane kaisa rishta hai tumhare sath....

Jo b he mere jindeggi ki ek hisha ho tum...  
Aise hi har mushkil ko kud jayenge hum...  
Aise hi nibhaunga risthaa tumhare sath...

Hamesha sath rahoge na hoke naraz ...  
Na jane kaisa rishta hai tumhare sath....  
Rahoge tum sada Dil ke pass....

**Priyanka Priyadarshini**  
Master of Business Administration  
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**EK SAFAR EK KAHANI**

Nowadays this diplomatic society is forcing us to burn our own dreams and wishes for the sake of this so-called name and fame of our parents or for this thug society. I am going to share with you the story of a girl who is also going through a situation where she is sacrificing her dreams and feelings.

**Part -1**

Zindegi ki lehar teher me  
Teherna to sab chahte hn  
Na Jaane Kyun Main.....udna chahati hun  
G hann Sahi sunaaaaa  
udna hi chahati hun  
Wo v bin pankh ke pairon ke sahare  
Han pata hye itni assan nhi  
Par na mumkin to nahi na  
Bas udna h  
apne sapno ke us paar tak  
wahi undekhi seher tak

-----  
Dekh rahe ho wo chhoti si chidiya ko  
Uski wo nadan pankh ko  
Bechari thak chuki hai  
Chahti to hai kuchh dur or  
Safar kar le  
Par kya Karen yrr.....wo kehte hn na  
Har chahat puri nhi kiya ja pati  
Wo dekho  
Kaise paron k sahare manjil par kr gyi  
Thode pal ke Humsfar hi Shi  
pr manjil to ek hi h na  
-----

Ise hi to kehte hn Zindegi  
Bas iss pal ko samethna chahti hun  
Ek khubsurat Safar banana chahti hun  
Apni muskan ko  
hoslaa m badalna chahti hun  
Usi hasloon ko par banake  
Sapno k manjil tk udna chahti hun  
Bas ek pankh k intezaar m hun

---

Isi bich ek awaz ayi  
"Mam apki call arhi"  
Halki si ek hawa k jhoke k sath  
Andar se muskurane lagi  
Zindegi m phli bar kisiko  
Apni manjil k pata dene ko dil krne lgi

---

Do kadam nazdeek ake  
Unhone firse puchha  
"G bataya nahi....kiska intezaar h?"  
'Isaronn m 2 pal ki  
mahulat mangli'  
Usi bich mobile se awaz ayi  
"Beti Kahan tak pahunche?"  
Bas ek hi bat bol payi  
"G papa apni manjil k nazdeek"

---

Bas usi do pal.....usi do pal  
Wo unka que krna  
Meri wo chhoti si Sapna  
Fir kuchh pal k wo  
ankhon hi ankhon mein baat karna  
Pehli baar aisi lagi  
Yaar....Zindegi sawar gyi

Muskurake boli-

"G intezaar toh ab bas  
Ek double sided window sit ki h"  
Ek alag hi muskan k sath bade hi pyar se wo  
puchhe-

"Achha to safar Kahan tak krni h?"  
Andar se awaz ayi-  
"Bas aap ko pankh Bana k  
Apni manjil ki rah tak".....

-----  
Kuchh pal k liye bechain si lagi  
Pata nahi Kyun jawab dene ki  
Man hi nahi hui.....  
Sapno ki duniya se laut k boli-  
"Achha g ab chale bus v aa gyi"  
Woh lamhe v kuchh alag si thi Bina kuch bolne  
pr v:  
Dil ki bat sun liye  
Fir hum chal pade Us Safar k phli kadam k oor  
"Humari double sided window sit ki talash m"

**Jeebanjyoti Biswal**  
Computer Science and Engineering, 6th Sem.  
College of Engineering Bhubaneswar (COEB)



## ମୋ ଅଧରରୁ ପଡ଼େ....

ଭାବୁଛି ଭୁଲିବି ଭୁଲି ମୁଁ ପାରୁନି

କାହିଁକି କୁହନା ସାଥୀ

ଜାଣିବାକୁ ମୋର ଭାରି ଲଜୁକ

ସେହି ତମ ଚୋରା ପ୍ରୀତି ।

ହସ ହସ ଭ୍ରମ ସେହି ବାଦନରେ

ଥିଲା କେତେ ସ୍ମୃତି ମାଖି

ଅଦୃଶ୍ୟ ଦୃଷ୍ୟତେ ନୟନେ ସେ ସ୍ମୃତି

ସମ୍ମୁଖେ ଆଇନା ରଖି ।

ଭଲ ଥିଲି ସାଥୀ ଆସିବା ଆଗରୁ

ଆସିଲ ତମେ ମୋ ଜୀବନେ

କେତେ ହସ କେତେ ମହକରେ ଭରି

ଚାଲି ଗଲ ମୋର ଏ ମନେ ।

ଦେଖେଇଲ ସ୍ବପ୍ନ ମଧୁର ଆଭାସେ

ଥିଲା କେତେ ମଧୁରସ

ଆଜି କାହିଁ ମତେ ଲଗୁଛି ସେ ପ୍ରିୟା

ଆଗକୁ ହବ ସେ ଦିଷ ।

କଥା କୁହା ତମ ସେହି ଚୁଲ ଖଠ

ଭଲ ଲାଗେ ତମ ଲସାରା

ରହି ହଉନି କି ଶୁଭ ବି ହଉନି

ଚେଇଁ ଭାବୁଥାଏ ରାତି ସାରା ।

ମରେ ମୁଁ ଅଜି ଏହି କଣ୍ଠର ପଥରେ

ବହି ଯାଉଛି କେତେ ରକତ



ଜାଣି ପାରୁ କାହିଁ ମୁଁ କାହିଁକି କେଜାଳେ  
ପ୍ରେମର ଏ ସତ ମିଛ ।  
ନୟନୁଲୋତକ ଝରି ଯାଏ ସାଥି  
ତୁମ କଥା ଦେଲେ ଭାବି  
ଶୟନେ ସପନେ ନିଦିତି ଯାଗରଣେ  
ଦେଖଇ ତୁମର ଛବି ।  
ନିର୍ମଳ ତୁମର ହୃଦୟର ଘର  
ଅଜବ ତମର ପ୍ରୀତି  
ଅନ୍ଧାରରୁ ତମେ ହସିଦେଲେ କାହିଁ  
ଝଲସି ଉଠେ ଯେ ରାତି ।

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## ବିସ୍ମୃତ ଜଗତ

ସୁନ୍ଦର ବନ ସୁନ୍ଦର ଉପବନ  
ସୁନ୍ଦରତାରେ ପରିପୁର୍ଣ୍ଣ ଏହି ମହିମାଶ୍ରଳ  
ଜଗତ ନିଅନ୍ତାଙ୍କ ଏ ରଚନା  
ଏକ ଅବିସ୍ମରଣୀୟ ଏବଂ ଅକଳ୍ପନିୟ

ସୁନ୍ଦର ଏଠି ସଭିଏଁ ପକ୍ଷୀ  
ସୁନ୍ଦର ତାର ମଧୁର ସ୍ବର  
ସୁନ୍ଦର ଏଠି ସବୁ ଜୀବସମୂହ  
ସୁନ୍ଦର ଏଠି ନୀରର କଳକଳ ସ୍ବର

ବିସ୍ମୃତ ଏ ଜଳରାଶି ବିସ୍ମୃତ ଏ ମରୁଭୂମି  
ସଭିଏଁ ଏଠି କ୍ଷଣସ୍ଥାୟୀ, ସମସ୍ତେ ଏଠି କ୍ଷଣ ଭଙ୍ଗୁର  
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