

**NEW PAPER:**

Indian Express

**DATE:**

11.08.2018

**PAGE:**

3rd page in Bhubaneswar Express

THE  NEW  
**INDIAN EXPRESS**

**ASBM New Batch Inaugurated**

The new batch of ASBM academic programmes – PGDM, BBA & B.COM – was inaugurated in a gala ceremony by Dinabandhu Mahapatra, MD & CEO of Bank of India. He explained the five D's of management – Dump (irrelevant things), Delay (what is not necessary today), Delegate (anything that can be performed by the juniors), Do yourself (important tasks essential to achieve the organisational goal) and Document (whatever work is performed) – through which a manager can make a difference. He also emphasised on peer audit in every sphere of life. He praised the quality academic delivery of ASBM, and said that this quality consciousness has placed it among front line of business schools of the country. The programme was presided over by Prof. (Dr.) Prasanna Kumar Patasani, Member of Parliament, Bhubaneswar. In his address, he proclaimed that life management is an important aspect for every individual. He further advised the students to manage their own health so that they can ultimately contribute to the society. The Guest of Eminence Prof (Dr.) Debendra Nath Jena, Former Vice Chancellor, Utkal University of Culture, emphasized on "change and challenge" as two vital aspects in the field of management. Besides, describing the four Ds' and five Cs' of management, he advised the students to take pain and work hard to get success. Earlier, in his welcome address, the Founder and Group director of ASBM, Prof. (Dr.) Biswajeet Pattanayak quoted from Malcolm Gladwell's 'Blink' and advised the students to use their intuition for decision-making. He also emphasised that the youth of today should think of giving something back to the society instead of only taking from others.



