

ASBMU Newsletter

Phoenix

Vol 16 | Issue 01

2022



Welcome to ASBM University

*Wish you a very happy
and healthy new year 2022.*

Covid-19 has taught us the biggest life lessons on how to live in the difficult times with lots of adversities. Generally people learn when there is a pressure from the surroundings. In fact, this pressure of the pandemic has compelled all of us to venture and master the new way of looking at the problems and finding solutions. It has evolved new ideas, methods and techniques to address the uncertainties. ASBM University is not an exception. We also have put our efforts to work against the waves and continue to meet the stakeholders' expectations. Despite the difficulties, we have taken several initiatives and delivered as per our mandate. This issue of Phoenix has projected a snapshot of our activities. As I am an ardent believer in optimism, I am sure we will pass through this phase and again will be back to normalcy.



Prof. (Dr.) Biswajeet Pattanayak

Ph.D., D.Litt., D.Sc., Fellow (AIMA)
Distinguished former Professor, IIM Indore & Lucknow

Founder and President



Prof. (Dr.) Smaraki Pattanayak
Editor | Phoenix

Dear Readers,

The pandemic has indeed wreaked havoc on the various systems of the society and especially the education. Education improves the quality of one's life and is undeniably very pivotal in contributing to a country's welfare. This has been totally jeopardized by the emergence of Covid 19. The university was posed with a lot of trials due to recurrent lockdowns, shutdowns and the world literally shifting to a virtual space, however, as it's rightly said the show must go on. ASBM University continued with all its academic and non-academic activities in a hybrid mode. This issue of the newsletter is going to unfold with it all the landmark events of the year, including the release of our President's book by his Excellency Prof. Ganeshi Lal, Hon'ble Governor of Odisha and the first convocation of the university that was graced by Hon'ble Governor of Odisha along with Shri Aditya Padhi, IAS (Retd.) State Election Commissioner, Odisha.

I welcome the readers to the new issue of our newsletter Phoenix. Phoenix purposes to offer engaging, pertinent and valuable information to its readers regarding the varied endeavors of the university.

Justice Ananga Kumar Patnaik Chairs the ASBM University Advisory Council



Chairperson
Justice Ananga Patnaik
Former Hon'ble Judge,
Supreme Court of India

Members :



Ambassador Lalit Mansingh
Former Foreign Secretary
Govt. of India



Prof. D. P. Agrawal
Former Chairman, UPSC
Govt. of India



Prof. Sukhdeo Thorat
Former Chairman, UGC,
Govt. of India



Prof. S. S. Mantha
Former Chairman, AICTE,
Govt. of India



Dr. Satya Narayan Mohanty, IAS (Retd.)
Former Secretary, MHRD
Govt. of India



Mr. Bijay Kumar Patnaik, IAS (Retd.)
Former Chief Secretary,
Govt. of Odisha



Prof. Devinder Malhotra
Chancellor, Minnesota State Colleges &
Universities, USA



Mr. T. Sudhakar Pai
Chairman,
Manipal Group



Ms. Renu Challu
Former MD,
State Bank of Hyderabad



Mr. G. Upadhyaya
Former CMD,
National Aluminium Co. Ltd.



Prof. Aditya Prasad Padhi
Member, NAAC Executive
Committee & Former Vice-Chancellor,
Berhampur University, Odisha



Mr. M. Naveen Kumar, IA & AS (Retd.)
Former CFO & Director (Finance), Bangalore Metro Rail
Corporation Ltd. &
Former Principal Accountant General, Odisha



Mr. Thothathri Raman
International Accreditation Adviser
& Former Executive Editor,
Business India

An Advisory Council has been constituted for ASBM University with Justice Ananga Kumar Patnaik, Former Hon'ble Judge of Supreme Court of India as the Chairperson. This Council has fifteen members including the Chairperson.

The other members of the Council are Ambassador Lalit Mansingh, Former Chairman of UPSC Prof. D. P. Agrawal, Former Chairman of AICTE Prof. S.S. Mantha, Former Chief Secretary of Odisha Shri Bijay Kumar Patnaik, Chancellor of Minnesota State Colleges and Universities Prof. Devinder Malhotra, Former Secretary of MHRD Dr. Satya Narayan Mohanty, Chairman of Manipal Group Shri T. Sudhakar Pai, Former Managing Director of State Bank of Hyderabad Smt. Renu Challu, Former CMD of NALCO Shri G. Upadhyaya, Former Vice Chancellor of Berhampur University Prof. Aditya Prasad Padhi, Former Principal Accountant General, Odisha and Former CFO and Director Finance, Bangalore Metro Rail Corporation Ltd., Shri Naveen Kumar, and renowned journalist Shri A.T. Raman.

The President of the University Prof. (Dr.) Biswajeet Pattanayak says that this council will add substantial value to ASBM University for its growth and development.

Our New MENTORS



Hon'ble Justice Ananga Kumar Patnaik

Acclaimed Jurist and Former Judge,
Supreme Court of India

Chief Mentor, ASBM School of Law

Justice Patnaik, is an Indian jurist and a former renowned honourable judge of the Supreme Court of India. He was nominated by the then Chief Justice of India as the Chairman of the Supreme Court Legal Services Committee. He was also nominated by the CJI as the Chairman of the Committee on "Constitutional Law and Allied Subjects" for the project of the Indian Law Institute on Restatement of Indian Law.



Prof. (Dr.) Faizan Mustafa

Vice-Chancellor, NALSAR University of Law,
Hyderabad

Mentor, ASBM School of Law

Prof. (Dr) Faizan Mustafa is the Vice-Chancellor of NALSAR University of Law, Hyderabad. He was the founder Vice-Chancellor of National Law University, Odisha. He has also served as Dean, Faculty of Law, Aligarh Muslim University and Registrar of AMU. He is the Advisor to National Law School & Judicial Academy, Assam. He is known for his institution building abilities and democratic leadership.



Prof. T. V Rao

Distinguish Former Professor, IIM Ahmedabad
Professor Emeritus, ASBMU

Chief Mentor, MHRM

Dr. T. V. Rao is the Chairman of T V Rao Learning Systems Pvt. Ltd. With over 42 years of extensive work in the field of HRD, he is one of the "Fathers of HRD in India". Dr. Rao and Dr. Udai Pareek introduced the concept of Human Resources Development in India by starting the first HRD in L&T. He is the Founder and First President of the National HRD Network, and the First Honorary Director of the Academy of HRD, India.



Mr. S.V Nathan,

Partner and Chief Talent Officer,
Deloitte India & President, NHRDN

Mentor, MHRM

Mr. Nathan is a Partner and the Chief Talent Officer of Deloitte India. He serves on the Executive Leadership of the firm and is a member of Deloitte's Global Talent Council. He has over 30 years of experience in HR management across diverse industries including Manufacturing, Hospitality, IT, Telecom, and Professional Services. He is an industry leader, mentor and an advocate of ethical leadership and has invested in developing future leaders.

THE NATIONAL HR SYMPOSIUM, 2021

“Leader's Tool Kit: Integrity, Empathy and Humility”.

6th February, 2021



ASBM University organised the National HR Symposium on the theme " Leader's Tool Kit : Integrity, Empathy and Humility' on 6th February 2021. On this occasion we had with us Prof. Vipin Gupta, Professor & Co-Director, Centre for Global Management, California State University, San Barnadino, USA as the Chief Guest. Mr. Sudhakar Pai, Chairman & MD Manipal Group, Mr. Bijay Kumar Patnaik, IAS (Retd.), Former Chief Secretary, Govt. of Odisha and Mr. Sunand Sharma, Former President Alstom, India & South Asia & Strategic Advisor, NIT Warangal also graced the occasion as Guests of Honour and eminent speakers.

The welcome address was delivered by the Vice-Chancellor Dr. Kalyan Shankar Ray and the theme of the conference was introduced by the Chairman of the symposium and the President of the University, Prof. Biswajeet Pattanayak.

The plenary session was graced by Mr. Srinivas Reddy Vudumula, CHRO, BIFL, Prof. Jason Pandya Wood, Dean, University of Nottingham Malaysia and Mr. C.D Mathew, Head HR, L&T, Chennai. The session was moderated by Prof. Smaraki Pattanayak, Assistant Professor, ASBM University.

NATIONAL MARKLOGISTICS SYMPOSIUM

“Winning the Market and Reaching the Doors: Re-strategising Business”
20th March, 2021



A National Marklogistics Symposium was organised online in ASBM University on “Winning the Market and Reaching the Doors: Re-strategising Business” on 20th February, 2021. The symposium was inaugurated by the Chief Guest Shri N. Srinivasan, Director – Operations, Dedicated Freight Corridor Corporation of India Limited and Guest of Honour Shri Keyur Kotechha, General Manager of Reliance Retails Limited.

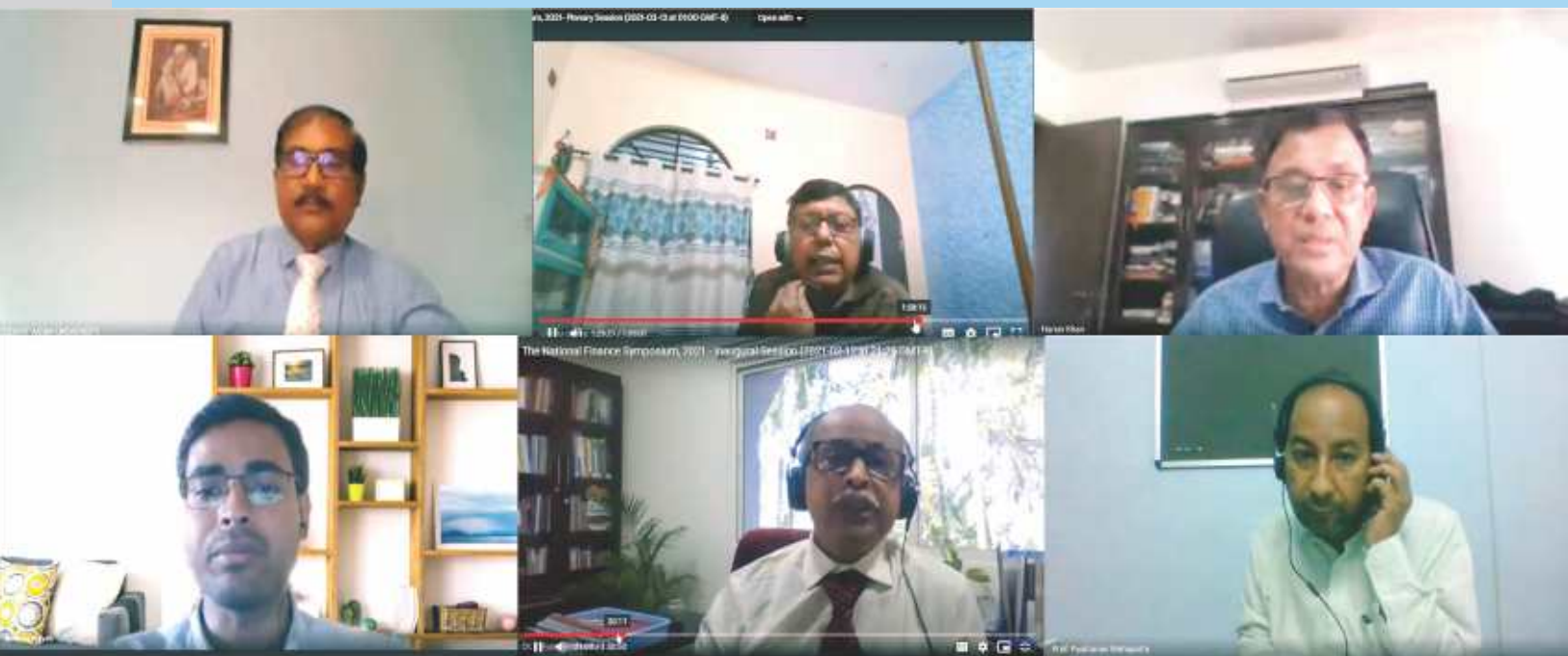
Mr. Srinivasan has described how to curtail the transportation cost and stabilise the existence in the market. Mr. Kotechha has also emphasised on the safety of transportation, welfare and transparency of an organisation. The Guest of Eminence Shri Mihirmani Tripathy, Vice-President of ABC India, Kolkata has placed a report of similar nature conducted on ONGC Tripura Power Company.

In his Presidential address, Prof. Biswajeet Pattanayak, Founder and President of the University, has opined that there is huge requirement of excellent transportation facility, construction of Supplier Development Centres in Odisha.

The Vice Chancellor of the University Prof. Kalyan Shankar Ray, in his introductory address has narrated the theme of the symposium and also emphasised that the commerce and supply system are complementary to each other.

The Plenary Session of the Symposium was attended by Eminent Speakers like Shri Raj Banerjee, Business Head, Reliance Retails, Kolkata, Shri Paritosh Mondal, Head Supply, Tata Projects, Shri Niranjan Prabhu, Manager, Avan India and Shri J. Aravinda Sundar, CEO of Nineping, Bangalore. The symposium was coordinated by the Coordinator Dr. Sunil Kumar Das Bendi and Prof. Paratap Kumar Pati.

NATIONAL SYMPOSIUM ON “MANAGING FINANCE FOR SUSTAINABLE GROWTH” 13th March, 2021



The one-day national virtual symposium on “Managing Finance for Sustainable Growth has taken place” in ASBM University, Bhubaneswar on 13th March 2021. The guests and speakers of the symposium were Mr. Harun Rashid Khan, Former Dy Governor, Reserve Bank of India, Mr. Amitava Mukherjee, Director (Finance), NMDC Ltd., Prof.(Dr.) Pranam Dhar, Head, Deptt. of Commerce & Management, West Bengal State University, Prof.(Dr.) Uttam K. Dutta, N S Open University, West Bengal, CA Bishnu Mohan Nayak and Mr. Vikas Agarwal, Regional Manager, SBI Life Insurance.

All the reputed speakers emphasised that, the constant progress and smooth functioning of finance structure in the country will only be enriched by adhering to the strict policy and flexible approach of business set up by the well-established business personas and emerging entrepreneurs. In that Presidential address, the Founder & President of ASBM University, Prof. Biswajeet Pattanayak focused that the need and analysis of being ultra-modern and perseverant are the keys to success to make sustainable growth in business world. The Vice-Chancellor of the university, Prof. Kalyan Shankar Ray in his inaugural address shared his vital views about the current business scenarios prevailing in the country. The symposium was successfully coordinated by Prof. (Dr.) Padmanava Mohapatra, and Dr. Rupsa Mohapatra.

ASBM FINISHING SCHOOL AND APNA DUKAN WORKSHOP

15th - 19th March, 2021



The ASBM Finishing School, hosted, a 5-Day Training Workshop from 15th to 19th March, 2021. The workshop was seminally focused on the engagement and enrichment of management students in empowering themselves with right blend of attitude, skills and knowledge. The purpose of the workshop was to bring together a variety of interpersonal and life skills to groom the students for facing corporate interviews and recruitment process.

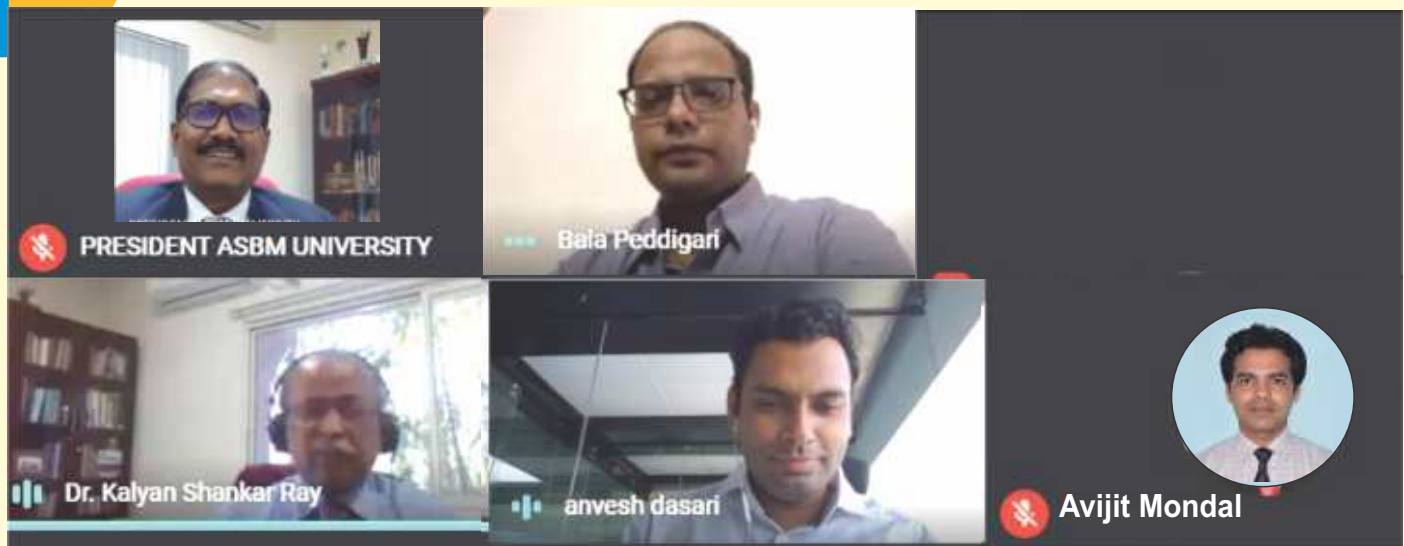
In the inaugural session, the Vice-Chancellor of the university, Prof. Kalyan Shankar Ray, gave importance to the need of such workshop practice in current scenarios and welcomed Prof. Kalyana Chakravarthi (International Life Skills Coach) as the facilitator of the workshop. On 15th, 16th and 18th, March 2021, the first workshop “Corporate Readiness” was conducted for the students of MBA, final year. The second workshop “Life Skills for Undergraduate Students” was on 17th March for final year BBA and B.Com. students, covering various aspects of communication, presentation skills, writing techniques, team building and interpersonal skills. The third workshop “Getting Ready for a Career in Management” held on 20th March, 2021 for the first year MBA students. They were prepared and trained in integration of attitude, skills and knowledge for their success.

In the Valedictory Programme of the workshop, the Founder & President of ASBM, University, Prof. (Dr.) Biswajeet Pattnayak, fostered and eulogized the vitality and need of Finishing School in the university. In his address, he pointed that new education policy will bring sea change in country's education system if properly implemented. He urged the young, potential minds to accept challenges and create employable opportunities by mastering skills based knowledge and techniques.

The workshop ended with a vote of thanks by the Head, Finishing School, Dr. Kaushik N. Bhuyan



THE NATIONAL SYMPOSIUM on “*Smart Decision: Data Science and Artificial Intelligence*” 17th April, 2021



The National Virtual Symposium (NS-AI & DS), 2021, was organized on 17th April 2021. Smart Decision: Data Science and Artificial Intelligence was the theme of this National Symposium. This event was inaugurated by the Chief Guest Dr. Rajesh Sharma, ITS, Fellow (IIMI) Senior Deputy Director General, Dept. of Telecommunications, Govt. of India. In his address, Dr. Sharma provided an insight of the government initiatives with specific thrust on the telecommunication field. He has traced the AI, how it helps the telecom industry to reduce operational costs by minimizing the human intervention needed for network configuration and maintenance.

The Guest of Honour, Shri Anvesh Dasari, Vice President - R&D Efftronics Systems Pvt. Ltd spoke about the data science and AI and how it is being utilized for smart decision making and different spectrum of autonomous smart machines.

Guest of Eminence Shri Bala Prasad Peddigari, Chief Products Officer – HiTech CTO Engineering Team at Tata Consultancy Services, Hyderabad emphasized on the role of AI in decision science. He proposed various approaches to promote data science in collaboration with technology in different AI framework.

Prof. Biswajeet Pattanayak, President, ASBM University, in his presidential address, highlighted that in-depth look at each decision making and the role played in a good strategic decision-making framework.

The plenary session was attended by Mr. Sakyasingha Mahapatra, Founder, Managing Director & CEO, Sak Robotix Lab, Dr. Korra Sathya Babu, Department of CSE, NIT, Rourkela, Dr. Annavarapu Chandra Sekhara Rao, Department of CSE, IIT (ISM), Dhanbad.

Prof. (Dr.) Kalyan Shankar Ray, Vice Chancellor, ASBM University introduced the theme and gave the welcome address of the session. The symposium was Coordinated by Prof. Avijit Mondal.

ONLINE CERTIFICATE PROGRAMMES, 2021

ADVANCED RESEARCH METHODOLOGY (eARM)

14th June, 2021 to 30th June, 2021

An online certificate program on Advanced Research Methodology (eARM) was conducted online from 14th June to 30th June. The programme was attended by research scholars and students from all over the world. The inaugural event started with a welcome address by Prof. Kalyan S. Ray, Vice-Chancellor of the university. The chief guests of the event, Prof. Shailendra Singh, Director of Indian Institute of Management, Ranchi and Prof. Manohar Singla, University of Delhi paved the way for such events in education sector through focusing on the vitality of research methodology in any disciplines of academic venture. The Founder & President of ASBM University, Prof. Biswajeet Pattnayak in his key note lecture, raised concern over the sustainability of good research work and its longevity for the successful end result. He specifically urged the young researchers and mentors of varied subjects to practice the moral ways of research orientation in respective institutions/ universities. The session was conducted by Dr. Barada P. Mohapatra, coordinator of the program. The event ended with a vote of thanks by the Registrar of ASBMU & Co-coordinator of the program, Dr. M.N. Samantaray.



HR ANALYTICS FOR ORGANISATIONAL EFFECTIVENESS

3rd July, 2021 to 30th August, 2021

Online Certificate Programme on HR Analytics for Organizational Effectiveness was organized by ASBM School of Business during the period 3rd July, 2021 to 30th August, 2021. The programme was organized by Prof. Ratikanta Dash, Coordinator and Prof. Bhakta Bandhu Dash and Prof. Smaraki Pattanayak as Co-coordinators. Forty one number of research scholars and students participated in the programme.

Prof. Pawan Kumar Singh, Director, IIM Trichy and Mr. S. V. Nathan, Partner & Chief Talent Officer, Deloitte India were Guests of Eminence on the inaugural ceremony of the programme and addressed the participants. Prof. Biswajeet Pattanayak, Founder & President of the University and Prof. Kalyan Shankar Ray, also addressed the participants.

Dr. Ashok Kumar Sahu, Former, ED-HR, NALCO, Mr. Sunil Das, Head – HR, Arcelor Mittal Nippon Steel Ltd., Dr. Saroj Sahoo, Assistant Professor, Sambalpur University, Dr. Manmath Nath Samantray, Associate Professor, ASBM University, Mr. Prakash Panda, VP & Head – HR, MSPL, Mr. Sudhansu Padhi, DGM – HR & Skill Development, TATA Motors, Mr. T. S. Babu, Sr. Vice President, Biophore Pharmaceuticals, Mr. Tanmaya Kumar Panda, VP-HR, Universal Sampo General Insurance Co. Ltd., Mr. Devdutta Sarma, Vice President & Head – HR, Satyam Venture Engg. Services Pvt. Ltd., Dr. Amarnath Tripathy, DGM-HR, NHPCL, Mr. Debasis Sahoo, Sr. VP-HR, Citi Bank, Dr. Ashutosh Muduli, Professor, Petroleum University, Gandhinagar and Dr. Sasmita Palo, Professor, OB & HR & Dean, TISS, were the trainers and faculty members for this programmes.

PERSONAL FINANCE & INVESTMENT PLANNING

10th July, 2021 to 14 August, 2021

The School of Accountancy of ASBM University organized a One-month Online Certificate Course on Personal Finance & Investment Planning from July 10, to August 14, 2021. The objectives of the programme were to communicate basic knowledge and understanding of various savings and investment opportunities available in the market and to help individuals in planning and managing their personal finance portfolios. The programme schedule had four sub-topics, viz. Personal Finance and Planning, Savings and Investment Products, Risk Management and Insurance Products & Tax Laws and Planning consisting of five sessions each.

Dr. K. Ramesha, Director, Indian Institute of Bank Management, Guwahati, Mr. Prafulla K. Giri, General Manager, Bank of India, NBG East, Kolkata and Prof. Kalyan Shankar Ray, Vice Chancellor had inaugurated the programme. Shri Ashutosh Mishra, former AGM, Bank of India, Shri Sushant Kumar Panigrahi, Sr. Divisional Manager, LIC of India, Patna, Shri Vikas Agrawal, Regional Manager, SBI Life, Chartered Accountant Ashok K. Soni, Shri Vivek Mohanty, Manager Trainings, Aditya Birla Group and Dr. Padmanava Mohapatra, Dr. Barada P. Mohapatra & Dr. Rupsa Mahapatra from ASBM University had graced the programme as resource persons.

The programme was coordinated by Dr. Padmanava Mohapatra, Head, School of Accountancy and & Dr. Rupsa Mahapatra. Many research scholars, industry professionals, students and house-wives had participated in this programme.




SUPPLY CHAIN DESIGN

15th July, 2021 to 28th July, 2021

The School of Business organised the Online Certificate Programme on 'Supply Chain Design' from 15th July 2021 to 28th July 2021. The event was inaugurated by Mr. Manas Ranjan Padhi, Vice President (Supply Chain Management) in TRL Krosaki Refractories Limited. Mr. Manas Ranjan Padhi, in his address, enlightened on role of Supply Chain Design in minimizing the logistics cost and increase in market share with the ease of movement and transit assurance. The eminent resource persons who delivered the lecture are Dr. George Easaw, Professor, Alliance University, Bangalore, Dr. B. Srirangacharyulu, Associate Professor, IIM Visakhapatnam, Dr. Saroj Koul, Professor, OP Jindal Global university, New Delhi, Dr. Padmanava Mohapatra, Professor, ASBM University, Dr. Devendra Kumar Yadav, Assistant Professor, NIT Calicut, Mr. Pradeep Kumar Jena, Manager-Procurement, L & T, Rourkela, Mr. Subrata Maity, Vice President-

Analytics & BI, ANTS Global Services Ltd, Dr. Anbanandam Ramesh, Associate Professor, IIT Roorkee.

The event was coordinated by Prof. Pratap Kumar Pati, Assistant Professor, ASBM University and Dr. Jhum Swain, Assistant Professor, ASBM University.

COMMUNICATION AND DIGITAL MEDIA

18th October, 2021 to 30th October, 2021

The School of Communication conducted a two-week online certificate programme on 'Communication and Digital Media' from 18th October 2021 to 30th October 2021.

The resource persons for the workshop were prof. Mrinal Chatterjee, Regional Director, IIMC, Dhenkanal, Dr. D. Venkata Srinivas Kumar, University of Hyderabad, Dr. Pranta Pratik Pattnaik, Central University of Rajasthan, Dr. Utkarsh, IIM Kashipur, Dr. Pravesh Kumar Padamwar, IIM Sambalpur, Dr. Anirban Som, IIM Tirchy, Dr. Sanjay Arora, HoD, English Dept., Central University of Rajasthan, Dr. D. Venkata Srinivas Kumar, University of Hyderabad.

Dr. Kaushik N. Bhuyan and Dr. Sunil Kumar Das Bendi co-ordinated the programme.



NATIONAL BANKING CONCLAVE-2021

“Indian Banking – The Evolving Landscape”

26th June, 2021



The one-day National Banking Conclave-2021 on the theme “Indian Banking – The Evolving Landscape” took place in ASBM University, Bhubaneswar on 26th June, 2021. In his welcome address and prelude to the conclave, the Founder & President of ASBM University, Prof. Biswajeet Pattanayak expressed his concern on the lack of systematic succession planning in banks resulting in a leadership vacuum at the senior level. He urged for a more favorable customer friendly banking environment for a better future. The Chief Guest, Shri Rakesh Sharma, Managing Director & CEO, IDBI Bank Limited, inaugurated the conclave and shared his valuable propositions for the growth of banking sector in India, highlighting the future plans of the government for banking in this digital era. In her key note address, Smt. Sunita Handa, CGM, Sate Bank of India, pointed out the challenges of banking sector for smooth function and progress during COCID-19 pandemic. She specifically focused on leadership communication and impact of digitalization for business continuity to overcome the challenges.

The inaugural session was followed by an engaging panel discussion for intense debate, diligently moderated by Prof. Kalyan Shankar Ray, Vice-Chancellor of the university who set the tone by introducing the topic of discussion. In the discussion, Smt. Renu Challu, Former Managing Director, State Bank of Hyderabad elaborated on

the nitty-gritty of business development post-pandemic, including the problems of NPA and profitability. She also highlighted the cultural issues involved in merger of banks. Shri Murali Vaidyanathan, President, Equitas Small Finance Bank, emphasised the vitality of the private sector banks that use technical alignment, people centric approach and do-it-yourself mode for sustainable growth. Shri Shrimohan Yadav, Chief General Manager, Reserve Bank of India, dwelt upon the regulatory issues involved and highlighted the steps ushered in by Reserve Bank of India to face the future challenges after the pandemic. Another resource person, Dr. Satchidananda Sogala, Former Regional Director of RBI, explained how banking in India has shifted from 'Class Banking' to 'Direct Benefit Transfer' to 'Mass Banking' to 'Digital Banking'. He also highlighted the issues related to digital currency. The moderator, Prof. Kalyan Shankar Ray summed up the discussion on an optimistic note by saying that Indian banks are generally resilient, sufficiently capitalized and well regulated, and so they will play their role diligently for economic resurrection and development of the country.

The conclave was enriched with the presence of many reputed banking professionals, academicians, research scholars and participants from across the country and abroad. Dr. Padmanava Mohapatra, the Coordinator of the Conclave had initially introduced the guests, while Dr. Rupsa Mahapatra, the Co-coordinator, proposed a vote of thanks.

PROF. BISWAJEET PATTANAYAK, the New Chair of ACBSP's South Asia Council



The renowned educationalist and management guru, Professor (Dr.) Biswajeet Pattanayak is the new Chairperson of USA's prestigious Accreditation Council for Business Schools & Programs (South Asia council, Region 10, which includes South Asia and South East Asian countries namely, India, Pakistan, Bangladesh, Bhutan, Nepal, Maldives, Afghanistan, Iran, Sri Lanka, Cambodia, Laos, Myanmar, Thailand, Vietnam, Malaysia and Singapore). ACBSP acknowledges and accredits the vitality of quality education for various business schools across the world. He will be now in charge of the quality accreditation and evaluation in management education for all the countries in South East Asia.

An internationally acclaimed expert in the domain of Human Resource Management and a celebrated management psychologist for more than three decades, Prof. Biswajeet Pattanayak is popularly known as the 'LAGAAN Professor' after his innovation in teaching through introduction of the famous 'Lagaan' movie in

the course curriculum of IIM Indore. An avid researcher, Prof. Pattanayak has to his credit 104 research publications in national and international referred journals and 26 books. His books 'Creating Performing Organization' and 'Human Resource Management' are global best sellers of Amazon.com.

Earlier, Dr. Pattanayak has held coveted positions like Professor of IIM – Indore & Lucknow, Director of Indian Institute of Bank Management (an institution of Reserve Bank of India). He has also been appointed as a member of the Courts (the highest bodies of Governance) of Central University of Rajasthan and Guru Ghasidas Central University, Chhattisgarh by the Hon'ble President of India. As one among top ten management educators of the world, Dr. Pattanayak is a recognized global figure, conferred with numerous national and international awards, like USA's prestigious 'Teaching Excellence International Award' in June, 2016. Currently, Prof. (Dr.) Biswajeet Pattanayak is the Founder and President of ASBM University, Bhubaneswar, Odisha.

THE HON'BLE GOVERNOR OF ODISHA RELEASES PROFESSOR BISWAJEET PATTANAYAK'S BOOK ON HUMAN RESOURCE MANAGEMENT



Prof. Biswajeet Pattanayak, President of the University,
with Hon'ble Governor of Odisha, Prof. Ganeshi Lal

The renowned educationist, management guru and the founder-President of ASBM University, Prof. (Dr.) Biswajeet Pattanayak's celebrated book on "Human Resource Management" is released by the Governor of Odisha, Professor Ganeshi Lal in the Raj Bhawan. The Governor was of high praise about the book and longed for its substantial value to the management education. At this occasion, Professor Pattanayak offered his regards to the Hon'ble Governor and gifted his new book "The New Globalization: Integrating People, Technology and Market" to him.

ASBM NEW BATCH INAUGURATED 1st October, 2021



The induction programme for new batch was inaugurated by the President, ASBM University, Prof. (Dr.) Biswajeet Pattanayak, in the presence of Shri S.V. Nathan, Partner and Chief Talent Officer, Deloitte, India as the Chief Guest who encouraged the young bloods by specifically quoting the story of Michel Jordan. Prof. Jason Pandya-Wood, Dean, Faculty of Arts and Social Sciences at University of Nottingham and Prof. Alby Anand Kurian, Professor, Management Development Institute Singapore were the Guests of Honor for the event. Prof. Jason congratulated the upcoming batch and wished them the best for their new journey. He inspired all the students with a character of star war, quoting how things working in actual life are similar to that character. Prof. Alby laid down essential points on future planning and

delivered his presentations on "encouraging student to plan wisely and work effectively". He also quoted the advantages and merits a student from India can have.

The Founder and President of ASBM University Prof. Biswajeet Patnaik, motivated all the students by his words of wisdom. He stressed on the significance of humility, positive attitude and unbounding spirit for success as essential ingredients in a student's life.

The welcome address was delivered by Prof. Kalyan Shankar Ray, Vice Chancellor ASBM University, and Pro Vice Chancellor Prof. Phalgu Niranjana introduced the dignitaries.

The vote of thanks was proposed by Prof. Saroj Kumar Bishey, Assistant Dean Academics and the event was anchored by the student of ASBM University Deepthi Pandey.

FIRST CONVOCATION ASBM UNIVERSITY

20th December, 2021

The first Convocation of ASBM University was held in a glittering ceremony to award degrees to its first batch students. Prof. Ganeshi Lal, Hon'ble Governor of Odisha graced the occasion as the Chief Guest. In his address, he lauded the efforts made by the university in providing quality education. Stressing on self-belief for a bright career, he advised the students to be grateful to their parents and the teachers for the education that they had received.



Prof. Ganeshi Lal,
Hon'ble Governor of Odisha



Prof. Biswajeet Pattanayak, President of the University, Shri Aditya Prasad Padhi, State Election Commissioner of Odisha, Vice-Chancellor Prof. Kalyan Shankar Ray, (standing left to right)



Shri Aditya Prasad Padhi, State Election
Commissioner of Odisha

Shri Aditya Prasad Padhi, State Election Commissioner of Odisha gave away gold medals to Swagatika Dash of MBA, Pallavi Dubey of BBA and Manas Ranjan Sahoo of B.Com. for academic excellence. MBA student Swostik Rout was awarded the President's gold medal as the Best All-Rounder Student. Shri Padhi then talked about the life ahead management graduates and advised them to work for the betterment of their own country and state. He highly appreciated the developments made by the University in a short period.



Swagatika Dash of MBA receives Gold medal as the All-Rounder Student



Pallavi Dubey of BBA receives Gold Medal for academic excellence



Manas Ranjan Sahoo of B.Com receives Gold medal for academic excellence



Prof. Biswajeet Pattanayak,
President of the University



Vice-Chancellor
Prof. Kalyan Shankar Ray



The degrees of MBA, BBA and B.Com. were awarded to the successful students by the President of the University, Prof. Biswajeet Pattanayak. He talked about change management and advised the students to initiate change and then drive it for their betterment. By quoting from the Srimad Bhagavad Gita, he advised them to do good for the society wherever they are.

In his annual report, the Vice-Chancellor Prof. Kalyan Shankar Ray narrated how the University had continued to propagate knowledge through five schools despite the pandemic of Covid-19.

Pro-Vice-Chancellor Prof. Phalgu Niranjana administered the pledge to the students to utilise their knowledge for service of their country and the wellbeing of the society.



Pro-Vice-Chancellor
Prof. Phalgu Niranjana



President Prof. Biswajeet Pattanayak and Vice-Chancellor Prof. Kalyan Shankar Ray, ASBM University with Mr. Kanan Dash, the new Editor of the Odia Premier daily - The Samaja

ASBM HOLDS 11TH NATIONAL HR SYMPOSIUM

'Work, Work place and Work Force – Re-strategizing HR'.

23rd October, 2021

The 11th National HR Symposium was held at ASBM University, Bhubaneswar on the theme 'Work, Work place and Work Force – Re-strategizing HR'. After introduction of the guests by the Coordinator of the symposium Dr. Smaraki Pattanayak, the Vice Chancellor Prof. Kalyan Shankar Ray rendered the welcome address and set the ceremony in motion. Quoting great writers like Robert Frost and George Bernard Shaw, Prof. Ray emphasized on creativity and being original by walking the untrodden path.



While elucidating the theme of the

symposium, the Founder and President of ASBM University Prof. Biswajeet Pattanayak accentuated the need for adaptability. Quoting the father of the theory of evolution Charles Darwin that it is neither the strongest of the species, not the most intelligent, but the most adaptable that survives, Prof. Pattanayak dwelt at length on change management and gave examples of various companies who could not adapt to the changing times and hence disappeared from the market. He announced that keeping the new developments in view ASBM University has designed a new Master degree programme in HRM in collaboration with National HRD Network and will offer it from the next year.

The Inaugural session was addressed by thought leaders in HR like Mr. Nihar Ranjan Ghosh, President-HR of Emami, Dr. C. Jayakumar, Chief Human Resources Officer of Larsen & Toubro, Ms. Renu Bohra, Chief Human Resource Officer of D B Schenker Pvt. Ltd. and Mr. Bharat Chhabra, Head, Change Management and Learning & Development of Tata Power Central Odisha Distribution Ltd. Mr. Ghosh explained how people are the ultimate assets of any organization and emphasized on revamping the present HR strategies. Stating how COVID-19 has affected the functioning of the multinational corporates, Dr. Jaykumar narrated the challenges they faced in L & T and how they rose above it. Ms. Bohra explained the effect of the pandemic on the psychological state of the employees and how it impacted the organizations at large. Mr. Bharat Chhabra threw light on how a power distribution company handled the physical and mental health of its employees during the pandemic and how thereby they re-strategised their HR systems.

The plenary session in the afternoon saw deliberation by eminent HR practitioners like Dr. G.P. Rao, Founder of GPR HR Consulting, Dr Sujiv Nair, CHRO & CTO of Ramky Enviro Engineers Ltd, Col. (Dr.) Ashwani Kumar Joshi, Director of Ernst & Young LLP and Mr. J. Subhranian, Head-HR of the Keller Group. Aably moderated by Dr. Smaraki Pattanayak, it was an engaging session that brought forth many innovative dimensions with special emphasis on strategies for improving the mental health of the employees alongside reskilling, upskilling and cross-skilling to rejuvenate the work, the workplace and the workforce.

The sessions were anchored by students of ASBM University Aisswarya Yogaroupa and Prachi Jha. The Co-Coordinator of the event Dr. Bhaktabandhu Dash proposed a vote of thanks.

FINISHING SCHOOL TRAINING WORKSHOP HELD AT ASBM UNIVERSITY

6th December to 11th December, 2021



The six-day training workshop from 6th of December, 2021 to 11th of December, 2021 was conducted at ASBM University, Bhubaneswar for MBA, BBA and BCom students on various themes like 'Corporate Readiness', 'Getting Ready for a Career in Management' and 'Life Skills'.

Professor and Life Skills Coach, Dr. T. Kalyana Chakravarthi designed and conducted the workshop within the premises of ASBM University amidst strict COVID protocol measures put in place.

The programme stresses on rigorous and relevant practicalities of technical skills in post pandemic era and

elaborates on tactful ways to deal with such contingencies. The unique Concepts like Sectoral Analysis, Current Corporate Analysis, Apna Dukan, Multiple Intelligence, Six Hats Thinking, Crisis Management, Neuro-Linguistic Programming, Verbal Dissociation, Corporate Etiquette & Behaviour, and various other topics were covered in these workshops. This experiential learning event created an opportunity for the students to interact, experiment and train the future potential minds of India contributing to Skill India mission.

The event was successfully coordinated by Dr. Kaushik N. Bhuyan, Head, Finishing School, ASBMU and his team of student coordinators.



WEBINARS

28.01.2021: International Dimension to Promotion of Rural Tourism Inodisha: Opportunity of Employment and Entrepreneurship



Resource Persons : Shri Vivek Pattanayak,

IAS (Rtd) Former Director, International Civil Aviation Organization (ICAO).

Shri Abasar Beuria, *IFS (Rtd) Chairman INGLOMACY, Former Ambassador.*

Shri Biranchi Mishra, *Joint Director, Odisha Tourism (Rtd.) Travel Writer, Tourism Consultant*

Dr. Anita Sabat, *Researcher, Trustee Odita Trust, Director of Sabat Exports Pvt. Ltd.*

Ms. Apurba Rath, *Content writer and Digital marketer*

Moderator

Prof. (Dr.) Jyoti Ranjan Mohanty, *ASBM University*

4.02.2021: Union Budget 2021-Implications & Impact



Resource Persons : Prof. (Dr.) Padmaja Mishra, *Former Vice Chancellor, Ramadevi Women's University,*

Prof. (Dr.) Raj Kishore Panda, *Former Professor of Economics Utkal University & Former Director, N.C.D.S. Bhubaneswar*

CA Rajib Sekhar Sahoo, *Sr. Chartered Accountant, SRB & Associates, Bhubaneswar*

Moderator: Prof. Dr. Jyoti Ranjan Mohanty, *ASBM University*

Prof. (Dr.) Padmanava Mohapatra, *ASBM University*

27.02.2021 : The Art of Business English in Multilingual India

Resource Persons : Dr. P. Bhaskaran Nair, *Former Professor of English, Pondicherry Central University President, English Language Teachers Interaction Forum (ELTIF), India*

Dr. Mrinal Chatterjee, *Regional Director, Indian Institute of Mass Communication, (IIMC) Dhenkanal, Odisha*

Dr. Sanjay Arora, *Associate Professor & Head, Department of English, Central University of Rajasthan National President, English Language Teachers Association of India (ELTAI)*

Moderator : Dr. Kaushik N. Bhuyan. *Assistant Professor, School of Communication, ASBM University*



3.04.2021: Industry and IoT : an intersection

Resource Persons : Mr. Raghavan Madabhushi, *Sr. Vice-President, Cambridge Technology Enterprise Ltd.*

Mr. Amrit Fogla, *Sr. Manager, PwC Dubai*

Dr. Arun Kumar, *Asst. Professor, NIT Rourkela*

Moderator : Dr. Jhum Swain, *Asst. Professor, ASBM University*

6.04.2021 : Managing Stress and Exam Blues

Resource Persons : Prof. (Dr.) Dilip Mahapatra, *Pro-Vice Chancellor, Ballsbridge University Global, UK*

Dr. Asit Mohapatra, *Former Professor, IIM, Ranchi*

Moderator : Dr. Smaraki Pattanayak, *Assistant Professor - HR & OB, ASBM University*



10.4.2021 : MSME & Atmanirbhr Bharat

Resource Persons : Dr. Partha Sarathi Mishra, IAS, *Director-cum-Additional Secretary Public Enterprises Department, Govt. of Odisha*

Dr. Ravinder Kumar, *Professor of Finance and Legal Aspects of Business Department of Commerce and Business Studies, Dean - Faculty of Social Sciences Director - Centre for Comparative Religions and Civilizations*

Mr. Ramakrishna Mukkavilli, *Founder and Managing Director, Maithri Aquatech*

Moderator : Dr. Rupsa Mahapatra, *Asst. Professor, ASBM University*

16 5 2021 : “Corporate Social Responsibility Challenges”

Resource Persons : Dr. G P Rao, *Founder, Good People Relations, New Delhi, Former Chief-HR & Management Services, Recron Malaysia Sdn Bhd (Reliance Group)*

Prof. Prafulla Kumar Dhal, *General Manager & State Head, Sparsh Social Foundation CSR & Sustainability, JK Paper Mills, Odisha*

Dr. Santosh Kumar Mishra, *Dy. General Manager (PR & CSR), TRL Krosaki Refractories Limited, Odisha*

Mr. Promod Kumar Sahu, *Addl. General Manager (HR-CSR), NTPC Ltd., Corporate Center, Noida*

Moderator : Prof. Pratap Kumar Pati, *Assistant Professor, ASBM University, India*



21.5.2021 : Sustainable Tourism Practices

Resource Persons : Shri. Shailendra Jaiswal, *Principal Executive Director DRDO*

Shri Jitendra Ku. Mohanty, *Chairman Hotel and Restaurant Association of Odisha*

Shri T. Banambar Patra, *Managing Director, toshali Resorts International*

Moderator : Dr. Sunil Ku. Das Bendi, *Assistant Professor, ASBM University*

21.5.2021 : Career Pathing During Pandemic

Resource Persons: Dr. Amrita Das, *Director, Institute for Career Studies, Lucknow*

Dr. T. Kalyana Chakravarthi, *Founder-Knowledge, Attitude and Skills Services (KASS); Visiting Professor and Life Skills Coach (Teaching / Training in India, Oman, Mayanmar & Turkey) Hyderabad, India*

Moderator : Dr. Bhakta Bandhu Dash, *Assistant Professor, ASBM University*



30-05. 2021 : Managing Positive Industrial Relations during Covid-19 Pandemic

Resource Persons: Mr. Radhashyam Mahapatro, *Director, (Personnel) Nalco*

Mr. Prakash C. Panda, *Sr. Vice President & HR Head India Power*

Dr. Debabrats Dash, *Vice President, HR & Admn. MSPL Group, Bangalore*

8.6.2021 : Python OpenCV in Deep Learning

Resource Persons: Mr. Trilochan Tarai CEO, *Silan Software Pvt. Ltd. Bhubaneswar*

Dr. Sunil Kumar Balabantaray, *Assistant Professor Dept. of CSE, NIT, Meghalaya*

Mr. Rashmi Ranjan Mangaraj, *Data Scientist, Silan Software Pvt. Ltd. Bhubaneswar*

Moderator : Prof. Avijit Mondal, *Assistant Professor, ASBM University*



19.6.2021 : Economic Growth and The Environment - a Trade-Off ?

Resource Persons : Dr. Kausik Gangopadhyay, *Professor and Chair, International Relations, Economics, IIM Kozhikode*

Dr. Mitali Chinara, *Professor & Head, PG Deptt. of Economics, Utkal University*

Dr. Dukhabandhu Sahoo, *Assistant Professor, School of Humanities, Social Sciences & Management, IIT Bhubaneswar*

Moderator : Dr. Apurva Sahay, *Assistant Professor, ASBM University*



11.8.2021 : Economic Growth and The Environment - a Trade-Off ?

Resource Persons : Dr. Supriya Agarwal, *Professor & Dean, School of Humanities and Languages Central University of Rajasthan*

Dr. Lakhimai Mili, *Assistant Professor of English, Pondicherry Central University*

Dr. Baishali Mitra, *Assistant Professor of Communication Entrepreneurship Development Institute of India (EDII), Ahmedabad*

Moderator : Dr. Kaushik N. Bhuyan, *Assistant Professor School of Communication, ASBM University*

21.9.2021 : Rural Entrepreneurship

Resource Persons: Shri Vivek Pattanayak, *IAS (Retd.) Former Director ICAD (International Civil Aviation Organisation) of UN India*

Shri B. C. Mohanty, *Managing Director ORICLEAN India*

Dr. Subhrendu Sekhar, *Deputy Managing Director APICOL Odisha India*

Moderator : Dr. Sunil Kumar Das Bendi, *Assistant Professor, ASBM University*

7.2.2022 : Impact of Union Budget-2022

Resource Persons: Prof. (Dr.) Padmaja Mishra, *Former Vice Chancellor, Rama Devi Women's University*

Prof. (Dr.) Prabodha Kumar Hota, *P.G. Deptt. of Commerce Utkal University*

CA. Rajib Shekhar Sahoo, *Sr. Chartered Accountant, SRB Associates*

Moderator : Prof. (Dr.) Padmanava Mohapatra, *Professor & Dean, ASBMSchool of Accountancy*

12.2.2022 : International Webinar Human Transformation with Blockchain Technology

Resource Persons : Mr. Prasanna Lohar, *Chief Innovation Officer Digital Transformation Innovation Implementation & Architecture DCB Bank*

Dr. Mohammad Alnabhan, *AcChain Project Manager, Visiting Professor in computer Science Department Princess Sumaya University of Technology (PSUT) Amman, Jordan*

Moderator : Prof. (Dr.) Ricky Mohanty, *Head, School of Information System,*



19.2.2022 : Digital Transformation in Financial Services

Resource Persons : Mr. Sabyasachi Das, *Senior SAP FICO Consultant Cap Gemini, Bangalore*

Dr. A Velanganni Joseph, *Professor, Head of the Department Youth welfare studies, Madurai Kamaraj University Madurai, Tamilnadu*

Moderator : Prof. (Dr.) J. Sai Mohini, *Assistant Professor, ASBMSchool of Accountancy*



ALUMNI CORNER



ASBM Alumna Bishesha Patnaik,
Owner of RAPIDBITE@GHAR KA KAHANA, Bhubaneswar

Bishesha Patnaik, Alumni of ASBM University began a new Journey as an entrepreneur by opening her own restaurant



After taking admission in ASBM, I realised that my decision to pursue PGDM in ASBM was very much right. The environment and the faculty members in ASBM are too good. They are really dedicated towards their students, in shaping their future. I must say that, ASBM truly prepares its students to excel in their career. I feel proud, for being a part of the ASBM family. Thank you ASBM!

Anchalpriya Dalai
of 2018, Operations Manager Oppo Mobiles



ASBM helped me to expand the horizon of my knowledge and I will always remain thankful to ASBM for having given me a multi-dimensional learning, by providing the apt Mix of Academics, Industry Exposure and Leadership Skills, which would be there with me till the very end.

Santosh Bhubaneswar Pattnaik
Of 2018, Store Manager, Lenskart



Well, it feels nostalgic to speak about my school, "ASBM" after 9 years! The most beautiful part is that the memories with this place of excellence still remain fresh.

I am proud to be a part of ASBM university, a place that has developed me not only in the area of education but also more important skills such as, interpersonal, effective communication and enough confidence levels to flourish.

This note still reminds me of the 200+ case studies that I went through group talks, presentations that boosted my knowledge.

Yes, I miss the green campus a lot!!

Mousumi Roy
Batch 2010-12, ASBM Bhubaneswar
HR Business Partner, TechnipFMC plc(A global Leader in Subsea & Surface Technologies)



Finding the right path to success at the right time is important and for that way I had selected ASBM. The friendly environment, the systematic approach towards imparting education at ASBM made me a competent individual. The wide range of activities- both curricular and co-curricular- along and the support from ASBM is extremely helpful for my future. The faculties are truly kind and approachable when any need arises. In ASBM, we are trained for our placements and because of that I was placed in one of the reputed companies. Today, if I am in a good position, it's because of what I have learnt from ASBM. Lastly, I am proud to be a student of ASBM.

Arijit Brahma, Batch 2016-18,
General Manager, Operations, Bharat Financial Inclusion Limited



My five years at ASBM wouldn't have been easy without the dynamic faculty members, whom I considered as 'Management Gurus'. This Institute has given me a platform to showcase my skills in the Corporate World. Today I realized that, here I was making memories in the past days. My one word 'thanks' will not be enough, unless and until I do something for my Institution in the future.

Ankita Parida
Batch-2018 Consultant , EY



New Batch Ph.D. Scholars at ASBM

Doctoral scholars of Ph.D. in Management with President Prof. Biswajeet Pattanayak and Vice Chancellor Prof. K.S Ray , Dean Academics Prof Padmanav Mohapatra and Dean Business School Prof. M.N Samantaray .

PHOTO GALLERY





Editor :
Prof. (Dr.) Smaraki Pattanayak

Circulation : Ms. Chinmayee Priyadarshinee
Design & Layout : Bibhu Pr. Pradhan

Printed & Published by
ASBM University
Shiksha vihar, Bhubaneswar - 754 012
Phone: 0674-237 4801-05
E-mail : institute@asbm.ac.in | web : www.asbm.ac.in