



ASBMU Newsletter
Phoenix

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Welcome to

ASBM University

Keeping abreast of the change, the National Education Policy (NEP), 2020 has brought in several changes including National Higher Education Qualification Framework. Towards implementation of NEP, 2020, ASBM is the first University in the state to implement Curriculum and Credit Framework for Under Graduate Programmes, 2022 for all its UG programmes from the academic year 2023. I am sure that this will help the students to build their academic career with a right blend of multidisciplinary subjects and life based skills.

We are always proud of our students for their remarkable achievements – both academics and employability. I congratulate the passing out batch of MBA for their excellent campus placement. Also kudos to the BBA (H) and B Com (H) students for their success in the campus placement. Phoenix is an initiative to showcase the plethora of activities of the University in a capsule form. I am sure the readers will find it interesting and informative.

Prof. (Dr.) Biswajeet Pattanayak

Ph.D., D.Litt., D.Sc., Fellow (AIMA), Distinguished
Former Professor, IIM Indore & Lucknow
Founder and President

Editorial



Prof. (Dr.) Smaraki Pattanayak

Editor | Phoenix

Dear Readers,

Greetings of the season!

I welcome you all to yet another exciting issue of our newsletter Phoenix. With the same spirit, I am very pleased to brief you all about the various events and activities that took place since the last issue. This issue brings with it an array of activities. To begin with, it highlights the visit of Hon'ble Justice Mr. Ananga Kumar Patnaik, Former Judge Supreme Court of India to ASBM University, Foundation day lecture delivery by Shri Subroto Bagchi, Co-Founder of Mindtree and Chairman, Odisha Skill Development Authority, Road to Excellence lecture by Mr. S.V. Nathan, Partner and Chief Talent Officer, Deloitte, India, introduction of the first ever MBA in MSME Management program in collaboration with Ni-MSME, Hyderabad, Principal Director Dr. Smaraki Pattanayak's selection for the prestigious 'ACBSP Teaching Excellence Award' 2023 and many more.

Apart from academics and research, we took a step closer towards sustainability by being the first University in Odisha to install the innovative air to water machine by Maithri Aquatech, Hyderabad. Further, we disposed our social responsibility by organizing a blood donation camp in collaboration with Ama Odisha and also, organized a cleanliness drive.

Our readers are our biggest cheerleader and I thank them whole heartedly for the relentless support.

Prarambha

ASBM New Batch 2022-23 Inaugurated



Prof. Phalgu Niranjana, Pro-Vice-Chancellor, ASBM University, Prof. Biswajeet Pattanayak, Founder & President, ASBM University, Dr. Satyajit Mohanty, IPS (Retd.), Chairman, Odisha Public Service Commission, Mr. Ramakanta Pradhan, General Manager, Union Bank of India, Prof. Kalyan Shankar Ray, Vice-Chancellor, ASBM University (Standing from Left to Right)



Prof. Phalgu Niranjana
Pro-Vice-Chancellor, ASBM University

Prarambha, the new batch inauguration of ASBM University was held on 3rd September 2022 at ASBM University campus. Dr. Satyajit Mohanty, IPS (Retd.) Chairman of Odisha Public Commission graced the occasion as the Chief Guest and Shri Ramakanta Pradhan, General Manager, Union Bank of India marked his presence as Guest of Honour. Dr. Satyajit Mohanty encouraged the new students to take their journey with patience, humility and joy. Also Mr. Pradhan congratulated the upcoming batch and wished them the very best for their new journey. The Founder and President of ASBM University Prof. Biswajeet Pattanayak, motivated all the students by his words of wisdom. In this programme ASBMU Newsletter "Phoenix 2022" was also released by the guests.

Ten days orientation programme was also organised for all the new students of the University and various

guests from industry & academia were invited to address the students. Some of the speakers were Mr. Pinaki Mohanty, State Project Coordinator, Centre of Modernising Govt. Initiative, General Administration & Public Grievance Dept. Govt of Odisha, Dr. Jashobanta Mahapatra, HOD, Clinical Psychology Mental Health Institute, SCB Medical College, Cuttack, Dr. Sibani Mohapatra, Consulting partner - Education, Transformation, TCS, Dr. Suvendu Das, Managing Director, Hiteisee Consulting, Dr. Pradeep Parmanik, Director, Fast Track Career Consultants, Mr. B. Santosh Kumar, Business Manager, Landmark Group, Mr. Shakyasingha Mohapatra, Founder Sakrobotics, Sister Leena, Sr. Rajyoga Teacher, Bhubaneswar, Sister Debasmita, Motivational Speaker & Management Trainer.

Aakanksha

The Fresher's Day - 2022

Aakanksha- Fresher's day on 3rd September 2022 was organised by the existing students of the University to welcome the new comers. It's a merrymaking event commemorated every year to welcome future corporate leaders with young and beautiful minds from all over the country. This event creates many memories for the first years and their seniors alike, with a spellbinding array of cultural programs and social activities.

This fun event was marked by boys and girls dressed in black, humming to songs and shaking their feet, an ice-breaking session to know each other and finally climaxing the gala evening with an appetising open-air dinner hosted by the President of the University.



Foundation Day Lecture



Shri Subroto Bagchi

Co-founder of Mindtree and Chairman,
Odisha Skill Development



Prof. Biswajeet Pattanayak, Founder & President,
ASBM University, felicitating Shri Subroto Bagchi, Co-founder of
Mindtree and Chairman, Odisha Skill Development

ASBM University celebrated its Foundation Day on 26th September, 2022 to remember and cherish the day when its foundation was laid. ASBM University, formerly the Asian School of Business Management, was established in the year 2006. In recognition of its exceptional journey, the Government of Odisha bestowed upon it the 'University Status' on 26th September 2019.

Shri Subroto Bagchi, Co-founder of Mindtree and Chairman, Odisha Skill Development Authority graced the occasion as the Chief Guest and delivered the Foundation Day Lecture. In his lecture, he focused on 'institution building process' citing the examples of world's 100 best universities. He placed a lot of emphasis on infrastructure such as physical, digital, intellectual and emotional. Referring to his research findings, he then suggested eight major factors for building emotional infrastructure, namely proximate leadership, memplex, constant communication, presence of support network, learning from adversity, vision, values and extreme exclusivity.

In his lecture, Shri Bagchi congratulated ASBM University on receiving incredible success within a short time and also emphasized on the importance of holistic education. He also congratulated the Founder Prof. Biswajeet Pattanayak for his contribution to the state of Odisha.

ASBM University inks Memorandum of Understanding with National Institute for MSME for MSME Management



Dr. Dibyendu Choudhury, Faculty Member, School of Enterprise Management, National Institute for MSME, Dr. S. Glory Swarupa, Director General, National Institute for MSME, Prof. Biswajeet Pattanayak, Founder & President, ASBM University, Prof. Phalgu Nirajana, Pro-Vice-Chancellor ASBM University (left to right)

The National Institute for Micro, Small and Medium Enterprises (NI-MSME), Govt. of India has signed a Memorandum of Understanding (MOU) with ASBM University to offer MBA in MSME Management from 2023. The Director General Dr. S. Glory Swarupa exchanged MOU with Prof. (Dr.) Biswajeet Pattanayak, the Founder and President of ASBM University in a glittering ceremony in the Central auditorium of ASBM University, Bhubaneswar. In this programme, the students will get an opportunity to study

two semesters in ASBM University campus at Bhubaneswar and two more semesters in the second year in the campus of ni-msme, Hyderabad. While exchanging the MOU Dr. Swarupa said that this is a unique and the first of its kind MBA programme in the whole country. She also expressed her confidence that this course will help the MBA aspirants to master not only management skills but also the arts and sciences of MSME.

Second Convocation - 2022



Shri C. J. George, Managing Director & CEO, Geojit Financial Services,
Prof. Biswajeet Pattanayak, Founder & President, ASBM University, Mr. Atanu Kumar Das, Managing Director & CEO, Bank of India,
Prof. Kalyan Shankar Ray, Vice-Chancellor, ASBM University (Standing Left to Right)

The second Convocation of ASBM University was held on 19th September 2022 in a glittering ceremony to award degrees to its second batch students. Mr. Atanu Kumar Das, Managing Director & CEO, Bank of India graced the occasion as the Chief Guest. In his address, he advised the students not to procrastinate, to go surely, steadily but not slowly and not to carry the shadow of their past days. Also, Shri Das gave away the gold medals to Mr. Rajesh Kumar Das, MBA 2019-21 & Mr. Sandeep Kar, MBA 2019-21 for being the topper of the batch & Best All Rounder MBA respectively. Shri C. J. George, Managing Director & CEO, Geojit Financial Services gave away gold medals to Ms. Sripriya Sahoo of BBA &

Mr. Binaya Krishna Karan of B.Com for academic excellence. Shri George advised the fresh graduate to practice Honesty and Integrity as virtues of life. The degrees of MBA, BBA and B.Com were awarded to the successful students by the President of the University, Prof. Biswajeet Pattanayak. He said that every student is special and unique and to learn much more from failure. In his annual report, the Vice-Chancellor Prof. Kalyan Shankar Ray narrated the general information regarding courses and heighest the annual report of the University. 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 Nirajana administered the pledge to the students to utilise their knowledge for service of their country and the wellbeing of the society.



Mr. Sandeep Kar
of MBA received
Gold Medal as the Best
All-Rounder Student



Mr. Rajesh Kumar Das
of MBA received
Gold Medal as the
First Rank Student



Ms. Sripriya Sahu
of BBA received
Gold Medal as the
First Rank Student



Mr. Binay Krushna Karan
of B.Com received
Gold Medal as the
First Rank Student



Prof. Biswajeet Pattanayak, President - ASBMU, Vice-President Prof. Kalyan Shankar Ray, Vice-Chancellor, Prof. Ranjan Bal, Pro-VC, Prof. Phalgu Niranjana, Principal Director, Prof. Smaraki Pattanayak and Dean School of Business, Prof. M.N. Samantaray with some of the final year MBA students of the University

Talent Festival IGNITE



Prof. Smaraki Pattanayak, Principal Director, ASBM University, Prof. Kalyan Shankar Ray, Vice-President, ASBM University, Prof. Biswajeet Pattanayak, Founder & President, ASBM University, Prof. Byomkesh Tripathy, Vice-Chancellor of Utkal University of Culture.

The 14th national talent festival IGNITE of ASBM University was celebrated for two days on 16th and 17th December 2022. More than 750 institutions and universities were invited to participate in this talent festival. This festival was inaugurated by Professor Byomkesh Tripathi, the Vice Chancellor of Utkal University of Culture. While appreciating the efforts made by ASBM University, he opined that such festivals will lead to holistic development of the students. The Founder and President of the university

Professor Biswajeet Pattanayak said that this festival is meant for discovering the latent talent and creativity of the students and giving them hands-on training in managing events. Different competitions like BGMI, Danza, Battle of Words, Corporate Life, Face Painting, Ad Mad Show, Rangoli, Call of Duty, Voice of Ignite, Corporate Chanakya, War of Bands, Business Quiz, Fashion Show, Treasure Hunt etc were organised during the festival.



Prof. Biswajeet Pattanayak, Founder & President, ASBM University felicitating Prof Prasanna Kumar Patasani, Member of State Planning Board

The Valedictory ceremony was graced by Prof Prasanna Kumar Patasani, Member of State Planning Board as the Chief Guest. Senior Advocate of Odisha High Court Shri Lakshmi Dhara Pangari, General Manager of KTM Shri Keshav Gondal, who encouraged the students by giving away the prizes. The students of ASBM University organised the programme under the mentorship of Dr. Smaraki Pattanayak.



Team IGNITE with Prof. Biswajeet Pattanayak, Founder & President of ASBM University.





Popular DJ Azex, one of the most prominent DJs in the country performed at the 14th National Talent Festival IGNITE of ASBM University.

War of Bands winner - Team CET, Bhubaneswar

12th National HR Symposium

Reinventing Leadership: Meeting the aspirations of the millennial



Prof. Smaraki Pattanayak, Principal Director, ASBM University, Mr. M. Ramkrishna, Managing Director, Growthmode Consulting Ltd., Prof. Biswajeet Pattanayak, Founder & President, ASBM University, Mr. T. S. Shanbhogue, Executive Director, Arcelor Mittal Nippon Steel India Ltd., Mr. Ajaya Kumar Sahoo, Executive Director (Group Corporate HR), RP Sanjiv Goenka Group, Mr. Srijit Mishra, Vice-President – HR, JSW Steel Ltd. (Left to Right)

ASBM University organised the 12th National HR Symposium on “Reinventing Leadership – Meeting the aspirations of the Millennial” on 26th November 2022 in its campus. The symposium was inaugurated by Mr. T. S. Shanbhogue, Executive Director, Arcelor Mittal Nippon Steel India Ltd. , while the Keynote address was delivered by Shri Ajay Kumar Sahoo Executive Director, Group Corporate HR, RP Sanjiv Goenka Group. It was also graced by other speakers including Mr. Srijit Mishra, Vice-President – HR, JSW Steel Ltd., Mr. M. Ramkrishna, Managing Director, Growthmode Consulting Ltd. and Mr. Anish Singh, Head of HR Australia & New Zealand, Unilever.



Prof. Biswajeet Pattanayak
Founder and President of ASBM University

The Founder and President of ASBM University Prof. Biswajeet Pattanayak introduced the theme “Reinventing Leadership: Meeting the Aspirations of the Millennial” by citing research studies of CBRE, Deloitte, PWC and Gallup. He highlighted the distinct characteristic of the millennial, their aspirations, and how to address those.



Prof. Biswajeet Pattanayak, Founder & President, ASBM University felicitating the distinguished guests

Mr. Ajay Kumar Sahoo, the Keynote Speaker, threw light on the challenges faced by the industries in managing and retaining the employees. Mr. Anish Singh, HR Head Australia and New Zealand, Unilever supplemented by mentioning the innovations that he has been using successfully in Australia by managing the millennial. Mr. M. Ramakrishna called up the millennial to upkeep the environment and natural resources for substance of the Mother Earth. Mr. Srijit Mishra highlighted several strategies successfully implemented in JSW. The Chief Guest, Mr. T. S. Shanbhogue emphasised the changing leadership role for managing millennial effectively.



Mr. Nihar Mahapatra, Sr. Programme Manager, TCS., Mr. Dilip Kumar Mohanty, President - HR, Jayaswal Neco Industries Limited, Mr. Prakash Panda, Sr. Vice President & CHRO, India Power Corporation Ltd., Mr. Jagannath Khuntia, General Manager (HR), Paradeep Phosphates Ltd.

In the afternoon, the panel discussion was moderated by Shri Dillip Kumar Mohanty, President – HR, Jayaswal Neco Industries, while Mr. Prakash Chandra Panda, Sr. Vice President, India Power, Mr. Jagannath Khuntia, General Manager – HR, Paradeep Phosphates Ltd. and Mr. Nihar Mahapatra, Sr. Programme Manager, TCS shared their views on the theme. The Coordinator of the Programme Prof. Smaraki Pattanayak introduced the guests.



Prof. Smaraki Pattanayak
 Principal Director, ASBM University
 Coordinator -National HR Symposium'22



ASBM University welcomes its new Vice-Chancellor, Prof. Ranjan Kumar Bal, Former Professor & Head of Department of Commerce, Utkal University, Vani Vihar.



Prof. Biswajeet Pattanayak, presenting his latest book "Resilience: The way forward" to Mr. Rajib Bhatnagar, ED Arcellor Mital Nipon steel Odisha.

12th National Marklogistics Symposium

Meeting The Customer Demand – Building A Responsive Supply Chain



Dr. Rutuparna Dash, Assistant Professor, School of Business, ASBM University, Shri Kamadeba Mohanty, Chief Operating Officer, Grocery Retail & JioMart, Reliance Retail, Shri R. N. Mohapatra, Executive Director (Commercial – Marketing) National Aluminium Co. Ltd., Prof. Biswajeet Pattanayak, Founder & President, ASBM University, Shri B.C. Mohanty, Managing Director, ORICLEAN Pvt. Ltd., Dr. Sunil Kumar Das Bendi, Sr. Assistant Professor, School of Business, ASBM University

ASBM University organized its 12th National Marklogistics Symposium on “Meeting the Customer Demand - Building a Responsive Supply Chain” on 21st January 2023. The Symposium was inaugurated by Shri R.N. Mohapatra, Executive Director (Commercial Marketing) National Aluminium Co.Ltd. In his address he spoke at length on the network through which a product gets transferred and available at the premises of the customer through the supply chain.

Shri Kamadeba Mohanty, Chief Operating Officer, Jiomart- Grocery business, Reliance Retail, joined as Guest of Honour and Keynote Speaker in the symposium and explained about the responsive logistics by highlighting the major requirements like inventory strategy, utilization focus, lead time focus, effective communication, proper coordination between the defendant & third party logistics for the smooth running of a system. The Guest of Honour Shri B.C Mohanty, Managing Director, ORICLEAN Pvt. Ltd, emphasized on creating reliability, quality & flexibility in suppliers.

Prof (Dr). Biswajeet Pattanayak, Founder & President,

ASBMU in his presidential address articulated on the emerging challenges like understanding market demand, meeting target market needs, building credibility and addressing the logistical challenges and building responsive supply chain in the corporate world.

The Panel discussion was held in afternoon and was graced by Dr. Ramanuj Panda, Brand Manager, Hair Care Category, Cavincare Pvt.Ltd., Shri Bikash Singh, Product Head, Standard Division, Havells India Ltd. Dr. Rutuparna Dash proposed the vote of thanks.



Dr. Ramanuj Panda, Brand Manager, Cavincare Pvt. Ltd., Shri Bikas Kumar Singh, Product Head-Standard Division, Havells, Dr. Sunil Kumar Das Bendi, Sr. Assistant Professor, School of Business, ASBM University (left to right)



Prof. Biswajeet Pattanayak, Founder & President, ASBM University, felicitating Shri Kamadeba Mohanty, Chief Operating Officer, Grocery Retail & JioMart, Reliance Retail, Shri R. N. Mohapatra, Executive Director (Commercial – Marketing) National Aluminium Co. Ltd. & Shri B.C. Mohanty, Managing Director, ORICLEAN Pvt.

12th National Finance Symposium

Fintech Disruptions: Issue and Challenges



Prof. Biswajeet Pattanayak, Founder & President, ASBM University, Shri Braja Kishore Dash, Group General Manager - Finance, NALCO, Shri Dillip Kumar Panda, Delivery Head, TATA Consultancy Services Ltd., Prof. Padmanava Mohapatra, Dean, ASBM School of Finance (left to right)

ASBM University organised its 12th National Finance Symposium on “Fintech Disruptions: Issues and Challenges” on 14th January 2023. The Symposium was inaugurated by Shri Braja Kishore Dash, Group General Manager, Finance, NALCO. In his address he highlighted the concept of Fintech Disruptions, Authorization and Control, Data Security and also threw light on the vital challenges faced by the customers in the era of Financial Technology. Shri Dilip Ranjan Panda, Delivery Head, TATA Consultancy Services Ltd had joined the programme as guest of honour and key note speaker and talked about the magic of artificial intelligence in recent times and the systems and processes through

which people are benefitted through digitalization. The Founder & President of ASBM University, Prof (Dr).Biswajeet Pattanayak articulated meticulously on the emerging issues and challenges of Fintech. He cited various cases of Fintech disruptions and extracted different research reviews on this.

The Plenary Session in the afternoon was graced by, Dr. Prabodha Kumar Hota, Prof & Head, Department of Commerce, Utkal University, Shri Ramakrushna Mishra, Chief Manager, LIC of India, Bhubaneswar & Shri Tarini Prasad Dash, Branch Head, HDFC Bank. They all debated on Fintech disruptions and its issues and challenges.



Dr. Prabodha Kumar Hota, Professor & Head, Dept. of Commerce, Utkal University, Shri Tarini Prasad Dash, Branch Head, HDFC Bank, Shri Ramakrushna Mishra, Chief Manager, LIC of India, Bhubaneswar (left to right)



Prof. Biswajeet Pattanayak, Founder & President, ASBM University, felicitating Shri Braja Kishore Dash, Group General Manager - Finance, NALCO & Shri Dillip Kumar Panda, Delivery Head, TATA Consultancy Services Ltd.



Shri Braja Kishore Dash,
Group General Manager - Finance, NALCO

National Information System Symposium

IOT & Industry 4.0



Prof. Jibitesh Mishra, Professor & Head Department of CSA, OUTR, Prof. Ranjan Kumar Bal, Vice-Chancellor, ASBM University, Prof. Biswajeet Pattanayak, Founder & President, ASBM University, Mr. Subrat Mohanty, Group General Manager (Sys., BD, R & D), NALCO, Mr. Shashanka Choudhary, Chief Technology Officer, Odisha Skill Development Authority, Prof. Ricky Mohanty, Head School of Information System, ASBM University (left to right)

ASBM University conducted National Information System Symposium on the theme “IOT and Industry 4.0.” on 11th February 2023. In the Inaugural Session, Mr. Subrat Mohanty, Group General Manager Systems and R&D, NALCO graced the occasion as the Chief Guest. The Keynote Speaker, Prof Jibitesh Mishra emphasized on how the present age is highly enthusiastic about the up-gradation happening around Industry 4.0 and how various industries are taking advantage of advanced technologies and marching towards becoming fully integrated Industry 4.0 operations. The Guest of Honour, Mr. Shashanka Choudhary, explained on how the start-ups in India are actually using IOT and Industry 4.0 by citing an example of drones manufactured by Sakyasingha Mahapatra a research scholar of ASBM University.

Mr. Subrat Mohanty, emphasized on how Industry 4.0 is paving the way for more flexible and versatile manufacturing that has brought about a whole new level of automation, analysis and monitoring that is leading to smart manufacturing. Industry 4.0 is paving the way for more flexible and versatile manufacturing. In his presidential address, Prof. Biswajeet Pattanayak, Founder and President ASBM University explained how industrialisation has developed over the ages to achieve the fourth stage of evolution at present. He asked people not to forget the roots from where they come and use technology in a responsible way.



Mr. Shibasis Hota, Co-Founder, Digital Evengelst, Marg Advisory Services, Bhubaneswar, Mr. GRIja Prasad Nanda, Sr. Consultant - Learning, Infosys, Mr. Jenamani Asish Ranjan Jena, Excutive Director, Infyson Technology Pvt. Ltd. & Prof. Avijit Mondal, Asst. Prof., School of Information System, ASBM University (left to right)

Inauguration of ASBM School of Liberal Arts & National Literary Symposium



Prof. Ranjan Kumar Bal, Vice-Chancellor, ASBM University, Dr. Mrinal Chatterjee, Eminent Writer; Journalist; and Director, Indian Institute of Mass Communication (IIMC), Dhenkanal, Prof. Biswajeet Pattanayak, President, ASBM University, Dr. Bishnupada Sethi, IAS, Principal Secretary, Department of Higher Education, Government of Odisha, Shri Haraprasad Das, Eminent Writer; Winner of the Kendra Sahitya Akademi Award; and Former Deputy Comptroller and Auditor General of India, Dr. Sachidananda Mohanty, Former Vice-Chancellor of Central University of Odisha and Former Professor and Head, Department of English, University of Hyderabad, Prof. Kalyan Shankar Ray, Vice-President, ASBM University (left to right)

ASBM School of Liberal Arts, the first School of Liberal Arts in the state of Odisha, was inaugurated by the Principal Secretary, Higher Education, Government of Odisha Dr. Bisnupada Sethi on 25th February 2023. He appreciated the pioneering efforts made by ASBM University and said that such a school will go a long way in fulfilling the needs of the students from the eastern part of the country.

To commemorate the occasion, ASBM University organised a National Literary Symposium on “Trauma and Tension in Contemporary Literature”. Delivering the keynote address, Shri Haraprasad Das, eminent writer and winner of Kendra Sahitya Akademi Award, introduced the concept of trauma and tension in literature from post-colonial and post-modern literature. The Chief Guest Dr. Bishnupada Sethi, Principal Secretary, Govt. of Odisha explained how the trauma faced by Bhima Bhoi, the great poet saint of Odisha at the young age of sixteen made him write the immortal lines, ‘Let me be consigned to hell but

let the universe get redeemed of all ills.

Chairing the inaugural session, Prof. Biswajeet Pattanayak, Founder and President of ASBM University, explained how human life is beset with trauma and tension and how literature can provide therapy in such cases.

The other speakers included Sahitya Akademi Award winner writes Dash Benhur and Bhagaban Jayasingh, Professors of English literature Dr. Sachidananda Mohanty

(Former Vice-Chancellor

of Central University of Odisha), Dr. Mrinal Chatterjee (Director of IIMC, Dhenkanal), and Dr. Amulya Kishore Purohit (Former Director of Higher Education, Odisha), and a clinical psychologist and the Head of Mental Health Institute Dr. Jasobanta Mahapatra.



National Law Conclave



Prof. Ved Kumari, Vice-Chancellor, National Law University, Odisha, Mr. Ashok Kumar Parija, Advocate General, Odisha, Hon'ble Mr. Justice Ananga K. Patnaik, Former Hon'ble Judge, Supreme Court of India, Prof. Biswajeet Pattanayak, Founder & President, ASBM University, Dr. Binaya Kumar Das, Professor & Dean, School of Law, ASBM University (sitting Left to Right)

ASBM School of Law organised a National Law Conclave on “The Role of the Judiciary in a Changing World” on 11th March 2023. The conclave was inaugurated by the Chief Guest, Hon'ble Justice Mr. Ananga Kumar Patnaik, Former Judge Supreme Court of India. The Hon'ble Founder and President, ASBM University Prof. (Dr.) Biswajeet Pattanayak delivered the welcome and presidential address by emphasizing the role of law as a driving force to establish truth and justice in the changing world.

The Guest of Honour and keynote speaker of the conclave Prof. Ved Kumari, Vice-Chancellor of National Law University, spoke about the existing issues related to safety of women, inequality, gender justice in the society, community and the nation. She attempted to reform the rigidities of the social norms that cause the undignified gender biases such as social and professional hierarchy, marital rape, preventing liberty.

Mr. Ashok Kumar Parija, Advocate General, Odisha, joined as Guest of Honour in the conclave. He highlighted the roles and responsibilities of the judiciary in the fast growing world and also he asserted the dominating effect of artificial intelligence

and its ethical and responsible use for the

advancement of legal and judicial process. .

The Chief Guest of the conclave Hon'ble Justice Mr. Ananga Kumar Patnaik, Former Judge, Supreme Court of India expressed his view point that the role of judiciary is primarily to ensure safety and protect the life and liberty as well as the fundamental rights of people. He iterated that Law is everything; it is above all the forces in human life. The Indian Judiciary system is functioning a crucial role in tackling the rising problems in climate changes and its effect on the vulnerable sections across the globe.

The introductory address in the conclave was given by the Dean and Coordinator of the conclave Dr. Binaya Kumar Das. The vote of thanks was proposed by Dr. Jharasri Paikaray, Co-coordinator of the conclave. The Panel discussion was held in the afternoon and was graced by Prof. Rangin Pallav Tripathy, Registrar, National Law University, Odisha; Mr. Abani Kumar Sahu, Advocate, Supreme Court of India; Mr. Arunav Patnaik, Advocate, Supreme Court of India; and Mr. Debasish Nayak, President, Consumer Disputes Redressal Commission.



Mr. Abani Kumar Sahu, Advocate, Supreme Court of India, Mr. Debasish Nayak, President, Consumer Disputes Redressal Commission, Cuttack, Mr. Arunav Patnaik, Advocate, Supreme Court of India, Prof. Rangin Pallav Tripathy, Registrar, National Law University, Odisha (Left to Right)



Advanced Management Development Programme “LEADERSHIP AND CRISIS MANAGEMENT” at

ASBM University in collaboration with National Institute for Micro, Small and Medium Enterprises.

ASBM University in collaboration with National Institute for Micro, Small and Medium Enterprises (NI-MSME) organised an Advanced Management Development Programme on “Leadership and Crisis Management for MSME Professionals” from 9th to 14th January, 2023 at ASBM University Campus. It has been sponsored by the Ministry of MSME, Government of India and covers the whole gamut of leadership skills for professionals in micro, small and medium industries. Twenty five professionals from different industries including some budding entrepreneurs attended this programme. This programme was inaugurated by Mr. Sarvesh

Ranjan, General Manager, Union Bank of India. At the outset Prof. Biswajeet Pattanayak, Founder & President of the University informed that ASBM University will offer a unique MBA – MSME programme for the first time in the country from the academic year 2023-24 in collaboration with the National Institute for Micro, Small and Medium Enterprises (Ni-MSME), Hyderabad to create skilled professionals to manage the micro, small and medium industries in the country. The valedictory session was graced by Dr. Shibananda Nayak, Asst. Director, (EI) MSME DF, and Mr. Niranjana Sahu, IAS (Retd.) Hon’ble Member, OPSC.



Inaugural Session

Dr. Dibyendu Choudhury, Head, School of Enterprise Management, ni-msme, Hyderabad,
 Mr. Sarvesh Ranjan, General Manager, Union Bank of India,
 Prof. Biswajeet Pattanayak, Founder & President,
 ASBM University, (left to right)



Valedictory Session

Dr. Shibananda Nayak, Asst. Director, (EI) MSME DF,
 Prof. Biswajeet Pattanayak, Founder & President, ASBM University,
 Mr. Niranjana Sahu, IAS (Retd.) Hon’ble Member, OPSC,
 Dr. Shreekanth Sharma, Faculty, ni-msme, Hyderabad
 (left to right)



International Poetry Reading Session

An International Poetry Reading Session as a part of 7th Odisha Art and Literature Festival was organized at ASBM University by the faculty and administration of the University on 28th November 2022. The International Poets Ms. Annemarie Ni Churreain, Ireland, Dr. Diti Ronen and Mr. Amir Or, Israel, Ms. Maryam Ala Amjadi, Iran and Ms. Kira Wuck, the Netherlands participated in the Poetry Reading Session. The Session was attended by all the Student, faculty and non-teaching staffs of the University. In the Poetry Reading session, all the five poets read a few poems from their collections and the poetry session was followed by a question and answer session. At the end of program

Prof. (Dr) Biswajeet Pattnayak, the founder & president of ASBM University felicitated all the guests with mementos that depicted the art & architecture of Odisha. The vote of thanks was proposed by Dr. Apurva Sahay, Head of School of Liberal Arts. On the second day, Prof (Dr) Biswajeet Pattnayak was felicitated at Gita Govinda Sadan, AG Square, Bhubaneswar by the organizers of the Odisha Art and Literature Festival. ASBM University was one of the knowledge partners of this program. The Vice-President of ASBM University, Dr. K. S. Ray and Pro - Vice-Chancellor, Dr. Phalgu Niranjana also attended the 7th Odisha Art and Literature Festival.



Ms. Annemarie Ni Churreain, Ireland, Dr. Diti Ronen, Israel, Ms. Kira Wuck, The Netherlands, Ms. Maryam Ala Amjadi, Iran, Mr. Amir Or, Israel (left to right)



Prof. Biswajeet Pattanayak, President, ASBM University, felicitating Ms. Annemarie Ni Churreain, Ireland, Dr. Diti Ronen, Israel, Ms. Kira Wuck, The Netherlands, Ms. Maryam Ala Amjadi, Iran, Mr. Amir Or, Israel



Prof. Biswajeet Pattanayak, President, ASBM University being felicitated by Shri Satyanarayan Mohanty, IAS (Retd.) former MHRD Secretary, Govt. of India at the Odisha Art and Literature Festival, 2022.

PRERANA

“Intra University Talent Recognition Initiative”



Prof. Avijit Mondal, Asst. Dean, Student Affairs, ASBM University, Prof. Biswajeet Pattanayak, Founder & President, ASBM University, Smt. Sulochana Das, Mayor, Bhubaneswar Municipal Corporation, Prof. Ranjan Kumar Bal, Vice-Chancellor, ASBM University, Prof. Smaraki Pattanayak, Principal Director, ASBM University (left to right)

ASBM University organized PRERANA: An Intra University Talent Recognition Initiative on 29th March 2023, which was inaugurated by the Chief Guest, Smt. Sulochana Das, Mayor, Bhubaneswar Municipal Corporation, Bhubaneswar. She felicitated the winners by giving away the prizes and encouraged the students to be good citizens of the country & also asked them to be persistent resilient. Prof (Dr). Biswajeet Pattnayak, Founder & President of ASBM University delivered the presidential address by highlighting how inspiration can make a difference in our life. Dr. Smaraki Pattanaik, Principal Director, ASBM University gave a prelude to 'Prerana' and introduced the guests. Prof (Dr). Ranjan Kumar Bal, Vice Chancellor of ASBM University delivered the welcome address. The vote of thanks was proposed by Prof. Avijit Mondal. The formal ceremony was followed by a colourful cultural programme presented by the students. Vice-President Prof (Dr.). Kalyan Shankar Ray and Pro-Vice Chancellor Prof. (Dr.) Phalgu Niranjana, Deans of the Schools were present in the annual day celebration programme. The programme was attended by faculty members, invited guests, delegates and students as well.



Prof. Biswajeet Pattanayak, Founder & President, ASBM University, felicitating Smt. Sulochana Das, Mayor, Bhubaneswar Municipal Corporation



ACBSP Region 10 Annual Conference 2023



Prof. Biswajeet Pattanayak, Chair ACBSP Region 10; H.E. Dr. Hang Chuon Naron Hon'ble Minister of Education, Youth and Sports, Kingdom of Cambodia; ACBSP chair Paul Stumb; and ACBSP President Alderman with other dignitaries in ACBSP Conference at Cambodia



Prof. Biswajeet Pattanayak, Founder & President, ASBMU with H.E. Dr. Hang Chuon Naron Hon'ble Minister of Education, Youth and Sports, Kingdom of Cambodia



Prof. Biswajeet Pattanayak, Founder & President, ASBMU with Jeffery Alderman, President and CEO Accreditation Council of Business Schools and Programs, USA at South Asia conference, Cam-Ed Business School, Cambodia



Prof. Phalgu Niranjana, Pro-Vice-Chancellor, ASBM University, receiving ACBSP Teaching Excellence Award 2022 from ACBSP Chair Paul Stumb & ACBSP President Jeffery Alderman



Hearty congratulations!

Prof. (Dr.) Smaraki Pattanayak, Principal Director, ASBM University for being conferred with the "ACBSP Teaching Excellence Award, 2023" from Region 10 (South East Asia) by Accreditation Council for Business Schools & Programs, USA for teaching innovation.

Road To Excellence Lecture



Mr. Nathan S V
Partner & Chief Talent Officer, Deloitte
India & National President, NHRDN



Ms. Sashiprava Bindhani
Former Information
Commissioner, Govt. of Odisha



Mr. Prasant Kumar Das, IAS (Retd.)
OSD, Higher Education Department,
Former Additional Secretary



Prof. Biswajeet Pattanayak, President, ASBM University, Dr. Kalyan Shankar Ray, Vice-President, ASBM University, Dr. Phalgu Niranjana, Pro-Vice Chancellor, ASBM University, Dr. Smaraki Pattanayak, Principal Director, ASBM University, Shivangi Pattanayak with Mr. Nathan SV, Partner & Chief Talent Officer, Deloitte India

Innovative Atmospheric Water System

Inaugurated at ASBM University



ASBM University has undertaken various programs for environmental protection. As a new step towards sustainable development, a machine has been installed to extract potable water from the atmosphere on 11th February 2023. This innovative water harvesting from air plant has been manufactured by Maithri Aquatech, Hyderabad. In fact, ASBM is the first university in Odisha where this machine has been installed. It was formally inaugurated by Er. Pradipta Kumar Swain, CEO, WATCO in presence



of Mr. Ramkrishna Mukkavilli, Founder and Managing Director Maithri Aquatech and member of the Board of Governors of ASBM University. Mr. Swain praised ASBM University's environmental protection and sustainable development efforts. The university's Founder and President Prof Biswajeet Pattanayak, Vice- President Prof. Kalyan Shankar Ray, and Vice-Chancellor Prof. Ranjan Kumar Bal and Board members attended the event.



Prof. Biswajeet Pattanayak, Founder and President, ASBM University met the 5T Secretary and Secretary to CM Mr. V.K Pandian and discussed about Higher Education and Accreditation.



Industrial Visit to ORICLEAN Pvt. Ltd.
15th October, 2022



President, ASBM University and Members of Faculty with the final year under graduate students of the University

Board Meeting



The Board Meeting of ASBM University was held on 11th February 2023 and was attended by Air Commodore G.K. Patnaik, VSM, Registrar, ASBM University, Shri Laxmidhara Pangari, Senior Advocate, Orissa High Court, Mr. M. Ramakrishna, Founder & Managing Director, Maithri Aquatech Pvt. Ltd., Prof. Ranjan Kumar Bal, Vice-Chancellor, ASBM University, Prof. Biswajeet Pattanayak, President, ASBM University, Prof. Kalyan Shankar Ray, Vice-President, ASBM University, Prof. Promod Kishore Das, Former Professor, NCERT, Prof. Shakti Ranjan Mohapatra, Dean, Faculty of Management, BPUT, Prof. Smaraki Pattanayak, Principal Director, ASBM University, Prof. Phalgu Niranjana, Pro-Vice-Chancellor, ASBM University (left to right)

ASBM PRESS MEET



Press Meet at Kolkata



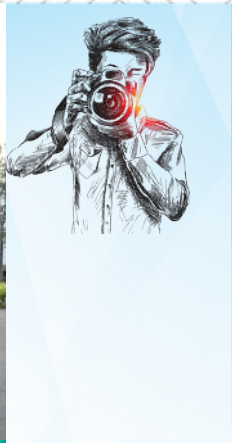
Press Meet at Ranchi



Press Meet at Hyderabad

Prof. Phalgu Niranjana, Pro-Vice-Chancellor ASBM University, Prof. Biswajeet Pattanayak, Founder & President, ASBM University, Dr. S. Glory Swarupa, Director General, National Institute for MSME, Dr. Dibyendu Choudhury, Faculty Member, School of Enterprise Management, National Institute for MSME (left to Right)



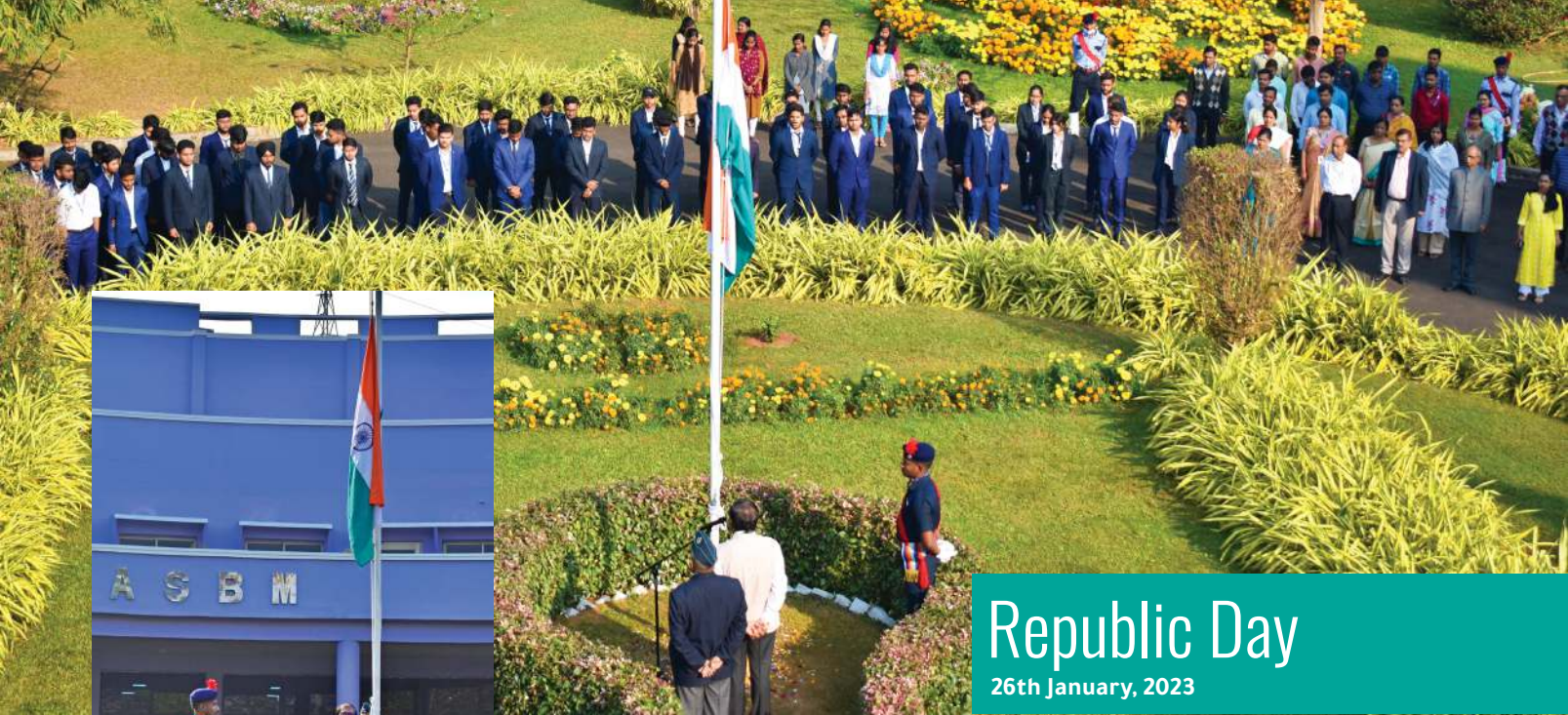


Photography Workshop by Nikon



F A R E W E L L





Republic Day

26th January, 2023

ASBM University celebrated the 74th Republic Day on 26th January, 2023 with great patriotism and enthusiasm. On this occasion the flag was hosted by the President of the University, Prof. Biswajeet Pattanayak, followed by the national anthem and patriotic songs.

Smruti 'O' Anubhuti



Saying goodbye isn't easy, but it can still be fun. A send off program called Smruti 'O' Anubhuti was organised for the final year students to bid them adieu & good luck. On this occasion, Prof. Biswajeet Pattanayak, Founder & President, ASBMU lauded the students for cent percent placement and also wished them best for their future endeavours. This was followed by a sumptuous dinner hosted by the Hon'ble President of the University.

Sai Baba Temple Anniversary

on 30th January 2023



Dr. Bhabani Shankar Chayani, Collector & District Magistrate, Cuttack, gracing the occasion.

Visit to Bengaluru North University

on 18th November 2022



Prof. Biswajeet Pattanayak, President, ASBM University addressed all the B-School Directors of Bengaluru North University on employability skill development.

Prof. Biswajeet Pattanayak, President, ASBM University felicitated by Prof. Niranjana, Vice-Chancellor, Bengaluru North University

Brain Storming Session with Centre for Youth & Social Development



Shri Haris Chandra Singh, Chief Operating Officer, CYSD, Shri Basanta Kumar Nayak, Director-Programme, CYSD, Prof. Kalyan Shankar Ray, Vice-President, ASBM University, Prof. Biswajeet Pattanayak, Founder & President, ASBM University, Shri Jagadananda, Mentor & Co-Founder, CYSD, Prof. Ranjan Kumar Bal, Vice-Chancellor, ASBM University, Prof. Phalgu Niranjana, Pro-Vice-Chancellor, ASBM University, Prof. Smaraki Pattanayak, Principal Director, ASBM University, Prof. M.N. Samantaray, Dean-School of Business, ASBM University (left to right)

Ganesh Chaturthi



Saraswati Puja



Ethnic Day



Co-curricular & Extra-curricular activities



ASBM University believes in holistic development of the students. Hence, in addition to studies and curricular activities, the students are encouraged to participate in co-curricular and extracurricular activities like conferences, seminars, lectures, debates, cultural programs, social responsibility activities, games, festivals, etc. In this context, the University promotes different clubs, such as Cultural and Sports Club, Visual Arts, Digital & Social Media Club, Community Service Club, Co-Curricular Activities Club, and Literary Club which provides a platform to the students for promoting their creativity and talents.



BLOOD DONATION CAMP



Cleanliness Drive

Teacher's Day Celebration



Birthday Celebration of Members of Faculty



Dr. Biswajeet Pattanayak, President, ASBM University, presenting his recent book titled “Building Resilience: The Way Forward”, published by Bloomsbury.



Mr. Pradip Kumar Jena,
IAS, Chief Secretary, Odisha



Mr. Hemant Sharma, IAS
Principal Secretary Industry



Shri Sanjay Singh, IAS,
Principal Secretary, Rural
Development



Mr. Vir Vikram Yadav IAS,
Principal Secretary Works
Department, Govt. of Odisha



Shri Dilip Routray, IAS,
Director Odia Language -
Culture & Odisha Parivar



PHOTO GALLERY

Book Exhibition



STAFF CORNER

Gourav Bohidar
Secretary to Vice-President



Akshaya Kumar Chhotray
Graphic Designer



ASBM IN NEWS

The collage features several news items:

- ASBM teaches MSME Management with the help of Government of India: Patnaik** - A report on a management program for MSMEs.
- ASBM University, Bhubaneswar's new generation varsity with cutting-edge progs** - A piece highlighting the university's modern facilities and programs.
- ASBM University CELEBRATES ITS FOUNDATION DAY** - A report on the university's 26th Foundation Day celebration.
- ASBM University's record placement** - A headline about the university's success in a placement drive.
- ASBM University holds 2nd convocation** - A report on the university's second convocation ceremony.
- ASBM holds conclave on 'role of judiciary'** - A report on a conclave discussing the role of the judiciary.
- ASBM UNIVERSITY, BHUBANESWAR ORGANIZES A RECORD 50 WEBINARS** - A report on the university's initiative to organize 50 webinars.
- एमएसएमइ में एमबीए कोर्स किया लांच** - A report on the launch of an MBA course at the ASBM Institute.
- मैनजमेंट कोर्स में पहाई संग जीविका मोका दे रहा एएसबीएम विवि** - A report on the university providing job opportunities for management courses.



Re-writing the Mantra of Excellence

Admission - 2023

ASBM School of Business

- BBA (Hons./Research)
BBA E-Commerce (Hons./Research)
MBA-HR | Marketing | Finance | Operations | LSCM | Business Analytics
MBA-Agri-Business
MBA-MSME Management
Master in HRM & IR
MBA for Working Professionals
ASBM-MSU Global MBA
Ph.D.-Management

ASBM School of Accountancy

- B.Com (Hons./Research)
M.Com
M.Com-Financial Analytics
Ph.D.-Commerce

ASBM School of Law

5 YEAR INTEGRATED LAW PROGRAMMES
Recognised by Bar Council of India
BA-LLB (Hons.) BBA-LLB (Hons.)



ASBM School of Liberal Arts

- BA-Liberal Arts (Hons./Research)
BA-English (Hons./Research)
BA-Economics (Hons./Research)
BA-Psychology (Hons./Research)
BA-Communication & Media (Hons./Research)
MA-English MA-Economics
MA-Applied Psychology
MA-Communication & Media

ASBM School of Information System

- B.Sc.-IT Management (Hons./Research)
B.Sc.-Computer Science (Hons./Research)
BCA (Hons./Research)
MCA M.Sc.-Computer Science



ASBMU Online Entrance Examination on 11th June 2023
For MBA | BA.LLB (Hons.) & BBA.LLB (Hons.)
Apply online: www.asbm.ac.in

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www.asbm.ac.in



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