

Phoenix

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“It was under the stewardship of Prof. Biswajeet Pattanayak that this institution evolved into a full-fledged state private university in just thirteen years - a testament to his unwavering commitment, meticulous planning, and passion for education. Prof. Pattanayak, an esteemed academician with a distinguished background, has given us a citadel of learning that embodies excellence and innovation. His vision has been pivotal in positioning ASBM University as a cornerstone of education in Odisha.”

Excerpts from the 4th Convocation Address delivered by
H.E. Shri M. Venkaiah Naidu, Hon'ble 13th Vice-President of India
 on 27th September, 2024



Editor's *Note*

Greetings to all our readers!

We're excited to share this vibrant edition of Phoenix, highlighting key moments at ASBMU.

Prof. Biswajeet Pattanayak, Founder and President of ASBM, has been re-elected to the National Council of AIMA for the 2024-26 term, marking his return after 10 years. We were honored by the presence of Shri M. Venkaiah Naidu, Hon'ble 13th Vice President of India, at our Convocation Ceremony. Our Symposiums sparked intellectual discussions, while Ignite – The National Youth Fest showcased the creativity of students nationwide. Under 25 also made its Odisha debut at ASBM, with young achievers sharing their success stories.

We celebrated Diwali, Ganesh Puja, etc. and engaged in community service activities like plantation drives. Our Environmental Awareness Programme reaffirmed our commitment to sustainability.

This edition also features interactions with national and international guests - renowned actors, authors, and poets, enriching our diverse community.

Phoenix captures these unforgettable moments, reflecting the dynamic spirit of ASBM.

Enjoy reading!

Prof. Smaraki Pattanayak
 Editor, Phoenix

4th Convocation 27th September, 2024



Vice-Chancellor, Dr. Ranjan Kumar Bal, Chairman of Paradeep Port Authority, Dr. P.L. Haranadh, Hon'ble 13th Vice-President of India, Shri M. Venkaiah Naidu, President, Prof. Biswajeet Pattanayak, & Vice-President of University, Dr. Kalyan Shankar Ray (Left to Right)

The fourth convocation of ASBM University, Bhubaneswar, was honored by the presence of the Hon'ble 13th Vice President of India, Shri M. Venkaiah Naidu, who attended as the chief guest. In his address, he emphasized to the graduating students that knowledge is the greatest form of wealth. He urged them to utilize their education to contribute to nation-building and help shape India into a global leader, as their future is intrinsically linked to the future of the nation. He also highlighted that learning is a lifelong process and extends beyond books. Furthermore, he praised the Founder and President of the university, Prof. Biswajeet Pattanayak, an esteemed academician, for creating a center of excellence that promotes innovation. He acknowledged that Prof. Pattanayak's vision has been instrumental in establishing ASBM University as a cornerstone of education in Odisha. He also expressed his satisfaction that ASBM University is focused on providing holistic education to prepare youth to tackle global challenges and competition.



Dr. P.L. Haranadh, Chairman of Paradeep Port Authority and Guest of Honour, encouraged the students to take responsibility for their lives and use their education with careful planning to build a successful career.



First Ph.D. in Management of ASBMU conferred on Dr. Niranjana Sahu

Prof. Biswajeet Pattanayak, the Founder and President of the university, advised the graduating students to be appreciative and thankful for the generosity of others. He reminded them that, according to Indian scriptures, every person has debts to repay during their lifetime, and thus, they should be grateful for all they have received.

Prof. Ranjan Kumar Bal, the Vice-Chancellor, delivered the welcome address and presented the university's annual report.

Prof. Phalgu Niranjana, the Pro-Vice-Chancellor, administered the oath to the graduating students. The chief guest, Shri Naidu, presented gold medals to the meritorious students: Prerana Das, Ayushmann Mohapatra, Stuti Singh, M. Indu, and Prayas Patnaik.



Prerana Das, MBA, Infinity Gold Medal



M. Indu, BBA, Maithri Aquatech Gold Medal



Ayushman Mohapatra, MBA
Gopal Cahndra Patnaik Gold Medal (Best All Rounder,PG)



Prayash A. Patnaik, BA English
Oriclean Gold Medal (Best All Rounder,UG)





Founder & President, ASBM University extends courtesy call on the Hon'ble Governor of Odisha, H.E Dr. Hari Babu Kambhampati at Raj Bhavan



Prof. Biswajeet Pattanayak, President, Prof. Smaraki Pattanayak, Principal Director, & Ms. Shivangi Pattanayak, Trustee, ASBM extend courtesy call on the Hon'ble Governor of Goa, H.E. Shri P.S. Sreedharan Pillai at Raj Bhavan, Goa



Prof. Biswajeet Pattanayak, President, Prof. Smaraki Pattanayak, Principal Director, & Ms. Shivangi Pattanayak, Trustee, ASBM extend courtesy call on the Hon'ble Chief Minister of Goa, Dr. Pramod Sawant

Prof. Biswajeet Pattanayak

elected to AIMA National Council



Prof. Biswajeet Pattanayak, Founder and President of ASBM University and former professor at IIMs Indore, Lucknow, and Mumbai, has been elected to the National Council of the All India Management Association (AIMA) for the 2024-26 term. This marks his re-election to the prestigious position after a gap of 10 years.

An accomplished academic, Prof. Pattanayak is the author of 27 management books and has published 106 research papers in renowned national and international journals. He has also served two consecutive terms as the elected South Asia Chair of the Accreditation Council for Business Schools and Programs (ACBSP), USA. Additionally, he has been a member of the Court at both Rajasthan Central University and Guru Ghasidas Central University, appointed by the Hon'ble President of India.

Prof. Pattanayak has received numerous awards, including the Dewanga Mehta Best Management Professor National Award and the ACBSP Teaching Excellence Award from the USA, recognizing him as one of the top 10 management educators globally in 2016. He continues to lead ASBM University with a vision for excellence in education and research.

Inauguration 2024

4th September, 2024

Akanksha



Prof. M. N. Samantaray, Controller of Examinations & Dean, Academics & Research, Vice Chancellor, Dr. Ranjan Kumar Bal, Shyam S. Choudhury, Chief of BHR (Tata Power Odisha Discoms), Founder & President of University, Prof. Biswajeet Pattanayak, Dr. Ashok Kumar Singha, Partner EY and Founder & CEO, CTRAN Consulting, Dr. Debabrata Dash, Head – Human Resources (East), ArcelorMittal Nippon Steel India, Prof. Phalgu Niranjana, Pro-Vice Chancellor, ASBM University. (Left to Right)

ASBM University celebrated the inauguration of the 2024-25 batch, "Akanksha," presided over by Prof. Biswajeet Pattanayak, Founder & President. The event was graced by Dr. Ashok Kumar Singha, Partner & Odisha Head of Ernst & Young, as the Chief Guest, and Shri Shyam Sundar Choudhury, HR Chief of Tata Power Odisha Discoms (TPCODL), and Dr. Debabrata Dash, Head - Human Resources (East) of ArcelorMittal Nippon Steel India, as Guests of Honour.

In his address, Shri Choudhury advised students to develop core competencies and emphasized the importance of dependability, adaptability, and respectful behavior. Dr. Dash encouraged students to enhance their creative, critical, and lateral thinking, drawing on Kolb's Learning Cycle. Dr. Singha shared insights on resilience and adaptability in a rapidly changing world, advising students to generate solutions and set concrete goals.

Prof. Pattanayak welcomed the new students, advising them to shape their own purpose in life and balance rights and duties. He stressed the importance of attitude, accountability, and a problem-solving mindset. The Vice-Chancellor, Prof. Ranjan Kumar Bal, delivered the welcome address, and Prof. Phalgu Niranjana administered the Honor Code pledge.

The program was attended by the university leadership, faculty, and students. In the afternoon, senior students welcomed newcomers with a colorful cultural program.



14th National Commerce & Finance SYMPOSIUM

2nd November, 2024

Financial Shenanigans: Issues & Challenges

The symposium began with the lighting of the lamp by the dignitaries, followed by a welcome address from Prof. Ranjan Kumar Bal, Vice-Chancellor of ASBM University. Shri Shiba Prasad Padhi explained the theme, defining "Financial Shenanigans" as dishonest activities that misrepresent financial positions, citing case studies like Satyam and ABG Shipyard. He discussed the importance of internal controls and technology in preventing fraud.

Shri Bibhuti Bhusan Nayak emphasized the need for students to understand financial fraud, highlighting taxation as an area rife with financial misconduct. He reassured the audience about the strength of Indian regulatory bodies in curbing such practices.

Shri Trilochan Panda shared insights from his career, explaining the causes of financial shenanigans, especially in valuation, and the role of law and regulations. He discussed market volatility, the influence of FOMO on investments, and the effectiveness of Indian regulatory bodies in reducing financial fraud.

Prof. (Dr.) Biswajeet Pattanayak, Founder and President of ASBM University, addressed the gathering, highlighting the troubling issue of why organizations fail but not their promoters. He emphasized that signs of fraud are often ignored due to self-interest, and accountability or the lack of it. Citing Murphy and Albert Bandura, he linked personality traits, like Machiavellianism, to a higher likelihood of committing fraud, referencing the fraud triangle: opportunity, pressure, and rationalization. He concluded by stressing that morality is non-negotiable, and the intent behind actions determines their ethical standing.

Prof. Pattanayak presented mementos to the Chief Guest Shri Trilochan Panda, Guest of Honour Shri Bibhuti Bhusan Nayak, and Keynote Speaker Shri Shiba Prasad Padhi. The Vote of Thanks was delivered by Prof. Prarthana Mishra.



Shri Bijay Kumar Mallick, Dy. GM, Bank of India, Shri Niranjana Barik, Regional Head, Union Bank of India, Shri Niranjana Sahoo, Former CGM (Finance), OPTCL, Shri Manoranjan Das, Senior Divisional Manager, LIC of India, Shri Satya Sunder Mahasuar, AGM (Finance), NALCO

The School of Accountancy at ASBM University hosted the 14th National Finance Symposium, on the theme "Financial Shenanigans: Issues & Challenges." The event was attended by distinguished guests including Shri Trilochan Panda, MD of GRIDCO Ltd., as the Chief Guest; Shri Bibhuti Bhusan Nayak, President of ICAI, as the Guest of Honour; and Shri Shiba Prasad Padhi, Practising CMA, as the Keynote Speaker.



Vice Chancellor, Dr. Ranjan Kumar Bal, Shri Bibhuti Bhusan Nayak, President of ICAI, Shri Trilochan Panda, MD of GRIDCO Ltd. Founder & President of University, Prof. Biswajeet Pattanayak, Shri Shiba Prasad Padhi, Practising CMA, Dr. J Sai Mohini, Asst Professor, ASBM University. (Left to Right)

The afternoon plenary session, moderated by Shri Niranjana Sahoo, featured an insightful panel discussion with industry experts, including Shri Niranjana Barik, Shri Bijay Kumar Mallick, Shri Manoranjan Das, and Shri Satya Sunder Mahasuar. The event was attended by university leaders, faculty, and students. Coordinated by Dr. J Sai Mohini and Prof. Prarthana Mishra, the symposium concluded on an informative note.

9th November, 2024

14th National MARKLOGISTICS SYMPOSIUM

Supply Chain Agility: Leveraging the Brand Agnostic

The 14th National Marklogistics Symposium, organized by the School of Business at ASBM University, focused on the theme "Supply Chain Agility: Leveraging the Brand Agnostic." Shri Subrat Tripathy, President of Business Development at Adani Group, and Shri Y. N. Babu, Principal Chief Operations Manager of East Coast Railways, graced the event as Chief Guest and Guest of Honour.

The symposium began with Shri Tripathy lighting the lamp. In his address, he highlighted the theme using examples from everyday life, noting how the Covid-19 pandemic showcased the importance of a resilient supply chain. He emphasized that data, combined with technology and AI, has driven rapid innovation in the sector.

Shri Y. N. Babu discussed the operational dynamics of Indian Railways and its significant role in logistics, emphasizing its sustainability and environmental benefits. Prof. (Dr.) Biswajeet Pattanayak, Founder and President of ASBM University, reflected on the theme's relevance, defining brand-agnostic consumers as those who prioritize quality over brand loyalty. He stressed the need for supply chain agility and efficiency to meet market demands and suggested a shift from supply chain to value chain thinking.

Dr. Rutuparna Dash introduced the guests, and Prof. Dr. Ranjan Kumar Bal, Vice-Chancellor, delivered the welcome address. Prof. Arnab Sen gave the vote of thanks.



Vice-Chancellor, ASBM University, Prof. (Dr.) Ranjan Kumar Bal, Shri Subrat Tripathy, President of Business Development at Adani Group, Founder & President of ASBM University, Prof. (Dr.) Biswajeet Pattanayak, Shri Y. N. Babu, Principal Chief Operations manager of East Coast Railways & Prof. Rutuparna Dash, ASBM University. (Left to Right)



Shri Aditya N. Samal, Senior Marketing Manager, VRL Logistics Ltd., Shri Satyabadi Behera, Senior Manager, Indo-Nissin Foods Pvt. Ltd. Shri Sumeet Baruah, Regional Commercial Manager, East Zone, Godrej, Dr. T. K. Pany, Head, Dept. of Commerce & Management, Prof. M.N. Samantaray, Prof. Rutuparna Dash, Prof. Arnab Sen (from left to right)

The afternoon plenary session, moderated by Prof. T. K. Pany, featured a panel discussion with industry experts, including Shri Sumeet Baruah, Shri Satyabadi Behera, and Shri Aditya Narayan Samal.

The event was attended by the university's leadership, including Prof. Kalyan Shankar Ray, Prof. Phalgu Niranjana, Prof. Smaraki Pattanayak, faculty members, and students.

14th National HR SYMPOSIUM

30th November, 2024

Quiet Quitting: The New HR Challenge

The School of Business at ASBM University hosted the 14th National HR Symposium, on the theme 'Quiet Quitting: The New HR Challenge.' The event featured esteemed speakers, including Col. (Dr.) Ashwini Kumar Joshi, Director at Ernst & Young LLP, as the Chief Guest, and Shri Prakash Chandra Panda, President HR at India Power Corp. Ltd., and Shri Avinash Samal, Head of HR Training & Development at TCS, Bhubaneswar, as Guests of Honour. Col. (Dr.) Joshi has



Vice-Chancellor, Prof. Ranjan Kumar Bal, Mr. Prakash Ch. Panda, President HR, India Power Corp. Ltd., Founder & President of ASBM University, Prof. Biswajeet pattanayak, Col (Dr.) Ashwani Ku. Joshi, Director, Ernst & Young LLP, Mr. Avinash Samal, Head HR, Training & Development, TCS, Prof. Hari Narayan Sahu (Left to Right)

inaugurated the symposium by lighting the lamp and discussed the critical role of mental health in the Quiet Quitting phenomenon, urging the need for stronger employer-employee connections.

Prof. (Dr.) Biswajeet Pattanayak, Founder and President of ASBM University, addressed the gathering, defining Quiet Quitting as employees staying in their jobs but disengaged and performing only the bare minimum. He

presented research on the causes and solutions, such as passion economy practices, psychological contracts, and promoting Organizational Citizenship Behavior. Shri Avinash Samal emphasized the importance of empathetic communication and value-oriented work cultures to combat Quiet Quitting, while Shri Prakash Chandra Panda highlighted it as a silent rebellion against toxic work environments and burnout. He advocated for 'Empowering Workplace Ownership' as a strategy to address the issue.

The event began with a welcome address by Prof. Dr. Ranjan Kumar Bal, Vice-Chancellor of ASBM University, and concluded with a vote of thanks by Dr. Golakh Kumar Behera.



Mr. Murali Sahoo, HR Head (Mines), AM/NS India, Mr. Sanjib Mishra, State HR Head (Odisha), Reliance Industries Ltd., Mr. Dilip Mohanty, President-HR, Jayaswal Neco Industries Ltd. (Left to Right)

In the afternoon, a plenary session, moderated by Shri Dilip Mohanty, President-HR at Jayaswal Neco Industries Ltd., featured a panel discussion with industry leaders such as Shri Murali Sahoo, HR Head at AM/NS India, and Shri Sanjib Mishra, State HR Head at Reliance Industries Ltd.

The symposium, attended by university leadership, faculty, and students, provided valuable insights and practical solutions for addressing Quiet Quitting in today's workplaces.

4TH LAW SYMPOSIUM 18th January, 2025

Criminal Justice Delivery System in India:

Retrospect & Prospects



Prof. (Dr.) Rangin Pallav Tripathy, Professor and Registrar of National Law University, Odisha, Prof. (Dr.) Biswajeet Pattanayak, Founder and President of ASBM University, Hon'ble Mr. Justice Ananga Kumar Patnaik, Former Judge of the Supreme Court of India, Hon'ble Mr. Justice M.B. Lokur, Former Judge of the Supreme Court of India, Prof. (Dr.) Ranjan Kumar Bal, Vice-Chancellor of ASBM University. (From Left to Right)

The 4th Law Symposium organized by the School of Law, ASBM University, was held focusing on the theme, "Criminal Justice Delivery System in India: Retrospect and Prospects." The event was graced by distinguished dignitaries, including Hon'ble Mr. Justice Ananga Kumar Patnaik, Former Judge of the Supreme Court of India, who served as the Chairperson; Hon'ble Mr. Justice M.B. Lokur, Former Judge of the Supreme Court of India, as the Chief Guest; and Prof. (Dr.) Rangin Pallav Tripathy, Professor and Registrar of National Law University, Odisha, as the Guest of Honour and Keynote Speaker.

The symposium commenced with the lighting of the lamp by the Chairperson and Chief Guest. Prof. (Dr.) Biswajeet Pattanayak, Founder and President of ASBM University, delivered the welcome address, highlighting the evolution of India's judiciary and the challenges it faces today.

In his keynote address, Prof. (Dr.) Rangin Pallav Tripathy emphasized that the delivery of justice is an ongoing process, likening it to services like Swiggy and Zomato. He discussed the importance of fairness and constitutional values in ensuring justice is served, drawing on real-life cases to highlight flaws in the system.



Hon'ble Mr. Justice M.B. Lokur presented a data-driven analysis of rising crimes against women, children, and cybercrimes, stressing the importance of addressing issues like the shortage of judicial officers and malpractices in investigations and prosecutions.

Hon'ble Mr. Justice Ananga Kumar Patnaik, in his address, critiqued the lack of political will to reform the criminal justice system and stressed the need for investigations and prosecutions to be rooted in constitutional principles.

The afternoon plenary session, chaired and moderated by Shri Laxmidhar Pangari, Senior Advocate at the Orissa High Court, featured a panel discussion with Prof. (Dr.) Paromita Chattoraj, Professor NLU, Odisha; Shri Abani Kumar Sahu, Advocate Supreme Court of India; and Prof. (Dr.) Premananda Ranasingh, Dean, ASBM School of Law. The symposium was coordinated by Dr. Premananda Ranasingh, Dean of the School of Law, alongside Dr. Jharasri Paikaray and Dr. Rupashree Sahoo.

3rd National Information System Symposium

Data Privacy and Usage : A Global Concern

1st February, 2025



Prof. Avijit Mondal, Shri Niranjana Banarjee, Asso.VP, Brandscapes Worldwide, Shri Surya Ku. Pattanayak, Director, Scientist-F, Founder & President, Prof. Biswajeet Pattanayak, Shri Subrat Mohanty, Former Exe. Director, Nalco, VC, Prof. Ranjan K. Bal, Prof. Ricky Mohanty, ASBMU. (from left to right)

The School of Information Systems at ASBM University hosted its 3rd National Information System Symposium on "Data Privacy and Usage: A Global Concern." The inaugural session was graced by Chief Guest Shri Surya Kumar Pattanayak, Director, STPI-Bhubaneswar; Guest of Honour Shri Subrata Mohanty, Former Executive Director, NALCO; and Keynote Speaker Shri Niranjana Banarjee, Associate VP Analytics, Brandscapes Worldwide. The session was chaired by Prof. Biswajeet Pattanayak, Founder & President of ASBM University.

Dr. Ricky Mohanty, Dean of the School of Information Systems, introduced the guests, and Prof. Ranjan Kumar Bal, Vice-Chancellor, ASBM University, delivered the welcome address. Shri Banarjee's keynote highlighted the complexities of data privacy and its proper usage. Shri Subrata Mohanty emphasized the importance of strong data protection frameworks and collaboration across sectors. Shri Pattanayak alerted attendees to unauthorized data collection and called for ethical AI and data practices. Prof. Biswajeet Pattanayak stressed the need for consumer education on data protection and global regulations to prevent misuse.

The session included memento presentations and a vote of thanks by Dr. Avijit Mondal, Coordinator of the symposium. The plenary session, moderated by Shri Chandra Shekhar Chitralla, Founder & CEO of Alum Networks Pvt. Ltd., featured a panel of esteemed industry leaders: Shri Jenamani Ashis Ranjan Jena, Founder & CEO, Zenprateck India Pvt. Ltd.; Shri Bibekananda Jena, Founder & CEO, Altangle Research Pvt. Ltd.; and Shri Tarun Panda, Senior Project Manager, Infosys Limited. They engaged in a spirited discussion on data privacy strategies. The session concluded with a Q&A segment on the threats of data breaches and the importance of safeguarding personal information.

The symposium was a great success, highlighting ASBM University's role in fostering critical discussions on information systems.



Shri Tarun Panda,
Senior Project Manager,
Infosys,

Shri Jenamani Ashis Jena,
Founder & CEO,
Zenprateck India Pvt. Ltd.,

Shri Bibekananda Jena,
Founder & CEO,
Altangle Research Pvt. Ltd.,

Shri Chandra Shekhar Chitralla,
Founder & CEO,
AlumNetworks Pvt. Ltd.

(from left to right)

National Discourse on Theatre: 17th - 18th August, 2024

Abhinaya: Wisdom and Reflections



Shri Samanjasa Das, Shri Udayan Vajpeyi, Dr. Mohan Agashe, Founder & President of University, Prof. Biswajeet Pattanayak, Shri M. K. Raina, Dr. Rajeev Naik, Shri Manu Dash (Left to Right)

ASBM University, in collaboration with the Dhauli Review Trust, organized a two-day National Discourse on Theatre titled “Abhinaya: Wisdom and Reflections” at its campus, hosted by the School of Liberal Arts.

The event was graced by Prof. Biswajeet Pattanayak, Founder and President of the University, as the Chief Guest, alongside veteran stage and film artists Dr. Mohan Agashe and Shri M. K. Raina. The gathering also featured writers, directors, and critics such as Dr. Rajeev Naik, Shri Udayan Vajpeyi, Prof. Abhilash Pillai, Dr. Satyabrata Rout, Dr. Sanghamitra Mishra, Shri Samanjasa Das, and Shri Manu Dash.

Prof. Pattanayak emphasized the educational value of theatre in management studies, highlighting its role in providing practical insights into effective management styles.

During the event, the ASBM Centre of Theatre for Management was inaugurated by Dr. Mohan Agashe and Shri M. K. Raina. In his keynote address, Dr. Agashe explained how theatre complements education and management by incorporating emotion alongside cognitive application, making this initiative by ASBM University the first of its kind in India. Shri M. K. Raina discussed the importance of integrating traditional Indian cultural values to promote holistic education rather than materialistic approaches.



A significant moment of the event was the release of the English translation of the Odia masterpiece "Nali Pan Rani O' Kala Pan Tika" by veteran dramatist Shri Biswajit Dash. The English version, titled Queen of Hearts and Ace of Spades, was translated by his son, Mr. Samanjasa Dash.

The National Discourse on Theatre featured two technical sessions on the Role of Theatre in Education and Theatre and Society. Panelists included Shri Udayan Vajpeyi, Dr. Rajeev Naik, Shri Samanjasa Das, Shri Pradosh Kumar Mohanty, Dr. Sanghamitra Mishra, Prof. Abhilash Pillai, and Prof. Satyabrata Rout. Shri Manu Dash delivered the welcome address and proposed the vote of thanks at the conclusion of the event.

The event was attended by numerous drama and theatre groups from across Odisha, along with faculty members and students of the university.

Poetry Evening at ASBM University



ASBM University participated as Knowledge Partner in the 4-day 9th Odisha Art and Literature Festival organised by Dhauli Review Trust at Bhubaneswar and Konark from 29th November to 2nd December 2024.

ASBM University participated as Knowledge Partner in the 4-day 9th Odisha Art and Literature Festival organised by Dhauli Review Trust at Bhubaneswar and Konark from 29th November to 2nd December 2024.

As a part of this celebration, a Poetry Evening was held at the University campus in which a bouquet of poems was presented by acclaimed men of literature from different parts of the world – Mr. Alvin Pang and Mr. Daryl Lim Wei Jie from Singapore, Bangladeshi-American lyricist and critic Mr. Hassanal Abdullah, Mr. Roland Orcsik and Mr. Sam Powney from Yugoslavia, and Japanese poet Mr. Yusuke Miyake. India was represented by poet and writer Mr. M. K. Ajay. Moderated by Mr. Ajay, the programme started with self-introduction by the guests in their own inimitable style. The highlight of the evening was mesmerizing poetry recitation by the distinguished poets. What held the audience spellbound was an animated performance by Mr. Abdullah, who used theatrics to present his poem. It was followed by a lively and interactive question-answer session with the poets. With the young students keenly interested to know the various nuances of writing poetry, the evening in fact turned out to be a poetry writing workshop.

The event culminated in the launching of two books of poems – Lunar Eclipse by Mr. M.K. Ajay and The Hanging Moment, edited by Mr. M. K. Ajay, Mr. Manu Dash, and Mr. Alvin Pang – in the hands of the Founder and President of the University, Prof. Biswajeet Pattanayak.

LIBRARY ACTIVITY

Getting Ready for the Bout of Books Readathon

4th November, 2024

A library activity for students of the university was conducted featuring a book review, book talk, and book game. The event was coordinated by Prof. Ananya Dash and Prof. Jyotirmayee Mohanty.

Chanakya Knowledge Centre
Central Library, ASBM University

Environmental Awareness Programme 30th August, 2024

The ASBM University NSS Unit held an Environment Awareness Programme at Government Upper Primary School, Kuji Mahal village, chaired by Hon'ble Vice-Chancellor Prof. (Dr.) Ranjan Kumar Bala. He spoke about the importance of environmental conservation and raised awareness on issues like global warming, pollution, and wildlife crimes. Programme Officer Dr. Jharasri Paikaray emphasized the need to protect the environment, while Headmistress Smt. Malati Murmu encouraged students to take action. Around 170 students participated, and the event concluded with a vote of thanks by an NSS volunteer.



Prof. Jharasri Paikaray, VC, Prof. Ranjan Kumar Bal & Prof. Premananda Ranasingh at Govt. U.P. School, Kuji Mahal village

Tree Plantation 30th August, 2024

The ASBM Centre of Social Responsibility and NSS Unit organized a Tree Plantation Programme at Government Upper Primary School and Kuji Mahal Village. The event was inaugurated by Hon'ble Vice-Chancellor Prof. Ranjan Kumar Bala, who planted a tree to mark the occasion. Teachers, students, NSS volunteers, and the programme officer planted various fruit-bearing and medicinal saplings on the school campus and in the village. Over 100 students participated in this initiative, which highlighted the importance of trees for a safe environment and a sustainable planet.



Swachhata Pakhawada 14th September, 2024

The ASBM University NSS Unit and Community Service Club organized a Swachhata Pakhawada at the Bhola village marketplace. The event saw participation from Hon'ble Vice-Chancellor Prof. Ranjan Kumar Bala, faculty members, students, and volunteers, who collectively cleaned the marketplace. The initiative aimed to inspire the community, emphasizing that maintaining clean surroundings enhances both beauty and safety.



Ganesh Puja 7th September, 2024

The Ganesh Puja at ASBM University was a vibrant celebration of unity and cultural diversity. Students from various backgrounds came together for the Sthapana of Lord Ganesha, followed by morning and evening aartis, filled with devotion and hymns. The festivities culminated with the Visarjan, where students, united in joy, bid farewell to Lord Ganesha. The event beautifully reflected ASBM's spirit of harmony and respect for cultural traditions.



Ethnic Day 7th September, 2024



Robotics Workshop at ASBM University

23rd August, 2024

The Robotics Workshop at ASBM University, organized by the School of Information Systems, was inaugurated by Mr. Sakyasingha Mahapatra, Founder & MD of SakRobotix Lab Pvt. Ltd., who emphasized the growing importance of robotics in shaping the future. Expert trainers from SakRobotix Lab conducted interactive sessions on robotics fundamentals, microcontrollers (Arduino and Raspberry Pi), and robot programming, with demonstrations to simplify concepts. Participants then worked in teams to build robotic prototypes, engaging in hands-on activities such as assembling kits, programming tasks like line-following and obstacle avoidance, and troubleshooting designs. The workshop concluded with teams presenting their projects, receiving constructive feedback from trainers, and sharing their learning experiences.



Online

Certificate Programme on Reforms in Criminal Laws: Implications and Challenges

6th - 12th September, 2024

The School of Law organized a one-week online certificate programme on "Reforms in Criminal Laws: Implications and Challenges". The programme attracted 87 participants, including academicians, advocates, research scholars, and students from various institutions and universities across India. The programme was coordinated by Prof. P.N. Ranasingh, with Dr. Jharasri Paikaray and Dr. Rupashree Sahoo as co-coordinators from ASBM University.



Sambidhan Diwas

26th November, 2024



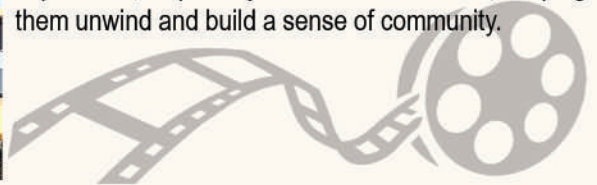
Film Screening:

A Cinematic Journey for ASBM University Students

The Film Club at ASBM University screens movies to foster a love and understanding of cinema within the university community. It offers students the chance to explore a variety of films from different genres, countries, and eras, promoting film appreciation and criticism. The club aims to enrich students' knowledge, develop their filmmaking skills, and provide a platform for showcasing talents and networking with other film lovers. The club has screened seven inspirational films,



including Kung Fu Panda, Avatar, and 1917, Turtle Can Fly, Srikanth, Sarfira, and Amaran, with students writing reviews after each screening. These films have boosted students' confidence, motivation, and empathy. Additionally, the club offers a semi-theatre experience, especially for hostel residents, helping them unwind and build a sense of community.



Diwali 31st October, 2024

The Diwali celebration at ASBM University was a joyous occasion, with students coming together to decorate the campus with rangolis and light diyas. The mandir was beautifully adorned with diyas, creating a serene and festive atmosphere. This year, the diyas were made by special kids, adding a heartfelt touch to the celebrations.



Diwali Celebration at ASBM University

The campus came alive with the vibrant lights of Diwali

IGNITE 2024

THE ASBM NATIONAL TALENT FESTIVAL

A Grand Celebration of Youth and Culture

13th - 14th December, 2024



Prof. Biswajeet Pattanayak
Founder & President, ASBM University
inaugurating IGNITE 24

ASBM University hosted IGNITE 2024, a National Youth Festival, celebrating talent, creativity, and youthful energy. With over 500 participants from Odisha and across India, it became one of Eastern India's largest student cultural events.

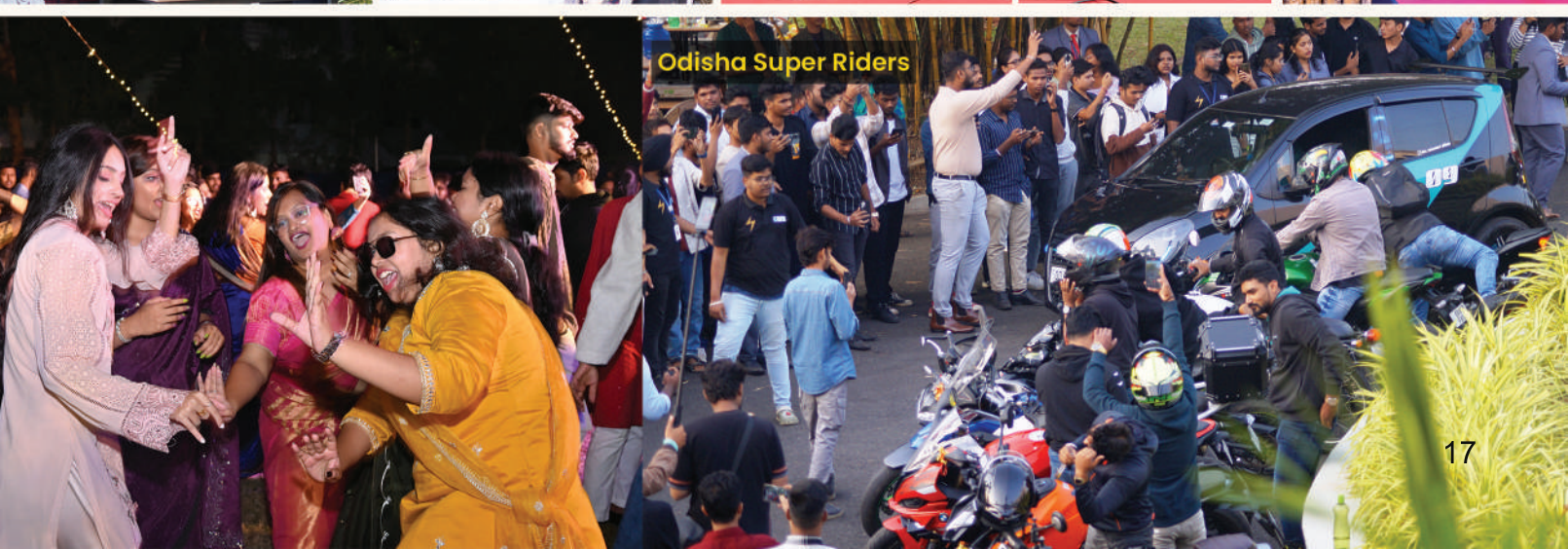
Day 1: Kicked off with vibrant competitions, including the Voice of Ignite, gaming tournaments, and creative events like Ad Mad and Modern Art. High-energy performances like Beat Boxing and the War of Bands electrified the atmosphere. The day concluded with an inaugural session by Prof. (Dr.) Biswajeet Pattanayak, followed by a musical night and DJ Chikun's performance.

Day 2: Featured exciting events like the Rap Battle, Let's Nacho dance performances, Quizzerra, and the Treasure Hunt.

Fashion Fusion showcased innovative designs, and the festival wrapped up with the Valedictory Ceremony, where Shri Laxmidhara Pangari and Prof. Pattanayak praised the participants' talent.

IGNITE 2024 was flawlessly executed under the leadership of Prof. Smaraki Pattanayak and Prof. Avijit Mondal, with support from ASBM's senior leadership. The event highlighted the university's commitment to fostering creativity, collaboration, and holistic development, setting a new standard for cultural excellence in the region.





Finishing School **WORKSHOP** 21st - 24th August, 2024

The ASBM Finishing School successfully conducted a four-day training workshop on "Corporate Readiness and Life Skills" for its postgraduate and undergraduate students. The workshop was led by Dr. Kalyana Chakravarthi, a Visiting Professor and Life Skills Coach specializing in Business Communication and Life Skills.



Interactive Session on **INDUSTRY & ACADEMIA LINKAGE**

19th December, 2024

The lecture was conducted by Mr. Smarak S. Jyoti, HR Head of Thyssen Krupp Industries Ltd (a Fortune 500 company). It highlighted key industry trends and the growing demand for skills like technical proficiency, communication, and problem-solving. It emphasized the importance of industry-academia collaboration, internships, and real-world experience. Students were encouraged to develop critical thinking, adaptability, leadership, and digital literacy to boost employability. The session successfully inspired students to actively seek opportunities for growth and network with potential employers.



ROAD TO EXCELLENCE LECTURE

12th December, 2024

The guest speaker was Dr. Rabi Narayan Mishra, Founder Director of the College of Supervisors and former Executive Director (Supervision & SupTech) at the Reserve Bank of India. The lecture, titled "Game of Finance - 'Changes' All Around: Learn to Adapt on the Road to Excellence," focused on adapting to the evolving financial landscape.



12th Board Meeting

27th September, 2024



Founder's Day 8th October



The Founder's Day celebration at ASBM University, marking the birthday of Prof. Biswajeet Pattanayak, was an intimate and heartfelt occasion. The ASBM community gathered to honor and celebrate the visionary leader's contributions. The event began with a warm cake-cutting ceremony, where faculty and staff came together to express their gratitude. The celebration was marked by a sense of unity, respect, and admiration for the founder's leadership, strengthening the bond within the ASBM family.



Teachers Day 5th September, 2024

Students at ASBM University celebrated Teachers' Day with great enthusiasm and gratitude. They organized a special function to honor their mentors, where heartfelt speeches were delivered, and the teachers were thanked for their unwavering guidance and support. The students also cut cakes together, adding a personal touch to the celebration. To make the day even more memorable, a special video was created, highlighting the positive impact of teachers on students' lives. The event was a beautiful expression of respect, appreciation, and the strong bond between students and faculty at ASBM.





ASBM University proudly hosted the Under 25 Summit for the first time in Bhubaneswar, bringing together a vibrant community of young innovators, creators, and thought leaders. The summit provided a dynamic platform for youth to engage with inspiring figures from various fields and explore ideas that drive change in today's world. The event featured three distinguished speakers: **Preeti Sarkar**, **Sahil Gupta**, and **Yash Bafna**, who captivated the audience with their unique stories and insights.

Preeti Sarkar, a versatile content creator, has made waves in the digital world, featured in prominent Billboard campaigns, TV commercials, and even the IPL commentary. She was honored as Sherar Shera Somman: Best Content Creator 2023, and her journey continues to inspire many in the creative industry.



Yash Bafna, a Pune-based indie musician and singer-songwriter, entertained the audience with his soulful music. Known for his originals like Ankahi, Pyar Karte Hai, and Woh Din, Yash brought his musical journey to life, showing how passion can translate into impactful art that resonates with listeners across the globe.



Sahil Gupta, the founder of Humans of IT Companies and The 9 to 5 Show, shared his expertise in bridging the world of IT with creativity. An ex-President of Toastmasters and an Automation Tech Analyst, Sahil spoke about how the intersection of technology and content creation can empower young people to reshape industries and disrupt traditional norms.

Antaragni'24 | Cultural Festival of IIT Kanpur

Regional Round Hosted by ASBM University

6th December, 2024

ASBM University had the honor of hosting the Bhubaneswar Regional Round of Antaragni'24, IIT Kanpur's prestigious cultural festival. As the Venue Partner for this exciting event, ASBM provided a platform for students from across the region to showcase their talent and creativity.



Yoga Day 21st June, 2024

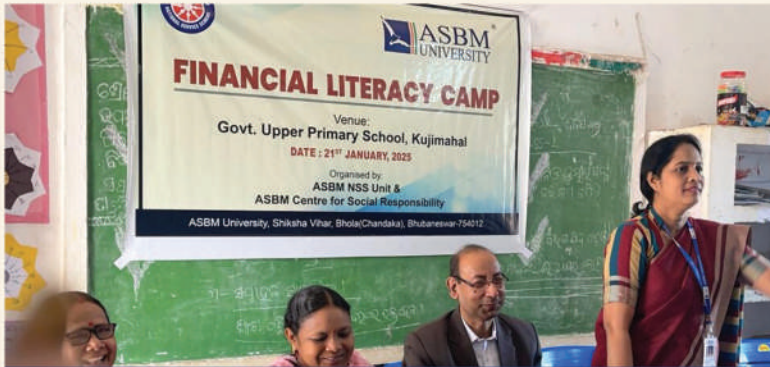


Glimpses of Orientation Programme Prarambh 2024



Catch them Young – Financial Literacy Camp

21st January, 2025



The program began with a welcome address by Smt. Malati Murmu, Headmistress of the school. Dr. Jharasri Paikaray, Programme Officer of the NSS Unit, emphasized the importance of financial literacy in reducing poverty and inequality and promoting economic growth.

Prof. (Dr.) Padmanava Mohapatra, Dean of the School of Accountancy at ASBM University, served as the resource person. He discussed the significance of financial literacy, focusing on saving and planning finances at various life stages, and shared engaging stories to illustrate key concepts.

The session was followed by an interactive activity, "Word Power," organized by student volunteers, which was enjoyed by all participants. Refreshments were distributed, and the event concluded with a vote of thanks by Smt. Nishamani Dei, Senior Teacher at the school. The camp proved to be meaningful and impactful.



Financial Literacy Camp was organised by ASBM NSS Unit and CSR at Kujimahal Upper Primary School.

STUDENT ACHIEVEMENTS



Congratulations
Pranjal Biswas (BBA)
30th Odisha State Powerlifting
Championship 2024 (Gold)



Congratulations
Harshit Ranjan Sahu
(B.Tech- CS&IT)
Recipient of the title
"Candidate Master" from FIDE in Chess



"SPECIAL MENTION" IN THE
8TH PEREGRINE-SEAA INTERNATIONAL
CASE COMPETITION 2024

Prof. M.N. Samantaray & Prof. Emily Pandey conducted an insightful Career-Counselling session at Oneness International School, Khordha, guiding students toward a brighter future.





Startup Boot Camp 21st September, 2024

The EDC-Incubation Centre of ASBM University organized a Startup Boot Camp to inspire entrepreneurship among students. The event was graced by Mr. Paritosh Anand, Co-founder of Vatsalya Wellness, and Mrs. Chitranshi Baranwal, Co-founder of Vatsalya Wellness, as the Chief Guest and Guest of Honour, respectively.

Mrs. Baranwal shared her entrepreneurial journey, focusing on women's wellness and eco-friendly initiatives, while Mr. Anand discussed entrepreneurship and challenges faced at Vatsalya Wellness. An interactive session followed, where students presented innovative business ideas.

The first prize went to Abhishek Pati, Anamika Tripathi, Amrita Jena, and Samia Jamal (MBA 1st year), with the second and third prizes awarded to Sonalika Patra (BBA 3rd year) and Priyanka Mohanty (BALLB 1st year), respectively. The event was attended by Deans, faculty, and students of the university.



Deans, Faculty, and students of ASBMU with Mr. Paritosh Anand, Co-founder of Vatsalya Wellness, and Mrs. Chitranshi Baranwal, Co-founder of Vatsalya Wellness.

Legal Awareness Programme 30th October, 2024

The ASBM University NSS Unit and Community Service Club organized a Legal Awareness Programme on "Sexual Harassment at the Workplace". Dr. Jharasri Paikaray, NSS Programme Officer, gave the welcome address. Professor Ranasingh, Dean of School of Law, discussed legal provisions available to victims, and the event was attended by faculty, students, and volunteers. The programme concluded with a vote of thanks by a student volunteer.



MOORCHHANA

25th January, 2025

The Annual Day

ASBM University celebrated its annual day, "Moorchhana – The Intra University Talent Recognition Initiative." The event featured Shri B.C. Mohanty, Managing Director of Oriclean Pvt. Ltd., as the Chief Guest, and Shri Sarvesh Ranjan, General Manager of Union Bank of India, as the Guest of Honour.

The event began with the lighting of the lamp by the dignitaries. Prof. (Dr.) Smaraki Pattanayak, Principal Director of ASBM University, welcomed guests, quoting Socrates on education.



Vice-Chancellor prof.(Dr.) Ranjan Kumar Bal, Managing Director of Oriclean Pvt. Ltd. Shri B.C. Mohanty, Founder & President of ASBM University, Prof.(Dr.) Biswajeet Pattanayak, General Manager of Union Bank of India, Shri Sarvesh Ranjan, Principal Director of ASBM University, Prof. (Dr.) Smaraki Pattanayak. (from left to right)

Prof. Dr. Ranjan Kumar Bal, Vice-Chancellor, praised students for their excellence in extracurricular activities. Shri Sarvesh Ranjan emphasized the importance of entrepreneurial skills and the role of extracurriculars in shaping future leaders.

Shri B.C. Mohanty lauded the university's leadership and encouraged students to actively participate in extracurricular activities. Prof. (Dr.) Biswajeet Pattanayak, Founder and President, highlighted the significance of "Moorchhana" as a symbol of growth and celebration, urging students to focus on broader opportunities beyond academic success.

The event included a prize distribution ceremony, followed by a vibrant cultural program. The event was coordinated by Prof. Dr. Smaraki Pattanayak, Dr. Avijit Mondal, Dr. Rutuparna Dash, and Prof. Saroj Kumar Bishey, and attended by university leadership, faculty, and students.



Collaboration Initiative



President Prof. Biswajeet Pattanayak & Pro.VC, Prof. Phalgu Niranjana with Prof. Danda Raj Reddy, VC, SKLTS Horticulture University and his team

Horticulture Meets Management

A meeting was held between ASBM University and Sri Konda Laxman Telangana State Horticultural University to bring up synergies of horticulture and business management as a subject. It will further diversify the horizon for business education and create more opportunities for our students.



President Prof. Biswajeet Pattanayak & Pro.VC, Prof. Phalgu Niranjana with Dr. G. Rameswar Rao, Director, Engineering Staff College of India (left) & Dr. M. Prabhakar Rao, Group Chairman, NSL Group (right)



Career Guidance Workshop in Kaizen Junior College, Hyderabad

Doctoral Research



Coursework Completion Certificate was presented to the successful candidates of Doctoral Batch 2023.

ASBM Students at Prabasi Bharatiya Divas Celebration



Law students visit the Justice Museum, Cuttack



Independence Day & Republic Day Celebration



New Year's Eve



National Librarians' Day

ASBM University's Institutional outreach





Quiet Quitting: The new HR cha

- You owe immense debt to Gurus, says Venkaiah



HANS NEWS SERVICE
BHUBANESWAR

University, was inaugurated by my illustrious predecessor Bhairon Singh Shekhawat, former Vice-President of India, in 2006. Another added feature which I feel is an honour to me is that the last convocation of this university was graced by former President of India, Shri Ram Nath Kovind Ji," he said.

Today, we celebrate not
just your achievements
the extraordinary

Ex-VP at ASBM
univ convocation

Bhubaneswar: Former vice-president and ex-Union minister M Venkaiah Naidu attended the 4th convocation ceremony of Asian School of Business Management (ASBM) University in Bhubaneswar on Friday. He told the graduating students that knowledge is the supreme wealth and they should put their education to best use by participating in nation building. TNN

एएसबीएम विवि में विधिक
संशोधन का किया आयोजन

व्यापारत व्यरो । भुवनेश्वर ।

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Convocation

He mentioned that Prof. Tanayank's vision has been very successful in positioning ASBM University as a cornerstone of higher education in Odisha. Further, the Vice President expressed his happiness that ASBM University is engaged in providing holistic education with a focus to prepare the students for the global challenges.

Hannadhi, Chairman, Odisha Sahitya Akademi, as Guest of Honour, thanked the Vice President for his efforts to own their own education and for planning for a successful future.

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Hannadhi, Chairman, Odisha Sahitya Akademi, as Guest of Honour, thanked the Vice President for his efforts to own their own education and for planning for a successful future.

held on 'Criminal Delivery System'

ASNDM is a leading provider of supply chain management solutions, helping companies to optimize their logistics and distribution networks. The company has a strong track record of delivering innovative solutions to its clients, and is well-positioned to continue to grow and expand its operations in the future.

story but a living reality for people of India. Rangin Pallav Tripathy explored the nuances of the criminal justice delivery system within its broader network. Using an innovative analogy of delivery services like Swiggy and Zomato, he emphasised that the delivery of justice is not a product but an ongoing process. Justice M B Lokur presented a data-driven analysis discussed the critical challenges facing the Indian criminal justice delivery system, which finds itself at the crossroads. Justice Ananga Kumar Patnaik drew from his vast personal experience to deliver a compelling critique of the challenges facing the criminal justice delivery system. He attributed its dire state to a lack of **BIJURANESWAR** political will to reform the mismanaged system and to **ER Vice-President** **and good boys, and cr**

Symposium held on



tor, Scientist-F, STPI-Bhubaneswar, who was the chief guest, and Subrata Mohanty, Former Executive Director (Business Development),

ASBM University
hosts IGNITE 2019

rhymic mastery. The War of Bands lit up the evening where stu-
their know

with electrifying musical performances. Addressing the gathering, Prof. Bhaskar Pattanayak, President and President of ASBM University, emphasized the transformative role of cultural festivals in fostering unity among students. On Day 2, the Rap Battle saw participants enliven the stage with sharp, lyrical showdowns. Dance enthusiasts took center in Let's Groove, presenting dynamic and synchronized performances. Intellectual

4th LAW SYMPOSIUM

एएसबीएम वि
संगोष्ठी का

नवभारत व्यूरो । भुवनेश्वर।

एएसबीएम विश्वविद्यालय पुनरवलोकन
आचार्यकि न्याय प्रणाली: पुनरावलोकन
संभानवनाएं विषय पर चौथा विधिक स
आयोजित किया गया। भारत के सर्वोच्च न्या
के पूर्व न्यायाधीश न्यायमूर्ति अनंत
पटनायक ने इस संगोष्ठी की अध्यक्षता क
अक्सर पर मुख्य अतिथि के रूप में अंतरा
न्याय परिषद के अध्यक्ष और सर्वोच्च न्याय
पूर्व न्यायाधीश एम. बी. लोकर उद्घोष
न्यायमूर्ति पटनायक और न्यायमूर्ति लोकु
प्रज्ज्वनि चंद संगोष्ठी का उद्घाटन
राष्ट्रीय विधि विश्वविद्यालय, ओडिशा
सचिव प्रोफेसर रीनी पल्लव पिपाडी
वक्ता के रूप में इस कार्यक्रम में भाग
कार्यक्रम की शुरुआत में विश्ववि

Privacy'

of robust data protection frameworks and the need for collaboration across sectors to uphold privacy rights.

Surya Kumar Pattanayak spoke on the unauthorised data collection with emphasis on ethical AI & data practices. Biswajeet Pattanayak said there is urgent need to

प्रणाली

और चुनौती पर प्रतिक्रिया के रूप में विरोध करने से न्यायवादीश्री को कष्ट हुआ। कुलाधिपति प्रबंधन में अराजकता पर जोर दिया। कुलाधिपति प्रोफेसर पटनायक ने न्यायमूर्ति पटनायक और न्यायमूर्ति लोहुर को स्मृति चिह्न प्रदान कर सम्मानित किया। विश्वविद्यालय के कुलाधिपति प्रोफेसर (डी.) रंजन कुमार स्व ने धन्यवाद ज्ञापित किया। संगठित के तकनीकी सत्रों में ओडिशा उच्च न्यायालय के वरिष्ठ अधिवक्ता लक्ष्मण पंगु, सर्वोच्च न्यायालय के वरिष्ठ अधिवक्ता और न्यायाधीश डी. कुमार साहू, गार्डीन चटर्जी और एम सी प्रजापत्य (डी.) परमिता चटर्जी और एम सी स्कुल अफ लॉ के डीन प्रोफेसर (डी.) रमणमूर्ति ने भाग लिया और अपने विचार प्रकट किए। कार्यक्रम में विश्वविद्यालय के शिक्षक प्रोफेसर, डीन, विभागाध्यक्ष और छात्र-छात्राओं ने भाग लिया।

विभागाध्यक्ष और छात्र-छात्राओं के बीच स्थापित रहे। इस संगोष्ठी में भारत के विभिन्न राज्यों के विद्यार्थियों ने अपने-अपने विषयों पर प्रस्तुति दी।

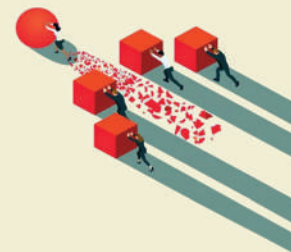
गविद, शोधकर्ता, अधिवक्ता और विधि छात्रों ने भाग लिया।



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IIM Indore, Lucknow & Mumbai
Founder & President



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