

# Phoenix

Vol 20 | Issue 01 | 2026

ASBMU Newsletter





Prof. (Dr.) Biswajeet Pattanayak, Founder and President, ASBMU, Dr. Justice Bidyut Ranjan Sarangi, Hon'ble Member of the National Human Rights Commission and Former Chief Justice of the High Court of Jharkhand, Dr. Subhransu Sekhar Acharya, Chairman & MD, National Small Industries Corporation Ltd.

## Editor's Note



Warm greetings and best wishes for a happy and successful New Year to all our readers. As we step into the year ahead, this issue of the ASBM University Newsletter reflects on the milestones, celebrations, and meaningful engagements that enriched our academic community over the past year.

From dynamic youth platforms such as Under 25 to impactful initiatives like OCOY, organised in collaboration with UNICEF and Youth4WaterPlus, ASBM continued to foster student leadership and social responsibility. The gracious presence of the Hon'ble Governor of Odisha, Shri Hari Babu Kambhampati, at OCOY added special significance, highlighting the role of youth in shaping a better future.

This issue also captures the proud moments of the 5th Convocation Ceremony, graced by Dr. Justice Bidyut Ranjan Sarangi, Hon'ble Member, NHRC and Former Chief Justice of the Jharkhand High Court, whose inspiring address marked a memorable milestone for our graduates. Alongside these highlights, glimpses of community celebrations and campus initiatives showcase the vibrant and inclusive spirit of ASBM University.

We invite you to explore this edition and relive the moments that celebrate learning, leadership, and collective progress at ASBM.

**Prof. Smaraki Pattanayak**

Editor, Phoenix

## 5<sup>th</sup> Convocation

20<sup>th</sup> September, 2025



Prof. (Dr.) Kalyan Shankar Ray, VP, ASBMU, Prof. (Dr.) Biswajeet Pattanayak, Founder and President, ASBMU, Dr. Justice Bidyut Ranjan Sarangi, Hon'ble Member of the National Human Rights Commission and Former Chief Justice of the High Court of Jharkhand, Dr. Subhramu Sekhar Acharya, Chairman & MD, National Small Industries Corporation Ltd., Prof. (Dr.) Ranjan Kumar Bal, VC, ASBMU. (L-R)

ASBM University held its 5th Convocation Ceremony, graced by Dr. Justice Bidyut Ranjan Sarangi, Hon'ble Member, National Human Rights Commission and Former Chief Justice of the Jharkhand High Court, as the Chief Guest, and Dr. Subhramu Sekhar Acharya, Chairman & Managing Director, National Small Industries Corporation Ltd., as the Guest of Honour. The ceremony was presided over by Prof. (Dr.) Biswajeet Pattanayak, Founder and President of the University. The Vice-Chancellor, Prof. (Dr.) Ranjan Kumar Bal, delivered the welcome address and presented the annual report highlighting the University's achievements.

Gold medals for academic excellence were awarded by Dr. Justice Sarangi to Faiza Feroz (MBA 2023–25), Aryan Mohanty (MCA 2023–25), Dibyajyoti Mohanty (BBA 2022–25), Ayushman Patra (B.Com. 2022–25), Tapan Kumar Hansda (BCA 2022–25), and Swetapadma Sahoo (B.A. English 2022–25). Honorary doctorates were conferred on Shri Ravindra Chamaria, CMD, Infinity Group, and Shri Jagadananda, Mentor & Co-Founder, CYSD, Bhubaneswar. Degrees were conferred upon all undergraduate and postgraduate graduates from management, commerce, information technology, English literature, and economics.

The Pro-Vice-Chancellor, Prof. Phalgu Niranjana, administered the oath to the graduating students, who pledged to uphold ethical values, professional integrity, and social responsibility. In his Convocation Address, Dr. Justice Sarangi praised ASBM's growth into a full-fledged university and urged graduates to embrace perseverance, discipline, honesty, and truth in thought, speech, and action.

The Guest of Honour, Dr. Subhramu Sekhar Acharya, described ASBM as a "seat of culture and civilisation" and encouraged graduates to become ethical leaders and innovators, emphasising empathy, humility, and excellence. In his Presidential Address, Prof. (Dr.) Biswajeet Pattanayak stressed that institutional culture defines a university and urged students to unlearn, rethink, innovate responsibly, and strive for significance and service alongside success.

The convocation concluded with the felicitation of the Chief Guest and Guest of Honour in the presence of graduates, their families, faculty, and distinguished guests.



**Faiza Feroz, MBA, Gold Medalist**



**Swetapadma Sahoo, BA English, Gold Medalist**



**Tapan Kumar Hansda,  
BCA, Gold Medalist**



**Ayushman Patra,  
B.Com., Gold Medalist**



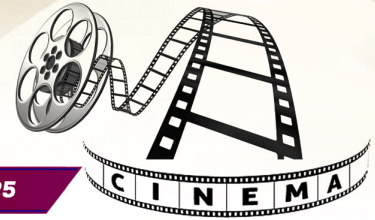
**Aryan Mohanty,  
MCA, Gold Medalist**



## 2<sup>nd</sup> National Symposium on Popular Literature in Cinema

Challenges and Triumphs in Literary Films

8<sup>th</sup> March, 2025



Prof. (Dr) Ranjan Kumar Bal, Vice-Chancellor, Mrinal Chatterjee, Eminent Writer, Journalist & Director, IIMC Dhenkanal; Prof. (Dr) Biswajeet Pattanayak, Founder & President; Shri Susant Misra, National Award-winning Actor & Film Director; Prof. Surjya Kumar Misra, Former Dean, BPUT & Film Director; Prof. (Dr.) Kalyan Shankar Ray, Vice-President of ASBM University. (L-R)

The ASBM Centre for Theatre and Film in Education, in collaboration with ASBM School of Liberal Arts, successfully hosted the 2<sup>nd</sup> National Symposium on "Popular Literature in Cinema: Challenges & Triumphs in Literary Films". The symposium was inaugurated by the honourable Founder and President of ASBM University, Prof. Biswajeet Pattanayak.

The grand inaugural session was graced by eminent personalities from the world of academia, literature, and cinema. Notable among them were Prof. Surjya Kumar Misra, Former Dean, BPUT & Film Director; Prof. Mrinal Chatterjee, Eminent Writer, Journalist & Director, IIMC Dhenkanal; and Shri Susant Misra, National Award-winning Actor & Film Director.

Dr. Ananya Dash, Convenor, formally introduced the dignitaries and set the tone for an intellectually enriching symposium. Prof. Ranjan Kumar Bal, Vice-Chancellor, ASBM University, in his Welcome Address, expressed gratitude to the guests and reaffirmed the university's commitment to fostering dialogue between cinema and literature. Prof. Kalyan Shankar Ray, Vice-President, ASBM University, offered a thoughtful prelude, highlighting how literary works adapted into cinema become enduring artistic expressions that explore the mysteries of life.

Among the Guests of Eminence, Prof. Surjya Kumar Misra spoke on the evolution of literary films and their influence on Indian cinema, while Shri Susant Misra reflected on the creative and practical challenges of adapting literature into compelling films. Prof. Mrinal Chatterjee emphasized that literature is the foundational source of cinema, noting the author's pivotal role in creating imagery and meaning across eras. The Presidential Address by Prof. Biswajeet Pattanayak, Founder & President, ASBM University, underscored the symbiotic relationship between literature and cinema in shaping human thought, emotion, and enduring works of art.

The session concluded with the presentation of mementos to the guests and a Vote of Thanks proposed by Dr. Swagat Patel, Co-Convenor. In the afternoon, one physical and one online plenary session were held, where 68 research scholars presented papers, chaired and co-chaired by Prof. Surjya Kumar Misra, Prof. Mrinal Chatterjee, Prof. V. Bijay Kumar, and Prof. Manmath Nath Samantaray.

The programme was attended by Prof. Phalgu Niranjana, Pro-Vice-Chancellor, Prof. Smaraki Pattanayak, Principal Director, Deans and Heads of the Schools, faculty members, delegates, and students.

# Odisha Governor at OCOY 2025:

10<sup>th</sup> - 12<sup>th</sup> August, 2025

Young Changemakers Are 'Architects of Climate Resilience'



Mr. Stalin Nayak, Advisory Member, Youth4Water Plus, Prof. Biswajeet Pattanayak, the Founder and President of ASBM University, H.E. Dr. Hari Babu Kambhampati, Hon'ble Governor of Odisha, Mr. William Hanlon Jr., Chief, UNICEF. (L-R)

The Odisha Conference of Youth (OCOY) 2025 opened on 10th August, 2025 at ASBM University, Bhubaneswar, with a resounding call for youth-led climate action and innovation. Inaugurated by Hon'ble Governor of Odisha, Dr. Hari Babu Kambhampati, the three-day flagship event of the Youth4Water Plus campaign has convened over 800 youth changemakers, climate advocates, and experts from across Odisha and beyond.

"Odisha is proud of a generation of youth who are conscious, committed, and courageous. You are rooted in tradition and ready to lead in innovation," said the Governor, urging young people to become "the architects of Viksit Bharat@2047." In his address, he mentioned, "Your climate action is not just activism—it is patriotism. The world doesn't need spectators. It needs leaders. Let this be your moment."

Management Guru Prof. Biswajeet Pattanayak, the Founder and President of ASBM University delivered the keynote and said that OCOY 3.0 is not just an event — it is a movement – A movement to equip and inspire the next climate leaders. Further he added, "If leadership is about shaping the future, then climate leadership is about ensuring the future exists at all. The truth is stark — we are the first generation to fully understand the damage we are doing to our planet... and the last generation with the power to stop it. The question is not whether we can act, but whether we will lead. If we fail to lead on climate, nothing else we lead will matter."

William Hanlon, Jr., Chief of Field Office, UNICEF Odisha, emphasized the importance of young people's involvement. "What we witness here today is not just an event—it is the spirit of youth leadership in action," Hanlon said. "At UNICEF, we believe that young people are not passive recipients of change—they are active agents of it."





Prof. Biswajeet Pattanayak, Founder and President, ASBM University with esteemed Guests Shri Ganesh Ram Singh Khuntia, Ministry of State for Forest, Environment and Climate Change, Govt. of Odisha and Shri Akash Das Nayak, MLA, Korei, Govt. of Odisha.



Moments from Panel Discussion on "Green Entrepreneurship and jobs"

Over the next two days, OCOY 2025 offered a high-energy Youth Parliament and collaborative workshops, culminating in the drafting of a Youth Statement on Climate Action. The other dignitaries who attended the event were: K.S. Pradeep, IFS, Director (Environment)-cum-Special Secretary, Govt. of Odisha; environmentalist Arun Krishnamurthy; global youth climate advocate Johann Hoschtialek; Sujit Mahapatra, Advisor, Youth4Water Plus & Founder, Bakul Foundation; and Blorin Mohanty, Director, Youth4Water Plus.



# Moot Court Competition

21<sup>st</sup> & 22<sup>nd</sup> March, 2025



Prof. (Dr.) Chintamani Rout (Former Professor & Head, North-Eastern Hill University), Mr. Laxmidhar Pangari (Advocate, Orissa High Court), Prof. (Dr.) Smaraki Pattanayak, Principal Director, ASBM University, Mr. Abdul Masood (Advocate, Supreme Court of India & Calcutta High Court), Mr. Dilip Kumar Chhotaray (Deputy Director, State Vigilance Academy, Bhubaneswar). (L-R)

ASBM School of Law successfully organized its first Moot Court Competition, graced by distinguished dignitaries including Mr. Abdul Masood (Advocate, Supreme Court of India & Calcutta High Court), Mr. Laxmidhar Pangari (Advocate, Orissa High Court), Mr. Dilip Kumar Chhotaray (Deputy Director, State Vigilance Academy, Bhubaneswar), and Prof. (Dr.) Chintamani Rout (Former Professor & Head, North-Eastern Hill University). They served as the Hon'ble Judges for the event.

The inauguration featured the traditional lamp lighting by Prof. (Dr.) Smaraki Pattanayak, Principal Director, ASBM University, along with the judges. Prof. (Dr.) Premanand Rana Singh, Dean, School of Law, delivered the welcome address, and Prof. (Dr.) Smaraki Pattanayak officially declared the competition open.

Eight teams from prestigious law schools participated, demonstrating research, critical thinking, and advocacy skills. After preliminary rounds on March 22nd, the top four teams advanced to the semifinals, and the final round saw SOA National Institute of Law emerge as the winner, with Xavier Law School, XIM University, as the runner-up. In the closing ceremony, Mr. Abdul Masood and Dr. Chintamani Rout congratulated the participants, emphasizing the value of experiential learning and honing advocacy skills. Prof. (Dr.) Biswajeet Pattanayak, Founder & President of ASBM University, praised the students, faculty, and coordinators, highlighting the competition's role in developing practical legal acumen and preparing future-ready professionals. Mementoes were presented to the judges.

The event was coordinated by Dr. Rupashree Sahoo and co-coordinated by Dr. Jharasri Paikaray. Attendees included Prof. (Dr.) Kalyan Shankar Ray (Vice-President), Prof. (Dr.) Ranjan Kumar Bal (Vice-Chancellor), Prof. (Dr.) Phalgu Niranjana (Pro-Vice-Chancellor), all Deans, faculty, delegates, and students.



# 10<sup>th</sup> International Management Conference

“Navigating the Future: Management Strategies for Sustainable Transformation”

21<sup>st</sup> and 22<sup>nd</sup> February, 2025

The two-day international conference was inaugurated in the presence of Shri Prithviraj Harichandan, Hon'ble Minister of Law, Works, and Excise, Government of Odisha, as the Chief Guest; Prof. Douglas J. Gilbert, Fulbright Scholar, Vilnius University and Founder of EduPartners.coop, USA, as the Keynote Speaker; and other eminent dignitaries. The conference was presided over by Prof. (Dr.) Biswajeet Pattanayak, Founder & President, ASBM University. The conference brought together academicians, industry leaders, policymakers, and students to deliberate on sustainable



Prof. Ranjan Kumar Bal, Vice-Chancellor, Prof. (Dr.) Biswajeet Pattanayak, Founder & President, ASBM University, Shri Prithviraj Harichandan, Hon'ble Minister of Law, Works, and Excise, Government of Odisha, Prof. Douglas J. Gilbert, Fulbright Scholar, Vilnius University and Founder of EduPartners.coop, USA, Prof. (Dr.) Smaraki Pattanayak, Conference Chair. (L-R)

management strategies across Human Resources, Technology, Finance, and Marketing. A total of 104 research papers were presented during the conference. In his inaugural address, Shri Prithviraj Harichandan highlighted the Government of Odisha's initiatives toward sustainable transformation across sectors. Prof. Douglas J. Gilbert, in his keynote address, traced the evolution of the sustainability movement over four generations and cautioned against the severe future impacts of climate change on human life and survival. Presidential remarks by Prof. (Dr.) Biswajeet Pattanayak underscored the urgency of integrating sustainability with business growth. He identified bold leadership, effective execution, and stakeholder alignment as key drivers of sustainable transformation, citing examples from global corporations such as Unilever, Starbucks, and Renault. The inaugural session also featured virtual addresses by Prof. NTT Sang (Vietnam), Prof. Budi Suprpto (Indonesia), and Prof. Irina Leonova (Russia). The Welcome Address was delivered by Prof. Ranjan Kumar Bal, Vice-Chancellor, and the session concluded with a Vote of Thanks by Prof. (Dr.) Smaraki Pattanayak, Conference Chair.

The conference featured multiple technical sessions chaired by eminent administrators, academicians, and industry professionals, with participation from researchers across India, USA, Vietnam, Indonesia, Spain, Russia, Kazakhstan, and Pakistan. Three publications—a Bloomsbury book, a Conference Compendium, and a special issue of the ASBM Journal of Management—were released during the event.

The Valedictory Session was graced by Prof. Bibhuti Bhusan Biswal, Vice-Chancellor, Odisha University of Technology and Research, as Chief Guest, who highlighted the resilience of management in driving sustainability. Shri Pradeep Ghosal, Head-CSR, TPCODL, emphasized innovation and CSR as critical enablers of sustainable growth.

Prof. (Dr.) Kalyan Shankar Ray, Vice-President, summarized the deliberations by linking modern management practices with ancient Indian wisdom. The Best Paper Award was conferred on Dr. Priyabrata Satpathy for his paper on CSR and inclusive growth.



# Kalinga International Model United Nations

5<sup>th</sup> and 6<sup>th</sup> July, 2025



ASBM University proudly hosted the Kalinga International Model United Nations (KIMUN), serving as the official venue partner for this prestigious event. The conference witnessed enthusiastic participation from delegates across the country, who demonstrated exceptional diplomacy, public speaking, and critical thinking skills.

The event commenced with a grand Opening Ceremony, graced by Prof. Biswajeet Pattanayak, President and Founder of ASBM University. In his address, Prof. Pattanayak highlighted the importance of youth engagement in global policy-making and leadership, encouraging delegates to embody the spirit of cooperation, dialogue, and critical inquiry that the United Nations represents.

Formal sessions were held across four dynamic committees: UNHRC, DISEC, IP, and the All India Political Parties Meet (AIPPM). Each committee simulated real-world international and national diplomatic scenarios, providing a platform for delegates to negotiate, draft resolutions, and represent their assigned nations or portfolios with integrity and intellect. Prof. Pattanayak personally visited each committee, engaging with the young diplomats and appreciating their active participation.

The conference concluded with a Felicitation Ceremony, graced by Prof. (Dr.) Ranjan Kumar Bal, Vice Chancellor of ASBM University, and other esteemed dignitaries. Delegates were recognized for their outstanding performances, with awards distributed across various categories, celebrating the leadership and diplomacy showcased throughout the sessions.

The KIMUN conference not only served as an intellectual hub for youth leaders but also reaffirmed ASBM University's commitment to fostering global perspectives among students. The event was coordinated by Dr. Jharasri Paikaray and Dr. Rutuparna Dash, Assistant Dean of Student Affairs, leaving participants inspired and better equipped to engage with pressing global issues.

# Inauguration

30<sup>th</sup> August, 2025

Aakanksha



Shri Kamruddin Ansari, Founder and Director, MJM Multispecialty Hospital, Bokaro, Prof. (Dr) Ranjan Kumar Bal, Vice-Chancellor, Shri Harihar Patra, Director, Toshali Group of Hotels, Prof. (Dr) Biswajeet Pattanayak, Founder & President, Shri V. S. Manimaran, Chairman and Managing Director, Visskan Aviation, Prof. (Dr) Phalgu Niranjana, Pro-Vice-Chancellor, Prof. Manmath Nath Samantaray, Dean (Academics). (L-R)

ASBM University hosted Aakanksha, the formal inauguration of the new academic batch of 2025–26, marking the beginning of an important academic journey for the incoming students. It was graced by Shri V. S. Manimaran, Chairman and Managing Director, Visskan Aviation, Bengaluru, as the Chief Guest; Shri Harihar Patra, Director, Toshali Group of Hotels, as Guest of Honour; and Shri Kamruddin Ansari, Founder and Director, MJM Multispecialty Hospital, Bokaro, Jharkhand, and an Alumnus of ASBM University, as Guest of Honour.

Following the ceremonial lamp lighting, Dr Padmanav Mohapatra, Dean, School of Accountancy, invoked blessings from the Upanishads. Prof. (Dr) Ranjan Kumar Bal, Vice-Chancellor, formally welcomed the new batch and thanked the dignitaries for their presence. Shri Kamruddin Ansari, Guest of Honour, shared his inspiring journey from humble beginnings to healthcare entrepreneurship, urging students to practise discipline, integrity, adaptability, and continuous learning while embracing emerging technologies such as AI and machine learning. The Pledge of Integrity was administered by Prof. (Dr) Phalgu Niranjana, Pro-Vice-Chancellor, as students committed themselves to honesty, discipline, sincerity, and ethical conduct.

Shri Harihar Patra, Guest of Honour, drew upon his entrepreneurial experiences across sectors to emphasise adaptability, lifelong learning, and the importance of viewing challenges as opportunities for growth. Chief Guest Shri V. S. Manimaran, CMD, Visskan Aviation, commended ASBM University for nurturing industry-ready professionals and shared five guiding principles for success, stressing ethics, innovation, global thinking, diligence, and the belief that “a dream without discipline is just a wish.” Presiding over the programme, Founder & President Prof. (Dr) Biswajeet Pattanayak welcomed the new batch and reflected on ASBM’s journey from an autonomous B-school to a multidisciplinary university, reaffirming its mission of “nurturing aspiration – Aakanksha” and shaping leaders of courage, empathy, and purpose.



# 15<sup>th</sup> National HR Symposium

06<sup>th</sup> September, 2025

Viksit Bharat: Transforming the Workplace



Prof. (Dr.) Ranjan Kumar Bal, Vice-Chancellor of ASBM University, Mr. Kamadeba Mohanty, Chief Operating Officer, Retail & Jio Mart, Reliance Retail Ltd., Dr. Tapas Kumar Pattanayak, Director (HR), NALCO, Prof. (Dr.) Biswajeet Pattanayak, Founder & President of ASBM University, Mr. Prakash Chandra Panda, President & Group CHRO, India Power, Prof. Eirene Leela Rout, Dean of the School of Business. (L-R)

ASBM University successfully conducted its 15th National HR Symposium on, themed 'Viksit Bharat: Transforming the Workplace'. The event was graced by distinguished guests, including Dr. Tapas Kumar Pattanayak, Director (HR), NALCO, as Chief Guest; Mr. Kamadeba Mohanty, Chief Operating Officer, Retail & Jio Mart, Reliance Retail Ltd., as Guest of Honour; and Mr. Prakash Chandra Panda, President & Group CHRO, India Power, as Keynote Speaker.

Management Guru and Founder of ASBM University, Prof. Biswajeet Pattanayak, introducing the symposium theme, emphasized that Viksit Bharat by 2047 is not just about GDP growth or infrastructure but transforming workplaces, work culture, and workforce. He highlighted that innovation, inclusion, and inspiration will drive India's journey to a truly developed nation. Inaugurating the event, Chief Guest Dr. Tapas Kumar Pattanayak, Director, HR, NALCO, stressed the importance of skill development and real-world preparedness, urging HR professionals to infuse purpose and meaning into their roles.

Keynote speaker Mr. Prakash Chandra Panda, President & Chief of HR, India Power, drew insights from mythology and contemporary perspectives, asserting that AI cannot surpass human intellect and encouraged building capability through passion, excellence, and extraordinary effort. Guest of Honour Mr. Kamadeba Mohanty, COO, Reliance Retail, described Viksit Bharat as an economically prosperous and socially inclusive India, emphasizing aspiration, perseverance, and bias-free workplaces as key to achieving this vision. The Vice Chancellor, Prof. Ranjan Kumar Bal, delivered the welcome address, and Prof. Eirene Leela Rout, Dean of the School of Business, introduced the guests.

The technical session, moderated by Dr. Suwendu Das, featured panellists Mr. Aditya Prasad Badu (Deloitte), Ms. Bijayalaxmi Mohapatra (Boudh Distillery Pvt. Ltd.), and Ms. Priyanka Behuria (ITC Ltd.). The conference was coordinated by Dr. Hari Narayan Sahoo and Dr. Golakh Kumar Behera and was well-attended by industry and academia.



Ms. Bijayalaxmi Mohapatra, Group AGM – HR, Boudh Distillery Pvt. Ltd., Ms. Priyanka Behuria, Lead Employee Relations – ITC, Dr. Suwendu Das, Founder & Managing Director, Hiteisee Consulting, Mr. Aditya Prasad Badu (Deloitte). (L-R)

# 15<sup>th</sup> National Commerce and Finance Symposium

“New-Gen Finance: Navigating through Innovation”

18<sup>th</sup> October, 2025



Prof. (Dr.) Ranjan Kumar Bal, Vice-Chancellor of ASBM University, Shri CMA Gagan Bihari Swain, Director (Finance), Odisha Power Generation Corporation Ltd., Prof. (Dr.) Biswajeet Pattanayak, Founder & President of ASBM University, Smt. K. Horsha Vijayakumar, General Manager (HRMD & FED), Reserve Bank of India, Smt. Swapna Bandopadhyay, General Manager (Zonal Head), Bank of Baroda. (L-R)

The symposium brought together eminent industry leaders, financial experts, and academicians to explore the emerging challenges and opportunities in the dynamic world of finance.

The inaugural session was graced by distinguished dignitaries — Shri CMA Gagan Bihari Swain, Director (Finance), Odisha Power Generation Corporation Ltd., as the Chief Guest; Smt. K. Horsha Vijayakumar, General Manager (HRMD & FED), Reserve Bank of India, as Guest of Honour; and Smt. Swapna Bandopadhyay, General Manager (Zonal Head), Bank of Baroda, Bhubaneswar, as Guest of Honour and Keynote Speaker.

The session was chaired by Prof. (Dr.) Biswajeet Pattanayak, Honourable Founder and President of ASBM University. The symposium commenced with the ceremonial lamp lighting, followed by the introduction of the dignitaries by Prof. Dr. Padmanava Mohapatra, Dean, School of Accountancy and Coordinator of the event. Prof. (Dr.) Ranjan Kumar Bal, Vice-Chancellor of ASBM University, introduced the theme, situating it within the context of financial innovation and digital transformation.

As Guest of Honour, Smt. Swapna Bandopadhyay, General Manager & Zonal Head, Bank of Baroda, Bhubaneswar, delivered the keynote address, urging students to remain future-ready in a VUCA world by embracing technology-driven finance while upholding ethics, sustainability, and data security. She emphasised that finance must be “smarter, fairer, safer, and purposeful.”

Smt. K. Horsha Vijayakumar, General Manager, Reserve Bank of India, highlighted that true financial innovation lies not only in technology but also in regulatory, structural, and behavioural reforms. She stressed ethical adaptability, resilience, and continuous upskilling as finance evolves at the intersection of technology and human behaviour.

The Chief Guest, CMA Gagan Bihari Swain, Director (Finance), Odisha Power Generation Corporation Ltd., discussed how AI, analytics, and renewable technologies are reshaping industries and finance, cautioning against ethical risks and urging students to combine innovation with integrity. Presiding over the session, Prof. (Dr.) Biswajeet Pattanayak, Founder & President of ASBM University, underscored the centrality of human psychology and well-being in next-gen finance, advocating responsible innovation, cyber-risk awareness, and a balanced human–technology interface.

The session concluded with felicitation of the guests and a Vote of Thanks by Prof. Prarthana Mishra, Co-Coordinator. The afternoon plenary featured a panel discussion on innovation, ethics, and financial accountability, moderated by Prof. (Dr.) Sabat Kumar Digal, with experts from banking, accounting, and corporate governance.

The event witnessed participation from industry and academia, including university leadership, faculty members, and students of ASBM University.



CS Gopinath Nayak, Company Secretary, Prof (Dr.) Sabat Kumar Digal, Head, Department of Commerce, Rama Devi (W) University., CA Raja Narayan Tripathy, Managing Partner, Tripathy and Co. Chartered Accountants., Shri Arjunanda Bagh, Zonal Head and Senior VP, HDFC Bank. (L-R)

# Constitution Day

26<sup>th</sup> November, 2025



The ASBM School of Law organised a special lecture on Constitution Day under the guidance of Prof. Biswajeet Pattanayak, Founder and President of ASBM University. The programme began with the recitation of the Preamble, followed by a welcome address by Prof. (Dr.) Premananda Ranasingh, Dean of the School of Law.

The keynote speaker, Prof. Sudhanshu Ranjan Mohapatra, Head and Dean, Department of Law, Guru Ghasidas University, delivered an insightful lecture on the evolution, significance, and challenges of the Indian Constitution. He discussed landmark cases such as Kesavananda Bharati, the Basic Structure Doctrine, constitutional amendments, federal challenges, and the roles of Governors and the President, while clarifying judicial interpretation versus law-making.

An interactive session followed, with students raising questions on judicial activism, constitutional morality, and democratic challenges. The event concluded with

a vote of thanks by Dr. Jharasri Paikaray, enhancing participants' understanding of constitutional principles and their contemporary relevance.



Prof. (Dr.) Premananda Ranasingh, Dean of the School of Law., Prof. Sudhanshu Ranjan Mohapatra, Head and Dean, Department of Law, Guru Ghasidas University. (L-R)

# TEDx

05<sup>th</sup> September, 2025

AsbmU proudly hosted its first TEDx Talk - an independently organised event in association with Keynote Spotlight. The event began with the Hon'ble President Prof. Biswajeet Pattanayak lighting the lamp of wisdom, joined by all our esteemed guests, to mark an auspicious beginning. The event featured an inspiring lineup of speakers: Dr. Padmini Panigrahi, Business leader, educationist, motivator, and social change-maker., Mr. Sushil Jaiswal - celebrated mentalist, illusionist, and digital magician., Mr. Rakesh Venkatraman- Mytho-Spiritual storyteller and author, Ms. Jaspreet Kaur - Educationist, Filmmaker, and founder of a dynamic production house, and Mr. Ajay Nanda - Entrepreneur, cycling evangelist, and proud Asbm Alumnus.



7<sup>th</sup> Edition of 'Human Resource Management' by Prof. Biswajeet Pattanayak

## Released by Hon'ble Governor of Odisha

25<sup>th</sup> June, 2025



The 7th edition of the acclaimed book Human Resource Management by eminent scholar Professor Biswajeet Pattanayak, Founder and President, ASBM University was officially released by the Hon'ble Governor of Odisha, His Excellency Dr. Hari Babu Kambhampati, at Raj Bhawan, Bhubaneswar.

The Governor praised the book for its integration of indigenous models and global practices, calling it "a significant contribution to HR education" poised to shape future generations of business and management professionals.

Professor Pattanayak emphasized the need to blend traditional wisdom with modern managerial practices, particularly in India's diverse and dynamic business environment. "This book is not just for students but also for HR professionals and leaders aiming to create inclusive, ethical, and high-performance organizations," he said.



## Student Short Film Festival

13<sup>th</sup> August, 2025



The School of Liberal Arts and the Centre for Theatre and Film in Education at ASBM University successfully organized its maiden Student Short Film Festival, featuring 20 short films created by students from across India competing for recognition. The jury comprised distinguished members, including Prof. Surjya Kumar Mishra, former Dean of BPUT, with nearly four decades of experience in both industry and academia, and a renowned filmmaker who has written and directed five feature films in Odia.

Another notable juror was the talented young writer and director, Shri Raja D, founder of D Films, known for his trending Odia movies. The festival's highlight was the presence of the star cast of the Odia movie Ghamaghot, who attended the event to promote their film. The inauguration was marked by a ceremonial lighting of the lamp by Prof. Smaraki Pattanayak, Principal Director; Prof. Surjya Kumar Mishra; Shri Raja D; and the star cast of Ghamaghot. The establishment of the ASBM Centre for Theatre and Film in Education was conceptualized by Prof. (Dr.) Biswajeet Pattanayak, Founder & President of ASBM University, to integrate the arts into learning, fostering creativity and critical thinking. The festival provided a platform for storytelling and exploring ideas through cinema fostering creativity and innovation in education.

# Cyber Security Awareness Programme

13<sup>th</sup> August, 2025



Mr. Jenamani Ashis Ranjan Jena, CEO of Zenprateck India Private Ltd., Dr. Ricky Mohanty, Dean of the School of Information Systems.

The ASBM School of Information Systems organised a Cyber Security Awareness Programme to promote digital safety and responsibility among students and faculty. The event was graced by Mr. Jenamani Ashis Ranjan Jena, CEO of Zenprateck India Private Ltd., who delivered an insightful keynote session covering various types of cyber threats, common vulnerabilities exploited in cyber-attacks, the far-reaching impact of cyber breaches, best practices for safeguarding personal and institutional data, and emerging trends and challenges in cybersecurity. Mr. Jena concluded with a powerful message: “Your data is your identity. Verify before you trust. Cybersecurity is everyone’s responsibility.”

## Club Activities at ASBM



ASBM offers a wide range of club activities encompassing sports, co-curricular, cultural, media, and film initiatives. Students actively participate in sports such as chess, badminton, volleyball, and table tennis, promoting fitness and teamwork. Co-curricular activities including debates, group discussions, and quizzes enhance critical thinking and communication skills. The cultural, media, and film clubs provide platforms for creativity, self-expression, and experiential learning, contributing to the holistic development of students.

## Library Corner



Bibliophiles Bookworming promoted reading habits, information literacy, and effective use of library resources through orientation on e-resources and OPAC. JGATE Training Orientation introduced students to JGATE resources to support aptitude development and placement preparation.

# Under25 SUMMIT

19<sup>th</sup> August, 2025



ASBM University proudly hosted the Under 25 Summit 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 guests: **Satyabrat Mohapatra** (Stand-up Comedian, Humorist & Founder of Comedy Highway), **Raju Das** (Comedian, Youtuber & Content Creator) and **Ayush Sinha** (Performer & Singer) who captivated the audience with their unique stories, insights, and performances.



# ANTARAGNI-Cultural Festival of IIT Kanpur

23<sup>rd</sup> August, 2025

ASBM University had the honor of hosting the Bhubaneswar Regional Round of Antaragni'25, 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.



# ASBM Doctoral Research Seminar

07<sup>th</sup> June, 2025



The ASBM School of Accountancy hosted a Doctoral Research Seminar on campus. Prof. (Dr.) Biswajeet Pattanayak, the Hon'ble Founder and President of the University, inaugurated this programme and made a scholarly comparative analysis on the conduction, interpretation, and application of research in the Eastern and Western worlds. He also said that there is a need to revisit the ontological and epistemological assumptions and revise them for our context.

After the inaugural Prof. Dr. Ranjan Kumar Bal, Vice-Chancellor of ASBM University took a session on research reporting. Many scholars from various Universities and higher education institutes of the state and neighboring states participated in this seminar and presented their scholarly work. The best paper presented in the seminar was awarded to Ms. Auroshikha Mohanty, a researcher from National Law University, Odisha. Prof. (Dr.) Padmanava Mohapatra, the Dean of the School of Accountancy, coordinated this programme, and Prof. Prarthana Mishra, the Co-coordinator of the seminar, gave a vote of thanks at the end.

The programme was graced by the presence of the Vice-President of the University, Prof. Dr. Kalyan Shankar Ray; Pro-Vice-Chancellor, Prof. Dr. Phalgu Niranjana; Principal Director, Prof. Dr. Smaraki Pattanayak; along with the Registrar, Controller of Examinations, all the Deans, delegates, and faculty members.

## Finishing School Workshop

22<sup>th</sup>-24<sup>th</sup> September, 2025



## National Youth Day

12<sup>th</sup> January, 2026



# 15<sup>th</sup> National Marklogistics Symposium

Nearshoring: Optimising the Last Mile Delivery System

01 November, 2025



Prof. (Dr.) Ranjan Kumar Bal, Vice-Chancellor of ASBM University, Mr. Prasanna Pradhan, Director, Biju Patnaik International Airport, Prof. (Dr.) Biswajeet Pattanayak, Founder & President of ASBM University, Mr. Amit Choubey, Tata Steel Ferro Alloys & Mineral Division, Eirene Leela Rout, Dean, SOB, ASBM University

The Marklogistics Symposium, themed “Nearshoring: Optimising the Last Mile Delivery System,” was inaugurated by Chief Guest Mr. Prasanna Pradhan, Director, Biju Patnaik International Airport, and Guest of Honour Mr. Amit Choubey, Tata Steel Ferro Alloys & Mineral Division, with Prof. (Dr.) Biswajeet Pattanayak, Founder & President of ASBM University, presiding. The symposium explored innovations, sustainability, and technology in last-mile logistics. Mr. Pradhan shared insights from the aviation industry, emphasizing the need for resilient and efficient supply chains, highlighted during the COVID-19 pandemic. Prof. Pattanayak stressed the role of logistics in cost minimization, operational efficiency, and customer satisfaction.



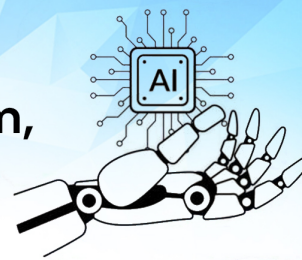
Mr. Subrat Kumar Sahoo, Vice-President, Supply Chain Management, JSW Steel Ltd., Mr. Pushpamitra Mishra, Dy. Manager, Supply Chain Management, DPCL Dhamra, Adani Port, Mr. Pratyush Kumar Nayak, General Manager ITC Limited, ICML, Mr. Ramanuj Panda, Founder & CEO, Gocarin Industries. (L-R)

Mr. Choubey underscored the cost and strategic significance of last-mile delivery, drawing an analogy to Lord Krishna’s role in delivering messages in the Mahabharata. The plenary session featured Mr. Ramanuj Panda, Mr. Subrat Kumar Sahoo, Mr. Pushpamitra Mishra, and Mr. Pratyush Kumar Nayak, who emphasized the supply chain as the backbone connecting production, distribution, and consumption. Prof. Ranjan Kumar Bal delivered the welcome address; Prof. Eirene Leela Rout introduced the guests, and Prof. Pratap Kumar Pati proposed the vote of thanks. The programme was coordinated by Prof. Rutuparna Dash. The event was attended by university leadership, faculty, students, research scholars, and corporate delegates.

# 4<sup>th</sup> National Information System Symposium,

**“Responsible AI:  
Intelligent Systems for Future.”**

**29<sup>th</sup> November, 2025**



Prof. (Dr.) Ranjan Kumar Bal, Vice-Chancellor of ASBM University, Mr. Ajit Kumar Sarangi, Chief Technical Officer, Odisha Skill Development Authority, Prof. (Dr.) Biswajeet Pattanayak, Founder & President of ASBM University, Dr. Ashwini Kumar Rath, Director & CEO, Batoi Systems Pvt. Ltd., Prof. Ricky Mohanty, Dean of the School, (L-R)

The ASBM School of Information Systems hosted the National IT Symposium on “Responsible AI: Intelligent Systems for the Future.” The event highlighted the growing role of Artificial Intelligence in modern society and the need for its responsible adoption.

Mr. Ajit Kumar Sarangi, Chief Technical Officer, Odisha Skill Development Authority, inaugurated the symposium as Chief Guest, discussing the evolution of technology, the rise of Generative AI, and its impact on automation and creative thinking. He emphasised that integrating

AI into education fosters innovation and creativity. Dr. Ashwini Kumar Rath, Director & CEO, Batoi Systems Pvt. Ltd., delivered the keynote, addressing the increasing relevance of AI, data standardisation, and key applications in Analytics, Business, Communication, and Digital domains. He highlighted the EU’s perspective on AI, advocating a future of “Humans with AI,” while warning against risks like digital fatigue.



Mr. Sitanshu Mishra (Jobskil Consulting Services Ltd.), Mr. Abhijit Tripathy (Presear Softwares Ltd.), Ms. Smruti Nayak (TATWA Technologies Ltd.), (L-R)

In his presidential address, Prof. (Dr.) Biswajeet Pattanayak, Founder & President of ASBM University, stressed that AI should support human thinking, not replace it, and called for its ethical and responsible use. The plenary session featured Mr. Sitanshu Mishra (Jobskil Consulting Services Ltd.), Ms. Smruti Nayak (TATWA Technologies Ltd.), and Mr. Abhijit Tripathy (Presear Softwares Ltd.), who discussed emerging areas including Conversational AI, Quantum AI, Ethical Hacking, AI Governance, and Linguistic AI, providing insights into AI’s technical, security, and linguistic applications.

Prof. Ricky Mohanty, Dean of the School, introduced the guests, while Prof. Ranjan Bal, Vice-Chancellor, delivered the welcome address. Ms. Asima Das proposed the vote of thanks. The symposium was attended by university leadership, deans, faculty, industry practitioners, researchers, and students.

## 2<sup>nd</sup> National Theatre Conclave

17<sup>th</sup> - 18<sup>th</sup> August, 2025



Shri Pradosh Chandra Mohanty, cultural promoter; Shri Samanjasa Das, noted author and translator; Shri Chittaranjan Tripathy, Director of the National School of Drama, Dr. Neelam Man Singh Chowdhry, renowned Theatre Director., Prof. (Dr) Biswajeet Pattanayak, Founder & President; Prof. Anuradha Kapur, former Director of the National School of Drama, Prof. (Dr.) Kalyan Shankar Ray, Vice-President of ASBM University, Shri Manu Dash, author and curator. (L-R)

ASBM Centre for Theatre and Film in Education, in association with Dhauri Review Trust, organised a two-day National Conclave. It was inaugurated by Padma Shri Dr. Neelam Man Singh Chowdhry, renowned Theatre Director. Eminent actor Shri Chittaranjan Tripathy, Director of the National School of Drama, and Prof. Anuradha Kapur, former Director of the National School of Drama, graced the occasion as Guests of Honour. Shri Samanjasa Das, noted author and translator; Shri Pradosh Chandra Mohanty, cultural promoter; and Shri Manu Dash, author and curator, were other special guests. The Conclave was chaired by Prof. (Dr.) Biswajeet Pattanayak, Founder and President of ASBM University.

Shri Manu Dash set the tone with the prelude to the Conclave, followed by the welcome address by Prof. (Dr.) Kalyan Shankar Ray, Vice-President of ASBM University, who greeted the distinguished guests and participants.

Shri Chittaranjan Tripathy spoke candidly about his journey as a theatre student and the enduring influence of his teacher, Prof. Anuradha Kapur. Sharing his experiences across diverse creative pursuits, he emphasized the importance of cultural rootedness in shaping identity and urged the younger generation to balance global exposure with a deep connection to their native cultural values.

A key highlight of the session was the release of *Scars*, a short story collection by Shri Samanjasa Das. Prof. Anuradha Kapur described the Conclave as a moment of celebration, noting that reflecting on theatre brings us closer to understanding both our roots and present realities. She also appreciated the University's initiatives to develop theatre, literature, and liberal arts as integral to education.

Padma Shri Dr. Neelam Man Singh Chowdhry reflected on her lifelong journey in theatre, highlighting the interplay of theory and practice and how each enriches learning through experience.

The session concluded with the presidential address by Prof. (Dr.) Biswajeet Pattanayak, who reflected on the profound role of theatre, cinema, and literature in education and life. Drawing from his journey as a teacher and psychologist, he emphasised that while every individual carries a "life script," the Almighty's script often shapes destiny in unexpected yet meaningful ways. He recalled his pioneering use of cinema, particularly the film *Lagaan*, as a case study in management education to demonstrate how theatre and films can engage students and enhance learning. Citing global studies, he highlighted how theatre improves comprehension, creativity, and imagination, linking these outcomes to the goals of the National Education Policy.

# Founder's Day

08<sup>th</sup> October, 2025



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.



# 20<sup>th</sup> Foundation Day

14<sup>th</sup> October, 2025



ASBMU Family celebrated 20 years of academic excellence, leadership, and transformation. On this occasion Padma Shri Prof. Aditya Prasad Dash, Former Vice-Chancellor, Central University, Tamil Nadu delivered the Foundation Day Lecture.



Prof. (Dr) Phalgu Niranjana, Pro-Vice-Chancellor, Padma Shri Prof. Aditya Prasad Dash, Former Vice-Chancellor, Central University, Tamil Nadu, Prof. (Dr) Biswajeet Pattanayak, Founder & President, Prof. Jibendu Kumar Mantri, Dean School Of Information System.

# National Literary Seminar

17<sup>th</sup> January, 2026

“Intersection of Literature and Management:  
Decoding Leadership through Literary Heroes”



Prof. (Dr.) Ranjan Kumar Bal, Vice-Chancellor of ASBM University, Prof. (Dr.) Asima Ranjan Parhi, Professor and Head, Department of English, Utkal University, Dr. Chandra Sekhar Hota, Secretary, Odisha Sahitya Akademi, Prof. (Dr.) Biswajeet Pattanayak, Founder & President of ASBM University, Prof. Surjya Kumar Mishra, Former Dean, BPUT, Prof. (Dr.) Kalyan Shankar Ray, VP, ASBMU. (L-R)

The Second National Literary Seminar on the theme “Intersection of Literature and Management: Decoding Leadership through Literary Heroes” was successfully organised on 17 January 2026 by the School of Liberal Arts, ASBM University. The seminar explored the interconnections between literature and managerial leadership, highlighting the role of literary narratives in shaping leadership thought and professional ethics.

The seminar was ceremonially inaugurated by Dr. Chandra Sekhar Hota, Secretary, Odisha Sahitya Akademi, with the lighting of the lamp. In his inaugural address, Dr. Hota emphasised literature’s role in challenging existing orders and its relevance in understanding leadership, risk, and organisational change.

The Guests of Honour, Prof. (Dr.) Asima Ranjan Parhi, Professor and Head, Department of English, Utkal University, and Prof. Surjya Kumar Mishra, Former Dean, BPUT, highlighted the intrinsic link between literature, life, and leadership, drawing insights from classical texts such as the Ramayana and Mahabharata.

The programme was introduced by Dr. Emily Pandey, Head, School of Liberal Arts. The Welcome Address was delivered by Prof. Ranjan Kumar Bal, Hon’ble Vice-Chancellor, ASBM University, followed by Opening Remarks by Prof. Kalyan Shankar Ray, Vice-President, ASBM University.

The Presidential Address was delivered by Prof. (Dr.) Biswajeet Pattanayak, Founder and President, ASBM University, who underscored literature’s enduring relevance in understanding human behaviour, ethical leadership, and decision-making.

The session concluded with a Vote of Thanks by Dr. Bani Prasad Mali, Convenor. The seminar continued with an afternoon Technical Session, chaired by Prof. (Dr.) Asima Ranjan Parhi, featuring research paper presentations on leadership through literary frameworks.

# Meet the Authors

6<sup>th</sup> December, 2025



Mr. Amir Or, Poet, Novelist and Essayist., Mr. Andrei Kurkov, Prose Writer and Novelist, Ms. Anju Ranjan, Indian Foreign Service officer. (L-R)

The School of Liberal Arts in association with the Dhauli Review Trust, successfully organised an engaging literary event titled “Meet the Authors”. The programme brought together celebrated poets and writers to share their creative journeys, interact with students, and promote a vibrant culture of literary appreciation on campus. The guests who graced the event were Ms. Anju Ranjan, Indian Foreign Service officer, and Deputy Director General, ICCR under Ministry of External Affairs, Mr. Andrei Kurkov, Prose writer and novelist and Mr. Amir Or, Poet, Novelists and essayist.

The ceremony was formally inaugurated with the lighting of the lamp, symbolizing knowledge, wisdom, and enlightenment followed by a welcome address by Prof. Emily Pandey highlighting the significance of literary conversations in shaping critical thinking and fostering creativity among students.

The central segment of the programme featured readings and sharing of literary creations by the invited poets and writers. Their thoughtful compositions, powerful narratives, and personal reflections captivated the audience, providing an enriching experience to literature enthusiasts, students, and faculty members present.

Hon'ble President and Founder of ASBM University felicitated all the distinguished guests for their valuable contributions to contemporary literature and for inspiring the ASBM community. The event concluded with a heartfelt vote of thanks delivered by Anjali Kumari, MBA student.



# 5<sup>th</sup> Law Conference

14<sup>th</sup> January, 2026

Balancing the Rights of the Victim & the Accused:  
Legal Challenges



Prof. (Dr.) Paromita Chatteraj, Professor, National Law University, Odisha, Prof. (Dr.) Biswajeet Pattanayak, Founder & President of ASBM University, Hon'ble Mr. Justice Ananga Kumar Patnaik, former Judge of the Supreme Court of India, Hon'ble Mr. Justice V. Gopala Gowda, former Judge of the Supreme Court of India, Prof. (Dr.) Ranjan Kumar Bal, Vice-Chancellor of ASBM University. (L-R)

The ASBM School of Law, ASBM University successfully organised its 5th National Law Conference on the theme “Balancing the Rights of the Victim & the Accused: Legal Challenges” on 24 January. The conference brought together eminent jurists, academicians, legal practitioners, and students.

The inaugural session was held under the chairpersonship of Hon'ble Mr. Justice Ananga Kumar Patnaik, former Judge, Supreme Court of India, with Hon'ble Mr. Justice V. Gopala Gowda, former Judge, Supreme Court of India, as the Chief Guest. The keynote address was delivered by Prof. (Dr.) Paromita Chatteraj, Professor, National Law University, Odisha.

Welcoming the guests, Prof. (Dr.) Biswajeet Pattanayak, Founder and President, ASBM University, highlighted the challenges of balancing victim-centric legislation, due process, media trials, and timely justice, and emphasised the need for informed legal dialogue.

In her keynote address, Prof. (Dr.) Paromita Chatteraj stressed the importance of victim-centric jurisprudence while safeguarding constitutional rights of the accused. Hon'ble Mr. Justice V. Gopala Gowda underscored judicial sensitivity, fairness, and due process in criminal trials. In his presidential address, Hon'ble Mr. Justice Ananga Kumar Patnaik emphasised that justice must not only be done but must also be seen to be done, and highlighted the role of legal education in shaping ethically driven professionals.

The inaugural session concluded with a vote of thanks by Prof. Ranjan Kumar Bal, Vice-Chancellor, ASBM University.

The technical session, chaired by Shri Laxmidhar Pangari, Senior Advocate, Orissa High Court, featured panelists Adv. Naushina Ali, Advocate, Chhattisgarh High Court, and Prof. (Dr.) Meena Ketan Sahu, Professor, Sambalpur University. The session included insightful discussions and paper presentations on contemporary legal issues, victim compensation, procedural safeguards, and judicial reforms, and concluded with summing-up remarks by Shri Pangari and a vote of thanks by Dr. Jharasri Paikaray.

## Legal – Aid – Clinic Programme

26<sup>th</sup> July, 2025



## Online Certificate Programme on

9<sup>th</sup> to 15<sup>th</sup> September, 2025

## Legal Protection Against Online Harassment & Trolling

The School of Law organized a one-week online certificate programme on “Legal Protection Against Online Harassment And Trolling”. The programme attracted 97 participants, including academicians, advocates, research scholars, and students from various institutions and universities across India. The programme was co-ordinated by Prof. P.N. Ranasingh, with Dr. Jharasri Paikaray and Dr. Rupashree Sahoo as co-coordinators from ASBM University.



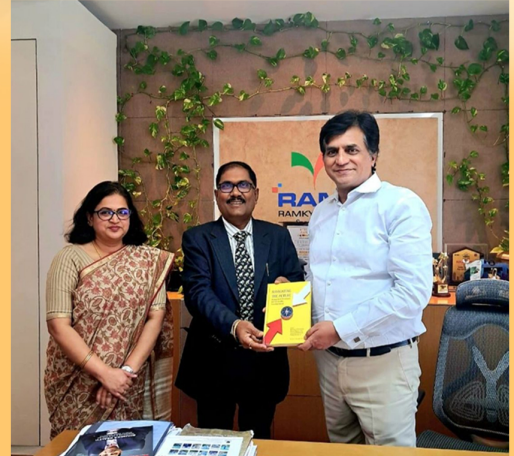
## Independence Day & Republic Day



## Visits & Collaboration



Shri Amarananda Pattanayak, IPS (Retd.), former Director General of Police, Odisha, with Prof. Biswajeet Pattanayak, Founder and President, ASBMU.



Prof. Biswajeet Pattanayak and Dr. Phalgu Niranjana, Pro Vice-Chancellor, ASBMU, had the pleasure of meeting Mr. Mudumbai Nanda Kishore, MD, Ramky Group, and presenting him with a copy of their book, Navigating the Future.



Prof. Biswajeet Pattanayak called on Mr. Kishore Sambasivam, Chief People Officer, Bharat Financial Inclusion Limited (a 100% subsidiary of IndusInd Bank Ltd.), and presented him with the latest 7th Edition of his book, Human Resource Management.



Prof. Biswajeet Pattanayak and team ASBM had an in-depth discussion with the senior management team of NxtWave, on potential academic collaboration.

# ASBM- BLACKBUCKS CENTER OF ARTIFICIAL INTELLIGENCE 22.01.2026



## MoU signed between ASBM University and Blackbucks for establishing a Center of Artificial Intelligence

### What Students Gain



Daily Hands-On  
AI & ML Practice



Industry Tools  
& Real Projects



Beyond Curriculum  
Technical Training



Placement-Focused  
Skill Development



Concinnuous  
Performance &  
Employability Tracking

Proud to announce our partnership with Blackbucks for establishing a Center of Excellence in Artificial Intelligence & Machine Learning. Together with them we are building an industry-integrated learning ecosystem where students don't just study AI & ML — they practice, apply, and prepare for real careers from day one. ASBM University's commitment to strengthening industry relevance in higher education aligns deeply with the mission of Blackbucks — to bridge the gap between academic learning and workplace readiness. This initiative marks another step toward transforming how technical education is delivered — from theory-led to career-engineered.

## Legal Awareness Programme

14<sup>th</sup> January, 2026



The ASBM School of Law, ASBM University successfully conducted a Legal Awareness Programme on 14 January 2026 at Bhola Village, Chandaka, with the objective of spreading legal awareness among rural communities. The programme was organised under the guidance of Prof. Biswajeet Pattanayak, Founder and President, ASBM University.

The initiative aimed to educate villagers—particularly men, women, and the elderly—about their legal and fundamental rights and the availability of free legal aid services, empowering them to seek lawful remedies against injustice. The programme witnessed active participation from the local community, reflecting strong interest in understanding legal provisions relevant to daily life

# IGNITE

30th & 31st January, 2026

## The National Talent Festival



ASBM University successfully hosted a two-day National Youth Fest, IGNITE 2026, on its campus on 30th and 31st January 2026. The event was formally inaugurated by Shri Pradeep Goshal, Head – CSR, Tata Odisha. The festival witnessed enthusiastic participation from over 500 students from across Odisha and other states, who competed in a wide range of events such as BGMI, Let's Nacho, Solo Singing, War of Bands, Fashion Show, Quiz, Fun Fair, Treasure Hunt, and more.

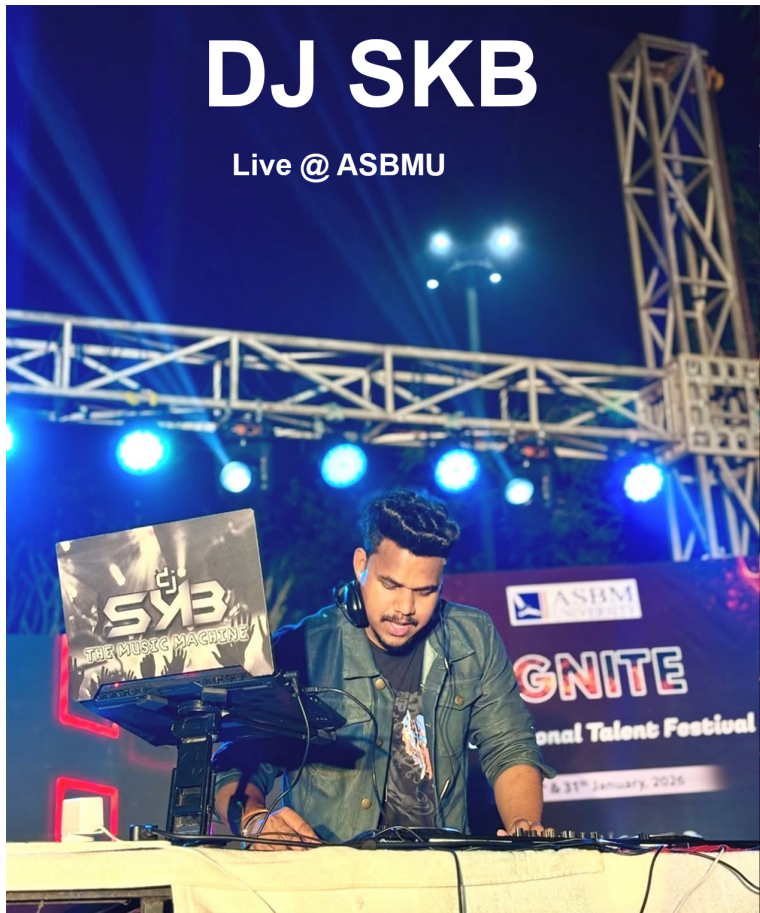
The grand finale was graced by eminent Odia actor and Hon'ble MLA of the Odisha Legislative Assembly, Mr. Akash Dasnayak, who addressed the students with an inspiring message emphasizing dedication, determination, and hard work. Renowned Odia actor Dr. Rusi Patnaik also graced the occasion and motivated the students with his encouraging words.

The event featured vibrant cultural performances, culminating in an electrifying DJ Night that brought the celebrations to a thrilling close. On the first day, the ASBM–Technology Business Incubator Foundation showcased Markfest, focusing on idea generation and promoting startup initiatives among young innovators. The Founder and President of ASBM University, Prof. Biswajeet Pattanayak, addressed the gathering and lauded the students for their exceptional efforts in organizing such a scintillating and successful two-day event.



# DJ SKB

Live @ ASBMU



# Ganesh Puja

27<sup>th</sup> August, 2025

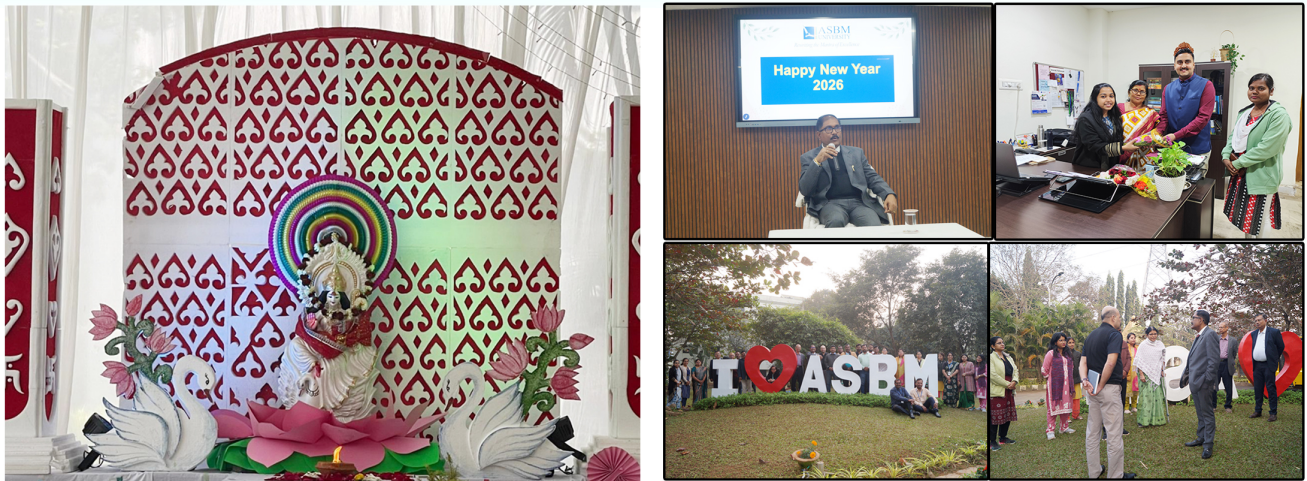


# Saraswati Puja

02<sup>nd</sup> February, 2025

# New Year Event

01<sup>st</sup> January, 2026



# Sai Temple Anniversary

07<sup>th</sup> February, 2025



# Cleanliness Drive

30<sup>th</sup> October, 2025



# Human Rights Day

10<sup>th</sup> December, 2025

# Garba night

25<sup>th</sup> September, 2025



# Yoga Day

21<sup>st</sup> June, 2025



# Diwali

20<sup>th</sup> October, 2025



# Vana Mohatsava

7<sup>th</sup> July, 2025



# Workshop "Preventive Measure & Awareness initiative against sexual harassment of women at workplace"

23<sup>rd</sup> July, 2025



# World Day for International Justice

17<sup>th</sup> July, 2025



Khordha, Odisha, India  
Khurda Chandaka Road, Chandaka, Khordha,  
Odisha 751029, India  
Lat 20.331930, Long 85.740989  
07/17/2025 12:28 PM GMT+05:30  
Note : Captured by GPS Map Camera



# Media Gallery

## नवभारत बुनेर-कटक

### एसबीएम विश्वविद्यालय में नेशनल कॉमर्स एंड फाइनेंस संगोष्ठी संपन्न

बुनेर-कटक विश्वविद्यालय में आयोजित नेशनल कॉमर्स एंड फाइनेंस संगोष्ठी का 18 अक्टूबर 2023 को सफलतापूर्वक समापन हुआ।

संगोष्ठी में एसबीएम विश्वविद्यालय के प्रमुख अध्येताओं, शिक्षकों और छात्रों का सक्रिय सहभागिता देखी गई। संगोष्ठी के दौरान 'वित्त और वित्तिय' के विषय पर व्याख्यान, प्रश्नोत्तर सत्र, और समकालीन मुद्दों पर चर्चा हुई।

संगोष्ठी के अध्यक्ष, एसबीएम विश्वविद्यालय के प्रमुख अध्येता, डॉ. प्रदीप कुमार, ने संगोष्ठी के सफल आयोजन के लिए सभी अध्येताओं और छात्रों को धन्यवाद व्यक्त किया।

## ASBM HOLDS MEET ON YOUTH LEADERSHIP

ASBM University organized a meeting on Youth Leadership on 26th October 2023. The meeting was held in the presence of Prof. (Dr.) Smarak Pattanayak, Principal Director, ASBM University.

The meeting was attended by students and faculty members. Prof. Pattanayak emphasized the importance of leadership skills and encouraged students to take initiative and lead by example.

## Nari Shakti

### Empowering Women, Empowering the Future

From boardrooms to classrooms in governance to grassroots movements, women lead with strength, passion, and innovation, driving progress across every sector. While special moments to honor the incredible contributions of women who are breaking change around the world.

At ASBM University, we are driven by a commitment to gender equality and leadership with national initiatives like 'She Shakti, She Shakti' and 'EduCare a Nation'. We create a platform for women to shine bright.

Under the visionary leadership of Prof. Bhawanee Pattanayak, Founder and Principal Director of ASBM University, we have fostered an environment where women flourish and leave their mark on the world. Together, we empower, uplift, and celebrate women, shaping a future where we rise together.

Prof. (Dr.) Smarak Pattanayak, Principal Director, ASBM University

## Hans India

### Moot Court Competition held at ASBM University

The School of Law, ASBM University, organized its 14th Moot Court Competition on March 21 and 22. The event was attended by Prof. (Dr.) Smarak Pattanayak, Principal Director, ASBM University, and Prof. (Dr.) Anurag Kumar, Advocate of Supreme Court of India and High Court, Calcutta.

The moot court competition was held in the presence of Prof. (Dr.) Anurag Kumar, Advocate of Supreme Court of India and High Court, Calcutta. The event was a great success and showcased the exceptional legal reasoning and advocacy skills of the students.

## Symposium held on 'last-mile logistics'

THE Marketing Symposium was organized on Saturday at ASBM University under the theme 'Nurturing Optimizing Last Mile Delivery System'. The symposium aimed to explore the growing importance of last-mile logistics and discussed innovative, sustainable and technological solutions for optimizing delivery.

Prof. (Dr.) Smarak Pattanayak, Principal Director, ASBM University, highlighted the importance of last-mile logistics in achieving customer satisfaction and operational efficiency. He emphasized the role of technology in optimizing delivery and reducing costs.

## एसबीएम विश्वविद्यालय का दीक्षांत समारोह आयोजित

### प्रवेशन में लिया समाज संस्कार

एसबीएम विश्वविद्यालय में आयोजित दीक्षांत समारोह का समाज संस्कार कार्यक्रम सफलतापूर्वक संपन्न हुआ।

प्रमुख अध्येताओं और शिक्षकों का सक्रिय सहभागिता देखी गई। कार्यक्रम के दौरान 'वित्त और वित्तिय' के विषय पर व्याख्यान, प्रश्नोत्तर सत्र, और समकालीन मुद्दों पर चर्चा हुई।

संगोष्ठी के अध्यक्ष, एसबीएम विश्वविद्यालय के प्रमुख अध्येता, डॉ. प्रदीप कुमार, ने संगोष्ठी के सफल आयोजन के लिए सभी अध्येताओं और छात्रों को धन्यवाद व्यक्त किया।

## हिन्दु

### ग आयोजन किया। इसका प्रमुख कारी मंत्री पृथ्वीराज हरिचंदन मुख् प विश्वविद्यालय में फुलब्राइट वक्ता रहे। एसबीएम के

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## Guv calls on youth to take lead in climate action

The 7th edition of the book 'Human Resource Management' was released by Prof. Bhawanee Pattanayak, Founder and Principal Director of ASBM University. The book is a comprehensive guide to HR management, covering various aspects of the field.

The book is a comprehensive guide to HR management, covering various aspects of the field. It is a valuable resource for students and professionals alike.

## ASBM hosts meet on sustainable biz strategies

Bhawanee: CM Mohan Charan Majhi emphasised the importance of integrating environmental, economic and social objectives through robust policies recently while delivering a message for ASBM University's International Management Conference (IM-CON'23) on sustainable business strategies.

Majhi expressed hope that the conference, whose theme was 'Navigating the Future: Strategies for Sustainable Transformation', would yield valuable outcomes through effective brainstorming sessions. The two-day event, which concluded on Saturday, was inaugurated by excise minister Prithiviraj Harichandan, Professor Douglas Gilbert of Vilnius University.

## ASBM hosts meet on responsible use of AI

Generative AI and its role in fostering innovation in education.

ASBM University, focused on the importance of AI, as its primary purpose is to simulate and support the human mind rather than replace it.

He said AI is inevitable, and to keep pace with it, humans must continue to think creatively.

## ASBM University hosts 'Meet the Authors'

THE School of Liberal Arts, ASBM University, in association with the Authors' Meet, organized a literary event titled 'Meet the Authors' on Saturday. The program brought together authors and students to share their creative journeys, insights and experiences.

The event was a great success and showcased the exceptional literary talent of the authors. It was a valuable opportunity for students to interact with writers and gain insights into the creative process.

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# ACADEMIC PROGRAMMES

## ► Under-Graduate Programmes

### For +2 Students

- B.Tech. (CS & IT)
- B.Tech. (AI & ML)
- BCA (Hons.)
- BBA (Hons.)
- BBA - Agribusiness (Hons.)
- B.Com (Hons.)
- B.Com-Fintech (Hons.)
- B.Sc. Actuarial Science (Hons.)
- B.Sc. Economics & Data Science (Hons.)
- BA English (Hons.)
- BA Psychology (Hons.)
- BA Liberal Arts (Hons.)

## ► Integrated Programmes

### For +2 Students

- 5-Year Integrated MBA
- 5-Year Integrated BA LLB (Hons.)
- 5-Year Integrated BBA LLB (Hons.)

## ► Post-Graduate Programmes

### MBA - Dual/Single Specialisation

HR | Marketing | Finance | Operations,  
Logistics & Supply Chain Management |  
Business Analytics | Agribusiness |  
Pharmaceutical Management | Tech Management

### MBA - BUSINESS INTELLIGENCE & AI

- M.Com (1-Yr/2-Yr)
- MA-Economics (1-Yr/2-Yr)
- MA-English (1-Yr/2-Yr)
- MA- Applied Psychology (1-Yr/2-Yr)
- M.Tech.- IT
- MCA
- LLM

## ► Doctoral Programmes

- Ph.D.- Management | Ph.D.- Law
- Ph.D.- Commerce
- Ph.D.- CS/ IT

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