



Centurion
UNIVERSITY

*Shaping Lives...
Empowering Communities...*

**CENTURION UNIVERSITY OF TECHNOLOGY AND MANAGEMENT, ODISHA
WORKSHOP**

on

**“THE P FACTOR”
(18th February, 2018)**

REPORT

NAME OF THE TRAINING PROGRAM: “THE P FACTOR”

DATE AND VENUE: 18th February, 2018, Centurion University of Technology and Management (CUTM), Paralakhemundi campus.

ABOUT RESOURCE PERSONS:

1. Dr. Girish P Rath is a Faculty member from SoM, CUTM, Paralakhemundi.
2. Mr. Susant Sahoo is working as a Branch Head in HDFC Bank, Paralakhemundi
3. Mr. Narayan Mahapatro is a technical person working in FLEX-IN
4. Dr. Rashmi R Parida is working as a PGP Coordinator from SoM, CUTM, Paralakhemundi

ABOUT THE SESSION:

1. Dr. Girish P Rath in the first session has covered on the components of a product from the conceptual stage to the end users experience and loyalty. The session referred student members as sample products and rotated around the Features, Differentiation, Value additions and brought into Curriculum Vitae, the ways to empower it for a better employability and income generation options. The long stretched interactions helped the moderator in identifying the gap and rendering a solution to the same. Students imagining them as products and giving a finite jurisdiction with marketable features was the major take home of the Session.
2. Mr. Susant Sahoo in the second session focused on the financial market in reference to HDFC Bank. The participants were transported to the industry & market realities. The strategy followed by HDFC to stand apart, to promote and popularize the financial products, the challenges & limitations, managing competition & competitors and counter strategies were discussed at length. Due to encouraging enquiries by the participants the session was stretched till the last participant gets the doubt cleared.
3. Mr. Narayan Mahapatro in the third session focused on the promotional factors keeping the consumers point in view. Apart from the theories the rich experience of the resource person highlighted the advertising needs, choices, trends, ad-spending and space selling tools and techniques (of Gajapati District as the sample) as an entrepreneur and his strategies to cater the same to a delight. The question varied from entrepreneurial risks, the journey to future expansion plans.
4. Dr. Rashmi R Parida in her session invited the participants to a critical thinking zone on branding, its need, evolution, and trends. The moderator successfully transformed

them to a self-branding platform & it's much required employability/income generation features. Value additions concepts like Power Branding, Brand Crash, Denial, and Retention were also introduced to the participants in an edutainment mode.

OBJECTIVES: To invite, involve and integrate students to the various components of management functions and rendering a firsthand experience of managerial skills.

OUTCOME: The success of the workshop was visible from the enthusiasm of the participants with unending, varied questions to meet the appetite for knowledge on marketing. Relating the happenings around them with planned stimulus that lead them to a decision making point, strategizing to be loved, liked to the level of loyalty created more questions to ask and explore further. The workshop was declared close by Prof. Rashmi R Parida, PGP Coordinator, SoM with obligation extended to Prof. Durga P Padhy, Dy. Registrar CUTM, Mr. Timmy Sabar & Team MRC, Resource Persons, Faculty & Student Coordinators till the next lead.

Dr. Tapas K. Panda, Dr. Girish P Rath coordinated the workshop with active support of team led by Mr. Smruti R. Parida, CUTM Paralakhemundi Campus.

No. of Participants: 84



Snap of the workshop The P Factors Mr. Susant Sahoo delivering lecture about financial market in workshop



**WORKSHOP
ON**

The P Factor

18-02-2018

Resource Person

Dr. Girish P Rath, Faculty, SoM, CUTM
Mr. Susant Sahoo, Branch Head, HDFC Bank, Paralakhemundi
Mr. Narayan Mahapatro, FLEX-IN
Prof. Rashmi R Parida, PGP Coordinator, SoM, CUTM

Organized by :

Centurion University of Technology and Management

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Brochure of the Workshop

List of Participants:



Centurion University of Technology and Management

Workshop on "The P Factor"

Date: 18th February 2018

Attendance Sheet

Sl.No	Name of Participant	Signature
1	Amit Kumar	A. Kumar
2	Sudia Ujwal	Sudia Ujwal
3	Ratnala Akhil Kumar	Akhil Kumar
4	Pabbathi Pranee Sai	Pranee Sai
5	Sandaka Chandramauli	S. Chandramauli
6	B. Manohar Gupta	Manohar Gupta
7	Gyan Ranjan Mahapatro	Ranjan Mahapatro
8	Uttama Chandra Das	Chandra Das
9	Hitesh Bisoyee	Hitesh Bisoyee
10	Sumit Anand	Anand
11	Bibekananda Choudhury	Bibekanda Choudhury
12	Papinash Padhary	Papinash Padhary
13	Kanithi Ashok Kumar	Ashok Kumar
14	Akankshya Pradhan	Akankshya Pradhan
15	Bidyut Prabha Pradhan	Bidyut Prabha Pradhan
16	Maredla Karthik	Karthik
17	Rajashree Sahu	Rajashree Sahu
18	A.Sai Supriya	Sai Supriya
19	Kommuru Bhavana	Bhavana
20	Amarendra Pratap DuttaGajjana Kiran	Amarendra Pratap DuttaGajjana Kiran
21	Ashutosh Mahapatra	Ashutosh Mahapatra

22	Gujiri Roshan	Roshan.
23	Binod Patro	Binod Patro
24	Amrita Kumari Patra	Amrita Kumari Patra
25	Pankaj Kumar Patro	Kumar Patro.
26	Matham Marina	Marina
27	Abhishek Patnaik	Patnaik.
28	Yarabati Pooja	Yarabati Pooja.
29	K.Sukesh	Sukesh.
30	Kshitij Kumar Shukla	Kshitij Kumar.
31	Sonali Choudhary	Sonali Choudhary.
32	B. Ramya Krishana	Ramya Krishana.
33	Babita Mahapatra	Mahapatra.
34	Juttu Sriharsha	Sriharsha.
35	Pasupureddy Swaroop Kumar	Swaroop Kumar.
36	Bingi Pabitra Reddy	Bingi Pabitra.
37	Alibilli Kiran Kumar	Alibilli Kiran Kumar
38	Maddi Srinivasa Rao	Srinivasa Rao.
39	K.Sai Krishna	K.Sai Krishna
40	Manoj Kumar Patro	Manoj Kumar Patro
41	Uppada Jagadish Reddy	Jagadish Reddy.
42	R. Kranthi Kumar	R. Kranthi Kumar
43	Ambala Sai Kumar	Sai Kumar.
44	Sandaka Jayaram	Sandaka Jayaram
45	Debasish Panda	Debasish Panda
46	Buditi Nagamani	Buditi
47	Muripinti Shireesha	Muripinti
48	Sonali Rath	Sonali Rath

49	Sasanapuri Suneela	Sasanapuri suneela
50	Pratyush Ranjan Padhy	Pratyush Padhy
51	A. Manoj Kumar	A. Manoj
52	Vaka Pravalika	Vaka Pravalika
53	Amit Kumar Panda	Amit Panda
54	Jitendra Dalabehera	Jitendra Dalabehera
55	P. Varun Kumar	P. Varun
56	Mans Ranjan Satapathy	Mans Ranjan Satapathy
57	Asutosh Jena	Asutosh Jena
58	Archana Kumari Padhy	Archana Padhy
59	Konchada Jeevan Sai	Konchada Sai
60	K. Anirudh	K. Anirudh
61	Ganeswar Rath	Ganeswar
62	K. Ashutosh Baithariu	K. Ashutosh
63	Biswajit Parida	Biswajit Parida
64	Subhransu Sekhar Rath	Subhransu Sekhar
65	Vadavalasa Ramya	Vadavalasa Ramya
66	Kota Chandrika	Kota Chandrika
67	Kemburi Jagadeesh Naidu	Jagadeesh Naidu
68	Belamara Chaitanya	Chaitanya
69	B. Swaroopa	B. Swaroopa
70	P. Bhanu Chandra Naidu	Chandra Naidu
71	P. Suvamalatha	Suvamalatha
72	Subham Kumar Das	Subham Kumar
73	Baratam Ganesh Sai Kaushik	Kaushik
74	Dandu Swapna	Swapna D.
75	Sasanapuri Sri Keerthi	Keerthi

76	Abhishek Mangaraj	Mangaraj
77	G.Gayathri	Gayathri
78	Samarjeet Kumar Deo	Samarjeet Deo
79	Satish Kumar Patra	S. Patra
80	Shantilata Panigrahi	Shantilata panigrahi
81	Potnuru Jagadesh	Jagadesh
82	Archana Rani Mishal	Archana
83	Swaraj Panda	Swaraj Panda
84	Amit Kumar	Amit Kumar.



Dr. Prasanta Ku. Mohanty
Dean Academic



Prabhat K. Pattnaik
FDP Coordinator