



Centurion
UNIVERSITY
*Shaping Lives...
Empowering Communities...*

Seminar on Marketing of Financial Services

Date: 7th March 2024

Venue: MBA Seminar Hall, Centurion University of Technology and Management,
Paralakhemundi

Organized by: School of Management

Introduction:

The seminar on "Marketing of Financial Services" was organized by the School of Management at Centurion University of Technology and Management, Paralakhemundi, on 7th March 2024. The event aimed to provide insights into the intricacies of marketing financial services in the contemporary business environment. The seminar was conducted by Mr. Prayash Ranjan Mishra, an esteemed resource person in the field of finance and marketing.

Seminar Highlights:

1. **Keynote Address by Mr. Prayash Ranjan Mishra:** Mr. Mishra commenced the seminar with a comprehensive overview of the financial services industry. He highlighted the evolving landscape of financial services, emphasizing the importance of strategic marketing in achieving sustainable growth. His address provided valuable insights into the challenges and opportunities encountered by financial service providers in today's competitive market.
2. **Understanding Consumer Behavior in Financial Services:** The seminar delved into the intricacies of consumer behavior in the context of financial services. Participants gained insights into the factors influencing consumer decisions, including risk perception, trust, and regulatory compliance. Mr. Mishra elucidated various psychological and behavioral theories relevant to understanding consumer preferences in financial products and services.
3. **Marketing Strategies for Financial Services:** An in-depth discussion on marketing strategies tailored to the financial services sector was a focal point of the seminar. Mr. Mishra elucidated the significance of segmentation, targeting, and positioning (STP) in designing effective marketing campaigns. Participants learned about the importance of brand building, relationship marketing, and digital innovation in enhancing the competitiveness of financial service firms.
4. **Regulatory Compliance and Ethical Considerations:** Given the highly regulated nature of the financial services industry, the seminar underscored the importance of regulatory compliance and ethical practices. Mr. Mishra outlined the legal and ethical frameworks governing financial services marketing, emphasizing the need for transparency, integrity, and consumer protection.

5. Case Studies and Interactive Sessions: The seminar incorporated case studies and interactive sessions to facilitate practical learning. Participants analyzed real-world marketing challenges faced by financial service firms and brainstormed innovative solutions. The interactive nature of the sessions fostered lively discussions and knowledge sharing among attendees.

Conclusion:

The seminar on "Marketing of Financial Services" provided a platform for academia and industry experts to exchange insights and best practices in the realm of financial services marketing. Mr. Prayash Ranjan Mishra's expertise and engaging delivery captivated the audience, enriching their understanding of the subject matter. The event was a resounding success, empowering participants with actionable strategies to navigate the dynamic landscape of financial services marketing.

We extend our heartfelt gratitude to Mr. Prayash Ranjan Mishra for sharing his expertise and insights with us, and to all participants for their enthusiastic participation.

School of Management

MARKETING OF FINANCIAL SERVICES

Experience the Best Financial Workshop

7th March 2024
2:30 PM

Venue: MBA Block Paralakhemundi Campus

Resource Person
Mr. Prayas Ranjan Mishra
State Head (Odisha),
GTIBS

Faculty Coordinator - Dr. Subhramaya Nayak
Workshop Coordinator - Mr. Sandeep Jena

8 DECENT WORK AND ECONOMIC GROWTH
4 QUALITY EDUCATION

Centurion UNIVERSITY
Shaping Lives... Empowering Communities...





Centurion
UNIVERSITY
WISDOM TAKES
LEADERSHIP

Centurion University of Technology and Management
Paralakhemundi Campus
Attendance Sheet
School of Management

Seminar on "Marketing of Financial Services"			
Topic			
Date-	03.03.2024	Venue- MBA Seminar Hall	02:30PM
Resource Person- Mr.Prayas Ranjan Mishra			
Sl.No	Name of The Students	Regd.No	Signature
1	M. pyavallika	220209120034	pyavallika
2	G. Likhitha	220209120033	Likhitha
3	Akhila bhojale	220209120044	Akhila
4	G. Navya	220209120037	Navya
5	Anita Kumari	220209120015	Anita
6	Divyani Kumari	220209120014	Divyani
7	Shikha Kumari	220209120052	shikha kumar
8	Sachin kumar	220209120020	Sachin kumar
9	Rupali Hemda	220209120049	Rupali
10	Sudhis kumar	220209120003	Sudhis kumar
11	Ankit kr. Singh	220209120009	Ankit kr. Singh
12	D. Kusumajali	220209120043	Kusuma
13	S. Shanthi	220209120041	Shanthi
14	Pooja maha	220209120028	Pooja
15	S. Soumita Chaudhary	220209120023	Soumita
16	T. Pharani	220209120030	Pharani
17	K. Yuvashi	220209120027	Yuvashi
18	Ch. Pujitha	220209120054	Pujitha
19	T. Praviha	220209120018	Praviha
20	K. Priyanka	220209120031	Priyanka



Centurion
UNIVERSITY
Shaping Future
Empowering Professionals

Centurion University of Technology and Management
Paralakhemundi Campus
Attendance Sheet
School of Management

Topic	Seminar on "Marketing of Financial Services"		
Date-	03.03.2024	Venue- MBA Seminar Hall	02:30PM
Resource Person-	Mr. Prayas Ranjan Mishra		
Sl.No	Name of The Students	Regd.No	Signature
21	Md. Motim	220209120001	Md Motim
22	Shabuddin Islam	220209120004	Shab
23	P. AKASH	220209120025	AKASH
24	T. Venk	220209120050	Venk
25	A. Ravi	220209120048	Ravi
26	B. Vanathi	220209120032	Vanathi
27	B. Kishore	2209120036	Kishore
28	Sumit Kumar	220209120008	Sumit K
29	Saket Raj	220209120005	Saket Raj
30	Md. Shahid Afridi	220209120017	Shahid
31	Subham Kumar Soni	220209120039	Subham K. Soni
32			
33			
34			
35			
36			
37			
38			
39			
40			



Centurion University of Technology and Management
Paralakhemundi Campus
Attendance Sheet
School of Management

Topic	Seminar on "Marketing of Financial Services"		
Date-	07.03.2024	Venue- MBA Seminar Hall	02:30PM
Resource Person-	Mr. Prayas Ranjan Mishra		
Sl.No	Name of The Students	Regd.No	Signature
41	K. Padmasavalli	210209120012	K. Padmasavalli
42	P. Supriya	210209120024	P. Supriya
43	S. Vichitra	210209120027	S. Vichitra
44	P. Pujitha	210209120036	P. Pujitha
45	Pawani Panni	210209120009	Pawani Panni
46	Neha Kumari	210209120031	Neha Kumari
47	Siba Kumar Parida	210209120002	Siba Kumar Parida
48	V. Manikanta	21020912028	V. Mani
49	K. Ravi Kumar	210209120003	K. Ravi
50	M. Leela Madhab	210209120013	Leela
51	Karishma	210209120005	Karishma
52	S. Vinny	210209120021	Vinny
53	K. Manikanta	210209120018	K. Mani
54	Ajaya Sahu	210209120014	Ajaya
55			
56			
57			
58			
59			
60			



Centurion
UNIVERSITY
Shaping Lives,
Empowering Communities.

Centurion University of Technology and Management
Paralakhemundi Campus
Attendance Sheet
School of Management

Topic	Seminar on "Marketing of Financial Services"		
Date-	07.03.2024	Venue- MBA Seminar Hall	02:30PM
Resource Person- Mr.Prayas Ranjan Mishra			
Sl.No	Name of The Students	Regd.No	Signature
81	J. Kushal	230209120004	Kushal
82	L.V. Prudhvi	230209120060	Prudhvi
83	Hanumantu Jagan	230209120065	H.Jagan
84	Kerchada Lanya	230209120027	K. Lanya
85	Ganba. pallavi	230209120068	G. pallavi
86	Polaki Ushasree	230209120008	P. Ushasree
87	Chelli Joshini	230209120044	Joshini
88	S. Tapaswini	230209120017	S. Tapaswini
89	D. Prarona	230209120003	Prarona
80	T. Priyanka	230209120041	Priyanka
81	Mosa. Vanajakshi	230209120040	Vanajakshi
82	A. Keerthi Chandu	230209120045	Keerthi Chandu
83	S. Abirawani	230209120023	Abirawani
84	T. Sneha	230209120029	Sneha
85	Shakti Prada Patro	230209120025	Shakti
86	N. Soumya	230209120035	Soumya
87	Smrutisikha Mohankudo	230209120018	Smrutisikha
88	Konada Prasanna	230209120019	K. Prasanna
89	Nastain	230209120020	Nastain
90	S. Kozhile	230209120001	Kozhile



Centurion University of Technology and Management
Paralakhemundi Campus
Attendance Sheet
School of Management

Seminar on "Marketing of Financial Services"

Topic	Seminar on "Marketing of Financial Services"		
Date-	07.03.2024	Venue- MBA Seminar Hall	02:30PM
Resource Person- Mr.Prayas Ranjan Mishra			
Sl.No	Name of The Students	Regd.No	Signature
91	Pradeep Kuo panigrahi	230209120022	Pradeep K
92	Balaji Mahanty	230209120013	Balaji Mahanty
93	Y. satya sai	230209120050	Y. Satya Sai
94	Hitendra Kumar	230209120048	Hitendra Kumar
95	Sanjay Pamela	230209120021	Sanjay
96	Karan Singh	230209120002	Karan Singh
97	Mintu Kumar	230209120056	Mintu Kumar
98	Sandeep Kumar	230209120046	Sandeep Kumar
99	Rajeev Kumar	230209120046	Rajeev Kumar
100	Gitson Mahapatra	230209120009	Gitson
101	JOGENDRA FOIAI	230209120006	JOGENDRA
102	Pourel Michael	230209120036	Pourel Michael
103	Jeewan Jaiswal	230209120053	Jeewan Jaiswal
104	Aman Kumar	230209120051	Aman Kumar
105	mohit kumar	230209120057	mohit kumar
106	Abhishek Panda	230209120024	Abhishek Panda
107	pinninti Ganesh	230209120038	P. Ganesh
108	Najir Alam	230209120062	Najir Alam
109	Rustam Kumar	230209120012	Rustam Kumar
110	D. Varun Kumar	230209120033	Varun Kumar