



Centurion
UNIVERSITY

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

Newsletter

CENTURION UNIVERSITY OF TECHNOLOGY AND MANAGEMENT

For the Month of April 2025

SCHOOL OF MANAGEMENT



Newsletter

CENTURION UNIVERSITY OF TECHNOLOGY AND MANAGEMENT

For the Month of April 2025

Academic Workshops & Programs

Resume & Cover Letter Writing Workshop



A workshop on Resume and Cover Letter Writing was organized for the BBA 2nd year students on 5th April 2025 to equip them with essential skills needed to apply for internships. The session aimed at enhancing students' understanding of professional document preparation, ensuring they are well-prepared to compete for internship opportunities. With a growing emphasis on skill-based hiring and digital screening processes, this workshop was timely and relevant to current industry standards.

Hands-on Workshop on TALLY PRIME Successfully Organized by the School of Management, Centurion University, Bhubaneswar

The School of Management, Bhubaneswar Campus, Centurion University of Technology and Management, successfully organized a hands-on workshop on TALLY PRIME on 7th, 15th, and 18th April 2025. This workshop was specifically designed for faculty members specializing in finance and accounts, aiming to strengthen their practical knowledge of one of the most widely used accounting software in the industry. The initiative served as a vital bridge between theoretical learning and real-world application, focusing on essential aspects of financial accounting such as account management, ledger maintenance, inventory control and GST implementation. Participants gained hands-on experience with TALLY's advanced functionalities, allowing them to navigate real-time accounting scenarios confidently. Attendees were provided with individual software access and guided through comprehensive modules that enriched their technical competencies in modern accounting.

This interactive workshop marked a progressive step towards enhancing digital readiness and industry alignment among finance educators at the university.

Interactive Seminar by Industry Expert at SOM, Bhubaneswar

Dr. N.V.R. Nathan, a veteran in retail, fashion, and skill development, conducted a 3-day seminar (April 21–23, 2025) at the School of Management, Bhubaneswar Campus. The sessions were organized for BBA, B.Com, and BMS students and focused on enhancing their business acumen and leadership skills.

- **Day 1** covered "Effective Principles for Running a Successful Business," highlighting goal setting, resource management, and innovation.
- **Day 2** focused on "Leadership Skills for Managers" and "Sales Promotion and Advertising Strategies," emphasizing leadership styles, team dynamics, and creative marketing.
- **Day 3** explored "The Economic Environment of Business" and "Office Automation," discussing economic trends and technological integration.

Dr. Nathan concluded with personal stories about Dr. A.P.J. Abdul Kalam, emphasizing humility, vision, and ethics, leaving students inspired. The seminar was coordinated by Dr. Rajani Agrawalla.



Newsletter

CENTURION UNIVERSITY OF TECHNOLOGY AND MANAGEMENT

For the Month of April 2025

Faculty Development & Certifications

Completed UGC-MMTTP Faculty Induction Programme

Dr. Girish Prasad Rath, Associate Professor, SOM, has completed the Online "Faculty Induction Programme" under Malaviya Mission Teacher Training Programme (MMTTP) of University Grants Commission (UGC) held from 27th January – 22nd February, 2025 organized by Malaviya Mission Teacher Training Centre (MMTTC) of Shri Mata Vaishno Devi University, Katra, J&K.



Attended workshops on Entrepreneurship, ChatGPT & AI Tools, Mutual Funds



Dr. Rajani Agrawalla successfully completed a certified workshop on "ChatGPT & AI in Microsoft Office" conducted by Skill Nation on April 24, 2025. The session focused on the integration of generating AI tools with productivity software, enhancing digital efficiency and smart documentation. This workshop, conducted by Mr. Jatan Shah, focused on leveraging the power of AI—particularly ChatGPT for enhancing productivity and smart automation within Microsoft Office tools.

Participated in the "Tableau for Data Visualization" workshop



Dr. Rajani Agrawalla, Dr. Shiv Sankar Das and Dr. Jyotirmayee Sahoo have been certified for successfully attending a Two-Day Workshop on "Tableau for Data Visualization," held on 25th and 26th April 2025.



The workshop was organized by the Centre for Governance and Sustainable Societies in collaboration with the Sustainable Business and ESG Club, the Finance Club, Centurion University of Technology and Management, Odisha, India. The session offered hands-on experience with Tableau software, enhancing participants' skills in data visualization and analytics to support impactful decision-making in sustainable governance and business practices.

Certification of Participation – National Workshop on Entrepreneurial Blueprint



Dr. Rajani Agrawalla has been certified for attending six-day National Workshop on "Entrepreneurial Blueprint: From Concept to Enterprise" held from April 10th to 15th, 2025. The workshop was organized by the Student Ready Program Desk, Dept. of Agricultural Extension Education, M.S. Swaminathan School of Agriculture (ICAR Accredited) in collaboration with Centre for Governance and Sustainable Society, Centurion University. The program focused on equipping participants with foundational strategies for conceptualizing, developing, and launching entrepreneurial ventures, fostering innovation and self-reliance among academic professionals.

Newsletter

CENTURION UNIVERSITY OF TECHNOLOGY AND MANAGEMENT

For the Month of April 2025

Faculty Development & Certifications

Completed NPTEL certification in Marketing Research & Analysis – II



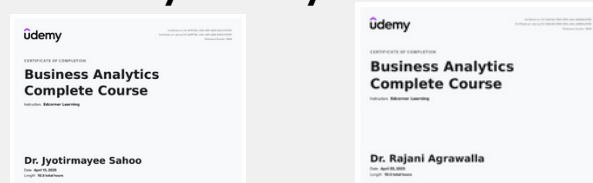
Dr. Ratidev Samal was certified for the course Marketing Research and Analysis, having successfully completed the NPTEL Online Certification course titled "Marketing research and Analysis - II" conducted by the Indian Institute of Technology, Roorkee under the Ministry of Education, Government of India. With a consolidated score of 68%, comprising strong performances in both online assignments (23.75/25) and the proctored examination (43.75/75), he earned the Elite Certification designation.

A+ grade in UGC refresher course on Business Strategy & Economics

Dr. Anuman Jena, Associate Professor from Centurion University of Technology and Management, successfully completed a refresher course on "Exploring Key Concept in Business Strategy and Economics." The program was conducted by Malaviya Mission Teacher Training Centre at Shri Ram College of Commerce (University of Delhi) in online mode from March 18th to March 31st, 2025 under the Malaviya Mission Teacher Training Programme of the Ministry of Education, Government of India. Dr jena was awarded an A+ grade, reflecting his outstanding performance and engagement in the course.



Completed Business Analytics course by udemy



Dr Jyotirmayee Sahoo and Dr. Rajani Agrawalla successfully completed the Business Analytics Complete Course offered by Udemy, under the instruction of Edcorner Learning. The course, completed on April 15, 2025, covered 10.5 total hours of comprehensive content on key business analytics concepts and tools, strengthening her analytical and data-driven decision making skills.

Dr. Jyotirmaye Sahoo Enhances Financial Expertise through NISM Webinars



Dr. Jyotirmaye Sahoo recently participated in two insightful webinars organized by the National Institute of Securities Markets (NISM), an esteemed educational initiative by SEBI aimed at building capacity in the Indian securities markets. On 2nd April 2025, Dr. Sahoo attended the webinar titled "Technical Analysis: Charting Your Way to Success," which offered valuable insights into market trends and technical trading strategies. Later, on 24th April 2025, she also participated in the session on "Understanding Mutual Funds," deepening her understanding of mutual fund mechanisms and investment strategies. For both sessions, Dr. Sahoo received certificates of participation, reflecting her continued commitment to enhancing her expertise in the field of finance and investment.

Certification of Participation – NISM Webinar on Understanding Mutual Funds

Dr. Rajani Agrawalla has been certified for participating in the webinar on "Understanding Mutual Funds" conducted by the National Institute of Securities Market (NISM) on April 24th, 2025. The session provided key insights into mutual fund structures, Investment strategies, and market dynamics.



Newsletter

CENTURION UNIVERSITY OF TECHNOLOGY AND MANAGEMENT

For the Month of April 2025

Faculty Development & Certifications

Attended FDP on Sustainability in Literature & Pedagogy



DR. M. Hemminlal Haokip participated in a Faculty Development Program on "Sustainability in Literature and Language Pedagogy - Traditions and Transitions" organized by the Department of Language, Literature and Cultural Studies at Swami Vivekananda University. Held from April 14th to April 25th, 2025, the program focused on evolving pedagogical approaches in literature and language education, promoting sustainable academic practices and interdisciplinary dialogue.

Workshop: Machine Learning for Translation



Ms. Madhusmita Pattanaik has been certified for successfully completing a workshop on "Translation Using Machine Learning" conducted by NPTEL on 4th and 5th April, 2025. The workshop provided valuable insights into the application of machine learning techniques in language translation, highlighting advancements in AI-driven tools.

University Collaborations & Visits

Campus Visit of Khallikote University Delegation:

On 16th April 2025, a group of 60 students and 10 faculty members from Khallikote University visited the Centurion University, Paralakhemundi (PKD Campus) as part of an academic exposure visit. The program was organized by the School of Management and coordinated by Dr. Subhramaya Nayak, Assistant Professor, and Mr. Y.V. Pratap, Project Coordinator, both from the School of Management. The objective of the visit was to provide hands-on exposure to the university's innovative agricultural units and skill development labs.



Newsletter

CENTURION UNIVERSITY OF TECHNOLOGY AND MANAGEMENT

For the Month of April 2025

Publications & Research Contributions

Digital Transformation – IGI Global



Digital Transformation Leading to Business Transformation: Achieving Growth and Profit in the Disruptive Era

Girija Nandini (Centurion University of Technology and Management, Odisha, India), Swetalina Mishra (Centurion University of Technology and Management, Odisha, India), and Bhanupriya Khatri (Chandigarh University, India)

Source Title: Multi-Industry Digitalization and Technological Governance in the AI Era
Copyright: © 2025
Pages: 20
DOI: 10.4018/979-8-3373-1681-9.ch010

OnDemand: (Individual Chapters) **\$37.50**
Forthcoming: Available 03/14/2026
Current Special Offers

Title- Digital Transformation: Your Path to Growth and Profit in a Disruptive Era.

Author- Girija Nandini, Swetalina Mishra, and Bhanupriya Khatri

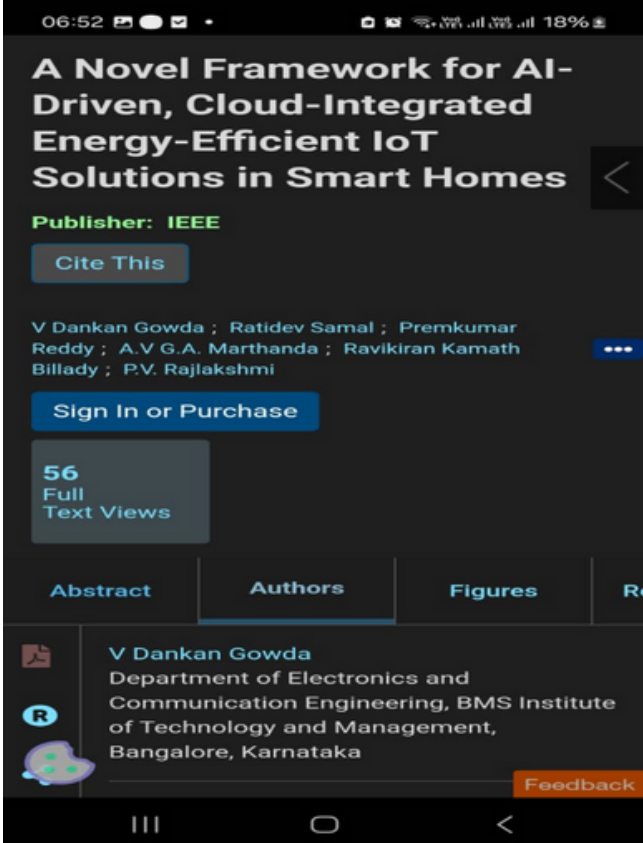
Published in- Multi-Industry Digitalization and Technological Governance in the AI Era.

Publisher - IGI Global.

Summary-

Digital transformation (DT) is no longer an option but a necessity for businesses striving to thrive in today's competitive and disruptive environment. This research delves into how DT directly leads to business transformation, unlocking significant opportunities for increased profit and growth. With the widespread adoption of Artificial Intelligence (AI) and the Internet of Things (IoT), we're seeing profound shifts in business practices and the global economy. This study offers a thorough examination of this critical link and proposes a flexible framework that businesses across various sectors can leverage to succeed in the face of disruption.

AI-Driven Energy Efficiency for Smart Homes – IEEE



A Novel Framework for AI-Driven, Cloud-Integrated Energy-Efficient IoT Solutions in Smart Homes

Publisher: IEEE

Cite This

V Dankan Gowda ; Ratidev Samal ; Premkumar Reddy ; A.V G.A. Marthanda ; Ravikiran Kamath Billady ; P.V. Rajlakshmi

Sign In or Purchase

56 Full Text Views

Abstract Authors Figures R

V Dankan Gowda
Department of Electronics and Communication Engineering, BMS Institute of Technology and Management, Bangalore, Karnataka

Feedback

Title- A Novel Framework for AI-Driven, Cloud-Integrated Energy-Efficient IoT Solutions in Smart Homes

Author- V Dankan Gowda, Ratidev Samal, Premkumar Reddy, A.V G.A. Marthanda, Ravikiran Kamath Billady, and P.V. Rajlakshmi.

Publisher- IEEE

Summary-

This research introduces a new framework for energy-efficient smart homes, integrating Artificial Intelligence (AI) and cloud computing with IoT technologies. The system intelligently manages energy consumption by analyzing data from smart devices and self-adjusting controls, prioritizing user comfort. Initial experiments demonstrated impressive results, achieving up to 20% energy savings during peak hours. Furthermore, the AI model's predictive accuracy, within 5% of actual usage, allows for effective smart device management. Thanks to its cloud-based architecture, the system is highly scalable with rapid response times, making it a promising long-term solution for advancing smart home energy efficiency.

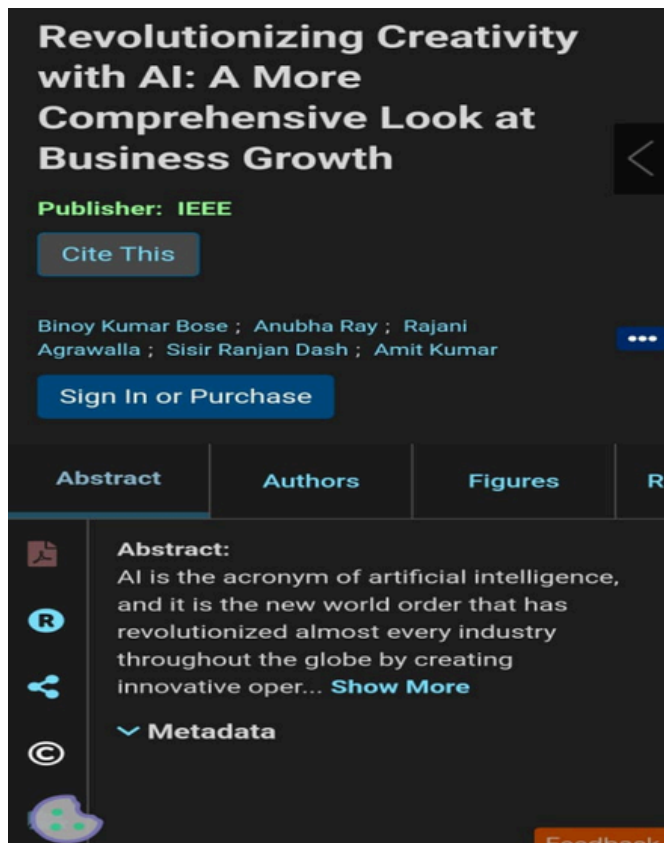
Newsletter

CENTURION UNIVERSITY OF TECHNOLOGY AND MANAGEMENT

For the Month of April 2025

Publications & Research Contributions

Revolutionizing Creativity with AI – IEEE



Title- Revolutionizing Creativity with AI: A More Comprehensive Look at Business Growth

Author- Binoy Kumar Bose, Anubha Ray, Rajani Agrawalla, Sisir Ranjan Dash, Amit Kumar.

Publisher- IEEE

DOI- 10.1109/SCOPES64467.2024.10990916

Summary-

Artificial Intelligence (AI) is rapidly transforming industries worldwide, establishing a new order for innovation and operational platforms. This study delves into how AI significantly influences Research and Development (R&D) processes and the creation of new or improved products. AI-driven technologies empower firms to enhance their innovation capabilities and optimize processes across all functions. This ultimately enables businesses to deliver feature-rich products and services that precisely meet market demands. This paper provides an overview of AI-based technologies and their implementation in corporate R&D and new product development frameworks within manufacturing.

Impact of Farmer Producer Organizations – Routledge, Taylor & Francis



Title- Impact Assessment of Farmer Producer Organizations

Author- Y.V. Pratap, Rajani Agrawalla, Ajit Kumar Sabat, Ansuman Jena, Pramod Kumar Patjoshi, and Sonali Mohapatra

Published in- Innovative Synergies

Business, Agriculture, Technology and Resource Management for Sustainable Development.

Publisher- Routledge Press, Taylor & Francis Group, UK Ltd.

ISBN- 9781003650041

Summary-

This study evaluates how Farmer Producer Organizations (FPOs) under Odisha's Mukhya Mantri Makka Mission (MMMM) are transforming farmers' lives. FPOs significantly boost maize productivity and farmer well-being by improving market access and financial inclusion. Findings show increased bargaining power, better prices, and higher incomes for farmers. While challenges like infrastructure and financial literacy remain, the research offers key policy recommendations to strengthen FPOs and replicate this success.

Newsletter

CENTURION UNIVERSITY OF TECHNOLOGY AND MANAGEMENT

For the Month of April 2025

Publications & Research Contributions

E-Waste Management – IGI Global



Title- Advancing E-Waste Management: Integrative Methods and Practices

Author- Dankan Gowda V., Vijay C. R., Renu, N. M. G. Kumar, and Ratidev Samal.

Publisher- IGI Global

DOI- 10.4018/979-8-3693-7383-5.ch002

Summary-

This paper explores advanced methods and practices for effective e-waste management. The authors delve into integrative approaches crucial for handling the growing challenge of electronic waste. The research aims to provide comprehensive insights into improving current e-waste handling systems. It covers various strategies that can lead to more sustainable and efficient e-waste processing. This work offers valuable contributions for policymakers and practitioners seeking to enhance e-waste management frameworks.

MES in Apparel Production – AIP Publishing



Title- Optimizing Apparel Production: A Case Study on Implementing a Manufacturing Execution System (MES)

Author- Shiv Sankar Das, Swarnaprabha Jena, Girija Nandini, Pramod Kumar Patjoshi, and Bijaya Bijeta Nayak.

Publisher- AIP Publishing.

DOI- 10.1063/5.0261540

Summary-

Digital manufacturing is transforming production, boosting efficiency and flexibility. This study highlights its benefits and features a case study on implementing a Manufacturing Execution System (MES). The MES implementation at an apparel unit in Centurion University, Odisha, demonstrates improved efficiency and quality in production.

Dr. Girish Prasad Rath published a book titled 'Business writings in English'



Newsletter

CENTURION UNIVERSITY OF TECHNOLOGY AND MANAGEMENT

For the Month of April 2025

Conferences & Presentations

Contributed Chapters to Routledge's "Innovative Synergies"

Dr. Anita Patra , Dr. Prajna Pani, Dr. Amir Prasad Behera , Dr. Subhramaya Nayak, Ms Sweapnankita , Published Book Chapters in the edited book Innovative Synergies: Business, Agriculture, Technology and Resource Management for Sustainable Development having ISBN 9781041094326 published by Routledge Press, Taylor & Francis Group, UK .

Presented at ICTIS 2025, Bangkok



Mr. Arpit Suman Swain was awarded a certificate for Digitally presenting his paper title "Green Communication Systems and Network: Sustainable Practices for Odia Communication and Rural Connectivity" at the 9th International Conference on Information and Communication Technology for Intelligent Systems (ICTIS 2025) held in Bangkok, Thailand from 4th-6th April, 2025. His work highlighted innovative solution for sustainable communication in rural areas.

Participated in international workshop on Research Writing & Publishing



Ms. Arpita Dash has been certified for participating in international workshop on "Research Writing, Editing and Publishing." The workshop was jointly organized by Cape Comorin Trust, Lavender University Club, India and Harvest an International Multidisciplinary and Multilingual Research Journal from 10th to 12th April, 2025.

Presented at Ramadevi Women's University

Ms. Madhusmita Pattanaik was awarded a certificate for Presenting a paper in International Conference on "Women's Journey of Resilience and Empowerment stories and Strategies: Spiritual Strength" Organized by Maa Rama Devi Chair from 28th Feb to 1st March, 2025 by Rama Devi Women's University, Bhubaneswar.



Mr. Arpit Suman Swain was awarded a certificate for Presenting a paper in International Conference on "Women's Journey of Resilience and Empowerment stories and Strategies: Spiritual Strength" Organized by Maa Rama Devi Chair from 28th Feb to 1st March, 2025 by Rama Devi Women's University, Bhubaneswar.



Centurion

UNIVERSITY

Shaping Lives...

Empowering Communities...