



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

Newsletter

CENTURION UNIVERSITY OF TECHNOLOGY AND MANAGEMENT

For the Month of August 2025

SCHOOL OF MANAGEMENT



Newsletter

CENTURION UNIVERSITY OF TECHNOLOGY AND MANAGEMENT

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Entrepreneurial and Sales Initiatives

Sales Initiative: Centurion Product Sale by SOM Students (14 August and 29 August 2025)

On 14 August 2025, the BBA students of the School of Management organized a sales initiative to promote Centurion products through a live exhibition and plant stall at the Bhubaneswar campus. The event featured indoor, outdoor, and decorative plants, allowing students to gain first-hand experience in marketing, pricing, and customer service. The two-hour session generated a revenue of ₹620 and gave learners the opportunity to practice communication, teamwork, and financial management in a real market setup. It not only enhanced their entrepreneurial confidence but also encouraged them to develop sustainable business practices and value-based sales techniques.



On 29 August 2025, BBA Semester V students conducted a large-scale multi-product sale featuring four categories – Food Products, Waste-to-Wealth Crafts, Plants & Compost, and Honey. Each product line was managed by a dedicated student team that took responsibility for product selection, stall layout, branding, and pricing. The initiative generated total revenue of ₹7,655, demonstrating the students' creativity and practical understanding of market behaviour. Beyond numbers, the activity nurtured skills in leadership, marketing communication, and customer relationship management. It also encouraged sustainable practices by promoting eco-friendly crafts and organic produce, aligning the spirit of entrepreneurship with environmental and social values.



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Workshops and Skill Development Programs

Workshop on Advanced Excel (18–22 August 2025)

A five-day workshop on “Advanced Excel for Business Applications” was held from 18 to 22 August 2025 under the guidance of Mr. Mohammed Imad, Project Associate, Centurion University.

The session aimed to enhance students’ technical proficiency in spreadsheet-based data analysis and reporting. Participants worked on practical business cases involving pivot tables, automation tools, conditional formatting, and visualization dashboards.

The program, conducted in collaboration with The Institute of Cost Accountants of India (ICMAI), Bhubaneswar Chapter, bridged academic learning with real industry applications. Students appreciated the hands-on teaching style and received participation certificates that recognized their achievement in mastering essential analytical skills.



Workshop on AI-Driven Business Analytics for Digital Transformation (23 August 2025 onwards)

The School of Management, coordinated by Dr. Rajani Agrawalla and guided by Ms. Upasana from global firms like Deloitte and PwC, launched a workshop on “AI-Driven Business Analytics for Digital Transformation”. The series aimed to equip students with both theoretical understanding and practical application of AI and data visualization.

The program began with an in-person session on August 23, 2025, focusing on AI’s role in the agricultural sector. This initial session explored practical applications such as predictive analytics for yield optimization and digital innovations for process improvement in farming. It provided a foundational understanding of AI’s transformative potential across different industries.

Subsequent online sessions were held on August 28 and September 23, 2025, where students received hands-on training with Microsoft Visio and Figma. Through these practical workshops, participants learned to design business process flows and analytics dashboards, bridging the gap between theoretical knowledge and real-world implementation.

The series demonstrated how combining artificial intelligence with visualization techniques can improve business decision-making and operational efficiency.



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Industry Interface and Professional Exposure

Seminar on “Future-Ready: Navigating Emerging Trends in Management” (8 August 2025)

To familiarize new students with the evolving business landscape, a seminar titled “Future-Ready: Navigating Emerging Trends in Management” was conducted on 8 August 2025. The guest speaker, Mr. B.K. Swain, Director-HR and CEO of Agribord Industries, USA, shared valuable insights on global leadership, change management, and career adaptability. His thought-provoking session emphasized the importance of lifelong learning, innovation, and technology integration in modern management.

The seminar encouraged students to stay proactive, upgrade their skills, and align their academic goals with real-world industry expectations.



Alumni Talk for MBA, BBA, B.Com, and BMS Students (19 August 2025)

On August 19, 2025, Centurion University hosted an Alumni Talk in Hall No. 6 to connect students with graduates who have built successful careers. During the interactive session, alumni shared their real-world experiences on transitioning into professional roles, emphasizing how to maintain professionalism and adapt to new industry trends. Their insights offered students a practical glimpse into what lies beyond their academic lives.

The alumni also provided valuable, actionable advice on essential career-building skills. Discussions focused on effective internship preparation, resume building techniques, and strengthening communication skills, all of which are crucial for securing a job. The session equipped students with the tools and knowledge needed to confidently enter the competitive job market.

Ultimately, the event reinforced the strong sense of community and lifelong connection that the university fosters. By sharing their personal career journeys, the alumni inspired students to pursue excellence and demonstrated the supportive network available to them as part of the Centurion University family.

Centurion University of Technology and Management, Bhubaneswar, Odisha

SEMINAR ON

Future-Ready: Navigating Emerging Trends in Management

Friday, 08th August, 2025 | 3.30PM

Organized By School of Management

Guest Speaker: Bk swain .Director HR cum CEO Agribord industries.USA

Industrial Visit to Coca-Cola (23 August 2025)

On 23 August 2025, the first-year MBA students visited the Coca-Cola bottling plant as part of their industrial exposure program. The visit provided hands-on understanding of large-scale production systems, logistics management, and quality assurance practices. Students interacted with company professionals who explained the processes of bottling, packaging, and distribution.

The visit served as a live demonstration of classroom theories such as supply chain management, operations efficiency, and sustainability in business. It was a highly enriching learning experience that bridged academic concepts with corporate realities.

Centurion University of Technology and Management

विकसित भारत
अभियान
2019-2024

ALUMNI TALK

By **Mr. Gyananjaya Behera**
Founder & CEO @ EduEdge
Startup Consultant & Entrepreneurial Coach

Date: 19th August, 2025 (Tuesday) Time: 3:30PM to 5:30PM
Audience: All Students of SoM

Organized by: Alumni Cell, School of Management

Venue: Hall No-06, Aryabhata Building, Centurion University

CENTURION UNIVERSITY OF TECHNOLOGY AND MANAGEMENT, ODISHA
CAMPUSES: Parakhemundi | Bhubaneswar | Rayagada | Balangir | Balasore | Chitrapur

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Industry Interface and Professional Exposure

Alumni Talk by Ms. Tenzin Lhaden

On August 26, 2025, the School of Management at Centurion University hosted an alumni talk with Ms. Tenzin Lhaden, an alumna with a Master's in Professional Accounting. The session, titled "Accounting Dynamics in Emerging Business Landscapes," provided BBA and MBA students with insights into modern accounting practices and global career opportunities. Ms. Lhaden shared her professional journey, emphasizing the evolving role of accounting as a strategic tool and the importance of adapting to international academic and professional environments. The talk included a Q&A session where students asked about higher studies abroad and international certifications. The event successfully strengthened the bond between alumni and students and prepared students for international careers.



Centurion University
Presents

Alumni Talk

Topic: Accounting Dynamics in Emerging Business Landscapes

26th August 2025 | 3:30pm

Tenzin Lhaden
Master in Professional Accounting,
Edith Cowan University,
Perth, Australia

School of Management
Paralakhemundi Campus

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www.cutm.ac.in | www.cutmap.ac.in



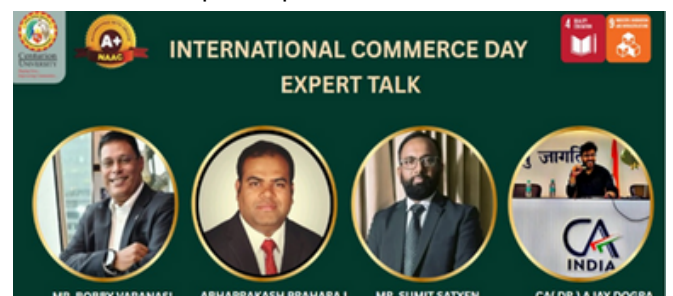
Session on Digital Marketing

The School of Management, Paralakhemundi Campus, organized a two-day session on Digital Marketing on August 20-21, 2025. The program, conducted by Mr. Rajesh Menon, aimed to expose BBA and MBA students to the latest trends, tools, and strategies in digital marketing. The sessions bridged theory and practice, covering topics like SEO, SEM, and content strategies. Students gained hands-on experience with tools such as Google Analytics and social media dashboards, and participated in group activities to design mock campaigns. The workshop was highly beneficial, offering both theoretical insights and practical exposure, and motivating students to pursue careers in the digital economy.



International Commerce Day Expert Talk

On August 4, 2025, the School of Management organized an Expert Talk to celebrate International Commerce Day. The event provided a comprehensive understanding of the role of commerce in the interconnected world and featured distinguished speakers, including Mr. Bobby Varanasi, Mr. Abhaprakash Praharaj, Mr. Sumit Satyen, and CA (Dr.) Ajay Dogra. The talks covered topics such as global business transformation, financial strategies, the role of the insurance sector, and ethical business practices. The event concluded with an interactive online quiz on "Awareness of International Commerce Day" for the 90 student participants.



INTERNATIONAL COMMERCE DAY
EXPERT TALK

MR. BOBBY VARANASI ABHAPRAKASH PRAHARAJ MR. SUMIT SATYEN CA (DR.) AJAY DOGRA

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Industry Interface and Professional Exposure

Gender Sensitisation Workshop

CCDC in collaboration with the School of Management conducted a Gender Sensitisation Workshop on July 31, 2025, to promote awareness and sensitivity toward gender equality in academic and professional spaces. Led by gender expert Dr. Smita Mishra Panda, the workshop aimed to help faculty members understand the concepts of gender and discrimination. Session highlights included distinguishing between sex and gender, discussing various forms of discrimination, and a detailed discussion on the Sexual Harassment of Women at Workplace Act, 2013. The workshop was a meaningful engagement that emphasized the importance of gender sensitivity in policies and practices, aligning with Sustainable Development Goal 5.



International Youth Day Celebrations

The Red Ribbon Club and Youth Red Cross of Centurion University organized a series of competitions to celebrate International Youth Day on August 12, 2025. The celebrations aimed to inspire creativity, knowledge, and awareness among students. Competitions included "Poster Panorama" (a poster-making competition) and "Brain Battle" (a quiz competition). Winners were Ms. Suhani Padhy and Ms. Pratikshya Panda. The enthusiastic participation from students and faculty made the event a success, emphasizing the vital role of youth in shaping a healthier and more responsible society.



Orientation Programme for BBA and ABM students

A three-day orientation program on University-Industry Collaboration in Management was held from August 6-8, 2025. The session aimed to prepare BBA and ABM students for industry expectations through experiential learning and guest insights. The program introduced students to CUTM's vision of holistic education and encouraged values of teamwork, leadership, and innovation. The key outcomes of the workshop included enhanced industry awareness, skill development, and confidence building. The orientation successfully combined learning, interaction, and motivation, making it a meaningful start to the semester.

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Social Engagement and Community Development

National Social Work Week Celebration (20 August 2025)

On 20 August 2025, Centurion University celebrated National Social Work Week in association with NPSWI, OPSWA, and BJB College at Adruta Children's Home, Bhubaneswar. The event aimed to create awareness about personal hygiene and social responsibility among 80 girl inmates through interactive skits, group activities, and cultural programs. Faculty members and student volunteers jointly coordinated educational games, Q&A sessions, and demonstrations on hygiene and self-care. The event promoted inclusivity, compassion, and teamwork while instilling the importance of civic engagement among students. Such initiatives reflect Centurion University's strong commitment to holistic education that goes beyond the classroom to empower society.



Farmers-Buyers Meet and Exposure Visit (August 2025)

In August 2025, Centurion University actively participated in a Farmers-Buyers Meet organized under the Crop Diversification Programme for Mega Lift Irrigation Projects. Representing the university, Mr. Y.V. Pratap and Dr. Durga Prasad Padhi shared insights into Centurion's sustainable production model and its integrated approach to rural entrepreneurship. The session facilitated direct interaction between farmers and institutional buyers, opening discussions on value addition and market linkages. Following the event, an exposure visit was arranged to the university campus where farmers observed innovative farming techniques, agri-based business models, and student-led start-up projects. The initiative successfully blended education, research, and community impact, strengthening Centurion's position as a model for experiential learning and rural innovation.



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Knowledge Beyond Classrooms

Interactive Learning & Industry Exposure

The School of Management, Centurion University, organized a two-day workshop on Sales and Distribution Management on 25th–26th August 2025, led by Mr. Kamal Krishnan P.S., a renowned Brand Strategist and Media Leader. On the first day, students explored the sales process through interactive team activities, tasked with increasing their assigned company's sales by 20% in five days, applying creativity, problem-solving, and analytical skills under Mr. Krishnan's guidance. The second day focused on distribution and channel management, covering channel formats, partner recruitment, relationship management, Omni-Channel Distribution, and Industry 4.0 technologies such as AI, data analytics, and automation. The workshop concluded with a Q&A session, providing practical insights into sales strategy, channel conflicts, and digital transformation.



Celebrating Commerce & Creativity: International Commerce Day 2025

International Commerce Day 2025 was celebrated on 4th August at CUTM, Bhubaneswar, highlighting commerce, innovation, and teamwork. The day began with a grand inaugural ceremony attended by distinguished dignitaries and featured Odissi and semi-classical dance performances by students. The Poster Presentation Competition showcased over 40 student entries on topics like digital currency, MSMEs, AI in commerce, and global supply chains, evaluated by a panel of faculty experts. A pre-event business quiz, "Quizonomics," on 2nd August engaged students in entrepreneurial and brand knowledge challenges. The day concluded with cultural performances, prize distribution, and a Vote of Thanks, reflecting the School's emphasis on experiential learning, creativity, and leadership development.



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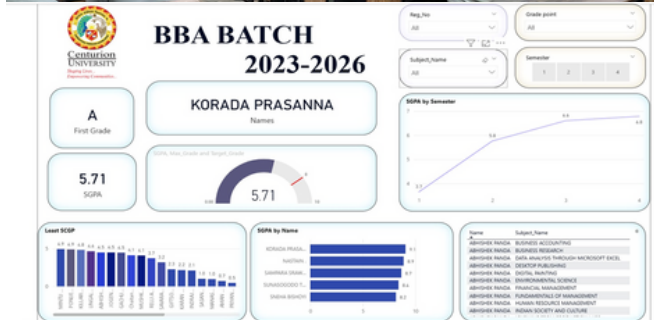
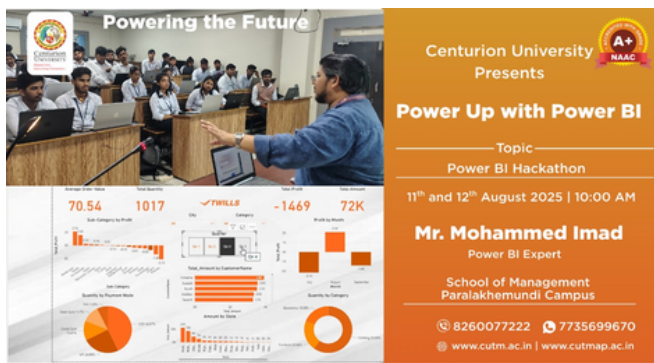
CENTURION UNIVERSITY OF TECHNOLOGY AND MANAGEMENT

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Knowledge Beyond Classrooms

Power BI Hackathon

The School of Management organized a two-day Power BI Hackathon on August 11-12, 2025, for BBA 3rd Year students. The event, led by Mr. Mohammed Imad, aimed to enhance students' data analysis and visualization skills using Microsoft Power BI. Students worked individually to create interactive dashboards using their academic records. The dashboards analyzed various aspects like GPA, student performance trends, and subject-wise pass/fail percentages. The event successfully blended learning and application, equipping students with industry-relevant skills, and the top three dashboards were recognized for their creativity and depth.



Expert Talk by Prof. Subramanyan (August 13 and 14)

An expert talk titled "Experience Meets Excellence" was organized on August 13, 2025, to equip 57 students from BBA 1st and 3rd semester with essential communication skills for the digital era. The talk, led by Prof. Subramanyan, highlighted the importance of clarity, adaptability, and confidence in modern professional communication. Prof. Subramanyan shared insights on mastering verbal, non-verbal, and digital communication skills, and emphasized the importance of listening and empathy. The session was highly insightful and highlighted the necessity of mastering communication skills for professional readiness and holistic development.



On August 14, 2025, a second expert talk under the banner "Experience Meets Excellence" was held, this time for 34 students from BBA 5th Semester. The event, led by Prof. Subramanyan, was aimed at bridging the gap between academic learning and practical workplace requirements by equipping students with essential communication skills. He stressed the need to adapt communication styles for different platforms like emails and video conferences. The talk provided students with practical strategies for effective digital and professional communication, and the session highlighted the value of soft skills as a complement to technical knowledge for professional growth.



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Wellness and Health

YRC Volunteers in Zonal Level Wellness and Health Equity Program

Youth Red Cross (YRC) volunteers from Centurion University, Paralakhemundi, recently demonstrated their commitment to community service by participating in a Zonal Level Two-Day Wellness and Health Equity Program. Hosted at the Women's College, Rayagada, the event specifically catered to women volunteers hailing from the aspirational districts of Rayagada, Gajapati, Koraput, and Nabarangpur. The program brought together dedicated young volunteers to focus on addressing critical health and wellness issues prevalent in their communities.

Four women volunteers from Centurion University represented their institution, attending with notable enthusiasm and dedication. Throughout the two-day program, they engaged in a series of sessions designed to deepen their understanding of various aspects of women's wellness, health awareness, and equity. The curriculum aimed not only to inform but also to equip them with the necessary knowledge and skills to act as community health advocates. The program's focus on aspirational districts is part of a broader initiative to uplift and address the socio-economic disparities in these regions, making the volunteers' role in promoting health equity particularly impactful.

By participating in this specialized training, the volunteers are now better prepared to mobilize and empower their communities through targeted health initiatives. The experience has provided them with practical tools and a reinforced sense of purpose, enabling them to lead awareness drives, organize health check-up camps, and mitigate health-related suffering in their local areas. This initiative underscores the YRC's motto of "service" and Centurion University's broader mission to foster socially conscious and responsible individuals who can drive positive change in society.

SN	Name of the Volunteer	Regn No	School	Enrollment ID
1	<u>Nirupama Pattnaik</u>	24530443003 3	<u>SoN</u>	CUTM/YRC/25- 007
2	<u>B.Deepika</u>	24530443001 7	<u>SoN</u>	CUTM/YRC/25- 008
3	<u>Kodikaluhari</u>	23200443000 5	<u>SoN</u>	CUTM/YRC/25- 031
4	Milan Kumari Muduli	23200443000 6	<u>SoN</u>	CUTM/YRC/25- 032

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Wellness and Health

Youth Red Cross (YRC) Activities On 79th Independence Day

The Youth Red Cross (YRC) volunteers of Centurion University, Paralakhemundi, marked the 79th Independence Day on August 15, 2025, with remarkable enthusiasm and a profound display of patriotic spirit. Their participation in the campus-wide celebrations was characterized by exceptional discipline, unwavering unity, and immense dedication, culminating in a stellar performance during the Independence Day Parade. The contingent proudly represented the university and was honored with the Runner-Up position, a testament to the volunteers' hard work, commitment, and strong team spirit. Their rigorous training paid off, bringing pride and glory to Centurion University.

Beyond the parade, the YRC organized a meaningful Plantation Drive to promote environmental sustainability and social responsibility. This green initiative was a tribute to the nation's leaders and the countless sacrifices they made in the struggle for India's independence. Approximately 20 to 25 saplings were carefully planted in designated areas across the campus, chosen in consultation with faculty mentors. This initiative served as a powerful symbol of hope, growth, and the volunteers' shared commitment to nurturing both their community and the environment.

The dual events of the Independence Day parade and the plantation drive demonstrated the YRC's multifaceted approach to service. By excelling in the parade, they showcased their discipline and patriotism, while the plantation drive highlighted their dedication to environmental stewardship and remembrance. These activities underscored the YRC's mission to foster humanitarian values and civic responsibilities among students, cultivating a generation that is not only proud of its heritage but also actively engaged in building a sustainable and prosperous future.



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Youth Red Cross
CUTM



79th INDEPENDENCE DAY





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