

# Newsletter

For the Month of March 2025

## Research Award by BNI, Bhubaneswar Chapter

Dr. Shiv Sankar Das, has been honored with the Research Award from BNI, Bhubaneswar Chapter in the year 2025. This prestigious recognition highlights his exceptional contributions to research and academia, showcasing his dedication to advancing knowledge in his field. The award, presented by BNI, Bhubaneswar Chapter, serves as a testament to Dr. Das's commitment to high-quality research and his impact on academic and professional communities. As a mark of recognition, he was presented with a trophy, symbolizing his achievements and excellence in research.



## CSR Excellence Award 2025

Dr. Rajani Agrawalla, Assistant Professor, has been honored with the CSR Excellence Award in the year 2025 by Centurion University of Technology and Management (CUTM). This prestigious recognition highlights her outstanding contributions to Corporate Social Responsibility (CSR) initiatives, reflecting her dedication to fostering positive social impact through academic and professional efforts.

## Best out of Waste Competition at SoM

Ms. Arpita Das presented a research paper titled "Mandodari and Lady Macbeth: A Comparative Analysis of Two Literary Queens" at the International Conference on Women's Journey of Resilience and Empowerment Stories and Strategies: Spiritual Strength, held at Ramadevi Women's University from 28th Feb to 1st March 2025.

Ms. Ankita Mohanty presented a research paper titled "Resilience Redefined: Intersectionality, Maslow's Framework, and Women's Solidarity in A Thousand Splendid Suns" at the International Conference on Women's Journey of Resilience and Empowerment Stories & Strategies: Spiritual Strength held at Ramadevi Women's University from 28th Feb to 1st March 2025.



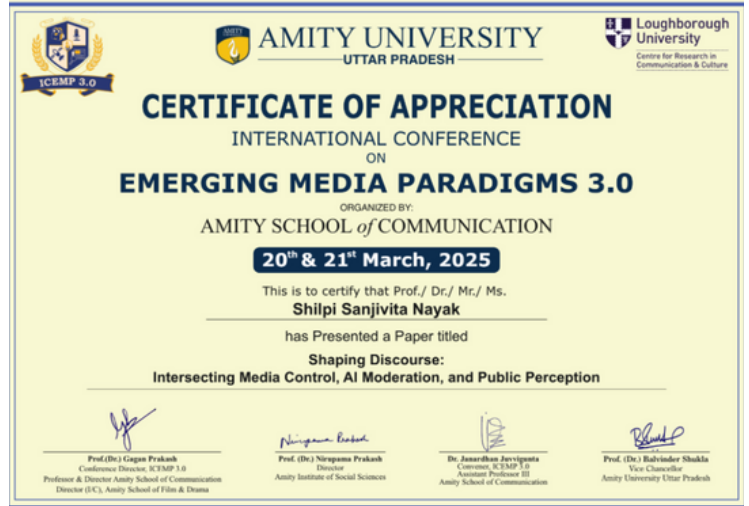
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## Research Award by BNI, Bhubaneswar Chapter

Ms. Shilpi Sanjivita Nayak presented a research paper titled "Shaping Discourse: Intersecting Media Control, AI Moderation, and Public Perception" at the International Conference on Emerging Media Paradigms 3.0. at the International Conference on Emerging Media Paradigms 3.0 held at Amity University, UP from 20-21st March 2025.

Dr. Rajani Agrawalla presented a research paper titled "Leveraging AI for Women's Advancement in the Context of Sustainable Development Goals" at the International Conference on Women's Journey of Resilience and Empowerment Stories & Strategies: Spiritual Strength held at Ramadevi Women's University from 28th Feb to 1st March 2025.



## CSR Excellence Award 2025



Dr. Rajani Agrawalla, Assistant Professor, has been honored with the CSR Excellence Award in the year 2025 by Centurion University of Technology and Management (CUTM). This prestigious recognition highlights her outstanding contributions to Corporate Social Responsibility (CSR) initiatives, reflecting her dedication to fostering positive social impact through academic and professional efforts.

Dr. Pramod Patiloshi presented his research paper titled "Exploring the Role of Artificial Intelligence in Marketing: Key Applications, Industry Transformations, and Emerging Trends Shaping the Future" at 1st International Conference on Machine Intelligence and Data Science (MIDAS-2025), technically co-sponsored by SPRINGER, organized by the Department of Computer Science and Engineering, School of Engineering & Technology, Centurion University of Technology and Management, Odisha at the Paralakhemundi Campus during March 21-22, 2025.



## Best out of Waste Competition at SoM

Dr. Prajna Pani Chaired a Technical Session at the International Conference on 'Building a Sustainable Future: The Role of Key Stakeholders' at Birla Global University

On March 21, 2025, Dr. Prajna Pani had the esteemed privilege of chairing a technical session at the International Conference titled "Building a Sustainable Future: The Role of Key Stakeholders," hosted by Birla Global University, Bhubaneswar. The conference brought together academicians, industry professionals, policymakers, research scholars, and thought leaders from across the country and abroad to deliberate on the multifaceted dimensions of sustainability and the integral roles played by various stakeholders in shaping a resilient and inclusive future.

As the chairperson of the technical session, Dr. Prajna Pani provided expert guidance and scholarly insights that enriched the academic deliberations of the conference. Her leadership in the session facilitated a stimulating and thoughtful exchange of ideas among presenters, focusing on innovative approaches, research-based solutions, and collaborative strategies necessary for advancing the global sustainability agenda.



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## Research Award by BNI, Bhubaneswar Chapter

Dr. Susanta Kumar Patnaik presented a paper in the International Conference on 'Building a Sustainable Future: The Role of Key Stakeholders at Birla Global University on 21st and 22nd March 2025.

Dr. Amir Prasad Behera participated and Presented a paper at the Two Day International Conference on Reimagining in World Literature and Language held on March 10 and 11 2025 at XIM University, Bhubaneswar.

Dr. Giris Prasad Rath participated and Presented a paper at the Two Day International Conference on Reimagining in World Literature and Language held on March 10 and 11 2025 at XIM University, Bhubaneswar.

Dr. Giris Prasad Rath Chaired a technical session at the Two Day International Conference on Reimagining in World Literature and Language held on March 10 and 11 2025 at XIM University, Bhubaneswar.

Mr Sushil Kumar Pradhan has completed short-term course on "UNDERSTANDING RESEARCH METHODOLOGIES: A ROADMAP FOR EARLY RESEARCHERS" conducted by Jindal Global Business School, O.P. Jindal Global University, Sonipat.

Mr Sushil Kumar Pradhan participated in the 5-day Faculty Development Program (FDP) on Innovation & Entrepreneurship with support of AICTE and MoE Innovation Cell at STPI Bhubaneswar.



## Victory at Manzar 3.0's Create-a-Thon



Mr. Sourav Patro, a first-year MBA student, showcased exceptional creativity and strategic thinking at Manzar 3.0's Create-a-Thon, held at Centurion University, Paralakhemundi campus. Competing alongside his teammates—Ms. Sheetal Mohanty, Mr. Aditya Gochhayat (MBA 1st Year), and Ms. Debarati Sahu & Ms. Sneha Orey (BBA 2nd Year)—Sourav and his team secured the 1st position, earning a cash prize of ₹12,000. The competition demanded 18 hours of intense brand repositioning strategy development. The team chose Coca-Cola as their focus, crafting a data-driven marketing plan to help it compete against Campa Cola and enhance sales. Their innovative approach, covering consumer insights, market analysis, and a robust marketing strategy, won the appreciation of a prestigious panel of judges from Infosys and Centurion University, including the Registrar and Dean.

## Paper Trading Competition

Mr. Sourav Patro, a first-year MBA student, achieved a remarkable feat by securing 1st position in the highly competitive Paper Trading Competition organized by Fintopedia Bullrisers on 4th March 2025. The event was part of a workshop on investment strategies, where participants were given ₹1 crore in virtual funds to trade in a simulated stock market environment. Throughout the competition, real-time market news updates were provided to guide participants in making informed investment decisions. Through thorough market analysis, strategic decision-making, and risk assessment, Sourav successfully generated a profit of ₹94 lakh, significantly outperforming other participants. His ability to identify lucrative investment opportunities, manage portfolio risk, and capitalize on market trends played a key role in his victory.



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## Zerodha Varsity Quiz

BBA Students Secure 2nd Position in Prestigious Zerodha Varsity Quiz 2025

In a remarkable demonstration of financial acumen, critical thinking, and exemplary teamwork, Mr. Ayush Kumar Sahoo, Mr. Roshan Purohit, and Ms. Shruti Chakraborty—second-year BBA students—clinched the 2nd position in the highly competitive Zerodha Varsity Quiz held on 19th March 2025.

This nationally recognized quiz competition, known for its rigorous standards and intellectually demanding format, attracted participation from 48 enthusiastic teams. The event unfolded across three challenging rounds, each meticulously designed to test the participants' proficiency in areas such as finance, stock markets, investment strategies, and economic fundamentals.

Guided by their strong academic foundation and a passion for financial literacy, the team displayed outstanding composure, speed, and strategic coordination throughout the quiz. Their ability to apply theoretical knowledge to real-time problem-solving scenarios set them apart from the competition and earned them a well-deserved place among the top performers.

The quiz was hosted by Mr. Raghav Chakravarthy, a renowned quizmaster known for conducting high-stakes academic competitions across the country. His engaging and thought-provoking style added an extra layer of excitement and rigor to the event.



## Award at Gajajyoti 2024-25

Ms. Sheetal Mohanty Honored with CSR Best Helping Hand Coordinator Award at Gajajyoti 2024-25

We are proud to celebrate the outstanding achievement of Ms. Sheetal Mohanty, a first-year MBA student, who has been conferred with the prestigious CSR Best Helping Hand Coordinator Award during Gajajyoti 2024-25. This distinguished recognition stands as a testament to her unwavering commitment, compassionate leadership, and impactful contributions to corporate social responsibility (CSR) initiatives.

The award acknowledges individuals who go above and beyond in promoting community welfare, social awareness, and inclusive development through proactive involvement in CSR programs. Ms. Mohanty's role as a coordinator exemplified these ideals, as she played a pivotal part in planning, organizing, and executing various social outreach activities that made a meaningful difference in the lives of others.



## Treasure Hunt 2025

The "Treasure Hunt" at XPLORA 2025, held on 6th March 2025 at Centurion University, Bhubaneswar, was an exciting event that tested participants' teamwork, problem-solving, and strategic thinking. Teams solved sequential clues hidden across the campus to locate the final treasure, adhering to strict rules for fair play. Winners: Ms. Shruti Chakraborty, Mr. Roshan Purohit, Mr. Srilal Kisku, Ms. Sakshi Suman, Mr. Anand Singh Runners-Up: Mr. Abhijit Dash, Ms. Anushka Ghosh, Ms. Ankita Dutta, Mr. Nikhil Kumar, Mr. Rutuprasan Jena. The event, coordinated by Ms. Aditi Karn, Mr. Ayush Kumar Sahoo, and Dr. Shiv Sankar Das, was well-organized and received positive feedback for its engaging and competitive spirit.



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## The Brain Gym 2025

"The Brain Gym," an interactive cognitive challenge, was conducted on 6th March 2025 at Centurion University, Bhubaneswar Campus, engaging students in puzzles, memory games, critical thinking exercises, and teamwork challenges. The event aimed to enhance problem-solving, logical reasoning, and decision-making skills while promoting mental agility and stress reduction through engaging activities. Winners were 1st Place: Faqih Mohd Affan & Nitin (Graduate Marine Engineers), 2nd Place: Tanisha Pati & Sameer Ranjan Sahoo (BBA), 3rd Place: Hamza Fodkar & Winston Dsouza (Graduate Marine Engineers). With 26 participants across 13 groups, the event provided a fun and stimulating learning experience, fostering collaboration, adaptability, and strategic thinking. It was a successful and well-received initiative that encouraged students to sharpen their cognitive skills in an engaging environment.

## Devil Follows 2025

The thrilling team-based game "Devil Follows" was held on 7th March 2025 at Centurion University, Bhubaneswar Campus, testing participants' teamwork, communication, and trust. In this unique challenge, teams of three navigated from Point A to Point B, with one member blindfolded and another unable to speak, relying only on clapping for guidance. Winners: 1st Place (Jesus Blessings Team): SK. Abraham, Saket Zade, Subham Dode, 2nd Place (Shadow Team): Jay Tandel, Nishanth S.S, Viswas Nagesh Gatty, 3rd Place (Maze Runner Team): Libin Bensilas, Md. Naveed, Albert Vishal. With 21 teams participating, the event successfully enhanced problem-solving, adaptability, and non-verbal communication skills. It was an engaging and interactive session that strengthened team dynamics while offering a fun and challenging experience for all involved.



## World Water Day 2025

The School of Management at Centurion University, Bhubaneswar Campus successfully organized a vibrant event on World Water Day, held on 22nd March 2025 at the Madhusudhan Building Lawn. The event aimed to raise awareness about water conservation, sustainable usage, and global water challenges through a combination of informative discussions and cultural performances. Flashmob Dance Performance – A high-energy Bollywood-style flashmob captivated the audience, symbolizing the flow, vitality, and significance of water. The performance creatively emphasized the importance of water conservation and sustainability. Nukkad Natak – "Barf Ki Deewar" – A thought-provoking street play addressed the alarming effects of climate change on glaciers. The impactful narrative, with characters like Pahadi Baba, Barf Devi, and Garm Hawa, showcased the urgent need for collective action to protect the environment. The play effectively conveyed the message of reducing pollution and embracing sustainability. The event was coordinated by Dr. Rajani Agrawalla, Ms. Anushka Ghosh (BBA 3rd Year) and Ms. Shreya Debnath (BBA 2nd Year). The event was a resounding success, engaging students and faculty in meaningful discussions about water conservation. The creative performances left a lasting impact, encouraging participants to adopt sustainable practices for a water-secure future.



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## organized a hands-on Workshop on TALLY on 5th March 2025.

Hands-on Workshop on TALLY Successfully Organized by the School of Management, Centurion University, Paralakhemundi. The School of Management, Paralakhemundi Campus, Centurion University of Technology and Management, proudly organized a hands-on Workshop on TALLY on 5th March 2025. The workshop was a significant initiative aimed at equipping students with practical skills in financial accounting using one of the most widely adopted accounting software solutions in the industry—TALLY.

Designed to bridge the gap between academic learning and industry requirements, the workshop provided participants with a real-time learning experience in managing accounts, ledgers, inventory, GST applications, and various financial reports through TALLY's advanced functionalities. Students actively engaged with the software during interactive sessions, gaining valuable exposure to the technical know-how required in modern accounting practices.

Facilitated by experienced resource persons and faculty members, the workshop emphasized practical application, accuracy in financial documentation, and the importance of digital accounting in today's dynamic business environment. Participants were given individual access to the software and were guided through step-by-step modules that enhanced their understanding of day-to-day accounting operations.

The event witnessed enthusiastic participation from BBA and MBA students, reflecting their eagerness to develop industry-relevant skills. By the end of the session, students not only enhanced their technical proficiency but also gained greater confidence to apply these skills in internships, projects, and future professional roles.



## "Inspiring Entrepreneurial Mindsets: Expert Talk on 'Starting of an Enterprise' at CUTM Paralakhemundi"

The School of Management at Centurion University of Technology and Management (CUTM), Paralakhemundi Campus, successfully organized a thought-provoking expert talk titled "Starting of an Enterprise" on 4th March 2025. The session was part of the university's ongoing efforts to foster entrepreneurial spirit and provide students with real-world insights into the journey of starting and managing a business.

The expert speaker, an accomplished entrepreneur and industry professional, shared valuable knowledge on the foundational aspects of building an enterprise from scratch. Key topics covered included idea generation, market analysis, business planning, funding opportunities, legal formalities, and the challenges faced by early-stage startups. The talk also highlighted the importance of innovation, adaptability, and resilience in the entrepreneurial journey.

Students from various academic backgrounds participated enthusiastically, gaining first-hand exposure to the practical steps and mindset required to transition from a business idea to a sustainable venture. The session encouraged interactive dialogue, allowing students to ask questions, clarify doubts, and seek guidance on their entrepreneurial aspirations.

This expert talk served as a powerful motivational platform, especially for aspiring student entrepreneurs. It aligned with CUTM's commitment to promoting experiential learning, industry integration, and entrepreneurship development as key pillars of its academic ecosystem.

The event concluded with a vote of thanks and a call to action for students to actively explore innovative ideas, take initiative, and pursue their entrepreneurial dreams with confidence and clarity.



## Celebrating Talent, Leadership, and Innovation: Manzar 3.0 – at CUTM Paralakhemundi

The School of Management at Centurion University of Technology and Management (CUTM), Paralakhemundi Campus, successfully organized the much-awaited Manzar 3.0 – The Student Management Fest on 18th and 19th March 2025. The two-day celebration brought together creativity, competition, and collaboration, offering students a dynamic platform to showcase their managerial abilities, leadership potential, and team spirit.

Manzar 3.0 featured a series of engaging events, including business quizzes, case study competitions, brand wars, ad-mad shows, entrepreneurial games, debates, cultural performances, and team-building activities. These events were designed to promote critical thinking, communication skills, and practical knowledge among the participants, reflecting the core values of management education.

