



Centurion
UNIVERSITY

Shaping Lives...
Empowering Communities...

Newsletter

September 2024



SCHOOL OF MANAGEMENT

CENTURION UNIVERSITY OF
TECHNOLOGY AND MANAGEMENT

www.cutm.ac.in





**Centurion
UNIVERSITY**

Shaping Lives...
Empowering Communities!

SCHOOL OF MANAGEMENT

Newsletter

■ Volume - 3

■ Issue - 3

■ September 2024

Seminar on “The Marketing Pillars for a Successful New Age Business”

SoM in collaboration with CCCDC organised a Seminar on “The Marketing Pillars for a Successful New Age Business” on 28th Sep 2024. The Resource person was Mr. Madan Mohapatra, VP (Marketing) Torrent Diagnostics. He discussed on the recent trends of Marketing and business operations, customer strategy and brand elevation. The seminar was attended by students of MBA, BBA, B.Com of first year. It was organised by Dr. Shiv Sankar Das, Faculty at SoM.



Launching of Bhubaneswar Chapter of Energy Swaraj Foundation

Centurion University of Technology and Management (CUTM) proudly announced the launch of the Bhubaneswar Chapter of

the Energy Swaraj Foundation on 30th Sep 2024 in a vibrant ceremony held at the university campus. The event was graced by Prof. Chetan Singh Solanki, Professor at IIT Bombay and



Founder of the Energy Swaraj Foundation and Prof. Supriya Pattanayak, Vice-Chancellor of Centurion University of Technology and Management. They provided valuable insights into sustainable energy practices and the role of solar energy in mitigating climate change.

The Bhubaneswar Chapter of the Energy Swaraj Foundation aims to promote energy self-reliance through the adoption of solar energy and other renewable resources, while empowering local communities with sustainable energy solutions. It seeks to align itself with the broader mission of the Energy Swaraj Foundation, which focuses on achieving energy independence



and combating climate change through decentralized solar energy solutions. The chapter will organize workshops,

seminars, and training sessions to educate people about the benefits of renewable energy and how to adopt solar power solutions in everyday life.



The chapter will implement solar energy projects in rural communities across Odisha, enhancing energy accessibility and reducing dependency on conventional sources of energy. Acting as a research hub, the chapter will facilitate collaboration between academia, industry experts, and local communities to explore and innovate in the field of sustainable energy. Prof. Supriya Pattanayak emphasized the university's commitment to the United Nations Sustainable Development Goals (SDGs), particularly in the area of affordable and clean energy. Prof. Chetan Singh Solanki, in his address, reiterated the need for urgent action on climate change through practical, decentralized energy solutions and the critical role those educational institutions and organisation like CUTM, KIIT University, GITAM, OTR, OPTCL can play in this mission.

The launch of the Bhubaneswar Chapter is a vital step toward achieving India's energy sustainability goals, and it promises to have a lasting impact on the region through education, empowerment, and practical energy solutions.

Launch of CPBFI Program at SoM

School of Management launched of the Certificate Programme in Banking, Finance, and Insurance in collaboration with Bajaj Finserv for the 2nd-year MBA students at the School of Management (SoM). This specialized programme aims to equip students with practical knowledge and industry-relevant skills in the rapidly growing sectors of banking, finance, and insurance. The partnership with Bajaj Finserv brings a unique opportunity for students to gain insights from industry experts, understand emerging trends, and develop competencies that will enhance their employability in these dynamic fields. It is being organised by Dr. Swetalina Mishta, Faculty at SoM.



Sales Beyond Classroom

On September 30, 2024, the School of Management hosted "A Series on Sales Beyond Classroom," designed to provide students with practical insights into sales strategies beyond traditional learning. Mr. Y.V. Pratap led the session, discussing customer behavior, product positioning, and the importance of persistence in sales. The interactive format encouraged students to engage with real-world sales challenges. The event successfully enhanced students' understanding of sales as a practical field. Attendees appreciated the insights from industry professionals and expressed eagerness to apply what they learned in future projects and internships. Overall, the event effectively bridged the gap between theory and practice, enriching the student learning experience.



International Conference on Viksit Bharat

International Conference on Viksit Bharat: Innovative Business, Agriculture, Technology and Resource Management for Sustainable Growth (ICVBSG-2024)

The School of Management successfully hosted the International Conference on Viksit Bharat: Innovative Business, Agriculture, Technology and Resource Management for Sustainable Growth (ICVBSG-2024) on September 26-27, 2024, at Paralakhemundi Campus. This event attracted participants from 15 countries, including Australia, the Netherlands, India, and more, aligning with India's vision for a developed and inclusive Bharat by 2047.

The conference served as a platform to discuss pressing issues in Management, Sustainable Agriculture, and Disruptive Technologies, among other topics. A highlight was the Student

Track initiative, "Ideas from Youth for Viksit Bharat @ 2047," which encouraged young voices to contribute innovative ideas for the nation's future. Over 160 abstracts were presented, showcasing the diverse intellectual contributions from participants.



Keynote speakers included:

- Dr. Athula Ginige (Western Sydney University, Australia)
- Prof. Moni Madaswamy (Former Director General, National Informatics Center, India)
- Dr. Avvari V. Mohan (Monash University, Malaysia)

A panel discussion on "Sustainable Development for Vikshit Bharat: Way Forward" was chaired by Ms. Abha Mishra, featuring distinguished panelists from various sectors.



Awards were presented for outstanding contributions:

- Best Paper Presentation (Student Track) was given to Ms. M. Geetika (School of Engineering, Centurion University)
- Best Paper Presentations (Faculty) was given to Dr. M. Sairam and Mr. Sitabhra Majumdar



The conference concluded with valuable discussions on sustainability and innovation, propelling us toward the vision of



Viksit Bharat 2047. School of Management extend our gratitude to all participants, organizers, sponsors, and supporters whose efforts made this conference a grand success.

Session on Financial Literacy

A Financial Literacy session was conducted on October 5, 2024, at Centurion University's Bhubaneswar campus. The session, led by Ms. Smruti Skhita Mohanty and Mrs. Debasmita Kar, aimed to equip students with essential skills for managing personal finances, including budgeting, saving, investing, and managing debt. Ms. Deepika Ahuja delivered the welcome speech. Through discussions, case studies, and practical exercises, participants gained a deeper understanding of financial concepts and created personal budgets while setting financial goals. The feedback indicated a successful session, with 85% of participants' expectations met and a 90% overall program rating. The session was highly effective in fostering positive financial habits among the attendees. It was coordinated by Prof. Deepika Ahuja and Dr. Shiv Sankar Das, Faculty at SoM.





Centurion UNIVERSITY

Shaping Lives...

Empowering Communities...

CORPORATE OFFICE

HIG-4 | JAYADEV VIHAR | OPPOSITE PAL HEIGHTS | BHUBANESWAR |
KHURDA | ODISHA | INDIA | PIN - 752050

CAMPUS

BHUBANESWAR | PARALAKHEMUNDI | RAYAGADA | BOLANGIR | | BALASORE | CHATRAPUR

www.cutm.ac.in