

Newsletter

For the Month of Feb 2025

Two-Day Interactive Seminar with Dr. N. V. R. Nathan

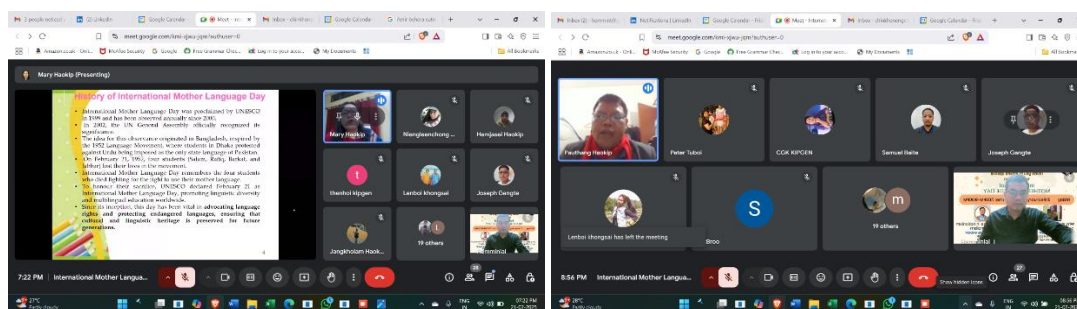
The two-day interactive seminar with Dr. N. V. R. Nathan, organized by School of Management and coordinated by Dr. Rajani Agrawalla was on 24-25th Feb 2025. The session valuable insights into personal branding, human resource management in retail, and AI integration in business. Dr. Nathan, with over 38 years of experience in the retail and fashion industry, emphasized the significance of personal branding, highlighting strategies such as leveraging social media, innovation, and differentiation to create a strong professional identity. The session on HRM in retail covered essential topics like recruitment, training, motivation, and performance evaluation, along with challenges such as workforce diversity, employee retention, and compensation management. In the final session, Dr. Nathan discussed the growing role of AI in business and retail, focusing on AI-driven marketing, natural language processing (NLP), predictive analytics, and hyper-personalized customer experiences. He stressed the importance of gradual AI adoption, employee training, and data security to maximize efficiency and business growth. The event concluded with a felicitation ceremony, where Dr. Nathan was honored with a potted plant as a token of appreciation, followed by certificate distribution to students excelling in academics, leadership, and innovation. The seminar was an engaging and insightful experience, equipping students with practical knowledge and industry perspectives to navigate the evolving professional landscape.



International Mother Language Day Celebration

The Centurion Capacity and Competency Development Centre and the Department of English, in collaboration with Eimi Linguist, organized an insightful session on International Mother Language Day through an online platform on February 21, 2025. The event was hosted by Dr. M. Hemminlal Haokip, Assistant Professor, Department of English, CUTM. The session featured Dr. D. Marykim Haokip, HoD and Associate Professor, Department of Linguistics, Assam University, and Prof. Pauthang Haokip, Centre for Linguistics, JNU, Delhi, as resource persons. Dr. Marykim emphasized the importance of celebrating Mother Language Day, highlighting how native languages shape identity and cultural heritage. Prof. Pauthang extensively discussed the role of language in nationism and nationalism, stressing the significance of linguistic diversity in shaping national identity. The session, included an interactive discussion and Q&A round, where participants engaged with the speakers to clarify doubts and share their perspectives. The event successfully fostered awareness about language

preservation, cultural identity, and linguistic diversity, making it a valuable and enriching experience for all attendees.



Faculty and Students Achievement

Dr. Pradeep Kumar Sahoo was invited as a resource person in the ToT of Climate Change Adaption organized by State Institute of Rural Development- Panchaya Raj, GoO on 1st Feb 2025.



Dr. Ronismita Mishra delivered an insightful session on Sustainable Workplace Wellness Strategies: Bridging the Gap Between Policy and Practice as part of the Research Seminar under Vision Viksit Bharat @2047 – Health & Wellness for All. She emphasized the need for aligning workplace wellness policies with real-world implementation, highlighting key aspects such as stress management, ergonomic workplace design, mental health support, and wellness-driven organizational cultures.



Dr. Tapan Kumar Panda presented a paper titled “Exploring the Symbiosis of Man and Nature in Kalidas Selected Works” at the 3-day International Conference on Reinventing disciplinarity through Indian Philosophical Ethos held at EFL University, Hyderabad from Feb 19-21, 2025.



Dr. Shiv Sankar Das, chaired for HR and Sustainability Track at IMTSD 2025 organised by Faculty of Commerce and Management, Kalinga University, Raipur on 21st-22nd Feb 2025.



Dr. Ansuman Jena chaired a session at the International Conference on 'Advanced Research in Digital Age' at BIITM, Bhubaneswar on 22nd Feb 2025.



Dr. Rajani Agrawalla presented a paper titled "Harnessing Predictive Analytics for Optimising Sustainable Development Goal-Focused Investments-A Comprehensive Study of AI-Driven Strategies at the ICARD held at BIITM, Bhubaneswar on 22nd Feb 2025.



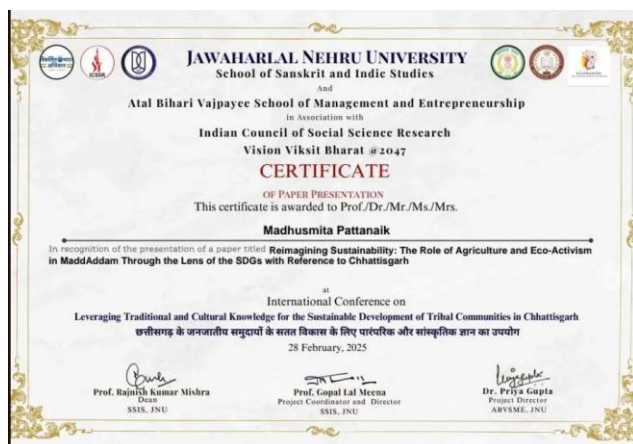
Dr. Rajani Agrawalla and Ms. Madhusmita Pattanaik presented a paper titled “AI-Powered Predictive Models for Financial Crisis Forecasting: A Meta-Study Using Data from Past Economic Downturns” at the ICARD held at BIITM, Bhubaneswar on 22nd Feb 2025.



Ms. Madhusmita Pattanaik presented a paper titled “Exploring the Symbiosis of Man and Nature in Kalidas Selected Works” at the 3-day International Conference on Reinventing disciplinarity through Indian Philosophical Ethos held at EFL University, Hyderabad from Feb 19-21, 2025.



Ms. Madhusmita Pattanaik presented a paper titled “Reimagining Sustainability : The Role of Agriculture and Eco-activism in MaddAddam Through the Lens of SDGs in reference to Chhattisgarh (JNU)” at the International Conference on Leveraging Traditional Cultural Knowledge for the Sustainable Development of Tribal Communities in Chhattisgarh.



Extempore Competition for Shatajyotee

The Extempore Competition for Shatajyotee, held on 1st February 2025 at CUTM, Bhubaneswar Campus, was an engaging event that tested participants' ability to think spontaneously, articulate ideas clearly, and communicate confidently. A total of 11 students participated, each given 2 minutes for preparation and 1 minute to speak on a randomly assigned topic. The competition, judged by Dr. Jyotirmayee Sahoo and Madhusmita Pattanaik, evaluated participants based on their clarity, content, confidence, and delivery. After a tough contest, Sakti Sarthak Mohapatra (BPT, 3rd Year) emerged as the winner, followed by Nafia Eqbal (BBA, 2nd Year) as the 1st runner-up, and Sanjana Chowdary (M.Sc. Zoology, 2nd Year) as the 2nd runner-up. The event was successfully coordinated by Ritesh Sharma (MBA) and Ayush Kumar Sahoo (BBA) under the guidance of Faculty In-charge Dr. Rajani Agrawalla. This competition served as an excellent platform for students to enhance their public speaking skills, critical thinking, and confidence, making it a valuable learning experience.

Students Achievement in Sports

Mr. S. Hemant Kumar secured 1st position and won the Gold Medal in the Inter-Campus Kabaddi Tournament, showcasing exceptional skill, teamwork, and determination. His outstanding performance contributed to a well-deserved victory, bringing pride to his team and institution.



Ms. Deebyasa Parida secured 1st place in the Women's Swimming Category at the Intra-University Sports Meet, showcasing exceptional skill, determination, and athletic excellence. Her victory highlights her dedication and competitive spirit in the sport.



Ms. Sakshi Suman secured First Position in Throw Ball at the Intra-University Sports Meet, demonstrating outstanding teamwork, skill, and determination. Her remarkable performance contributed to a well-deserved victory.



Mr. Chaitradev Jena played a match-winning knock of *50 off 26 balls** in the finals of Sri Sri University's Veerodaya Cup, earning the Man of the Match award and leading his team to a championship victory in cricket.

