

Seminar On

“MERCADEO”

Envisioning Marketing Opportunity

by

Mr. Rajesh Kumar Padhy

Regional Sales Manager

Dabur India Ltd.

&

Mr. Rankuni Ratana Bahinipati

Cluster Manager

Max Fashion (Landmark Group)

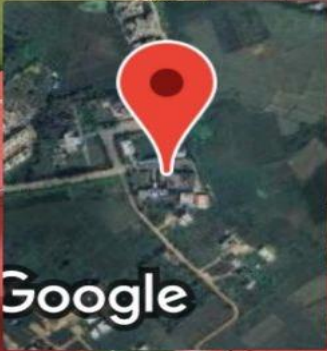
Date: 10/06/2023

Sharnita
Principal
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BALIANTA, BHUBANESWAR, KTKURDA-752101



 GPS Map Camera



Bhubaneswar, Odisha, India
Plot no- 261, Panchamukhi Vihar, Phase-II, Atala, Baliana,
Bhubaneswar, Odisha 752101, India
Lat 20.310358°
Long 85.896613°
10/06/23 01:12 PM GMT +05:30

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Dr./Mr./Ms. _____, _____ for successfully Participating in
the Seminar “MERCADEO” Envisioning Marketing Opportunity held on 10 June
2023

Prof. (Dr.) Sharmila Subramanian
Principal

Dr. Bankim Mohanty
ED cum Secretary

Principal
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Rankuni Ratana Bahinipati

Cluster Manager at Lifestyle International Pvt Ltd
Bhubaneswar, Odisha, India

Experience

- Lifestyle International Pvt Ltd., Cluster Manager, Full-time
Analytical Skills, Store Management

Education

- Binayak Acharya College, Berhampur, Berhampur University , Marketing Management,


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Aetha School Of Management

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Report of Seminar on “MERCADEO” Envisioning Marketing Opportunity .

Date: 10 June 2023

Faculty Coordinator: Prof. Jinanshis Mohanty

Venue: ASTHA School of Management

Research is a "creative and systematic work undertaken to increase the stock of knowledge". It involves the collection, organization and analysis of evidence to increase understanding on specified topic which is characterized by a particular attentiveness for controlling the sources of bias and error.

Marketing research helps in testing the new products in one or two markets on a small scale. This helps in finding out consumer response to new product and develop a suitable marketing mix. It reveals the problems of the customers regarding new products. Thus, it controls the risk involved in introducing a new product.

Market research on the other helps in accessing the market by identifying the key competitors. It also helps in getting insights of the strategies of the competitors and identify the loopholes in them. These can be useful in increasing business and ensuring that the same mistakes can't be repeated by our own entity.

With this note the Seminar commenced through the „Welcome Note“ by **Prof.Izharul Hasnain** followed by the session from the expert **Depak Sahoo** where he elaborates the secrets of developing analytical skills in the domain of marketing and how research is helpful in this respect. The session was immediately followed with an interaction from the students.

Lastly the vote of thanks was given by **Prof.Jinanshis Mohanty** which was followed by National Anthem.

This marked the end of the Seminar.

Seminar On

“FINTERN”

A Step to Perfect Financial Venture

by

Mr. Bharat Sahu

Dy. Company Secretary

NALCO

&

Mr. Bipin Bihari Dutta

Officer on Special Duty & In-charge of Training

& Education

Odisha Capital Market & Enterprises Ltd.

Date: 10/06/2023

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Prof. (Dr) Sharmila Subramanian
Principal

Dr Bankim Mohanty
ED cum Secretary

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Brief Profile

Bharat Sahu

Bharat Sahu is a who-is-who in the corporate circle of Bhubaneswar. He is the Deputy Company Secretary of National Aluminium Company Ltd. NALCO is one of the Nabaratna public sector company(PSU's) of India. Being Graduated in Commerce from DAV College of Titilagarh, he went to New Delhi with just Rs.1,600/- to join the course of CS that is offered by Institute of Company Secretaries of India(ICSI) in the year 1991.


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Report of Seminar on “ FINTERN” A Step to Perfect Financial Venture

Date: 10 June 2023

Faculty Coordinator: Prof. Bishnu Prasad Kar

Venue: ASTHA School of Management

A well-organized market research study, can actually help financial organizations to understand their customers, their needs, and how their preferences are changing. Not only that, but it also opens potential investment doors for rapidly growing organizations worldwide. So, market research benefits not only organizations but also the industry as a whole.

Without extensive market research in this industry, things can fall apart, so thorough market research not only helps to cater to the customers' changing needs but also helps to keep the industry going and flourishing. Economic research is a vital part of market research when it comes to financial institutions. The main objective of economic research is to give a conceptual perspective when it comes to policymaking, and it also helps you figure what models and tools are required for monetary policies and other tasks.

It also bridges the gap between policymakers and academics and creates opportunities for interactions with diverse views. Since research is improved by the knowledge of the latest developments in the field and ideas, financial institutions do require business or industry research companies for adequate growth.

With this note Seminar commenced with the 'Welcome Note' by **Prof. Bishnu Prasad Kar** followed by the session from the expert "**Bharat Sahu** " where he elaborated the secrets of developing analytical skills on different aspects of business and finance in varied circumstances among the youths. The session was immediately followed with an interaction from the students. Lastly the vote of thanks was given by **Prof. Satrupa** which was followed by National Anthem.

This marked the end of the Seminar.


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Seminar On
“MELIORATION”
Exploring the un-explored
by

Ms. Ripsina Rath
Cluster HR
Reliance Retail
&

Mr. Kartik Sahoo
Human Resources Manager
Welcom-hotel by ITC Hotels
Date: 10/06/2023

Sharnika
Principal
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 **GPS Map Camera**

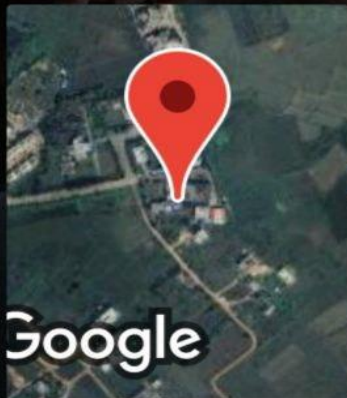
Bhubaneswar, Odisha, India

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the Seminar “MELIORATION” Exploring the un-explored. held on 10 June 2023

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Principal

Dr. Bankim Mohanty
ED cum Secretary

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Ripsina Rath

Deputy Manager-HR at Reliance Retail,
Bhubaneswar, Odisha, India

Education

Indian Institute of Planning and Management

Master of Business Administration (MBA) Master of Business Administration (MBA) 2010 - 2012

Experience

Cluster HR

Reliance Retail · Full-time

Dec 2022 - Present · 1 yr 6 mos, Odisha, India

More Retail Private Limited, Full-time · 1 yr, State Head-HR

Apr 2022 to Dec 2022 · 9 mos Bhubaneswar, Odisha, India.

Territory HR

Jan 2022 to Dec 2022 · 1 yr, Orissa, India

HR

Future Lifestyle Fashions Limited , Aug 2016 - Aug 2021 · 5 yrs 1 mo, Bhubaneswar Area, India

senior HR Executive

Swash Convergence Technologies Limited, Mar 2015 to Jan 2016 · 11 mos, Bhubaneswar

Possess good knowledge in the areas of Talent Acquisition, Manpower Planning & Analysis, Recruitment & Selection, Learning & Development, Performance Management, Attrition Management and Change Management.

Asst. HR Manager

The Presidency, Feb 2013 - Feb 2015 · 2 yrs 1 mo Bhubaneswar, India


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Report of Seminar on “Exploring the Unexplored.”

Date: 10 June 2023

Faculty Coordinator: Prof. Abhipsa Mishra

Venue: ASTHA School of Management

Research is a systematic and scientific process of collecting information, analyzing the information and drawing conclusions for decision-making. At times the research may be advanced, relying on sophisticated designs and statistics.

HR research is important for a firm as it provides methods of evaluation of on-going HR policies and programmes. It builds up existing HRM knowledge and helps in finding solutions to the problems of HR. Current policies and practices of HR can be evaluated and implemented provided through HR research. Besides it offers detail analysis on the current development and management issues with the real-life case studies to enable the formulation and implementation of the strategy practice within the current organization.

The Seminar commenced with the „Welcome Note“ by **Prof Rupali Paikray** followed by the session from the expert “**Ripsina Rath**”

where she elaborates the secrets of developing research skills among the students and describe its relevance in the current days HR practices. The session was immediately followed with an interaction from the students. Lastly the vote of thanks was given by **Prof. Abhipsa Mishra** which was followed by National Anthem.

This marked the end of the Seminar.

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Workshop on

“Innovation for Sustainable Development”

By

Shri Gajendra kumar Patnaik

27 May 2023.



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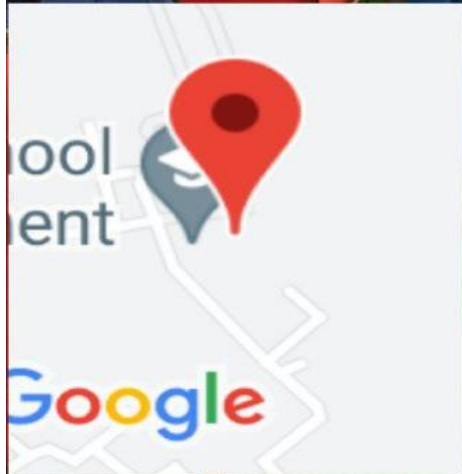
Bhubaneswar, Odisha, India

**Plot no- 261, Panchamukhi Vihar, Phase-II, Atala,
Balianta, Bhubaneswar, Odisha 752101, India**

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Long 85.896706°

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Dr./Mr./Ms. _____, for successfully
Participating in the **Work Shop** on “**Innovation for Sustainable**
Development” on 27 May 2023.

Prof. (Dr) Sharmila Subramanian
Principal

Dr Bankim Mohanty
ED cum Secretary

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BALIANTA, BHUBANESWAR, KYURDA-752101

Gajendra Kumar Patnaik

SPECIALIZATION: SAP-PM IMPLEMENTATION, PROJECT MANAGEMENT & MAINTENANCE (STEEL, MINING AND PROCESS INDUSTRIES)

AT: Mallikashpur, PO : Motiganj , Dist: Balasore (ODISHA) INDIA Pin: 756003 :7381095921 / 9556621915

gkpatnaik@gmail.com

13/12/2021

Resource Person
for seminar.

Demohund
4/13/2021



Summary

A result-driven and dynamic professional with an MBA in Human Resource Management and a Bachelor's Degree in Engineering (ETC) with more than two decades rich experience in SAP Implementation, Plant Maintenance, Project Management, Business Initiatives, Energy Management, Training and Development.

- Well versed with experience to handle SAP with solutions to multi-company and multi-plant environment.
- TPM, KAIZEN, RCA, Operational excellence, Business Excellence, Production Operations & Latest Maintenance practices.
- Trained Six Sigma Black Belt.
- Heading the Engineering (E & I) Team for Smooth Operation and Maintenance of Plant Automation System.
- Preparation of Maintenance CAPEX and Business Plan in line with corporate vision and mission.
- SAP PM – CTM for Implementation of SAP in current Organization as an Additional responsibility since 2012. Completed configuration & implementation of Shutdown , preventive and planned maintenance schedules to maximize uptime of Equipment (Mechanical, Electrical, Instrumentation , Civil & Automobile).
- Implementation of advanced Business Initiatives for better Equipment Availability by Optimization of Maintenance system through latest Maintenance practices and Maintenance cost control practices in Ferro Chrome plant and Mines.
- Expertise in operations & maintenance with a keen eye for cost reduction, reduction in failures, safety & Quality parameters. To facilitate enhanced ease of production and effective utilization of all resources.
- Preparation of need based training Module and imparting OFF line and ON line training pattern for improving employee Skill Index.

Work experience

SAP(PM-CTM) & Sr. Manager Engineering 1st Jan' 2001 - Present
(Electronics and Instrumentation)

BALASORE ALLOYS LIMITED (Formerly Ispat Alloys Limited)

Job Responsibility

SAP Plant Maintenance Module (Working with Wipro Team as CTM for Implementation of SAP – Additional responsibility since 2012)

Preparation of " Business As is Process Document " and " Business To be Process Document "

- Preparation of Master Document List (Mechanical, Electrical , Instrumentation & Automobile)
- Master Data for various Maintenance Practices (Planned , Preventive , TBM , CBM , Calibration , Shut down and Breakdown Maintenance)
- Configuration of Masters fields in SAP – PM Module followed with Development , Quality Testing and Uploading for use in production Server,
- Inter module testing for proper flow of data for Material Management , Production planning, Maintenance planning and Budgeting .
- Resource Optimisation in Maintenance planning, Inventory planning and manpower planning.

Key Competencies

Resource Management



SAP – PM, Master and Module



Operation and Maintenance



Cross functional skills SAP



TPM, KAIZEN, RCA



Operating System: MS Windows 95, 98, 2000, NT, XP, Windows 7 and 10, MS Office



Six Sigma -MILITAR



Innovative Skills



Soft



Quality: Production & Statistical



Language Proficiency

- English, Hindi and Odia

Date of Birth

4th January, 1967

J. Karnila
Principal

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BALIANTA, BHUBANESWAR, KAPURDA-752101



Report of Workshop on “Innovation for Sustainable Development . .”

Date: 27 /05/ 2023

Faculty Coordinator: Prof. Abhijit Mohanty

Venue: ASTHA School of Management

Innovation for sustainable development is the cornerstone of a thriving future. It entails the relentless pursuit of creative solutions that harmonize economic growth with environmental stewardship and social equity. From renewable energy technologies to circular economy models, each innovation contributes to a more resilient and equitable world. By fostering cross-sector collaborations and embracing cutting-edge research, societies can forge pathways towards sustainability. This relentless drive to innovate not only mitigates the impacts of climate change but also cultivates vibrant economies and enhances quality of life for all. In this era of rapid change, innovation is not just a choice but a moral imperative for a sustainable tomorrow.

With this backdrop the Seminar commenced with the ‘Welcome Note’ by **Prof. Rupali Paikray** followed by the session from the expert **Shri Gajendra kumar Patnaik** where he elaborates the corporate practices in general and how students will prepared themselves to be at par with corporate practices.. The session was immediately followed with an interaction from the students. Lastly the vote of thanks was given by **Prof. Abhijit Mohanty** which was followed by National Anthem.

This marked the end of the Seminar.




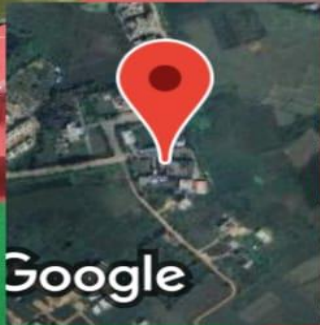
“Seminar” on Entrepreneurial Skills ”

By
Mr. Abhisek Gupta

20 May 2023.



 **GPS Map Camera**



Bhubaneswar, Odisha, India

Plot no- 261, Panchamukhi Vihar, Phase-II, Atala, Baliana,
Bhubaneswar, Odisha 752101, India

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Long 85.896606°

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May 2023.

Prof. (Dr) Sharmila Subramanian
Principal

Dr. Bankim Mohanty
ED cum Secretary

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Abhishek Gupta,
Owner & founder of PRITHVI DIAMONDS

Started this enterprise in 2020 with his knowledge of sculpting and manufacturing diamonds to crafting and retailing the finest diamond and gold jewellery today.

He is an MBA, LLB, and a P.hd holder.

Sharnika
Principal
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Report of Seminar on “Entrepreneurship Skills”

Date: 20 May 2023

Faculty Coordinator: Prof. Abhipsa Mishra

Venue: ASTHA School of Management

Entrepreneurs are known for their tenacity and commitment – to lofty ideals, long hours, and success. They are hard workers who go into a project passionately and find success because they can convince other people of the value of their ideas. A key factor in sustaining this kind of energy, creativity, and drive is motivation. The role of motivation in entrepreneurship is foundational to their ultimate success.

Every entrepreneur and business owner is different; therefore, many entrepreneurial motivation factors will also be different. But there are similarities among successful entrepreneurs in where they find motivation and inspiration. The factors like; Autonomy, Income, Influence, Control and Creativity are very common in their success.

Keeping the above in mind the Seminar commenced with a „Welcome Note” from **Prof. Subhamitra Nayak** followed by the session from the expert **Mr. Abhisek Gupta** where he Stressed the need of analyzing the factors to boost the skill level for successful entrepreneurship. The session was immediately followed with an interaction from the students. Lastly the vote of thanks was given by **Prof. Abhipsa Mishra** which was followed by National Anthem.

This marked the end of the Seminar.

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**“Seminar”
on
“ “Career in Retail”**

By

Shri Jagannath Ojha

On

08 May 2023.

Sharmila
Principal
Astha School Of Management

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Participating in the Seminar on “**Career in Retail**” on 08 May
2023.

**Prof. (Dr) Sharmila Subramanian
Principal**

**Dr Bankim Mohanty
ED cum Secretary**

Brief Profile Jagannath Ojha.

Head of Operations at Metro Brands Limited

During his 15+ years of experience in Retail, he has developed deep understanding about retail and strong skills of leadership. He is a result driven visionary with a strong base of values.

Taking every step of retail – starting as a Department Manager, then growing to Store Manager, Area Manager, Territory Manager and reaching National Manager’s position of one of the biggest markets globally – gave me an opportunity to understand all the different layers of retail, as well as gain perspective on what kind of people and Soln each layer needs.

A people-oriented leader, who believes that diversified team is a key to success. Travelled almost all cities of India having deep rooted understanding of Market made me realise the importance of being constantly innovative and creative, as well as holding on to core company’s values.

Experience

Head of Operations

Metro Brands Limited · Full-time Jan 2024 - Present · Mumbai, Maharashtra, India · ·

Head of Sales and Operations

Head of Operations Excellence, New Store Opening, & private label Operations

Shoppers Stop · Full-time Shoppers Stop · Sep 2021 - Dec 2023 · 2 yrs 4 Maharashtra, India ·

Profit Enhancement- Annual Business Plan, New Store Opening, Loss Making Stores, Renovation & Refit , Management Review , EBIDTA enhancement , Market Intelligence Process Optimization-SLA & SOP, Retail NPS, Product Flow-Season Management Private label business- Season Management , Team Building and Training Programme Management - Digital adoption, New Initiatives, Ops IGTM calendar ...see more

[Max Fashion India](#)[Max Fashion India](#)

[Full-time · 10 yrs](#)[Full-time · 10 yrs](#)

[Territory Operation Manager -General Manager](#)

[Apr 2021 - Aug 2021 · 5 Hyderabad, Telangana, India](#)

Leading -Sales and Ops for Andhra and Telangana

[Territory Ops Manager \(Under Trainee\)](#)

[Apr 2020 - Mar 2021 · 1 yr Hyderabad, Telangana, India](#)

Ops, BD, Sales, Team Management for Hyderabad, Andhrapradesh and Telegana Ops, BD, Sales, Team Management for Hyderabad, Andhrapradesh and Telegana

[Deputy General Manager-Lead Ops & Omni Channel](#)[Deputy General Manager-Lead Ops & Omni Channel](#)

[Apr 2019 - Mar 2020 · 1 yr](#)[Apr 2019 to Mar 2020 · 1 yr](#)[Bengaluru, Karnataka, India](#)[Bengaluru, Karnataka, India](#)

Instrumental in designing Sales,Ops, Store Omni Channel, and Click and Collect Process



Report of Seminar on “Career in Retail”

Date: 08 May 2023

Faculty Coordinator: Prof. Abhijit Mohanty

Venue: ASTHA School of Management

It is important for the retail sector to be in good health as it directly indicates the health of country's economy. Besides, providing a space for companies to generate revenue & ensuring its flow in the most productive manner and maintain liquidity in the business market

Keeping this in mind the Seminar commenced with a 'Welcome Note' by **Prof. Abhijit Mohanty** followed by the session from the expert **Mr. Jagannath Ojha** here he Stressed the need of knowing the fundamentals of retail industry and how it is instrumental in choosing it as a career path. The session was immediately followed with an interaction from the students. Lastly the vote of thanks was given by **Prof. Abhijit Mohanty** which was followed by National Anthem.

This marked the end of the Seminar.



Seminar on

"Management with Human Face"

By

Prof. (Dr) Sachidananda Mohanty
Former Vice Chancellor
Central University Odisha

14 March 2023



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The Premier Talks...

Management with a Human Face

By

Prof. (Dr.) Sachidananda Mohanty

*Member, Governing Board, Aureville Foundation
Former Vice Chancellor, Central University of Odisha*

14 March 2023



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the Seminar on “ Management with human face: held on 14 March 2023

Prof. (Dr.) Sharmila Subramanian
Principal

Dr. Bankim Mohanty
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PROF. Sachidananda Mohanty

Sachidananda Mohanty is Adjunct Professor in the School of Liberal Arts and Human Sciences. He was formerly Professor and Head, Department of English, University of Hyderabad and Vice Chancellor of the Central University of Orissa. Currently, he is a Member of the Governing Board of Auroville Foundation.

Professor Mohanty was educated at Sri Aurobindo International Center of Education, Pondicherry, University of Hyderabad, Indian Institute of Technology, Kanpur, University of Texas at Austin, and Yale University, New Haven, among other places.

He is the recipient of several national and international awards including those from the British Council, the Salzburg, the Katha and the Fulbright. He has to his credit **27** books in English and in Odia including *Understanding Cultural Exchange*, Vision Books 1997 ; *Travel Writing and the Empire*, Katha, 2002, *Early Women's writing in Orissa, 1898-1950: A Lost Tradition*, Sage Publications,2005; *Gender and Cultural Identity in Colonial Orissa*, Orient Longman 2008; *Sri Aurobindo: A Contemporary Reader*, Routledge,2008;*Periodical Press and Colonial Modernity: Orissa 1896-1936*, Oxford University Press, 2016; *The Lost World of Sarala Devi*, Oxford University Press,1916 and *Cosmopolitan Modernity in Early Twentieth Century India*, Routledge,2015, revised South Asian and Global editions 2015.

Dr Mohanty has published widely in the areas of British, Postcolonial, Translation and Women's Studies in some of the leading journals in India and abroad. He has done pioneering archival research in the cultural history of 19th Century India and has lectured at a number of leading Universities in India and abroad.

At the University of Hyderabad, he taught innovative courses like *The Campus Novel*, *Spy Fiction*, *Indian Feminisms* and *Literature Against Itself* aside from major canonical genres and texts from English Literature in an interdisciplinary framework.



Seminar Report on “Management with Human Face ”

Date: 14 March 2023

Faculty Coordinator: Prof. Abhipsa Mishra

Venue: ASTHA School of Management

Look closely at any company in trouble, and you’ll probably find that the problem is management. Ask employees about their jobs, and they’ll complain about management. Study large corporations, and you’ll discover that the biggest barrier to change, innovation, and new ideas is very often management.

Management implies being human, means to say conducting business transaction with a human face. No matter how far you stay physically but the internal connection must be always there.

Great management requires imagination. If a company’s vision and strategy are to differentiate its offerings and create competitive advantage, they must be original. Original has to mean unconventional, and it often means counterintuitive. Moreover, it takes ingenuity and wit to bring disparate people and elements together into a unified but uniquely original whole.

Keeping the above few lines in mind the seminar started with the Welcome Note’ by **Prof. Abhipsa Mishra** followed by the session from the expert **Dr. Sachidananda Mohanty** where he put forth the need for minimal dependency on technology while managing things and taking crucial decisions.. The session was immediately followed with an interaction from the students. Lastly the vote of thanks was given by **Prof. Abhipsa Mishra** which was followed by National Anthem.

This marked the end of the Seminar.

Sharnika
Principal
Astha School Of Management

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BALIANTA, BHUBANESWAR, KRWJDA-752101



“Seminar”
on
“Entrepreneurship & Industry 4.0”

By
Mr. Priyadarshi Sadangi

25 February 2023.



Seminar
on
Entrepreneurship and Industry 4.0
by
Mr. Priyadarshi Sadangi
COO, EMTEK, STPI
25 February 2023





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to***

Dr./Mr./Ms. _____, for successfully
Participating in the Seminar on “**Entrepreneurship & Industry 4.0**”
held on 25 February 2023.

**Prof. (Dr) Sharmila Subramanian
Principal**

**Dr Bankim Mohanty
ED cum Secretary**

Priyadarshi Sadangi

AI Techno-functional Expert , Startup Enthusiast
•Bhubaneswar, Odisha, India

- B. Tech (Information Tech), MBA (Finance and Operations)
- AI & Startup enthusiast
- Founder of Knowlexon, co founder of valinor. earth.
- A result oriented professional with over 18 years of experience.
- Mentor/advisor to multiple startups
- Member of Shiksha O Seva (www.shikshaoseva.org), SG Memorial trust and coordinator www.ussaodisha.org, my startup yatra.com, abhimantranam foundation.
- Domain -Data science, Logistics, import and export, Inventory Management, strategy and corporate Finance.
- Technology - Expertise in using Archibus, E-Freight, MS Office Applications, SAP MM, Microsoft Navision, Open Erp.
- Knowledge of Cloud, Block chain and Data Analytics

Services:

Business Consulting • Project Management • Budgeting • Financial Analysis • IT Consulting • Digital Marketing • Growth Marketing • Product Marketing • Customer Support • Customer Service, Business Consulting • Project Management • Budgeting • Financial Analysis • IT Consulting • Digital Marketing • Growth Marketing • Product Marketing • Customer Support • Customer Service



Report of Seminar on “Entrepreneurship & Industry 4.0.”

Date: 25 February 2023

Faculty Coordinator: Dr. Sthitipragyan Biswal

Venue: ASTHA School of Management

Developing entrepreneurial skills is critical for success. Individuals can overcome challenges and achieve personal and professional growth by studying successful entrepreneurs, practicing and applying key skills, and seeking out resources for improvement. A culture of innovation and creativity can thus be created by emphasizing the importance of changing paradigm in the industrial scenario time to time.

With this note the Seminar commenced through the ‘Welcome Note’ by **Prof. Sthitipragyan Biswal** followed by the session from the expert **Mr. Priyadarshi Sadangi** where he elaborates the secrets of developing entrepreneurial abilities and skills among the youths.

The session was immediately followed with an interaction from the students. Lastly the vote of thanks was given by **Prof. Sthitipragyan Biswal** which was followed by National Anthem.

This marked the end of the Seminar.



“Seminar”
on
“Understanding New Generation K.A.S.H ”

By
Dr. Ajit Kar

11 February 2023.



ASTHA
School of Management
Seminar
on
UNDERSTANDING NEXT GENERATION K.A.S.H.
by
Dr. Ajit Kar
Manager & In-Charge L&D
IMFA
11 February 2023

Understanding Next
Generation K.A.S.H.

Presented by
Dr. Ajit Kar, Ex

FUN
LIFE
SAY NO TO BANNING



ASTHA
School of Management
Certificate of Participation Awarded
to

Dr./Mr./Ms. _____, _____ for successfully Participating in
the Seminar on Understanding New Generation K.A.S.H: held on 11 February
2023

Prof. (Dr.) Sharmila Subramanian
Principal

Dr. Bankim Mohanty
ED cum Secretary

ASTHA SCHOOL OF MANAGEMENT
261, ATALA, PANCHAMUKHI VIHAR, PHASE-II
BALIANTA, BHUBANESWAR, KAPURDA-752101

Dr. Ajit Kar

Social Media Influencer-2022-Xobin | TA Pai Young HR Leader- 2021 | Judge - Brandon Hall Awards | Founder, IAC | NLPG
Human Resources Services

Bhubaneswar, Orissa

Overview

Dr. Ajit is a Global Coach, Certified LinkedIn Social Selling Professional, Certified Design Thinker, an NLP Diploma Holder, NLP Master Practitioner & NLP Coach, ICF Certified, Member - ANLP International CIC - UK, Board Member NLP Guild, Member - AUNLP - USA, Member Board - Australian – New Zealand Mental Health Association. He is also a Positive Psychologist Practitioner, an EQ & Mindfulness Practitioner, CBT Coach, a Gamestormer, Happiness & Life Coach. He had an opportunity to be associated with organizations like Tcube, FEDCO, Train Now & Akiko CallNet (Montana, USA), TATA Sponge Iron Ltd., TATA Power, BRPL, HINDALCO, COCA COLA, NTPC, NALCO, WBPO, L&T, TeamLease, CallCare. Net (Training & HR Consulting Firm), IFLD (Institute of foreign Languages and Dialects), Hero Mindmine (A subsidiary of Hero Corporate Services), Lodha House, Aptech Pvt. Ltd., Post Masters General Office (PMG), Ortel Communication Ltd., Gayatri College of Management & Pharmacy, International Institute of Planning and Management (IIPM), IIMT (BBSR), Amplux School of Management Studies, ICFAI Academy, Sambalpur Integrated Development Institute (NGO), Essel Mining (Aditya Birla Group), Kusuma Foundation (U.K), Servomax Telecom, etc. He received special training on CRM, ELT (English Language Teaching) & N.A under Macmillan, IFLD, Train Now & Akiko CallNet (Montana, USA & XIMB) etc, and completed STC in HRM at IIT (Kharagpur) and could become a part of various FDP, MDPs & EDPs.

Web: www.ajitkar.in / www.linktr.ee/Dr.Ajit_Kar

Website

<http://ajitkar.in>

Industry

Human Resources Services

Company size

2-10 employees

[2 associated members](#)

Headquarters

Bhubaneswar, Orissa

Founded

2018



Report of Seminar on “Understanding New Generation K.A.S.H.”

Date: 11 February 2023

Faculty Coordinator: Prof. Abhipsa Mishra

Venue: ASTHA School of Management

The New Generation K.A.S.H. (Knowledge, Ambition, Strength, Honor) embodies a profound evolution in societal values and aspirations. This theme encompasses the essence of the modern era, where knowledge is revered as the currency of progress, ambition fuels dreams, strength manifests not only in physical prowess but also in resilience and adaptability, and honor guides ethical conduct and integrity. It signifies a generation determined to embrace change, challenge the status quo, and forge a path towards a brighter future. New Generation K.A.S.H. embodies a collective commitment to self-improvement, innovation, and the pursuit of excellence in all endeavors, marking a paradigm shift towards a more enlightened and empowered society.

With this note the Seminar commenced through the ‘Welcome Note’ by **Prof. Abhipsa Mishra** followed by the session from the expert **Dr. Ajit Kar** where he elaborates the secrets of developing entrepreneurial abilities and skills among the youths. The session was immediately followed with an interaction from the students. Lastly the vote of thanks was given by **Prof. Abhipsa Mishra** which was followed by National Anthem.

This marked the end of the Seminar.



Seminar
on
“Career in Paint Industry”

By

Mr. Soumya Ranjan Swain

On

04 February 2023.

Sharmila
Principal
Astha School Of Management
ASTHA SCHOOL OF MANAGEMENT
261, ATALA, PANCHAMUKHI VIHAR, PHASE-II
BALIANTA, BHUBANESWAR, KHRUDA-752101





**ASTHA
School of Management**

***Certificate of Participation
Awarded
to***

Dr./Mr./Ms. _____, _____, for successfully Participating in
Seminar on “Career in Paint Industry” held on 04 February 2023.

**Prof. (Dr) Sharmila Subramanian
Principal**

**Dr Bankim Mohanty
ED cum Secretary**

**ASTHA SCHOOL OF MANAGEMENT
261, ATALA, PANCHAMUKHI VIHAR, PHASE-II
BALLIANTA, BHUBANESWAR, KPNRDA-752101**

Brief Profile

Soumya Ranjan Swain

State Head , Berger Paints , Bhubaneswar, Odisha, India

I am an accomplished professional delivering nearly 16 years, acknowledged for strengthening banks to lead in highly competitive environment by conceptualizing & implementing effective ideas / strategies that can add value to organization through inspiring leadership.

My dexterity lies in undertaking analysis of business performance/bottlenecks to make strategic decisions; skilled in formulating future objectives & operational policies/procedures for the performance of the organization; recognized for high professional merit & excellence across the career, ensuring customer satisfaction by achieving performance parameters entailing delivery & quality norms.

Over the time, I have proved my excellence in formulating policies and planning recommendations to the management, deciding or guiding courses of action in operations by staff / employees.

Experience:

Berger Paints India

9 yrs 3 mos, State Head

Full-time Apr 2023 - Present · 1 yr 2 Bhubaneswar, Odisha, India ·

- Identified target markets and established successful plans to develop them.
 - Expanded sales substantially through innovative selling techniques such as New product & New Channel
 - Successfully increased the market share.
 - Administered sales & business development process for the branch including Sales Planning, Month & Yearly budget planning and achievement. Forecasting, Discounting & others
 - Identified target markets and established successful plans to develop them.
 - Expanded sales substantially through innovative selling techniques such as New product & New Channel
 - Successfully increased the market share.
 - Administered sales & business development process for the branch including Sales Planning, Month & Yearly budget planning and achievement. Forecasting, Discounting & other
- Conflict Resolution, Communication and +1 skill

Divisional Sales Manager

Full-time Apr 2021 - Mar 2023 · 2 yrs, Odisha, India Bhubaneswar,

Branch Manager:

Apr 2016 - Mar 2021 · 5 yrs Apr 2016 to Mar 2021 · 5 yrs Cuttack Area, India



Report of Seminar on “Career in Paint Industry”

Date: 04 February 2023

Faculty Coordinator: Prof. Abhijit Mohanty

Venue: ASTHA School of Management

A career in the paint industry offers a vibrant and dynamic landscape for individuals seeking diverse opportunities and challenges. Whether in research and development, manufacturing, sales, or marketing, this industry demands a blend of creativity, technical expertise, and business acumen. Professionals in the paint industry play a pivotal role in shaping the aesthetics of spaces, protecting surfaces, and contributing to sustainable practices. From formulating eco-friendly paints to devising innovative application methods, there's ample room for growth and innovation. Moreover, the global demand for paints and coatings continues to rise, driven by factors like urbanization, infrastructure development, and evolving consumer preferences. As such, a career in the paint industry not only provides a platform for personal and professional growth but also offers the opportunity to make a tangible impact on the way we live, work, and interact with our environment.

Keeping this in mind the Seminar commenced with a 'Welcome Note' by **Prof. Abhijit Mohanty** followed by the session from the expert “**Mr. Soumya Ranjan Swain**” where he Stressed the need of knowing the fundamentals of stock markets and how it is helpful in taking investment decision.. The session was immediately followed with an interaction from the students. Lastly the vote of thanks was given by

Prof. Abhijit Mohanty which was followed by National Anthem.

This marked the end of the Seminar.


Principal
ASTHA SCHOOL OF MANAGEMENT
261, ATALA, PANCHAMUKHI VIHAR, PHASE-II
BALLIANTA, BHUBANESWAR, KAPURDA-752101



Seminar
on
“Career in Security Market”

By
Nihar Ranjan Swain

on
20 January 2023.

Sharmila
Principal
Astha School Of Management

ASTHA SCHOOL OF MANAGEMENT
261, ATALA, PANCHAMUKHI VIHAR, PHASE-II
BALIANTA, BHUBANESWAR, KHRUDA-752101



ASTHA
School of Management
Certificate of Participation

Awarded

to

Dr./Mr./Ms. _____, _____, for successfully Participating in
Seminar on “Career in Security Market ” held on 020 January 2023.

Prof. (Dr) Sharmila Subramanian
Principal

Dr Bankim Mohanty
ED cum Secretary

Sharmila
Principal
ASTHA School Of Management
ASTHA SCHOOL OF MANAGEMENT
261, ATALA, PANCHAMUKHI VIHAR, PHASE-II
BALIANTA, BHUBANESWAR, KPR/RODA-752101

Nihar Ranjan Swain

Senior Branch Manager ICICI Bank Bhubaneswar
Odisha, India

Summary

Excellent knowledge about banking products, policies, operations, procedures of branch banking. Excellent relationship management skills with customer satisfaction being a key driver of the success. Strong business acumen, decision making and team building abilities along with excellent communication & interpersonal skills

Experience

ICICI Bank

15 years 2 months

Senior Brand Manager

January 2015 - Present (8 years 4 months) Bhubaneswar, Orissa, India

Deputy Branch Manager

April 2013 - January 2015 (1 year 10 months) Raurkela, Orissa, India

Privilege Banking

March 2008 - March 2013 (5 years 1 month)

Education

BJB College, Bhubaneswar

Economics

Utkal University

Postgraduate Degree, Banking
Management


Principal

Astha School Of Management
ASTHA SCHOOL OF MANAGEMENT
261, ATALA, PANCHAMUKHI VIHAR, PHASE-II
BALIANTA, BHUBANESWAR, KAPURDA-752101



Report of Seminar on “Career in Security Market”

Date: 20 January 2023

Faculty Coordinator: Prof. Abhipsa Mishra

Venue: ASTHA School of Management

It is important for the stock market of a country to be in good health as it directly indicates the health of country's economy. Besides, providing a space for companies to generate funds, ensuring its flow in the most productive manner and maintain liquidity in the business market, it promotes the habit of saving and investment among public. The government too can raise funds in the stock market through sale of its securities and bonds.

Stock Market or Stock Exchange, in a layman language means a space where shares of public listed companies are traded. To understand stock market one needs to understand shares and stocks - shares are the stock certificate of a particular company, while stocks are ownership certificates of any company. These certificates are bought and sold as per their prevailing market value in the stock market.

Keeping this in mind the Seminar commenced with a 'Welcome Note' by **Prof. Abhipsa Mishra** followed by the session from the expert **Mr. Nihar Ranjan Swain** where he Stressed the need of knowing the fundamentals of stock markets and how it is helpful in taking investment decision.. The session was immediately followed with an interaction from the students. Lastly the vote of thanks was given by **Prof. Amita Panda** which was followed by National Anthem.

This marked the end of the Seminar.


Principal
ASTHA SCHOOL OF MANAGEMENT
261, ATALA, PANCHAMUKHI VIHAR, PHASE-II
BALLIANTA, BHUBANESWAR, KPNRDA-752101

PRAKALPA - 2022

RECOGNIZING RESEARCH TALENT

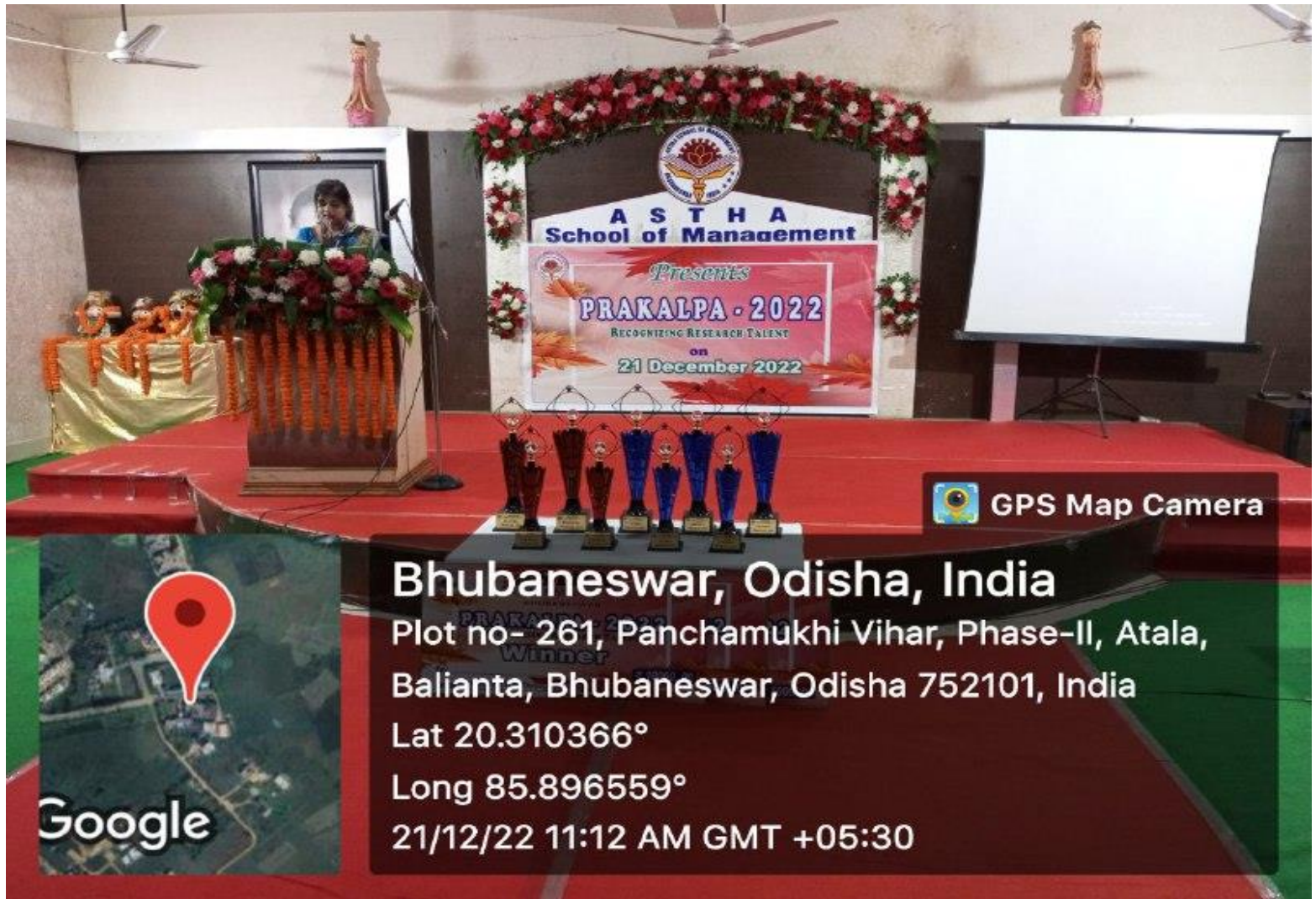
on


21 December 2022

Sharnika
Principal

Astha School Of Management

ASTHA SCHOOL OF MANAGEMENT
261, ATALA, PANCHAMUKHI VIHAR, PHASE-II
BALIANTA, BHUBANESWAR, KPNRDA-752101



 GPS Map Camera

Bhubaneswar, Odisha, India

Plot no- 261, Panchamukhi Vihar, Phase-II, Atala,
Balianta, Bhubaneswar, Odisha 752101, India

Lat 20.310366°

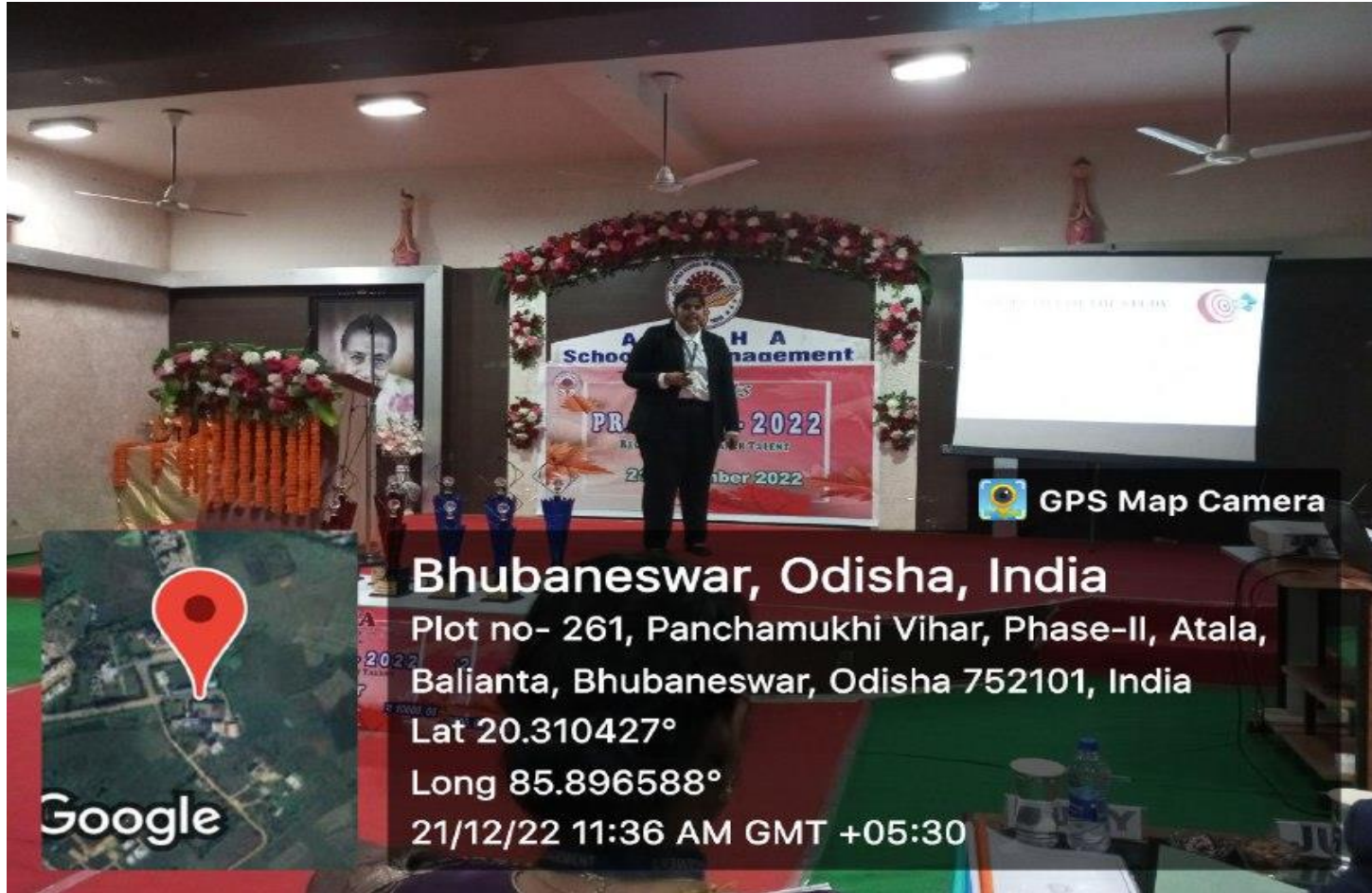
Long 85.896559°

21/12/22 11:12 AM GMT +05:30

Google

Sharmila
Principal

ASTHA SCHOOL OF MANAGEMENT
261, ATALA, PANCHAMUKHI VIHAR, PHASE-II
BALIANTA, BHUBANESWAR, KH/752101



Bhubaneswar, Odisha, India

Plot no- 261, Panchamukhi Vihar, Phase-II, Atala,
Balianta, Bhubaneswar, Odisha 752101, India

Lat 20.310427°

Long 85.896588°

21/12/22 11:36 AM GMT +05:30



ASTHA

School of Management
Bhubaneswar

PRAKALPA - 2022

RECOGNIZING RESEARCH TALENT

WINNER

This is to certify that Ms./ Mr. _____

from _____

College/ University has won _____ in National Research Contest,
PRAKALPA - 2022 on 21 December 2022.

Prof. (Dr.) Sharmila Subramanian
Principal

Prof. Sanjay Adlaka
Chartered Financial Analyst

Capt. K.S.V. Subramanian
Veteran

Sharmila
Principal

ASTHA SCHOOL OF MANAGEMENT
261, ATALA, PANCHAMUKHI VIHAR, PHASE III
BALIANTA, BHUBANESWAR, INDIA-752101

Report of Seminar on “Recognizing research talent, Prakalpa-2022.”

Date: 21 December 2022

Faculty Coordinator: Prof. Manoranjan Nayak

Venue: ASTHA School of Management

Management Research plays a vital role in the industry by providing a systematic and objective oriented collection of data and analysis about the target problem in an industry. Business research on the other helps to identify opportunities and threats. It helps identify research problems and by using this information, wise decisions can be made to tackle the issue appropriately. It helps to understand customers better and hence can be useful to communicate better with the customers or stakeholders. This also cater to many benefits for the Management students which includes: Fostering critical thinking and analytical skills through hands on learning, defining academic career and personal interests, expanding knowledge and understanding of a chosen field outside the classroom.

With this note the Seminar commenced through the welcome address by Prof. Nandita Mohapatra followed by the session from the expert Mr. Sanjay Adlakha where he stressed the need for research among the students for effective managerial decision making purpose. Participants from different B-Schools had showcase their research talent through presentation of their research work.

The session was immediately followed with the declaration of results and prize distribution ceremony. Lastly the vote of thanks was given by Prof. Abhipsa Mishra which was followed by National Anthem.

This marked the end of the Seminar.

Sanjay is a seasoned professional with almost 17 years of experience in the industry and academia. He has worked in the areas of Equity Research, Portfolio Management and Client Servicing in the financial services sector. He has worked with companies such as PricewaterhouseCoopers and TransparentValue.

Experience

Director at Zetica Institute of Finance & Investment Pvt. Ltd.
August 2010 - Present

Faculty at ICFAI Business School
December 2008 - July 2010

Sr. Analyst at Transparent value
August 2005 - April 2007

Academic Head at Magnus School of Business
July 2003 - June 2005

Executive Assistant to CMD at Lakshmi Precision Screws Ltd.
November 2001 - December 2002

Freelance Consultant
November 2000 - October 2001

Consultant at PwC

July 1998 - October 2000

Certifications

Chartered Financial Analyst, Institute of Chartered Financial Analysts of India (ICFAI)

1997

Education

ICFAI, Hyderabad

Post Graduate Diploma in Business Administration, Finance, 1995 – 1997

Orissa Engineering College, Bhubaneswar, Orissa

Bachelor of Engineering, Mechanical, 1991 – 1995

BJB College, Bhubaneswar, Orissa

Intermediate in Science, PCM, 1988 - 1990

St. Joseph's High School, Bhubaneswar, Orissa

Matriculation, 1988

Submission of Full Papers:

- A Micro soft Word version of the full paper should be sent to astha@asthaodisha.com so as to reach on or before 10 August 2022. The guidelines for full paper submission are mentioned below.
- The full paper should not exceed 5000 words excluding Title Page, Illustrations and References.
- The paper should be typed in 'Times New Roman' style, with font size 12, 1.5 lines space between lines and 1 inch margin on all sides.
- The title page must include Title of the paper, name of the author/ co-authors, designation, institution/ organization's address, contact number and email ID.
- Reference should be written in APA format.
- All papers will be reviewed & selected by a panel of eminent experts, based on originality, importance, research content, relevance, inferences, presentation and organization of the research.
- In case of joint paper submission, both the authors should register for seminar and at least one author should be present.

Important Date: : 20/07/2022

• Last date of Abstract submission : 25/07/2022

• Acceptance of Abstract : 10/08/2022

Registration Fee: paper submission

• Corporate Participant : Rs.1500/- per person

• Academician : Rs.1000/- per person.

• Research Scholar and Student : Rs.750/- per person.

• For Early bird registration a flat discount of Rs.250/- for all categories

• Last date for Early bird registration is 31/07/2022

• Registration fee should be paid through NEFT.

For NEFT:

A/C Holder Name: Astha School of Management

A/C No.: 60473321126 Bank Name: State Bank of India

IFS Code : SBIN0017951 Branch Name: Athal

Organizing Committee

Chairperson:

Prof.(Dr.) Sharmila Subramanian

Coordinator:

Prof. Bishnu Prasad Kar

Members:

Prof. (Dr.) Tulika Singh

Prof. Amita Panda

Prof. Sayed Izharul Husnain

ASTHA School of Management

Plot No.: 261, Panchamukhi Vihar, Atala, Ballanta, Bhubaneswar-752101, Odisha

www.asthaodisha.com



ASTHA
School of Management
 Bhubaneswar
unfurls
Workplace Happiness
Optimisation (WHO)
 -A New Thrust for Sustainability
through

Two-Day
National Seminar
29 & 30 August 2022

Sharmila
 Principal
 Astha School Of Management
ASTHA SCHOOL OF MANAGEMENT
 261, ATALA, PANCHAMUKHI VIHAR, PHASE-II
 BALLANTA, BHUBANESWAR, KHR/RODA-752101

ASTHA School of Management is a prominent B-School in the state of Odisha, imparting two-year full-time Master of Business Administration (MBA) program. The institute is approved by All India Council for Technical Education (AICTE), under MHRD, Govt. of India and affiliated to Biju Patnaik University of Technology (BPUT), Govt. of Odisha. It is run and managed by Shree Panchamukhi Educational & Charitable Trust, founded by a group of noble intellectuals and first generation entrepreneurs. The institute, in sync with its philosophy of "ensuring complete transformation", has excelled in imbuing winning traits and habits among its cherished students to become effective corporate leaders.

ASTHA, since its inception in 2008, has been striving to champion the cause of quality management education and research. This strive has been successful through a plethora of initiatives and events. Some of these initiatives include, Competency Incubation and Assessment Centre (CIAC), Organisational Behaviour Lab, Outbound training programs and simulations, Inter B-School Research Contest (PRAKALPA), and Street Plays (Fun with Purpose).

Some of the milestone achievements of ASTHA School of Management are:-

- Best Management Institute - Pedagogy & Placement, 2021.
- Best Educational Institute, 2020.
- Best B-School in Campus Recruitment, 2018.
- The first institute to initiate YUGMA - A National Level Oratory contest for all under graduate colleges across Odisha since 2017.
- The first institute to initiate a mega annual sporting event called Shuttle Smashers (Open-door badminton championship) for B-schools and corporate houses, since 2015.
- The first institute in Eastern India to host the inter B-school SIP Contest namely, PRAKALPA since 2014.

About the Theme:

"The only way to do great work is to love what you do" - Steve Jobs".

2000 years ago, Aristotle expounded that above everything else, people want to be happy. In the present time, every minute, every second, people are twisting and tweaking the knots of happiness, by making micro adjustments to their evolving dreams, diversifying their priorities, over stretching themselves to the hardest, without even sensing that their core values getting jeopardized. Furthermore, people measure happiness with success and in lust for success, they end up in chaotic and burn out situation, making the

What happiness efforts to find for?

Being happy is hard, but again it is the only goal, everyone is worth fighting for!

Positive Psychology research indicates that our capacity for happiness is set by 50% of our genetics, 10% of our circumstances and rest 40% of our behavior, actions, thinking patterns etc. In fact, evidences from leadership, management studies and neuroscience also support that, it is not impossible to find happiness at work. "The way to happiness lies not in mindless hedonism, but in mindful challenges" - Taurus (1990)

The dictum, "Happy workers are productive" has survived many scientific scrutiny. It has been proved that happier employees do better in all fronts. Thus, they steam up the bottomline of the organization as a whole.

Today companies are pressing down to empower their employees by building an employee-centric culture as a real contributor for their employees' happiness. The organizations provide gourmet meals, karaoke Fridays, many unexpected random perks to boost their motivation and earn their trust. While such efforts can buy them happiness, but only in the short term. Taking cues from all this, the present Seminar will aim at the need to implement Workplace Happiness Optimization to increase the oxytocin levels in the company-producing happiness among the employees.

Submission of Abstracts:

- Workplace happiness & Psychological Capital.
- Workplace happiness & Financial Performance.
- Workplace happiness & Work-Life Balance.
- Happy employees & Social Services.
- Workplace happiness & Enhancing Skills and Performance.

- Workplace happiness & Communication.
- Happy employees & Productivity.
- New technology & Workplace happiness.
- Happy employees & Brandbuilding.
- Happy employees & Internal Marketing.
- Workplace happiness & Innovativeness.
- Workplace happiness & Employee Engagement.

Call for Papers:

To support this initiative students, scholars, academicians, corporate personnel, entrepreneurs, social scientists and all concerned are encouraged to send in their papers on the theme "Workplace Happiness Optimization: A New Trust for Sustainability". The selected papers shall be published in a book bearing ISBN - Certificate of Participation/ Presentation shall be given to participants in the valedictory function. The best paper shall receive Award & Certificate.

Submission of Abstracts:

The abstracts detailing the purpose of the research, methodology, important conclusions / outcomes and key references should be sent to research@asma@gmail.com so as to reach on or before 20 July 2022.

Guidelines for Paper Submission:

Submission of Abstracts:

The guidelines for abstract submission are mentioned below:

- The abstract should be submitted along with a Title Page and should not exceed 300 words, excluding the Title Page and References.
- The Title Page should clearly highlight the Authors' Names, Affiliation & Contacts (including Institute/ Organization name, City and Postal Address) and e-mail address.
- It should have 3 to 5 Keywords.
- The Title page and the abstract should be typed in 'Times New Roman' style, with font size 12, 1.5 linespace and 1 inch margin on all sides.
- The abstract submission should be accompanied by a statement confirming that the work for which the abstract is being submitted represents the Author's original work.

Sharnika
Principal
Astha School Of Management

ASTHA SCHOOL OF MANAGEMENT
261, ATALA, PANCHAMUKHI VIHAR, PHASE-II
BALIANTA, BHUBANESWAR, KHURDA-752101



Bhubaneswar, Odisha, India

Plot no- 261, Panchamukhi Vihar, Phase-II, Atala, Baliana,
Bhubaneswar, Odisha 752101, India

Lat 20.310288°

Long 85.896649°

29/08/22 01:08 PM



Sharnika
Principal
ASTHA SCHOOL OF MANAGEMENT

261, ATALA, PANCHAMUKHI VIHAR, PHASE-II
BALIANTA, BHUBANESWAR, KPR/RODA-752101



Bhubaneswar, Odisha, India

Plot no- 261, Panchamukhi Vihar, Phase-II, Atala, Baliana,
Bhubaneswar, Odisha 752101, India

Lat 20.310391°

Long 85.896682°

29/08/22 11:24 AM

Sharnila
Principal

ASTHA SCHOOL OF MANAGEMENT
261, ATALA, PANCHAMUKHI VIHAR, PHASE-II
BALIANTA, BHUBANESWAR, KRU/RODA-752101



ASTHA
School of Management
Bhubaneswar



Confers
Best Paper Award
to

Dr. / Ms./ Mr. _____
_____ for the
paper titled _____
_____ in the two-day National
**Seminar, “Workplace Happiness Optimisation (WHO) - A New Thrust for
Sustainability” held on 29 & 30 August 2022.**

Dr. Bankim Mohanty
ED cum Secretary

Prof. (Dr.) Sharmila Subramanian
Chairperson

Principal
ASTHA SCHOOL OF MANAGEMENT
261, ATALA, PANCHAMUKHI VIHAR, PHASE-II
BALIANTA, BHUBANESWAR, INDIA-752101



ASTHA
School of Management
Bhubaneswar



Certificate Awarded to

Dr. / Ms./ Mr. _____, who
presented a paper titled _____
_____ in the two-day National
Seminar, "Workplace Happiness Optimisation (WHO) - A New Thrust
for Sustainability" held on 29 & 30 August 2022.

Dr. Bankim Mohanty
ED cum Secretary

Prof. (Dr.) Sharmila Subramanian
Chairperson

ASTHA SCHOOL OF MANAGEMENT
261, ATALA, PANCHAMUKHI VIHAR, PHASE-II
SALIANTA, BHUBANESWAR, KARNATAKA-752101

Brief Profile

Amiya Kumar Pattanayak amiya.patnaik@gmail.com +91 7008237950

Qualifications:

- BE in Mechanical Engineering from NIT (erstwhile REC), Rourkela
- PGDPM from NIPM
- PhD in Management from SOA University
- Fellow, IIIE (Indian Institution of Industrial Engineering)

Experiences:

- Superannuated from National Aluminium Company Limited heading HR & Administration function of the company as Executive Director (HRD & Admn).
40 years of experiences in Operations & Maintenance, Project, TQM, Strategic Management, Industrial Engineering, HR, L&D, IR, CSR and Administration in both private and public sectors.
- At present Co-Founder, Director and CEO, Blue Dome Technologies, a start-up on Artificial Intelligence for Road Asset Management.
- Also working as Chief Transformation Officer, Sparkspot, another start-up on HR and conducting various training programs on Competency Mapping, Total Quality Management, Communication Skill, Supply Chain Management, BPR, benchmarking, BPM, Quality Circles, HR Audit, P-CMM and Succession Planning etc. for employees at various hierarchical levels in the business organizations, for students and faculties of management schools.
- Conducting academic classes, semester basis, on Supply Chain Management, Environment Management, O&M Management, Logistic Management, HR interventions and TQM as guest faculty in few reputed management institutes.
- Till now, trained about 9,000 participants on various subjects.
- Conducting various training programs on self-development for tribal students residing in Government Ashram Schools.
- Volunteer and consultant in few NGOs such as GAATW, Bangkok, Bakul Foundation, ISD, Aaina and Restless Development India.
- Worked as a part of the expert committee constituted by the Government of Odisha to study and design modules for tribal students under Anwesha Scheme

Others:

- Vice-President, Indian Institution of Industrial Engineering, Odisha Chapter
- Executive Committee Member, Bakul Foundation
- Past Honorary Secretary, National Institution of Personnel Management, Utkal Chapter
- Past Vice-President National HRD Network, Utkal Chapter

My expertise is to transform individuals and entities.


Principal
ASTHA SCHOOL OF MANAGEMENT
261, ATALA, PANCHAMUKHI VIHAR, PHASE-II
BALIANTA, BHUBANESWAR, KAPURDA-752101



Report on the Proceedings of Two Days National Seminar on

“Workplace Happiness Optimization – A New Thrust for Sustainability”.

Organized by

ASTHA School of Management Bhubaneswar, Odisha.

Date: 29& 30 August 2022.

The journey of National Seminar was initiated with the decision from top Management. Prof. Bishnu Prasad Kar was designated as the Coordinator of the event. A five-member core committee was constituted and approved by Honorable Executive Director cum Secretary Dr. Bankim Mohanty. The committee was headed by Honorable Principal Prof. Dr. Sharmila Subramanian. With several round of brainstorming discussion the topic for the National Seminar was unanimously finalized as **“Workplace Happiness Optimization – A New Thrust for Sustainability”**. A total of forty-seven participants has registered for the Seminar out of which nine registrations were from outside the state of Odisha. Thirty full papers were received and published in the edited book having ISBN. Twenty-one participants have presented their papers in three technical sessions.

Inaugural Session:

On 29th August at 10am the Inaugural Session was started with the Opening address by the Session coordinator Prof. Abhipsha Mishra followed by the welcome address from Seminar Coordinator Prof. Bishnu Prasad Kar.

Then the Theme address given by Chairperson of the Seminar Prof. (Dr) Sharmila Subramanian, Principal, Astha School of Management, Bhubaneswar, where she described different characteristics of Sishu, Bhikshu, Dharmatma & Punyamta which is related with employee happiness. Next was the turn of Guest of Honor – Mr. Sunila Das, State head HR, Arcelor Mittal Nippon Steel where he spoke about the essence of happiness & inner state of happiness.

Chief Guest: Radheshyam Mohapatra, Director (HR) Nalco in his address has put emphasis on principles of happiness and said that happiness lies in giving.

Immediately after the speech of the Chief Guest the edited book on **“Workplace Happiness Optimization”** was unveiled and on this occasion Ms. Mousumi Das was honored with best paper award by the Chief Guest.

At the end of the inaugural session the Vote of Thanks was given by Prof. Ashok Kumar Panda, Director Statutory Compliance & Communication. All the guests were felicitated by Hon'ble Executive Director cum Secretary Dr. Bankim Mohanty.

Key Note Session:

The session started sharply at 12.15pm and coordinated by Prof. Jinashis Mohanty where he

introduced the key note speaker Shri Parthasarathi Mishra, Board Member Amnaya Corporation, US and former Chief Human Resource Development Manager Tata Steel Ltd through his welcome note.

In his astounding oratory skill Shri Parthasarathi Mishra has emphasized the relevance of conducive work atmosphere in organizations and the need to keep employees happy.


Principal
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Technical Session- 1.

The Session started sharply at 2pm and coordinated by Prof. Nandita Mohapatra & chaired by Prof, Supriti Mishra, Prof. Marketing, Strategies & General Management, IMI Bhubaneswar. The resource person for the session was Dr. RKS Mangesh Dash, President, CHDNLR, Mumbai.

An Introductory note on **Workplace Happiness Optimization** (WHO) was delivered by Dr. RKS Mangesh Dash where he spoke about Stress Management & Employee Engagement. According to him work pressure should not be equated within happiness. Several buzz of words were used like workession and happier yoga.

A total of 8 Presenters from different Institutes and Universities across the country have presented their papers in this session. At the end of the session all the guests were felicitated by Dr. Bankim Mohanty Hon'ble Executive Director cum Secretary.

Technical Sesion-2.

On the second day (30 August 2022) of the seminar the technical session-2 was started sharply at 10am. The session was chaired by Prof. (Dr.) Shakti Ranjan Mohapatra, Dean Management, Biju Patnaik University of Technology Odisha, and the Resource Person of the session was CA (Dr.) Prithvi Ranjan Parhi, Partner & Registered Valuer BAPS & Associates, Bhubaneswar. The Coordinator of the session was Prof. Sthiti Pragyan Biswal

During this Session a total of 6 Papers were presented by academicians and research scholars from different Universities and Institutes of repute.

Prof. (Dr.) Shakti Ranjan Mohapatra has given his expert comment on the presentations of Technical Session-2. In his address he pointed out that Employees who are able to snob their juniors are happy and happiness will be judged or noticed by other more frequently. Make yourself happy first then think of about making others happy.

At the end of the Session the entire guest were felicitated by Hon'ble Executive Director cum Secretary Dr Bankim Mohanty.

Technical Session – 3

The Session was started at 2pm with the introductory speech by the Chairperson of the Session Dr. Vijaya Lakshmi Mohanty, Director of HRDC (Head PR & Social Out Reach), Director SSACOC – CRPS, Associate Professor, Sri Sri University, Cuttack followed by the delivery of the Resource Person of the session Mr. Amiya Pattnaik, Former ED (HR & A) NALCO.

The Session was Coordinated by Prof. Abhipsa Mishra

In this session 9 papers got presented by eminent participants from various institutes and Universities. At the end, our guests were felicitated by Hon'ble Executive Director cum Secretary Dr. Bankim Mohanty who expressed his heart felt gratitude to the dignitaries.

Valediction Ceremony:

The valedictory Session started just after the end of technical Session-3 and Mr. Amiya Pattnaik was the guest for this Session. The Session was Coordinated by Prof. Rupali Paikray.

To start the session, Prof. Rupali Paikray expressed her sincere gratitude to all the Participants and Guests who gave their valuable time and contribution to make this seminar a successful event.

All participants were given certificates for their presentations. "Dr. Subrat kumar Behera" received the Best Paper Presenter award from the Guest for his insightful research work and effective presentation.

The event came to an end with vote of thanks followed by National Anthem.

The report of the Proceedings have Prepared by Prof. Bishnu Prasad Kar

Coordinator of National Seminar


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