



ANNUAL REPORT

2022-23

September 17, 2023

ASTHA SCHOOL OF MANAGEMENT

Presented by: The Principal



ASTHA School of Management

Managed by : Shree Parichamukhi Education and Charitable Trust

Annual Report – 2023

Speech

Highlights of events, activities and achievements in the Academic Year 2022-2023

Taking the divine blessings of Sri Ma and Sei Aurobindo, I extend my greetings to all!

Revered Chief Guest, Sri S.K Priyadarshi, IPS, Commissioner of Police, Honourable Guest of Eminence, Padmashri Dr. Ileana Citaristi, Founder Art Vision, Adorable Chief Speaker, Dr. Ashok Mangaraj, Director, Brainstain, Honourable Chairman ASTHA School of Management, Rtn. Bijay Kumar Patra, Honourable ED-cum-Secretary ASTHA School of Management, Dr. Bankim Mohanty, Board of Trustees, Sri Panchamukhi Educational & Charitable Trust, Respected Director Statutory Compliance & Communication, Associate Deans, Faculty members, admin staff, invited guests and parents, media persons, senior students, and the students of the batch 2023-25, the shining stars of the day!

I once again welcome you all to ASTHA Avishek 2023!

विद्यां ददाति विनयं,
विनयाद् याति पात्रताम्।
पात्रत्वात् धनमाप्नोति,
धनात् धर्मं ततः सुखम्॥

The main purpose of education is to bring about a transformation in learners. This transformation should get translated into economic growth, societal well-being, and sustainability of the planet.

Ladies and Gentlemen,

I would like to present before you the Annual Report highlights of this unique institute that believes in integrating analytical thinking with emotional intelligence, agility of the body with peace of mind, professional education with universal human values, and worldly disposition with spiritualism.

A group of entrepreneurs, who formed Sri Panchamukhi Educational & Charitable Trust in 2008, envisioned an institution that would transform the youth into capable professionals. They also aimed to empower the people of Odisha through education. To accomplish this noble vision, the trust established ASTHA School of Management.

ASTHA School of Management imparts 2-year full-time Master of Business Administration (MBA) program that is affiliated to Biju Patnaik University of Technology, Odisha, and approved by All India Council for Technical Education, Govt. of India. The institute conducts its Academic Audit every year as per the criteria pronounced by the affiliating university. It is an ISO 9001:2015 certified institute. The current intake is 180, and additionally, candidates under the Fee Waiver & Economically Weaker Section scheme.

The institute is well-known for its Outcome Based Education, innovative pedagogy & placement. It is

also applauded for corporate training, event management, community development initiative as well as inculcation of spiritual values among the Generation Z. It fosters an environment that harmonizes the latest in technology with ancient wisdom to create a pleasant and peaceful world.

Following Sri Aurobindo and the Mother's philosophy of value based holistic education, ASTHA School of Management ensures complete transformation through education of the body, mind and the soul. Fitness of the body is safeguarded by yoga, sports and nutritional food; for intellect there are best of learning methods, and for connecting with the soul, we conduct Personal Effectiveness Programme and YUGMA. YUGMA celebrates spiritualism in education. With this noble agenda, we march ahead to proliferate holistic education.

Each year, the institute is commended for its teaching pedagogy, excellent placements and community service. This year too, ASTHA School of Management received Shibanshi Foundation Award for excellence in teaching pedagogy and placements in 2022 and Best Academic Institution Award 2023, under the banner of Odisha Leadership Awards. The institute adopts best of teaching-learning process to educate the students and prepare them for their placements. The highest pay package for the year was 11.25 lakhs/annum offered by Ujjivan Small Finance Bank, and the median salary hovered around 3.5 lakhs/annum. In financial terms, the Return on Investment is at least 350% for students who study at ASTHA. This is not an easy task. It takes proper planning and perfect execution. The ASTHA team is always on its toes to ensure the best of education and facilities is offered to the student community.

Mentoring the students happens from the top. Hon'ble ED Sir is involved in counselling and mentoring the students so as to inculcate the values that the institute stands for. Chairman of the institute is ever ready to make his valuable contributions and so are our honoured trustees who leave no stone unturned to safeguard the interests of the students and the institution.

Curriculum, Teaching- Learning & Evaluation

The Curriculum of the institute is dictated by the affiliation University. It is meticulously delivered using the Blooms Taxonomy that serves as the foundation of Outcome Based Education. The delivery mechanism includes case studies, multi-media aided lectures, simulations, in-house seminars, field work, industrial visit and projects etc...

The institute offers many Value Added Courses that have industrial recognition and academic value. Some of the courses are Communication Development, Personal Effectiveness Programme, Neuro-linguistic Programming, Advanced Excel Course, Employee Wellness Course and so on.

We also imbibe social responsibility among students through Social and Environmental Awareness, and FUN with PURPOSE. These are events like Nukkad Natak that are conducted by the students to make the community aware of various issues. In AY 22-23, it was on Digital Literacy and Beat Plastic. The students also conducted candle march on Kargil Divas, and road march for careful driving and road safety.

All the courses offered at the MBA level have distinct course outcomes that are mapped, measured and analysed for improvement. The university examination is the yardstick against which the teaching efforts are weighed. The AY 2022-23 saw 100% pass results with all the students scoring high CGPA. Approximately 60% of the students passed with a CGPA of A and above.

The students are given utmost exposure through industrial visit and field work. The students visited Paradeep Phosphates Limited during their industrial visit in the month March this year, while they did

field visits across Bhubaneswar-Cuttack-Khurda for conducting surveys for subjects like Marketing, OB, Economics, BC and Financial Accounting. These initiatives enhance experiential learning.

Along with this, the mandatory component of Internship was successfully completed for both the batches i.e. 2021-23 and 2022-24 in companies like Axis Securities, Bank of Baroda, OMC, NALCO, Pantaloons, Lifestyle International, Dabur India, Berger Paints, Varun Beverages, Sambad Digital and so on.

Teaching Fraternity

To prepare a good brigade, there needs to be a strong team of teaching fraternity. The teachers at ASTHA School of Management are extremely talented and highly devoted to their assigned tasks. Through Proctorship, they take care of their mentees as guardians. Every proctor is responsible for the development of the mentee. The teaching fraternity at ASTHA has made significant contribution to the field of management education through research, publication and paper presentations. Some of the achievements include:

Prof. (Dr.) Ashok Kumar Panda was conferred with National Pride Award for his contribution to the society.

Prof. Jinasis Mohanty was invited for the panel discussion in News 18 on the topic FDI in Telecom Sector.

Prof. Manoranjan Nayak presented a paper at the international conference held at FM University, Odisha.

Dr. Abhijit Mohanty published two papers published in ABDC 'C' category journals, one in UGC Care, and one in Web of Science. He also presented paper at

1. **ICM_2023 – Indian Institute of Management, Bodh Gaya**
2. **2nd in the Two Days' 2 International Conference on INNOVATIONS IN BUSINESS, TRADE & COMMERCE - School of Economics & Commerce, MIT –WPU**

And,

Completed Certificate Courses on Advanced Certification in Data Analytics from IIT Kanpur

Prof. Bishnu Prasad Kar published two papers in ABDC category journals, one in UGC Care and, Presented Papers in International Conference

Dr. Sthitipragyan Biswal

Published papers in Scopus indexed and Web of Science; and IEEE Journals.

She attended Five day International Symposium on writing and publishing research articles in high impact journals by VIT-AP University. And attended One week FDP on “Structural Equation Modelling uses AMOS” by IIM Kozhikode.

Prof. Abhipsa Mishra

Presented a paper titled “ Chocolaca: A case Study of an Altruistic Enterprise” at 10 th International HR Conference organised by K J Somaiya Institute of Management Mumbai.

Presented a paper titled “ A Journey of T & D- Past, Present and Future” organised by Kirloskar Institute of Management.

She attended Five day International Symposium on writing and publishing research articles in high impact journals by VIT-AP University.

Prof. MD. Asif Khan

He got enrolled for Ph.D in Sri Sri University in the domain of HR.

Prof. Dipan Kumar Jena

He was instrumental in materialising the collaboration with Youth Red Cross & Sambad Digital.

Prof. Shubhamitra Nayak **recently presented a paper in an international conference organised by IEEE.**

ASTHA School of Management welcomed new faculty members in various capacities.

Dr. Jyoti Ranjan Mohanty joined as professor in HR. He has 4 decades of experience including the Government and academics.

Prof. Shatarupa joined in the sphere of Finance, Prof. Subhasmita Nayak joined in the sphere of Finance, Prof. Subhamitra Nayak joined in the sphere of HR, Prof. Sourav Das joined in the sphere of General Management, Prof. Darvesh Priyadarshi joined in sphere of General Management, Prof. Dibya Omm Mohanty joined in the sphere of Marketing Management, Prof. Manmaya Ku. Tripathy joined in the sphere of Marketing Management, Dr. Shanawaz Ali joined in the sphere of Finance.

The ASTHA family also expanded with the induction of Ms. Leeta Patnaik, Mr. Trinath Rout, Mr. Tikan Mohapatra, Mr. Kabi Acharya and Mr. Tapas Nayak in various administrative capacities.

With all the members in the fraternity, the institute surged ahead with great laurels through its extraordinary events:

Prakalpa, the Research Talent Contest was held on 21 December 2022. Capt. K.S.V. Subramanian (Veteran), Prof. Sanjay Adlakha, Chartered Financial Analyst & Prof. (Dr.) Sharmila Subramanian acted as the jury of the event.

Mr. Nihar Ranjan Nayak from Utkal University bagged the first position with a prize amount of Rs. 10,000/-

Shuttle Smashers (Whack n' Win), the state level Open Door Badminton Championship was held on 17 and 18 December 2022, with participation from more than 100 teams, both in women's and men's doubles category from 60 different universities, institutes and corporate houses across the state. Chief Vigilance Officer, NALCO, acted as the Chief Guest of the valediction ceremony. Olympian Anuradha Biswal was invited as the Guest of Honour.

The fifth edition of ANWESHAN- ASTHA's yearly management journal was launched on 30 December

2022.

'Yugma' the national level oratory contest was held on 21st February, marking the birthday of the Divine Mother of Pondicherry. Students from all nook and corner of the country assemble for the two-day programme and participated in huge numbers. Mr. Shishir Maharana, SCB Medical College won the YUGMA trophy and received a cash prize of Rs. 25,000/-

Noted academician and Management Guru, Prof. (Dr.) Swarup Chandra Sahoo was felicitated with the Lifetime Achievement Award during YUGMA – 2023.

Rangrez was celebrated on 6 March 2023. The students exhibited their best qualities and brought out their best talents forward. The winners of all the sports events and cultural competitions were awarded.

'Sapere Aude' -Dare to Know' saw industry experts in the domains of Finance, Human Resources and Marketing. It was held in the month of May.

Corporate connect, In-house, Talk shows, entrepreneurship development workshops were all conducted for developing the managerial acumen of the students.

Sports and Yoga activities were conducted with lots of enthusiasm and fervour.

ASTHA School of Management signed an MoU with Sambad Digital for partnering their Corporate Badminton Championship, "Let's Shuttle". Indeed a great compliment for a management institute for having been judged as an ace event partner by the number one media house in the state.

Training & Placements

The Competency Incubator & Assessment Centre and the OB Lab ensure best of training to the students so that they are empowered to lead from the front. The result is 11.25 LPA as the highest package. The companies that visited the campus include Ujjivan Small, Finance Bank, Suryoday Small Finance Bank, Dabur India, Pantaloons, Berger Paints, Flipkart, eClerx, GNF International, Empaxis Data Management, HDB Financial Services, Varun Beverages, IIFL Samasta, Ceasefire, Axis Mutual Fund

With the mission to produce global professionals, ASTHA participated in NIRF ranking and the NAAC Accreditation process. We are hopeful of grade A and above once the peer team visit is over.

All set to implement NEP, ASTHA is envisioning a research lab, inclusion of Liberal arts, Indian Knowledge system, Business and Artificial Intelligence and so on. The infrastructure augmentation is well in progress, and with the divine grace the milestones will be achieved year on year!

Thank you.