

ASTHA School of Management Bhubaneswar

Annual Report 2024–25

उद्यमेन हि सिध्यन्ति कार्याणि न मनोरथैः । न हि सुप्तस्य सिंहस्य प्रविशन्ति मुखे मृगाः ।

Like a deer cannot fall prey to a sleeping lion, similarly hopes and desires cannot be accomplished without Hard work and persistent efforts!

Honourable Chief Guest, Esteemed Guest of Honour, Revered Expert Speaker, Revered Chairman, Honoured ED-cum-Secretary, Trustees, Respected Director, learned Deans, Faculty, Staff members, media persons, parents, invited guests, senior students, and the new entrants, Namaskar, Suprabhat & a very Good morning to everyone present here.

I said in my opening quote that Success can be accomplished only through efforts not just by dreaming! Hard work, perseverance, and dedication have no alternatives in life. As it is popularly quoted, “No pain; no gain”! We are extremely elated to assert that Today’s Guests exemplify the Sanskrit proverb I articulated. They are the symbols of Hard work, Perseverance, Grit and Dedication in their respective fields. Their shared-thoughts will surely charge you up to start your MBA career with enthusiasm and energy.

Having said that may I now present the Achievement Story- AY 2024-25 of ASTHA School of Management, Bhubaneswar.

Introduction

The academic year 2024–25 has been a landmark period for ASTHA School of Management, Bhubaneswar. As a NAAC-accredited institution affiliated with Biju Patnaik University of Technology (BPUT), ASTHA continues to uphold its mission of producing industry-ready professionals through a blend of academic rigor, experiential learning, and value-based education.

Institutional Achievements

Prakriti Mitra Award 2025 was bestowed upon ASTHA School of Management by the Govt. of Odisha, received by Honourable ED-cum Secretary Dr. Bankim Mohanty.

Recognition for Social Justice and Philanthropy was received by Honourable Chairman Rotarian Bijay Kumar Patra.

Best Management Institute of Odisha: ASTHA was honoured at the *Odisha Technological Conclave 2024*, a testament to its excellence in management education.

Placement Success: The 2024–25 placement season saw students placed in top organizations such as ICICI Securities, ICICI Bank, Berger Paints, Asian Paints, Safe Express, Pantaloons, Ujjivan SFB (with a package of ₹11.25 LPA), Suryodaya

SFB, Axis Bank, Reliance Digital, and Svatantra Microfin. ASMACS Kuwait our International placement.

Academic Excellence: ASTHA maintained its strong academic standing, with the BPUT Academic Audit Score of 7.8 out of 10.

When you choose ASTHA, you're not just joining a college - you're becoming a part of Odisha's one of the best Management Institutes, where excellence is not an accident but a habit.

Staff Achievements

All our staff members have undergone Certification Course on Generative AI. And all of them are competent users of Gen AI.

Mr. Hrudananda Pradhan, Mr. Umasankar Swain, Mr. Sanjib Mishra, Mr. Ashok Nayak, Mr. Ashok Kumar Mishra, Mr. Mihir Prasad Mishra, Ms. Jharana Rout, Mr. Naraya Samal, Ms. Mahamaya Patnayak, Mr. Manoranjan Sahoo, Ms. Lita Pattnaik, Ms. Supran Kar, Mr. Pradeep Pradhan

Faculty Achievement

Research Powerhouse - 50+ Publications in 2024-25

Our faculty didn't just teach - they researched, published, and contributed to global knowledge.

Dr. Bishnu Prasad Kar

Publication Details

Reasons of Investors' Preferences for ELSS (Equity Linked Saving Schemes) for taxation planning :A Quantitative Investigation

Role of Fintech in Financial Inclusion Among Working Women in India: An Empirical Study

Enhancing Economic Well-being through Financial Inclusion in Odisha. Edited Book Conference/Seminar/FDP/MDP Attended

Artificial Intelligence and the Future of Business: Strategic. ,perspective for Viksit Bharat @2047

Sunil Kumar Mishra

Case Based Teaching and Management Case Development(FDP)

Presented a Paper on Topic "Blockchain-Informed Resource Management for Socially Inclusive and Sustainable Innovation Contribution in Industry 5.0" (International Conference)

Published Article on Topic "Cyber Threat Detection and Classification Using Machine Learning Techniques" in the Journal Springer Nature

Published Article on Topic "The Impact of Workforce Diversity on Sustainable Employee Performance in the Case of IT Sector" in the Edited Book of Taylor & Francis

Dwipanita Mishra

Publications

"Destination Tourism In Odisha: The Empirical Measures On Tourist Wellness At Destination" – Journal published in Educational Administration: Theory and Practice Scopus Indexed. Authors: Dwipanita Mishra, Dr. Saumendra Das and Dr Rabinarayan Patnaik with Doi: 10.53555/kuey.v30i1.10490

"Empowering Odisha's Tribal Products: The Role of GI Tags in Destination Marketing"- Journal Published in Splint International Journal of Professionals, Vol. 11, Issue 4, October-December 2024 (pp. 307-319) with DOI: 10.5958/2583-3561.2024.00030.3 . Authors: Dwipanita Mishra, Dr. Saumendra Das and Dr Rabinarayan Patnaik

." Art Festivals as Tourism Magnets: Exploring the Success of Konark Festival in Promoting Destination Appeal"- Journal Published in Siddhant - A Journal of Decision Making, Volume 25, Issue 2, April-June, 2025. Authors: Dwipanita Mishra, Dr. Saumendra Das and Dr Rabinarayan Patnaik

Influence of Sustainability Initiatives on Consumer Perceptions: A Case Study on Indian FMCG Industry- Journal published in Environmental Claims Journal Scopus Indexed Journal in June 2025 with DOI: 10.1080/10406026.2025.2508749 .Author: Dwipanita Mishra, Manoj Kumar Behera, Kaliprasad Satapathy, Arup Kumar Goswami.

"AN OPTIMISING EV CHARGING STATION OPERATIONS USING IOT,CLOUD COMPUTING, AND MACHINE LEARNING FOR ECO-FRIENDLY TRANSPORTATION" with Application Number- 202441067827, Application type – Ordinary Application, Date of Filling- 09/09/2024.

Conference/Seminar/FDP/MDP Attended

HEALTH & WELLNESS, conducted by BiJu Patnaik University of Technology, Odisha, Bhubaneswar on 28th October 2024.

Five-Day National Level Faculty Development Program on Research Paper Writing and Use of AI in Research, 11th to 15th July 2025, at IIRA, Mumbai, Maharashtra

Five Day National Level Faculty Development Program on Mastering Research Methodology held from 26th to 30th June 2025, at IIRA, Mumbai, Maharashtra

Three Day National Level Workshop Mastering Parametric and Non Parametric Test Using SPSS, 27th to 29th May 2025, at IIRA, Mumbai, Maharashtra

Satyanath Mohapatra

Publications

Title: Unified Payments Interface (UPI) as a Catalyst for Financial Digitization and Inclusive Growth in India, Journal name: The Academic is an International Journal of Multidisciplinary Research

Title: Assessing the Dynamic Impact of Foreign Institutional Investment on the Indian Stock Market: A Decade-long Analysis (2013-2023). Journal name: European Economic Letters (EEL). ABDC Indexed

Title: Gilded Connections: Unraveling the Relationship Between Gold Prices and the Indian Stock Market". Journal name: Economic Sciences

Conference/Seminar/FDP/MDP Attended

International Multidisciplinary Conference on Multidisciplinary Conference on Innovation in Education: The Role of Artificial Intelligence in Shaping The Future of Learning by Poona College of Arts, Science & Commerce

National Conference on Digital Transformation & Sustainable Innovation an Interdisciplinary Approach to Business, Health, Law, Agriculture and Society, SOA

Five-Day International Faculty Development Programme organized in association with AIMS on "Artificial Intelligence in Business: Now and Beyond Industry 4.0" by B C Roy College, Durgapur, Kolkata

FDP on Imagining & Reimagining Labour Laws: Yesterday, Today and Tomorrow

BPUT Research Conclave, Rourkela

National Seminar on Supply Chain Digital Twin held at the Indian Institute of Management, Sambalpur.

National Seminar on "Leveraging IKS & AI in Business and Management- A Roadmap for Viksit Bharat @ 2047 At ASTHA School

of Management

Arup Kumar Goswami

Publications

1) Published an article titled: Influence of Sustainability Initiatives on Consumer Perceptions: A Case Study on Indian FMCG Industry published in Routledge “Taylor and Francis Group.

DOI: 10.1080/10406026.2025.2508749.

Conference/Seminar/FDP/MDP Attended

1) Participated in five day online faculty development program on “ Empowering Higher Education Institution in Technology-enabled Learning and Blended Learning organized by the commonwealth Educational Media Centre for Asia, New Delhi, the Association of Indian Universities, New Delhi and the Biju Patnaik University of Technology, Odisha from 14th to 19th April 2025.

2) Participated in one week National level Faculty Development Program (FDP) on Research Paper writing , Predatory Journals, Effective Presentation & AI in Research held from 8th to 14th April 2025. organised by Ideal Institute of Academia & Research Advancement (IIRA) Ministry of MSME, Government of India Registered , Maharashtra Mumbai.

1) Participated in the “ Three Day National Level Workshop on Research Methodology from 13th to 15th May 2025 organised by Ideal Institute of Academia & Research Advancement (IIRA) Ministry of MSME, Government of India Registered , Maharashtra Mumbai.

Ananya Swain

Publication Details

Published a Book Titled: Transforming Education with ARTIFICIAL INTELLIGENCE: Future Ready Strategies and Insights having ISBN: 978-81-19477-85-2, Published by NEX GEN Publications (ISO certified)

Published a book “Unlock your leadership: Mastering the ART of Influence and Management” having ISBN: 978-81-19477-76-0, Published by NEX GEN Publications (ISO certified)

Book Titled: A Handbook on Introduction to Artificial Intelligence having ISBN: 978-81-987871-6-3, Published by PAMA Learning

Published an article "AI-Generated Poetry vs Human-Authored Poetry: A Critical Perspective. Literary Cognizance: An International Refereed / Peer Reviewed e-Journal of English Language, Literature & Criticism, 6(1), 100–104. [ISSN: 2395-7522]

Conference/Seminar/FDP/MDP Attended

Presented a paper on the paper titled “Leveraging Artificial Intelligence and Machine Learning in Diabetes Management: Ethical, Legal, and Technological Considerations” in the Confab 360 Degree – Annual Conference in collaboration with Manipal Academy of Higher Education (MAHE), Dubai Campus on 19th and 20th of February 2025.

Presented a paper on “Sustainable Strategies for Managing Diabetes: Integrating Healthcare, Lifestyle and Environmental Responsibility” at the International Conference on Fostering Inclusivity for Future Sustainability (ICFIFS – 2025) hosted by ASTHA School of Management, Bhubaneswar.

Presented a paper on “Urbanization, Green Spaces and Lifestyle Diseases: A Sustainable Urban Planning Approach to Prevent Diabetes” at the International Conference on Fostering Inclusivity for Future Sustainability (ICFIFS – 2025) hosted by ASTHA School of Management, Bhubaneswar

Presented a paper on “Governing Sustainability on Paper? An Empirical Study of Environmental Accountability in the Steel Industries of Odisha” at the International Conference on Fostering Inclusivity for Future Sustainability (ICFIFS – 2025) hosted by ASTHA School of Management, Bhubaneswar.

Presented a paper on “Climate Litigation and the Law: Emerging Legal Tools for Promoting Environmental Sustainability in India” at the International Conference on Fostering Inclusivity for Future Sustainability (ICFIFS – 2025) hosted by ASTHA School of Management, Bhubaneswar

Participated in online National Workshop on “Soft Skills, Empathy and Professional Development” organized by Sanatan Dharma College, Ambala in Collaboration with Nucleus of Learning and Development from 24th to 29th March, 2025.

Participated in the one week online National Level Faculty Development Program on “Research Fundamentals: From Design to Ethical Practice” organized by IIMT University Meerut in collaboration with Nucleus of Learning and Development from 24th to 29th April 2025.

Published an article titled: “Inheritance Rights of Non-Binary Individuals in India: Navigating Legal Gaps and Advocating Inclusivity”, in International Journal of Latest Technology in Engineering, Management & Applied Science (IJLTEMAS).

Attended FDP on “Empowering Higher Education Institutions in Technology-enabled Learning and Blended Learning” jointly organized by the Commonwealth

Educational Media Centre for Asia (New Delhi), the Association of Indian Universities (New Delhi), and Biju Patnaik University of Technology (Odisha), from 14th to 19th April 2025. Successfully completed all required assessments

Dr. Swetapadma Dash

Conference/Seminar/FDP/MDP Attended

Presented a paper titled "Sustainable AI integration in Research: Ethics, Equity and and Longterm Impact" in Fourth Conference of Colleges of Administrative Sciences in Universities of the Gulf Cooperation Council (GCC), organised by King Saud University, Riyadh, Saudi Arabia on 21-22 April, 2025

Presented a paper titled "Integrating Quality Management and Sustainability in Higher Education Institutions through policy and strategy" in the International Conference on Fostering Inclusivity for Future Sustainability, organised by Astha School of Management on 28-29 July, 2025

International Webinar on "AI Tools for Research Development" organised by HKBK Degree College, Bengaluru in association with SEMS Welfare Foundation on 15th November, 2024

Participated in the workshop on Empowering the Future during the "AI Tools And Applications Summit 2025" on 29th March, 2025

"Empowering Higher Education Institutions in Technology-enabled Learning and Blended Learning" A five-day FDP jointly organised by the Commonwealth Educational Media Centre for Asia, New Delhi, the Association of Indian Universities, New Delhi and the Biju Patnaik University of Technology, Odisha from 14th to 19th April, 2025.

FDP on "Startup Innovation and Entrepreneurship" organised by Astha School of Management from 26th to 31st May, 2025

Kaliprasad Satpathy

Publication Details

Satpathy, K. (2024). Revitalizing People Management: Integrating Indian Knowledge Systems for a Viksit Bharat by 2047. Presented at the National Seminar on Leveraging IKS & AI in Business and Management –

A Roadmap for Viksit Bharat @2047, ASTHA School of Management.

Satpathy, K. (2025). Green Consumerism in Odisha: Awareness, Attitudes, and Market Response. Published in The Academic, International Journal of Multidisciplinary Research.

Satpathy, K. (2025). Influence of Sustainability Initiatives on Consumer Perceptions: A Case Study on Indian FMCG Industry. Published in Environmental Claims Journal, Routledge, Taylor & Francis.

Conference/Seminar/FDP/MDP Attended

FDP on Business Analytics(Tools,Techniques and trends)

MDP on EMPOWERED(team Building & Leadership Development Program)

National Seminar on Leveraging IKS & AI in Business and Management--A Roadmap for Viksit Bharat @2047

National Seminar on Climate,Economy and Sustainable Development in India,57th Annual Conference 2025 of OdishaEconomic Association

Priyanka Jena

Publication Details

Accelerating Green Energy Adoption in Bharat: A Roadmap to Achieve Global Sustainability Goals” – Published in the DSBM Souvenir 2024 of D.A.V. School of Management with ISBN No: 978-81-982317-6-5

Reviving Traditional Wisdom for a Green Economy: Redefining Sustainability through Indian Knowledge System in Odisha” – Published in Articles on leveraging IKS and AI in Business and Management – A Roadmap for Vikshit Bharat 2047 of ASTHA School of Management with ISBN NO – 978-93-341-5829-8

Corporate Social Responsibility in Odisha: Legal Mandates, Economic Impact, and Entrepreneurial Opportunities in Key Sectors,” Published in International Journal of Innovative Research in Technology, Volume 11 (2024), Issue 5. ISSN- 2349-6002.

Financial Inclusion in The Digital Age : A Pathway to Sustainable Development in India - Published in the Books of Abstract 2025 of Fakir Mohan University organised by Faculty of Business Studies & Management

The Role of Behaviour Economics in Shaping Digital Banking Adoption: A study on generational shifts in consumer decision making - Published in the Books of

Abstracts of IBSC SOA with ISBN Number: 978-93-91315-42-9

Fostering Inclusivity for Global Sustainability - Integrating Climate Risk Disclosure, Artificial Intelligence towards Local Resilient - Published in the Books of Abstract of ASTHA SCHOOL OF MANAGEMENT

Conference/Seminar/FDP/MDP Attended

Presented a paper at International Conference on "ADVANCED RESEARCH IN DIGITAL AGE" at BIITM on paper titled "From Cash to Digital: The Evolution of Financial Inclusion in India" on 22nd February 2025

Presented a paper at National Conference on Sustainable Business Practices : Trends, Issues & Challenges (SBPTIC - 2025) at FM University on paper titled : Financial Inclusion in the Digital Age: A pathway to Sustainable Development on 11th -12th of April 2025

Presented a paper at National Conference on Digital Transformation and sustainable innovation : An Interdisciplinary Approach to Business, Health, Law , Agriculture and society at IBCS SOA paper titled: The Role of Behaviour Economics in Shaping Digital Banking Adoption: A study on generational shifts in consumer decision making on 9th July 2025

Presented a Paper at International Conference on Fostering Inclusivity for Future Sustainability: Global Perspective and Local Action ICFIFS - 2025 paper titled : Fostering Inclusivity for Global Sustainability - Integrating Climate Risk Disclosure, Artificial Intelligence towards Local Resilient on 28th -29th of June 2025

Attended FDP on The Future of Research - AI Tools as a game changer organised by Centre for Research & Development and IQAC of St. Joseph Degree & PG College in collaboration with Institute of Public Enterprise, Hyd from 17th March - 22nd March 2025

Attended FDP on Data - Driven Research : Using SPSS Techniques and E - Views organised by Department of Commerce Faculty of Science and Humanities SRM Institute of Science & Technology, Kattankulathar, Chennai, Tamilnadu held on 11-03-2025 to 16-03-2025

Attended FDP on Research Paper writing, Predatory Journals, Effective Presentation & AI in Research, held from 8th to 14th April 2025 organized by Ideal Institute of Academic & Research Advancement. Ministry of MSME, GOI Registered Mumbai.

Attended a Online Certification Programme on " Data Screening and Factor Analysis" organised by ASBM School of Accountancy, ASBM

University, Bhubaneswar from 12th - 16th May 2025

A patent has been registered under The Patent Office, Government of India for an AI-Driven Decision Support Device (Design No. 455326-001, Date of Issue: 10-07-2025)

Rituparna Mishra

Conference/Seminar/FDP/MDP Attended

SCRI Young Scholars' Conference 2025 "Emerging Trends & Perspectives in Contemporary Research"

One Week National Level Faculty Development Program (FDP) on Research Paper Writing, Predatory Journals, Effective Presentation & AI in Research

One Week FDP (online) on Startup Innovation and Entrepreneurship

MD ASIF KHAN

Publication Details

"Indian Knowledge System and its Modern Relevance: Lesson from the life of Emperor Ashoka" with ISBN: 978-93-341-5829-8

Conference/Seminar/FDP/MDP Attended

Participated in the Faculty Development Programme on Indian Knowledge System conducted by BPUT in collaboration with AIMS at Kalinga Stadium on 30th September 2024.

Participated in Two Days National Seminar on "Leveraging IKS and AI in Business and Management- A Roadmap for Vikshit Bharat 2047"

Participated in Banking Conclave on Operational Resilience of Banks Checking Economic Volatility held on 27 & 28 September 2024, organised by ASTHA School of Management, Bhubaneswar

Participated in "Two days Workshop on Building Community Interest for Drone and Rocket Launching Requisites" held on 29th & 30th June 2024, conducted by IndoplanetX Space Vault and Research Pvt. Ltd, Delhi. organised by ASTHA School of Management, Bhubaneswar.

Attended a five days Faculty Development Program on Business Analytics (Tools, Techniques and Trends) organised by ASTHA School of Management, Bhubaneswar held from 5th June-09 June 2024.

Attended a two day Management Development Programme on “EMPOWERED(Team Building & Leadership Development Program) organised by ASTHA School of Management, Bhubaneswar held on 27th March & 28th March 2024.

Attended International Conference on Fostering Inclusivity for Future Sustainability organised by ASTHA School of Management, Bhubaneswar held on 28th & 29th June 2025.

Manoj Kumar Behera

Publication Details

Taylor & Francis- DOI: 10.1080/10406026.2025.2508749-05 June 2025
Influence of Sustainability Initiatives on Consumer Perceptions A Case Study on Indian FMCG Industry.

Peer Reviewed -The Academic International Journal Volume 3 | Issue 05
May 2025 ISSN: 2583-973X -Price Sensitivity and Discounting Strategies in Retail Distribution: A Behavioural and Strategic Analysis

Conference/Seminar/FDP/MDP Attended

I have participated in the Faculty Development Programme on Indian Knowledge System conducted by BPUT in collaboration with AIMS at Kalinga Stadium on 30th September 2024.

I have participated in Banking Conclave on Operational Resilience of Banks Checking Economic Volatility held on 27 & 28 September 2024, organised by ASTHA School of Management, Bhubaneswar

I have participated in “Two days Workshop on Building Community Interest for Drone and Rocket Launching Requisites” held on 29th & 30th June 2024, conducted by IndoPlanetX Space Vault and Research Pvt. Ltd, Delhi. organised by ASTHA School of Management, Bhubaneswar.

I have attended a five days Faculty Development Program on Business Analytics(Tools, Techniques and Trends) organised by ASTHA School of Management, Bhubaneswar held from 5th June-09 June 2024.

I have attended a two day Management Development Programme on “EMPOWERED(Team Building & Leadership Development Program) organised by ASTHA School of Management, Bhubaneswar held on 27th March & 28th March 2024.

Manoranjan Nayak

Publication Details

Manoranjan Nayak, Evaluating the Effectiveness of Micro-Influencers in Digital Marketing Strategies for Small Businesses in Odisha, DOI:20.14118.AJ.2024.V13I8.2637, Alochana Journal, UGC Care List Group – I Journal (ISSN No :2231-6329)

Manoranjan Nayak, Decoding Influence: The Role of Local and Micro-Influencers in Shaping Consumer Preferences in Odisha, The Academic – International Journal of Multidisciplinary Research (A Peer Reviewed Refereed Online Journal), Volume 3, Issue 4, April 2025, ISSN: 2583-973X (ONLINE)

Conference/Seminar/FDP/MDP Attended

Attended FDP on “Empowering Higher Education Institutions in Technology-enabled Learning and Blended Learning” jointly organized by the Commonwealth Educational Media Centre for Asia (New Delhi), the Association of Indian Universities (New Delhi), and Biju Patnaik University of Technology (Odisha), from 14th to 19th April 2025. Successfully completed all required assessments

Presented a paper on “Role of Social media Influencer in SME sector in Odisha” at the International Conference on Fostering Inclusivity for Future Sustainability (ICFIFS – 2025) hosted by ASTHA School of Management, Bhubaneswar

Dr. Anandita Das

Publication Details

Predictive Models for Employee satisfaction and retention in HR using Machine learning”, Journal of Informatics Education and Research, ISSN:1526-4726, Vol 4, Issue 3(2025).(ABDC-C)

E-HRM Revolution: Transforming Organizational Performance With Innovation”, Library Progress International, Vol.44, No-3, July-Dec 2024, P. 10011-10019. (Scopus indexed)

“Talent Acquisition Strategies in the Digital Age: Leveraging Technology for Recruitment Success”, Academy of Marketing Studies Journal, Volume 29, Issue 1, 2025.(ABDC –B category)

Book Chapter-Industry 5.0 A Human-Machine Collaboration: Approach and Applications(Scopus)

Conference/Seminar/FDP/MDP Attended

"AI-Human working together in Health care " in 26th National Conference on Next -Gen Analytics: Shaping the future of Business landscape held on 20th and 21st June, 2025

A PRISMA-Based systematic Review of workplace spirituality ,Decision making and organizational wellbeing among Indian High school teachers in the International Conference on Fostering Inclusivity for future Sustainability: Global Perspective and Local Action held in ASTHA School of Management on 28 and 29 June,2025

Spirituality at work and Employee Productivity: A Mediated - Moderated Model of Job satisfaction and Organizational Culture" in National Conference SOA University,2025

Subhamitra Nayak

Publication Details

Subhamitra Nayak, Mousumi Panda, L.P. Panda, (2025) "Drivers of Performance

Management System and Organizational Effectiveness: A Productive Outcome& quot;,

International Journal of Productivity and Quality Management., in-press, DOI: 10.1504/IJPQM.2025.10070586. (INDER SCIENCE JOURNAL)

Book Chapter : Subhamitra Nayak, Mousumi Panda(2025). HR Analytics for Sustainable Business: Driving Workforce Management, CSR, and Employee Well-

being. In AI and Innovation in HRM (1st ed., p. 12). Routledge,Taylor Francis <https://doi.org/10.4324/9781003522157-15>

Subhamitra Nayak, Mousumi Panda, L.P. Panda,(2024),'Impact of Performance

Management Systems as a leveraging mechanism for effective attainment of Organizational Goals:Fuzzy Model Approaches',Indian Journal of Technical Education

(IJTE) Special Issues.vol 47,no.2 ,pp-136-143 (UGC CARE JOURNAL)

Conference/Seminar/FDP/MDP Attended

International Conference (UCAMCON-01) sustainability and inclusiveness: strategies to develop resilience through business eco system,21-22,dec-

24,Utkal university

FDP on fostering academic leadership, organized by GANAPAT University,15-19th july 2024

FDP on research paper writing, predatory journals,effective presentation and AI in research,8-14th april,2025,Ideal institute of academic and research advance

FDP on Health and Wellness: mind, body and happiness organized by BPUT,18-20TH JULY 2025

FDP on Interdisciplinary inside into literature review, research design and data analytics, organized by Utkal University,19-21st July 2024.

FDP on business analytics, tools, techniques, trends, organized by ASTHA SCHOOL OF MANAGEMENT,5-9TH JUNE 2024.

Students' achievement

Astha School of Management is proud to achieve great success at the **BIITM** Vibrance event, where our students showcased their talent, creativity, and dedication. This event provided a platform for students from various disciplines to compete and demonstrate their skills, and we are delighted that our students performed exceptionally well across multiple competitions. Our team secured 2nd place in Shark Tank, with Kirti Ranjan Rout, Asutosh Parida, Sasmita Kumari Mishra, and Bhabani Sankar Das impressing the judges with their innovative ideas. In Ad Making, our students Kirti Ranjan Rout, Jayprakash Pati, Asutosh Parida, Sasmita Kumari Mishra, and Bhavani Sankar Das bagged 2nd place, showcasing their creativity in crafting engaging advertisements. In Shadow and Senses, Subham Saint and Anup Kumar Deo won 1st prize, proving their excellence in the competition. Additionally, Manoj Kumar Malik secured 3rd place in Counter Strike, demonstrating his strategic thinking and gaming skills. These achievements reflect the dedication and talent nurtured at Aastha School of Management. We take immense pride in our students' hard work and success, which highlights our institution's commitment to excellence. We celebrate their victories and look forward to achieving even greater milestones in the future!

The students of Astha School of Management proudly achieved remarkable success at **GIFT** Sparks 2024, where our students showcased their exceptional talent and creativity. This prestigious event brought together students from various disciplines to compete and display their skills, and we are thrilled that our students performed brilliantly in multiple competitions. Our students Md. Farhan Raza secured 1st place in Photography, while Soumya Ranjan Sahu bagged 2nd place for capturing stunning images. Anup Kumar Deo and Subham Saint won 3rd place in the

Business Plan competition, demonstrating their innovative thinking and entrepreneurial skills. Additionally, Laxmidhar Malik secured 3rd place in Photography, and our talented team of Chinmaya Rout, Ambika Mishra, Chandan Kumar Sahoo, and Mirasrita Sahoo secured 2nd place in Ad Making, showcasing their creativity and teamwork. These achievements highlight the dedication and passion of our students, as well as the strong learning environment fostered at Astha School of Management. We take immense pride in their hard work and success, which reflects our institution's commitment to excellence. We celebrate their victories and look forward to more outstanding achievements in the future, continuing our journey of innovation and growth!

Our Students delighted to celebrate the remarkable achievements of our students at **SOA Scalerz 2024**, held on 20th November 2024. This prestigious event provided a platform for young talents to showcase their creativity, knowledge, and innovation, and our students made us proud with their outstanding performances. In the Ad Making competition, Chandan Kumar Sahoo, Chinmaya Rout, Soumya Ranjan Sahoo, Mirasrita Sahoo, and Ambika Mishra secured 2nd place, impressing the judges with their creative approach. The Business Quiz saw a double victory, with Soumya Ranjan Prusty and Asutosh Parida earning 3rd place, while Nimai Charan and Abhinash secured 2nd place with their sharp analytical skills. Furthermore, Manoj Kumar Malik displayed his entrepreneurial mindset and secured 3rd place in the Startup Pitch competition. These accomplishments reflect the dedication, perseverance, and talent of our students. Astha School of Management takes immense pride in their success, which reinforces our commitment to fostering creativity, leadership, and excellence. We congratulate all the winners and look forward to witnessing even greater achievements in the future. This victory is a testament to our institution's dedication to holistic learning and professional growth.

Celebrations & Cultural Events

- ****ASTHA Avishek – Induction Ceremony****: Held on ***17 August 2025***, this welcome event for the new MBA batch was a vibrant celebration of new beginnings, featuring cultural performances, motivational talks, and student interactions.
- ****Au Revoir – Farewell Party****: On ***11 May 2025***, the 2023–25 batch bid adieu with heartfelt speeches, awards, and cultural showcases, celebrating their journey at ASTHA.
- ****Shuttle Smashers 2024****: A high-energy badminton tournament that brought together students and faculty in a spirit of sportsmanship and camaraderie.
- ****DARPAN – Annual Magazine****: The release of ASTHA's annual magazine highlighted student achievements, faculty contributions, and institutional milestones.

Academic & Professional Development

- **Faculty Development Program (FDP)**: A weeklong FDP on *Startup Innovation & Entrepreneurship* was conducted from *26–31 May 2025*, engaging faculty in cutting-edge pedagogical practices.
- **Staff Development Program (SDP)**: On *27 July 2024*, a session on *Union Budget 2024: Insights & Impact* was held to enhance administrative and financial literacy.
- **Executive Development Program**: A two-day workshop on *Strengthening Communicative English & Proficiency* for administrative staff was conducted on *20–21 June 2025*.
- **Management Development Program (MDP)**: Led by Prof. (Dr.) Sharmila Subramanian, this program on *Business Analysis and AI* was held on *27–28 March 2024*, offering deep insights into emerging business tools.

Student-Centric Activities

- **SAPERE AUDE – SIP Orientation Program**: Conducted on *17 May 2025*, this program prepared students for their Summer Internship Projects through sessions by corporate experts.
- **Banking Conclave 2024**: Held on *27–28 September 2024*, the theme *Operational Resilience of Banks: Checking Economic Volatility* featured expert talks and panel discussions with senior bankers including Sri Sujeet Kumar (IDBI Bank) and Dr. Lakshmi Prasad Padhy (Bank of Baroda).
- **BPUT Tech Carnival 2024**: ASTHA hosted events like *Best Manager*, *Face Painting*, and *Financial Modelling Competitions*, showcasing student creativity and managerial acumen.
- **Marketing Conclave**: Industry leaders shared insights on evolving marketing trends, inspiring students to think innovatively and strategically.
- **Collaborative Sessions in HR & Finance**: These sessions connected students with corporate mentors to explore real-world challenges and solutions.

Social Initiatives & Sustainability

- **Extension & Outreach Program**: A session titled *An Educated Investor is a Resilient Investor* was held at Panchamukhi Regency, promoting financial literacy among the community.
- **Cyber Security Awareness Program**: Conducted on *5 March 2025*, this initiative educated students on digital safety and ethical online behavior.
- **Session on Sustainability**: Students pledged to protect natural resources, reflecting ASTHA's commitment to environmental stewardship.

Research & Publications

- ****ANWESHAN – Management Journal****: Volume VII was released on *1 September 2024*, featuring scholarly articles on business, technology, and sustainability.
- ****AUROMAA – Quarterly Newsletter****: Multiple editions were released throughout the year, capturing institutional updates, student achievements, and thought leadership.
- ****National Seminar on IKS & AI****: Held on *29–30 November 2024*, the seminar explored *Leveraging Indian Knowledge Systems & AI in Business and Management – A Roadmap for Viksit Bharat @2047*.

International Conference on Fostering Inclusivity for Future Sustainability: Global Perspective and Local Action was successfully held on 28-29 June 2025, with 42 papers being presented; and involving resource persons and advisors from the USA, Bahrain, Australia, Singapore, Malaysia and India. Students from the University of Florida also participated in the poster presentation contest. Full appreciation goes to the coordinator Dr. Bishnu Prasad Kar.

Infrastructure & Campus Life

- ****Modern Facilities****: The campus boasts air-conditioned classrooms, digital libraries, computer labs, and Wi-Fi connectivity, ensuring a conducive learning environment.
- ****Hostel Amenities****: Separate hostels for boys and girls provide safe and comfortable accommodation, fostering a vibrant residential community.
- ****Sports & Recreation****: Facilities for indoor and outdoor sports, including badminton, encourage physical fitness and team spirit.

Conclusion

At ASTHA, we don't just educate minds - we ignite passions, nurture dreams, and create leaders who dare to know and achieve the extraordinary.

The year 2024–25 has been a vibrant tapestry of academic excellence, industry engagement, cultural celebration, and social responsibility. With its unwavering commitment to holistic development and innovation, ASTHA continues to shape professionally competent and socially conscious citizens of this great nation.

As we look ahead, the institution remains dedicated to fostering a dynamic learning ecosystem that bridges global perspectives with local relevance—true to its ethos of *Sapere Aude*—“Dare to Know”

Welcome to ASTHA - Where Excellence Meets Opportunity!