

ANNUAL REPORT 2025–26

ASTHA SCHOOL OF MANAGEMENT

ASTHA AVISHEK – Inaugural Ceremony of the Induction Programme

नमस्कार, गुड मॉर्निंग, வணக்கம். Honorable guest. Chief guest, guests of honor, Chief. Speaker, Mr. Rev. Chairman, Executive. Director. And Board. Of Trustees, Respected. Director. Deans, Associate. Deans. And. Faculty members, Diligent staff members, Beloved senior students, Media. Persons, Mr. Adorable parents, And. The. Dynamic glittering— New incumbents, at. Aastha School of Management. I feel— Great. Privilege. In presenting the annual report for the year— 2025-26 at The inaugural ceremony of our induction program for MBA And MCA students of the batch 26-28.

As I begin, the Annual. Report I'm tempted to throw a riddle to all the students who are sitting here with inquisitive minds. And inquiring faces. It is a Sanskrit shloka, In the form of a riddle; however, I would translate that and ask the same in English. I'm sure all are ready for that. And the riddle goes like this: "What is that Which Cannot be stolen by thieves, Cannot be annexed by. Kings,. Does not lay heavy on you,. Cannot be divided among brothers,. It. Cannot be destroyed,. Its valuable. Yet if you spend it, it only increases." So tell me, what is that. Yes, the answer is knowledge.

Knowledge. Yes. It is knowledge. Which can neither be destroyed nor. Can it be— Annexed. It cannot be stolen. It cannot be divided. And it. Will only increase. If you— Spend it. What a wonderful thought! And so apt for this temple of knowledge, called ASTHA School of Management. We try to disseminate education with this beautiful thought: that The. Knowledge that all of us will gather— Will make us empowered. Will Make us conscious and professional. Ladies and gentlemen, I'm thrilled to state that the institute has— Grabbed many awards in the previous year, has won accolades for its excellence in academics, has been appreciated for the quality placement, and adored for championing the cause of Inclusivity, Sustainability, and universal brotherhood. In my report today, I'm going to substantiate all those events—all those accolades—which have adorned ASTHA School of Management in the past 1 year.

INSTITUTIONAL EXCELLENCE

The year began with several achievements that strengthened the ASTHA legacy.

Rotarian Bijay Kumar Patra, the Chairman was appreciated by the SSEPD department for his contribution towards proliferation of Indian Sign Language.

We are proud to share that **Dr. Bankim Mohanty, Executive Director, ASTHA School of Management, was honoured with the IFERD Excellence Award 2025 for Foundational Academic Leadership** at the IFERD Global Summit 2025 held in New Delhi on 5 December 2025.

This recognition reflects the importance that ASTHA places on academic leadership, institutional development and excellence in higher education.

Another significant achievement was the **Prakruti Mitra Puraskar 2025**, conferred by the Government of Odisha in recognition of ASTHA's commitment to environmental sustainability, ecological responsibility and conservation.

For ASTHA, sustainability is not a slogan. It is a responsibility.

Our plantation activities and environmental awareness initiatives encourage our students to understand that sustainable development begins with responsible action.

ACADEMIC EXCELLENCE

Academic excellence remains at the heart of ASTHA.

One of the most significant achievements of the ASTHA family has been the recognition of an **ASTHA student as the BPUT Topper and Gold Medalist of the 2023–25 batch**.

This achievement represents the dedication of the student. It also reflects the commitment of our faculty members and the institution towards academic excellence.

For us, academic excellence is not limited to marks and university rankings.

We want our students to ask questions.

We want them to analyse.

We want them to think critically.

We want them to use technology intelligently.

We want them to connect classroom concepts with real business problems.

And most importantly, we want them to become lifelong learners.

Thus, we have worked towards infrastructure augmentation creating well-equipped computer lab, language lab and OB lab; providing value added courses is a part of our academic endeavour which includes our MoU with CHDNLIR that has established Neuro Linguistic Centre for Research at ASTHA School of Management.

PLACEMENT AND INDUSTRY ENGAGEMENT

The ultimate test of management education is its ability to prepare students for the professional world.

The **2025–26 placement cycle witnessed encouraging outcomes, with 223 students placed** across diverse sectors including banking, financial services, technology, retail and consulting. The highlight of our placements is more than 200% ROI for each student. Investment being their course fee per annum and Returns being their salary per annum.

The **highest package was ₹6.60 lakh per annum**. The **median package was ₹3.26 lakh per annum**, while the **average package among placed students was ₹3.10 lakh per annum**.

Our recruiting ecosystem included organisations such as **Axis Bank, YES BANK, ICICI Bank, IDFC FIRST Bank, IDBI Capital Market & Securities, Karnataka Bank, Bajaj Finance, Suryoday Small Finance Bank, IndiaMART InterMESH, Asian Paints, Reliance Digital, Lenskart, Motilal Oswal Financial Services, DynPro, Blink Commerce, Hawkins Cookers and several other organisations**.

We believe that placement is not merely about securing a job.

It is about preparing a young professional to enter the workplace with **confidence, competence and character**. The indigenously developed Competency Incubator and Assessment Centre works to achieve this goal.

Our industry interface, internships, seminars, expert interactions and experiential learning opportunities are therefore an integral part of our educational process.

FACULTY EXCELLENCE

The strength of any academic institution lies in the quality of its faculty.

I am happy to share that our faculty members have continued to contribute significantly through **research publications, conference presentations, intellectual property creation, faculty development programmes, professional certifications, resource-person engagements and academic leadership**.

Our faculty research has expanded into contemporary areas such as:

- Artificial Intelligence in management
- Digital financial inclusion
- Sustainable finance

- Green bonds
- Digital transformation
- Human Resource Analytics
- Employee retention
- AI-driven HR practices
- Sustainable digital marketing
- FinTech
- Entrepreneurship
- Workforce readiness
- Technology adoption
- Learning analytics
- Algorithmic management
- Cyber threat detection

Dr. B. P. Kar

1. **Certificate of Excellence in Reviewing** – *Asian Journal of Economics, Business and Accounting*.
2. **Certificate of Excellence in Reviewing** – *South Asian Journal of Social Studies and Economics*.
3. **Certificate of Appreciation as Session Expert** – FDP organized by Disha College of Management and Technology.

Certificate of Appreciation as Session Expert – FDP organized by ASTHA School of Management, Bhubaneswar

Publications

1. **“Bayesian Statistical Modelling of NFHS-5 Health and Nutrition Indicators: Evidence from Kendrapara District, Odisha”** – *Liberte Journal*, 2026. **Scopus Indexed.**
2. **“Comparative Analysis of Forecasting through Exponential Smoothing and Autoregressive Moving Average”** – *Journal of Engineering and Technology Management*, 2026. **Scopus Indexed.**
3. **“Factor Analytic Modelling of Empowerment and Financial Inclusion”** – *Journal of Statistics and Mathematical Engineering*, Vol. 12, Issue 2, May–August 2026.

3. Paper Presentation

1. **“The Role of Financial System in Strengthening Economic Resilience: Insights from Select Countries”** – Paper presented at the International Conference on **“Building a Sustainable and Resilient Future: Building Management Policies and Practice”**, organized by ICFAI Business School, Kolkata, India.

Rakesh Kumar Sethi – Academic & Professional Contributions

1. Seminars & Conferences

1. **National Conference** – Presented **“Green Claims Versus Greenwashing: An Empirical Analysis of their Impact on Eco-Branding, Consumer Trust and Sustainable Buying Behaviour”** at Ravenshaw University, 12–13 April 2026.
2. **National Conference** – Presented **“Rural Entrepreneurial Opportunities and Youth Migration Intention: The Role of Livelihood Security, Government Support and Digital Connectivity”** at ASTHA School of Management, 30–31 July 2026.
3. **International Conference** – Presented **“Building Trust in AI-Driven Financial Services: The Role of Digital Transparency and Ethical Governance in Consumer Adoption”** at Ravenshaw University, 26–27 July 2026.

2. Entrepreneurship Development Programme

1. **“AI in Management Research”** – Participated in the **Entrepreneurship Development Programme** organized by the **School of Computer Science & Engineering, VIT-AP University**, 14–18 March 2026.

3. Faculty Development Programme

1. **“Artificial Intelligence in Management: Transforming Teaching, Research and Decision Making”** – Participated in the **Faculty Development Programme** organized by **ASTHA School of Management**, 20–24 July 2026.

Prof. Kaliprasad Satpathy – Academic & Professional Contributions

1. Research Paper Presentation

1. **“Credit Access, Technology Adoption, and Workforce Readiness: An Integrated Approach Towards Building Future-Ready Micro-Enterprises in Odisha”** – Presented at a **National Seminar**. The paper examines the integrated role of credit access, technology adoption, and workforce readiness in strengthening the growth and future-readiness of micro-enterprises in Odisha.

2. Resource Person – Faculty Development Programme

1. Served as a **Resource Person** in the five-day Faculty Development Programme on **“Artificial Intelligence in Management: Transforming Teaching, Research, &**

Decision-Making”, organised by ASTHA School of Management, Bhubaneswar, from 20–24 July 2026.

3. Entrepreneurship Development Programme

1. Participated in a five-day **Entrepreneurship Development Programme (EDP)** on **“AI in Management Research”**, organised by the **School of Computer Science and Engineering, VIT-AP University, Amaravati**. The programme focused on emerging applications of Artificial Intelligence in management research and its relevance to contemporary academic and research practices.

Prof. Chaitanya Charan Bahadur – Academic Achievements

1. Faculty Development Programme

1. Participated in a **Faculty Development Programme (FDP)** organized by **BPUT** on **“Theory of Computation”**, held from **20–24 July 2026**.

2. Faculty Development Programme

1. Participated in a **Faculty Development Programme (FDP)** organized by **Don Bosco Institute of Technology (DBIT), New Delhi (IQAC)** on **“Enabling Teachers with AI Tools and Innovative Approaches for Effective Teaching-Learning”**, held from **8–12 January 2026**.

3. Workshop

1. Participated in a **Workshop** organized by **BPUT** on **“Awareness Program on SWAYAM–NPTEL”**, held on **10 August 2026**.

Dr. Ananya Swain – Academic Achievements

1. Doctoral Achievement

1. **Awarded Ph.D. in Economics** from **KIIT Deemed to be University, 2026**.

2. Research Paper Presentations

1. Presented **“Digital Financial Inclusion and Inclusive Growth: Evaluating the Impact of FinTech and Digital Payments on Household Welfare in India”** at the **National Conference on Technology, Finance, and AI as Catalysts for Accelerating Economic Growth**, organized by **Birla School of Economics, Birla Global University**, in association with **IIT Bhubaneswar** and **National Stock Exchange of India Limited (NSE)**, **25–26 February 2026**.

2. Presented “**Effectiveness of Green Bonds in Mobilizing Capital for Carbon Investments: Evidence from Indian and Global Markets**” at the **Conference on Climate Risk and Sustainable Finance: Pathways to Resilient and Responsible Growth**, organized by **SVKM’s NMIMS School of Business Management, Mumbai**, 6 March 2026.
3. Presented “**Burden of Diseases of Diabetes and Feasibility of OOPPE Reduction through Generic Medicines**” at the **2nd International Conference on Sustainable Business: Innovation, Inclusion & Impact (ICSB 2026)**, organized by **CIME, Bhubaneswar**, in association with **IMIT, Bhubaneswar**, 30–31 March 2026.

3. Publications

1. Published “**Burden of Diabetes and the Feasibility of Reducing Out-of-Pocket Expenditure through Generic Medicines: A Survey**” in *Empirical Economics Letters*, Vol. 25, Special Issue 1, March 2026.
2. Published the book chapter “**Menstrual Leave Policies: A Progressive Step or a Setback?**” in *Ethical Business Modeling for Healthcare Entrepreneurship*, published by **IGI Global Scientific Publishing**, 2026.
3. Published the book chapter “**Digital Transformation and its Impact on Workforce Dynamics: AI, Automation, and Human Roles**” in *DigiTech Agility for Business Competitiveness and Innovation Imperatives*, published by **IGI Global**, 2026.

4. Intellectual Property & Innovation

1. **Design Registration Granted:** Recognized as a co-designer for “**AI-Enabled Pharmacological Action Monitoring and Visualization Interface Device**”, **Design No. 503063-001**, Class **24-02**, registered by the **Patent Office, Government of India**. The certificate records **Ananya Swain** among the registered designers and was issued on **16 July 2026**.
2. **Design Registration Granted:** Recognized as **Co-Designer** for “**Apparatus for Green House Emission Monitoring**”, **Design No. 485712-001**, with the certificate issued on **26 March 2026**.

Prof. Priyanka Jena Achievements – Academic & Professional Contributions

1. Research Publications / Journal Contributions

1. **Environmental Claims** – Published in a journal associated with **Taylor & Francis**.
2. **Journal of Asia Entrepreneurship and Sustainability** – Published in an **ABDC-listed journal**.

3. **Discover Sustainability** – Published in **Springer Nature**, a **Q1 journal**.

2. Faculty Development Programmes & Certifications

1. Attended a **Faculty Development Programme on “AI in Finance”** organized by **DAV School of Business Management**.
2. Completed an **Online Certification Programme on “Data Screening and Factor Analysis”**, organized by **ASBM School of Accountancy, ASBM University**.

3. Research Paper Presentations

1. Presented research papers at **National and International Conferences** organized by reputed institutions, including:
 - **Ravenshaw University**
 - **Kachchh University**
 - **IIM Ahmedabad**
 - **ICFAI School of Social Sciences, Hyderabad**

4. Book Authorship

1. **Authored the book “Fundamentals of Banking and Insurance”, 2nd Edition**, published in **2025**.

5. Patent / Intellectual Property

1. **Patent Granted:** Received a patent for **“AI-Driven Decision Support Device”** in **2025**.

Prof. Jinasis Mohanty

1. Completed the NEP 2020 Orientation & Sensitization Program organized by the Malaviya Mission Teacher Training Centre (MMTTC), BPUT, Odisha during 17 to 25 March 2026.
2. Participated in the five days FDP on Artificial Intelligence in Management: Transforming Teaching, Research, & Decision-making, organized by ASTHA from 20 to 24 July 2026.

Prof. Manoranjan Nayak – Academic Achievements & Research Contributions

1. Faculty Development Programme – 2026

1. Participated in the **Five-Day National Level Faculty Development Programme (FDP)** on **“AI Enabled Research Excellence: From Research Design to Scopus Publication”**, organized by the **Department of MBA, Balasore College of Engineering and Technology (BCET), Balasore**, in association with **ISTD, Balasore Chapter**, held from **22–26 June 2026**.

2. Research Paper Presentation – 2025

1. Presented the research paper **“Sustainable Digital Marketing in Odisha: How Micro-Influencers Drive Consumer Behaviour and SME Growth”** at the **National Conference on “Digital Transformation and Sustainable Innovation: An Interdisciplinary Approach to Business, Health, Law, Agriculture and Society”**, organized by the **Faculty of Management Sciences, Institute of Business & Computer Studies, Siksha ‘O’ Anusandhan (Deemed to be University), Bhubaneswar**, on **9 July 2025**.

3. Research Publication – 2025

1. Published the research paper **“Decoding Influence: The Role of Local and Micro-Influencers in Shaping Consumer Preferences in Odisha”**, co-authored with **Dr. Debadutta Das**, in *The Academic – International Journal of Multidisciplinary Research*, **Vol. 3, Issue 4, April 2025**, ISSN: 2583-973X.

4. Faculty Development Programme – 2025

1. Successfully completed a **Five-Day Faculty Development Programme** on **“Empowering Higher Education Institutions in Technology-enabled Learning and Blended Learning”**, jointly organized by the **Commonwealth Educational Media Centre for Asia (CEMCA), New Delhi; Association of Indian Universities (AIU), New Delhi; and Biju Patnaik University of Technology (BPUT), Odisha**, held from **14–19 April 2025**.

Dr. Swetapadma Dash- Academic Achievements & Research Contributions

1. **Research Paper Presentation:** Presented **“Algorithmic Management and Employee Autonomy: A Double-Edged Sword in the Gig and Hybrid Work Economy”** at the **10th PAN IIM World Management Conference 2025**, held from **27–29 November 2025** at **IIM Ranchi**.
2. **NEP 2020 Orientation & Sensitization:** Successfully completed the **NEP 2020 Orientation & Sensitization Programme** under the **Malaviya Mission Teacher Training Programme (MMTTP)** of the **University Grants Commission (UGC)**, organised by the **Malaviya Mission Teacher Training Centre (MMTTC), BPUT, Odisha, Rourkela**, from **10–18 February 2026**.

3. **NPTEL Course Excellence:** Successfully completed **NPTEL** courses in **HR Analytics** (July–October 2025) and **AI in Human Resource Management** (January–April 2026), securing **Elite Gold Certification as Course Topper**.
4. **Resource Person:** Served as a **Resource Person** for the five-day Faculty Development Programme on “**Artificial Intelligence in Management: Transforming Teaching, Research, and Decision-Making**”, organised by **ASTHA School of Management**, from **20–24 July 2026**.

Mr. Sunil Kumar Mishra - Academic Achievements & Research Contributions

1. **Research Publications:** Published “**A Comparative Study of Employee Retention Strategies Between Generation X and Z in the IT Sector of Odisha**” in the *International Journal for Multidisciplinary Research*, June 2026.
2. **Research Publication:** Published “**AI-Driven Tools in Strengthening the Link between Organizational Sustainability and Strategic HR Practices: An IT Sector Perspective**” in the *International Journal of Special Education*, July 2026.
3. **Research Publication:** Published “**Cyber Threat Detection and Classification using ML Techniques**” in **Springer Nature**, August 2025.
4. **Book Chapter:** Published “**The Impact of Workforce Diversity on Sustainable Employee Performance in the Case of the IT Sector**” in the book *AI and Innovation in HRM*, August 2025.
5. **Book Authorship:** Authored the book “**HR Analytics: A Theoretical Approach**”, ISBN **978-81-688092-7-7**, published in **July 2026**.
6. **Faculty Development Programme:** Attended an FDP on “**Artificial Intelligence and Machine Learning**” from **5–9 February 2026** at the University Campus.
7. **Faculty Development Programme:** Participated in the FDP on “**Entrepreneurship Development**”, jointly organised by **Biju Patnaik University of Technology (BPUT)**, Odisha in collaboration with the **Wadhvani Foundation**, from **11–13 January 2026**.
8. **Faculty Development Programme:** Participated in the FDP on “**Enabling Teachers with AI Tools & Innovative Approaches for Effective Teaching–Learning**”, organised by **Don Bosco Institute of Technology**, from **8–12 January 2026**.

Dr. Anindita Das – Research Paper Presentations

1. **“A Study on the Role of Technology in Digital Recruitment Platforms in Improving Hiring Effectiveness”** – Presented at the **National Seminar** organised by **ASTHA School of Management**, held on **30–31 July 2026**.
2. **“Spiritual Workplaces and Talent Retention: The Mediating Role of Job Satisfaction and the Moderating Influence of Psychological Safety”** – Presented at the **National Conference on Innovation-Driven Commerce in a Complex Business World**, held at **XIM University** on **6–7 February 2026**.
3. **“Human-Centric Learning Analytics Systems: Examining the Effects of Personalization and Ethical Perceptions on Student Engagement”** – Presented at the **10th International Conference on Information System Design and Intelligent Applications**, **University of Wollongong** in **Dubai**, held on **7–8 February 2026**.
4. **“Internal Marketing and Job Performance: Analysing the Mediated Effects of Employee Competencies”** – Presented at the **Indian Management Research Conference**, organised by the **Indian Institute of Management Ahmedabad (IIMA)**, held on **5–7 December 2025**.
5. **“A Mediated–Moderated Model with Job Happiness and Organizational Culture: Spirituality at Work and Productivity”** – Presented at the **10th PAN-IIM World Management Conference 2025**, held at the **Indian Institute of Management Ranchi**, from **27–29 November 2025**.

Prof. Manoj Kumar Behera – Academic & Professional Contributions

1. **Research Paper Presentation:** Submitted and presented the research paper **“Credit Access, Technology Adoption, and Workforce Readiness: An Integrated Approach Towards Building Future-Ready Micro-Enterprises in Odisha”** at a **National Seminar**. The paper explores how credit access, technology adoption and workforce readiness can collectively strengthen the growth and future-readiness of micro-enterprises in Odisha.
2. **Faculty Development Programme:** Successfully completed a **six-day Faculty Development Programme** on **“Building an Innovation Driven Research Ecosystem: IPR, Patent Drafting and Technology Commercialization”**, organised by the **Malaviya Mission Teacher Training Centre (MMTTC)**, **BPUT**,

Odisha, under the Malaviya Mission Teacher Training Programme (MMTTP) of UGC, from 27 July to 1 August 2026.

3. **Resource Person:** Contributed as a **Resource Person** in the five-day Faculty Development Programme on “**Artificial Intelligence in Management: Transforming Teaching, Research, & Decision-Making**”, organised by **ASTHA School of Management, Bhubaneswar**, from **20–24 July 2026**.
4. **Entrepreneurship Development Programme:** Participated in a five-day **Entrepreneurship Development Programme (EDP)** on “**AI in Management Research**”, organised by the **School of Computer Science and Engineering, VIT-AP University, Amaravati**, focusing on the emerging role of Artificial Intelligence in management research and its relevance to contemporary academic and research practices.

Prof. Dipan Kumar Jena

1. National Conference – Ravenshaw University

Title: Green Claims Versus Greenwashing: An Empirical Analysis of Their Impact on Eco-Branding, Consumer Trust and Sustainable Buying Behaviour

Date: 12–13 April 2026

Venue: Ravenshaw University

2. Level: International Conference – Ravenshaw University

Title: Building Trust in AI-Driven Financial Services: The Role of Digital Transparency and Ethical Governance in Consumer Adoption

Date: 26–27 July 2026

Venue: Ravenshaw University

Level: International Conference

Prof. Valavadra Sahu

1. International Conference- Emerging business practices and sustainability, ICEBPS-2025 IPREMS, Berhampur, Sep. 6th & 7th 2025 Title Green content marketing, and affiliate marketing leads to Variety-seeking shopping behaviour & shopping motives: A bibliometric review and future research agenda.

2. National Conference Ravenshaw University ,12th -13th april 2026. Role of Green Content Marketing and Affiliate Marketing in Shaping Variety-Seeking Shopping Behaviour and Shopping Motives:A Bibliometric Review and Future Research Agenda. 12th -13th april 2026.

3. Published Paper Entrepreneurship and sustainability issues(Indexed The relationship of content and affiliate 4 Published Paper by Scopus,web of science and DOAJ) 2025 Sustainability 2025, Quartile: Q2 (Scopusbased) marketing strategies with Varying shopping behaviours Variety-seeking shopping behaviours in the age of green content marketing, affiliate marketing, and shopping motive: a TCCM approach-

Prof. Md. Asif Khan

1. Paper presented on the topic "From Infosys to Ugly Indians: Strategies and Innovations that are Transforming India Inc." in the Two days National Seminar
2. Attended 5 days FDP on Artificial Intelligence in Management: Transforming Teaching, Research, & Decision Making.
3. Attended 5 days EDP on AI in Management Research organised by VIT- AP University.
4. Participated in the National Conference on Smart tech to smart planet: Neo business sustainability 2026. Organised by Department of commerce Ravenshaw University.
5. Attended 5 days FDP on Future AI-Driven Higher Education Era Ready Faculty organised by RCM, Bhubaneswar.

Professor Dwipanita Mishra

Conference/Seminar/FDP/Workshop Attended

1. HEALTH & WELLNESS, conducted by BiJu Patnaik University of Technology, Odisha, Bhubaneswar on 28th October 2024.
2. 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
3. Five Day National Level Faculty Development Program on Mastering Research Methodology held from 26th to 30th June 2025, at IIRA, Mumbai, Maharashtra
4. Three Day National Level Workshop Mastering Parametric and Non Parametric Test Using SPSS, 27th to 29th May 2025, at IIRA, Mumbai,

5. Three Day International Hands on Workshop on Data Analysis using SPSS: ANOVA, EFA and Multiple Regression, held from 28th to 30th June 2026, at IIRA, Mumbai, Maharashtra

Our faculty members have presented research at institutions including **IIM Ahmedabad, IIM Ranchi, XIM University, Ravenshaw University, Birla Global University, NMIMS, SOA Deemed to be University and other reputed institutions.**

Several faculty members have also published in **Scopus-indexed, ABDC-listed and Springer Nature journals.**

We are particularly proud of the doctoral achievement of **Dr. Ananya Swain**, who was awarded a Ph.D. in Economics from KIIT Deemed to be University in 2026.

Our faculty have also contributed to intellectual property creation. Design registrations and patents in areas involving **AI-enabled monitoring, greenhouse emission monitoring and AI-driven decision support** demonstrate the growing culture of innovation within ASTHA.

This is the academic environment that our new students are entering today.

You are not merely entering a management college.

You are entering a community of teachers who are themselves continuously learning, researching, innovating and contributing to the profession.

STUDENT ACHIEVEMENTS

Now I come to the achievements that make us especially proud — **the achievements of our students.**

Our students have represented ASTHA at national platforms and have brought recognition to the institution through their academic, managerial, creative, cultural and sporting abilities.

Anup Kumar Deo, student of ASTHA School of Management, proudly represented Odisha at the **National Youth Empowerment Programme 2026.**

At **SparkX 2026**, organised by GIFT College, ASTHA secured the prestigious **Champion Trophy.**

Our students won prizes in:

- Business Model
- Singing

- Face Painting
- Eloquence
- Photography
- Ad Mad Show

The Business Model category saw ASTHA students securing the **first, second and third prizes**.

At **Convergence 2026**, organised by IBCS, SOA Deemed to be University, ASTHA secured the prestigious **Best B-School Award**.

Our students won prizes in:

- Deal Maker
- Pitch Smart
- Extempore
- Business Quiz
- Ad Mad Show
- Singing.

At **Brahmastra 3.0**, organised by Regional College of Management, our students secured the first prize in **CXO Round Table**, along with the title of **Best Candidate of the CXO Round Table**.

They also secured first prizes in **Bid to Win** and both **Singles and Doubles** categories in Drona Shuttlers.

At **Abhyudaya 2026**, organised by Utkal University, our students secured the first prize in **Bull vs Bear – Let's Trade** and the second prize in **Perspective Clash – Debate**.

At **B'FEST Vibrance 2026**, organised by BIITM, ASTHA students secured the first prize in **Biz Quest** and the third prize in **Madvertise Mania**.

These achievements demonstrate something important.

Our students are not defined by a single classroom.

They are thinkers.

They are entrepreneurs.

They are communicators.

They are performers.

They are competitors.

They are team players.

And they are emerging leaders.

LEARNING BEYOND THE CLASSROOM

At ASTHA, we believe that education must develop the whole person.

During the year, programmes such as **ASTHA AVISHEK, Induction Week, PRAKALPA, Yugma, Rangrez, Annual Sports, Sapere Aude, the Banking Conclave and the BPUT Tech Carnival** provided students with opportunities to learn, compete, communicate, collaborate and lead.

The induction programme itself has evolved into a holistic experience combining academic preparation with **yoga, professional grooming, entrepreneurship, self-defence, creativity and interaction with industry experts.**

This approach reflects our belief that a management graduate needs more than technical knowledge.

A successful manager must know how to communicate.

How to negotiate.

How to collaborate.

How to manage conflict.

How to make decisions.

How to lead a team.

How to adapt to uncertainty.

And how to remain ethical when faced with difficult choices.

RESEARCH, INNOVATION AND KNOWLEDGE CREATION

Our commitment to research and innovation has also grown stronger.

PRAKALPA has created a platform where students from different B-schools can present their internship experiences and real-world business solutions.

Our **National Seminar on Indian Knowledge Systems and Artificial Intelligence in Business and Management** further demonstrated our effort to connect India's knowledge traditions with emerging technologies and sustainable development.

The message is clear.

Technology must not replace human thinking.

Technology must strengthen human thinking.

Artificial Intelligence must not reduce our curiosity.

It must expand our capacity to learn, analyse, create and solve problems.

This is the mindset with which ASTHA is preparing its students for the future.

INCLUSION AND SOCIAL RESPONSIBILITY

Another important dimension of the ASTHA journey is **inclusion**.

We believe that management education must create space for every individual to participate, contribute and excel.

Our association with the **Asian Deaf Cricket Association**, and our support to ADCA in conducting the **Asia Cup for Deaf Cricketers at Cuttack**, represents this commitment to inclusion and sporting excellence.

For us, inclusion is not merely about participation.

It is about creating opportunities.

It is about respecting differences.

It is about ensuring that talent is recognised irrespective of barriers.

It is about building a society where everyone gets an opportunity to contribute.

ASTHA AND THE SUSTAINABLE DEVELOPMENT GOALS

Our institutional philosophy is closely connected with the **United Nations Sustainable Development Goals**.

ASTHA is consciously working towards contributing to:

SDG 4 – Quality Education

SDG 5 – Gender Equality

SDG 6 – Clean Water and Sanitation

SDG 8 – Decent Work and Economic Growth

SDG 9 – Industry, Innovation and Infrastructure

SDG 10 – Reduced Inequalities.

These goals are reflected in our institutional practices.

Quality education is strengthened through academic programmes, experiential learning, research and industry interaction.

Gender equality is promoted through awareness, empowerment and inclusive participation.

Our environmental initiatives encourage responsible use of natural resources.

Entrepreneurship, placement and industry engagement prepare students for decent work and economic participation.

Our emphasis on technology, innovation and research contributes to SDG 9.

Our commitment to inclusion and diversity reinforces our commitment to reducing inequalities.

FROM CLASSROOM TO COMMUNITY

ASTHA also believes that learning must connect with society.

The **“Fun with Purpose” initiative** used cyber-security awareness to take socially relevant education beyond the classroom.

The **BPUT Tech Carnival** brought together students from BPUT-affiliated institutions and created platforms for creativity, leadership, business acumen and financial modelling.

Our professional horizons have also expanded internationally, with ASTHA recording its **first international placement at ASMACS, Kuwait, during 2024–25.**

These initiatives remind us that the boundaries of education should never be limited to the walls of an institution.

UNIQUENESS OF ASTHA- YUGMA

“An aimless life is a miserable life.” Materialistic goals can earn us name and fame. But the real essence of being a human is service to the mankind & service to the Divine. This is a part of our core values. These values are celebrated every year in the form of YUGMA during the birth anniversary of Divine Mother of Pondicherry. Youth from across the globe are stay put in ASTHA while the two-day conclave converges into a spiritual platform to evoke human conscience.

It is a spiritual carnival to be witnessed,

An Oratory festival to be celebrated

And a profound feeling to be experienced

A MESSAGE TO OUR NEW STUDENTS

And now, my dear students, I would like to speak directly to you.

Today, you begin an important chapter of your life.

Learn to listen.

Learn to question.

Learn to disagree respectfully.

Learn to work with people who are different from you.

Learn to accept failure.

Learn to take responsibility.

Learn to lead.
Learn to serve.
Use technology.
But never lose your humanity.
Build your career.
But also build your character.
Aim for success.
But never measure success only by salary, designation or position.
The real measure of your education will be the **value you create for your organisation, your community and society.**

ACKNOWLEDGEMENT

At this juncture, I would like to place on record my sincere appreciation to our Chairman, **Executive Director, Board of Trustees**, for their academic leadership, guidance and continued support to the institution.

I express my gratitude to all members of the management for their vision and encouragement.

I thank our faculty members for their commitment to teaching, research, mentoring and student development.

I appreciate our administrative and support staff for their contribution to the smooth functioning of the institution.

I also congratulate our students and their parents.

Every achievement reported today is the result of collective effort.

CONCLUSION

As we look back at the academic year 2025–26, we do not see merely a list of awards, placements, publications and programmes.

We see a journey.

A journey towards **excellence**.

A journey towards **inclusion**.

A journey towards **innovation**.

A journey towards **sustainability**.

And a journey towards creating professionals who are prepared not merely for the workplace, but for the responsibilities of citizenship.

A Riddle to end:

They are twins and stay together in your heart. They let knowledge grow but pull down the pride part. They never let you forget a kindness act. And keep your human character intact!

Who are the Twins?

Gratitude & Humility

Thank you.

Jai Hind.

Prof. (Dr.) Sharmila Subramanian

Principal

ASTHA School of Management, Bhubaneswar

ASTHA AVISHEK is not merely the beginning of an academic programme. It marks the beginning of a journey.

A journey from learning to application.

From aspiration to achievement.

From being a student to becoming a professional.

And above all, from individual success to responsible contribution to society.

At ASTHA, we believe that management education must go beyond classrooms, examinations and textbooks. It must develop **competence with conscience, ambition with empathy, innovation with responsibility and success with social purpose**. This philosophy has continued to guide our institutional journey during the year.

The academic year 2025–26 has been a year of **academic achievement, research, professional development, student excellence, industry engagement, inclusion and sustainability**.