



No one can steal, no king can take it, it cannot be divided among brothers and it does not become a burden. It only increases on spending, the wealth of knowledge is the best of all wealth.



BPUT
Gold Medalist
Batch: 2023-25



ASTHA
School of Management

Bhubaneswar
www.asthaeducation.in





“My first overseas trip was to India and that was with our Sri Lankan Deaf Cricket Team. It was a great experience for me to go there and work. After we went to India, the Indian team treated us well, so we got to know each other. ASTHA School of Management was coordinating the Asia Cup and I am highly impressed with their hospitality and discipline of the students. We hope to continue working like this in the future. Thank you very much, India.”

Mr. Lakmal Attanayaka, Representative Sri Lanka Deaf Cricket Team

ASTHA School of Management stands for Sustainability, Inclusivity & Diversity



Asian Deaf Cricket Association (ADCA) governs and promotes cricket for deaf and hearing-impaired athletes across Asia. It hosted the ADCA T20 Asia Deaf Cricket Cup (Feb-19-25, 2026) at Barabati Stadium in Cuttack, Odisha, coordinated by ASTHA School of Management, featuring teams from India, Sri Lanka, and Nepal. Dr. Bankim Mohanty, ED cum Secretary presented Player of the Series award to G.L. Malkam, Sri Lanka.



ASTHA School of Management also took a step towards environmental sustainability through a tree plantation drive, led by Mr. Bijay Kumar Mallick, Zonal Head, Bank of India. The initiative reflected ASTHA's commitment to nurturing nature and creating a greener, healthier future.



ASTHA School of Management joined the “10 Crore Nasha Mukta Pledge Mega Campaign” in support of the Nasha Mukta Bharat Abhiyan and Mission SPANDAN. Students and staff took the pledge to promote a healthy and addiction-free lifestyle. The initiative highlighted ASTHA's commitment to well-being, inclusivity, diversity and social responsibility, contributing to a safer and sustainable India.



From Editor's Desk

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It gives me immense pleasure to present ASTHA Darpan 2026, Volume 14, a reflection of our vibrant academic, professional, cultural, sporting and social journey. This issue is a reflection of our belief that management education must go beyond classrooms and examinations. It must create responsible professionals, and compassionate citizens.

There are many moments of pride that we share with our readers. The most significant academic achievement is the recognition of Ms. Mousumi Roul as the BPUT topper and Gold Medalist of the 2023–25 batch. The front page proudly captures this achievement that represents the hard work of the student and reflects the commitment of the faculty and the institution towards academic excellence. It also personifies the shloka captured in the cover page: **wealth of knowledge is the supreme wealth.**

At ASTHA, knowledge is not limited to academics. We believe that education must be holistic. ASTHA AVISHEK, Induction Week, PRAKALPA, Yugma, Rangrez, Annual Sports, Sapere Aude, the Banking Conclave and the BPUT Tech Carnival have provided students with opportunities to learn, compete, communicate, collaborate and lead.

Our commitment to research and innovation can be seen in PRAKALPA which has created a platform where students from different B-schools can present their internship experiences and real-world business solutions. The National Seminar on Talent, Technology, and Transformation: the new paradigm of workforce readiness demonstrates our effort to connect emerging technologies, talent pool and transformational practices for a neo-organisation.

Another important dimension of our journey is inclusion. We believe that management education must create space for every individual to participate, contribute and excel. Our association with the Odisha Deaf Cricket Association, Indian Deaf Cricket Association, and Asian Deaf Cricket Association is a meaningful expression of this belief. The institute supported ADCA in conducting the Asia Cup 2026 for Deaf Cricketers at Cuttack. The images in this volume capture the spirit of this association and the recognition of sporting excellence.

Our vision of sustainability is closely connected with the United Nations Sustainable Development Goals: 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, and 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. Environmental initiatives encourage responsible use of natural resources. Entrepreneurship, placement activities and industry engagement prepare students for decent work and economic participation. Our emphasis on technology, innovation and research supports SDG 9. Most importantly, our efforts towards inclusion and diversity reinforce our commitment to reducing inequalities.

Astha Darpan 2026, therefore celebrates more than achievements. It celebrates a philosophy of education — an education that is inclusive, sustainable, innovative and socially responsible.

May ASTHA continue to learn, lead, include, innovate and inspire!





ASTHA AVISHEK

ASTHA School of Management celebrated a key milestone with the 18th edition of its flagship welcome ceremony, ASTHA AVISHEK, commencing on August 17, 2025. The program was curated to welcome the newly admitted 240 MBA students and immerse them in the academic ethos and cultural heritage of the institution. The event opened with a heartfelt welcome address by Dr. Bankim Mohanty, ED-cum-Secretary of ASTHA School of Management, followed by a detailed annual report presentation by Prof. (Dr.) Sharmila Subramanian, Principal.

The ceremony featured inspiring talks by Dr. Subrat Sahu, Sr. Director (Accreditation Assessment & Ranking) and Professor (FMS), Ganpat University as the Chief Guest. Dr. Sruti Mohapatra, Founder, Swabhimani (State Disability Information & Resource Centre) Odisha, and Dr. Ashok Mangaraj, Freelance HR Consultancy & Training, Bhubaneswar, offered valuable insights into management education, career growth, and real-world experiences. Highlights included the release of ASTHA Darpan 2025 (Volume-13) and AUROMAA - ASTHA's Quarterly News Letter .





INDUCTION WEEK

The two-week induction and orientation programme of ASTHA School of Management marked a transformative beginning for the MBA cohort of 240. Designed to foster academic readiness, emotional well-being, and peer bonding, the programme commenced with students meeting their mentors and engaging in ice-breaking activities under the "Orientation Odyssey." Daily yoga sessions titled "Mindful Beginning" set a tone of mindfulness, discipline, and balance, forming the perfect prelude to a rigorous academic journey.

The induction programme blended academic depth with experiential learning, helping students integrate into campus life through faculty introductions, institutional briefings and interactive activities. Sessions on professional grooming by Ms. Kapila Nagpal, Story teller, happiness and Parenting coach and entrepreneurship insights from Ms. Jayanti Mohapatra (Co-Founder, WEneurs Forum Chief Executive Officer, Manikstu Agro Pvt. Ltd., Ms. Saroja Choudhury (Managing Director, Rosy's Kitchen, Bhubaneswar & Mr. Sourav Prakash Roul (Director, Zentai Workforce Pvt. Ltd. boosted confidence and career awareness. Engaging formats like "The Brand Game," a Creative workshop by Pidilite, a movie review session fostered critical thinking and creativity. Students also visited the factory of Hindustan Coca-Cola Beverages, gaining valuable exposure to real-world business operations and industry practices. Foundational sessions in economics, statistics, and accounting, along with a thought-provoking AI session, provided academic grounding. The program concluded with a vibrant Talent Hunt, celebrating creativity and setting the stage for a successful journey.





PRAKALPA

RECOGNIZING RESEARCH TALENT

ASTHA School of Management successfully hosted PRAKALPA 2025, its prestigious International Management Interns' Conclave, bringing together some of the most promising management students from across the globe. Designed as a platform to highlight analytical thinking, research rigour, and presentation finesse, the event witnessed participation from 57 students representing top Bschoools. Following a rigorous evaluation process 15 finalists were shortlisted for the grand finale held at ASTHA School of Management, where they presented their internship learnings and real-world business solutions before an esteemed jury and distinguished guests. The final round of PRAKALPA 2025 was marked by intellectual brainstorming as participants presented impactful research across diverse sectors. Devi Prasad Mohanty from Utkal University, Bhubaneswar won top honors for his project, Ms. Sneha Singh from XIM University was the runner-up for her work. Special recognitions went to Krisna Priyadarshini Nayak from Utkal University for Best Research Methodology, Talasu Biswajit Patra from Sri Sri University for Best Analysis, Vivek Vishnu Parida from C.V. Raman Global University for Best Presentation. Awards were presented by the jury members Prof. (Dr.) Sharmila Subramanian and Prof. Sanjay Adlakha. Chief Guest Dr. RKS Mangesh Dash, Managing Director, CHDNLR, Mumbai and Guest of Honour Dr. Saroj Kumar Sahoo, Assistant Professor, Dept.of MBA, Sambalpur University highlighted the importance of research-driven innovation. Prakalp 2025 successfully promoted academic excellence, critical thinking, and real-world relevance in management education.





SHUTTLE SMASHERS

Shuttle Smashers 2025, ASTHA Open Door Badminton Championship was successfully held at ASTHA School of Management on December 19,20 & 21, 2025. The event was led by Prof. Jinasis Mohanty, Dean - Training and Placement, with active support from Prof. Md. Asif Khan. The tournament was graced by notable dignitaries such as Mr. Deep Ranjan Bisoyi, International Para Badminton player attended as Guest of Honour. The tournament, themed Whack n' Win brought together dynamic players from UG, B-schools, Corporates, and veteran circles, turning the campus into a vibrant celebration of sportsmanship, strategy, and team spirit.

Shuttle Smashers 2025 showcased spirited competition across categories like UG League, B-School League, Corporate League, Veteran League, and Young Warriors. Champions in Men's Doubles –Abdul Saleem Khan and Debasis Panda from Raja Madhusudan Dev College, Bhubaneswar, and Women's Doubles winners – Subhashree Subhasmita Sahoo and Pratikshya Acharya from ASTHA School of Management, Bhubaneswar, were awarded trophies, certificates, cash prizes, and sports kits. The Veteran League saw Mr. William Das and Mr. Sashwat Routray from Odisha Institute of Fire Engineering and Safety Management emerge victorious. The event concluded with the felicitation of referees and officials for their vital contributions. Shuttle Smashers 2025 celebrated sportsmanship, teamwork, and ASTHA's dedication to holistic student development.





FACULTY DEVELOPMENT PROGRAM

The Faculty Development Programme (FDP) on Artificial Intelligence in Management: Transforming Teaching, Research, and Decision-Making, was organized by ASTHA School of Management from July 20 to 24, 2025, in order to equip faculty members with contemporary knowledge and practical insights into Artificial Intelligence (AI) and its applications across various management disciplines.

This week-long online initiative blended theoretical frameworks with hands-on learning. Sessions covered key themes including Applications AI in Marketing, Finance and Human Resources facilitated by academicians like Prof. Kali Prasad Satapathy, Dr. Bishnu Prasad Kar, Dr. Swetapadma Dash, Dr. Anindita Das, and Prof. Manoj Kumar Behera from ASTHA School of Management.

The final day featured an Expert Talk by Er. Kausik Upadhyay, Vice President, Renoveterra Engineers Pvt. Ltd. The expert shared industry perspectives on AI adoption, digital transformation, and future career opportunities.





NATIONAL SEMINAR

ASTHA School of Management, Bhubaneswar, successfully organized a two-day national seminar on “Talent, Technology and Transformation: The Paradigm of Workforce Readiness”. The seminar brought together academics, researchers, and industry professionals to exchange ideas on workforce readiness in the era of digital transformation.

The event was anchored by Prof. Ananya Swain, with the welcome address by Dr. Bankim Mohanty, ED-Cum-Secretary and theme address by Prof. (Dr.) Sharmila Subramanian, Principal. Eminent dignitaries such as Prof. (Dr.) Sanjay Kumar Nayak, Advisor – Petrochemicals and Polymers, SKN Consultancy, Former Vice Chancellor, Ravenshaw University, Odisha (Chief Guest), Ms. Archita Das, Deputy Director, Planning & Convergence Govt. of Odisha (Keynote Speaker) graced the event.

The seminar featured an AI-driven business decision-making workshop, followed by insightful sessions on developing future-ready talent and transforming organizations for the future of work. Eminent industry experts shared practical perspectives on AI, workforce development, innovation, and organizational transformation. The programme concluded with the valedictory session, rapporteur's report, awards, certification, and vote of thanks.

The seminar also witnessed a poster presentation competition for the students from different B-schools & ASTHA School of Management. The winners and runners up were awarded with trophy and certificates.





FUN WITH PURPOSE

The theme “Say No to Plastic” highlights the urgent need to address the growing menace of plastic pollution and its harmful impact on the environment, human health, wildlife, and natural ecosystems. Through “Fun with Purpose-2026,” ASTHA School of Management organized an impactful outreach programme at Ansupa on 11 February 2026, creating meaningful awareness among students and the local community about the responsible use and disposal of plastic. The initiative encouraged participants to reduce dependence on single-use plastics, adopt eco-friendly alternatives, practise proper waste segregation, and develop sustainable lifestyle habits.

It emphasized that environmental protection is a collective responsibility requiring active participation from individuals, educational institutions, and communities. The programme inspired participants at Ansupa to become responsible environmental stewards and contribute towards a cleaner, healthier, greener, and more sustainable future.





YUGMA

(National Level Oratory Contest)

The term "Yugma" originates from the Sanskrit word yugma, meaning union, pair, or conjunction. Etymologically, it signifies the coming together of two complementary forces such as the physical & the spiritual, and the intellectual & the emotional. ASTHA School of Management proudly hosted Yugma- the National Level Oratory Contest on February 21–22, 2026. Themed around the integration of spiritual wisdom and modern education, the event encouraged students to reflect on inner growth as a complement to academic success. With participation from over 112 students representing more than 50 colleges and universities across India, Yugma-2026 became a dynamic forum for young voices to articulate the role of spirituality in shaping character, purpose, and ethical decision-making in contemporary life.

Yugma-2026 was inaugurated by Chief Guest Dr. RKS Mangesh Dash, MD, CHDNL, Mumbai and the Guest of Honour CA Sunita Bhattacharya whose address highlighted the role of spiritual grounding in personal growth and ethical leadership. Participants delivered compelling speeches on themes like compassion, mindfulness, and value-based learning, creating a reflective and inspiring atmosphere. The event also marked the launch of the quarterly edition of AUROMAA - ASTHA's Quarterly Newsletter showcasing institutional achievements. The grand valedictory ceremony, graced by Sri Prasad Tripathy, Secretary, New Life Education Trust and Dr. Jayanta Kumar Panda, Professor at SCB Medical College. Cash prize of Rs. 25,000 won by Ayushman Kumar Sharma, Karim City College, Jharkhand as the winner of YUGMA- 2026.





RANGREZ

ASTHA School of Management celebrated the vibrant festival of the Holi on 1st March 2026 in the shape of Rangrez, its Annual Award Ceremony, transforming the campus into a lively blend of colour, culture, and creativity. More than a traditional festivity, Rangrez 2026 served as a platform to showcase student talent, teamwork, and innovation. The day began with a Rangoli exhibition and a cooking competition titled Khana Khazana, where students demonstrated their artistic and culinary prowess. Intricate Rangoli designs, rich with symbolism and vibrant hues, echoed themes of unity, tradition, and celebration. Simultaneously, the cooking competition impressed with a variety of traditional and fusion dishes, judged on presentation, taste, and originality capturing the flavours and spirit of Holi. Rangrez-2026 culminated in a vibrant evening celebrating student achievements across academics, co-curriculars, and cultural pursuits. Awards were presented for excellence in business quizzes, debates, case studies, sports activities and creative events, reflecting ASTHA's commitment to holistic education and leadership development. Energetic music and dance performances showcased the diverse talents of the ASTHA community, blending tradition with modernity. Faculty participation added to the spirit of unity and celebration, culminating in a heartfelt vote of thanks.





ANNUAL SPORTS

ASTHA School of Management's Annual Sports-2025 kicked off with great enthusiasm through an exhilarating Cricket tournament held in the month of January 2026. The event brought together students and staff in a spirit of healthy competition, camaraderie, and sportsmanship. The inaugural ceremony was graced by Dr. Bankim Mohanty, ED-cum-Secretary along with esteemed deans, faculty members, staff, and students.

The Badminton tournament featured intense matches across categories, showcasing remarkable talent and teamwork. In the student category, winners included Irfan Ahmed Khan & Satya Prakash Das (Boys' Doubles), Suvasri Subhasmita Sahoo and Pratikshya Acharya (Girls' Doubles), and Sipra Pradhan and Satyajit Rout (Mixed Doubles). In the staff category, Mr. Ashok Behera and Mr. Ashok Mishra won the Men's Doubles, while Prof. Dipan Kumar Jena and Prof. Priyanka Jena secured victory in the Mixed Doubles. The success of Annual Sports reflects ASTHA's strong commitment to fostering a holistic educational environment.





SAPERERE AUDE

(SIP Orientation Program)

SIP Orientation Program - Sapere Aude - was conducted on 23rd May 2026 at ASTHA School of Management, igniting students' curiosity across three major domains: MERCADEO (Marketing), FINTERN (Finance), and MELIORATION (HR). The event brought together leading industry professionals who shared practical insights, emerging trends, and career strategies. From symposium panel sessions to live Q&As, students engaged actively, turning conversations into meaningful takeaways. FINTERN featured practical insights from CA Raja Narayan Tripathy, CEO/MD, Tripathy & Co., Chartered Accountants, Mr. Ramanjeet Mohanty, Founder, CEO, Finocontrol Consultancy Services LLP, & Mr. Jyotrimay Pradhan, Associate Vice President & State Head, Franchisee Biz, Motilal Oswal Financial Services Limited. The panel at MERCADEO included Mr. Rajib Kumar Das, Zonal Sales Manager, Patanjali Foods Ltd., Mr. Soumya Ranjan Hota, Business Development Head, Emirates Logistics India Pvt. Ltd., Mr. Lelin Parida, Senior Area Sales Manager, Piramal Consumer Healthcare. MELIORATION was enriched by Mr. Sabyasachi Jena, Manager HRBP, Varun Beverages Ltd. Odisha Unit, Dr. Asmita Mohanty, Human Resource – Department Head, Hitch Payments, Mr. Chinmaya Mishra, Director, PRAYASTECH. Sapere Aude 2026 was a well-rounded and powerpacked orientation program.





BANKING CONCLAVE

The Banking Conclave-2025, held on 21 & 22 November 2025, was organized around the thought-provoking theme, "The Human Face of Indian Banking: Balancing Technology with Trust and Empathy." The conclave provided students with valuable exposure to the evolving banking sector, emerging career opportunities, and the growing significance of small finance banks in India's financial ecosystem. Distinguished experts, including Mr. P. P. Rao, Dr. R. K. S. Mangesh Dash, Mr. Manas Ranjan Pradhan, and Dr. Laxmi Prasad Padhy, shared valuable insights on digital ethics, risk management, innovation, corporate governance, customer-centric banking, and empathetic leadership.

Their sessions enabled students to connect theoretical concepts with contemporary industry practices. A poster presentation competition further encouraged students to showcase their research abilities, creativity, analytical skills, and strategic thinking. The conclave concluded with an engaging networking session, followed by a valedictory ceremony and prize distribution, making the event an enriching and memorable learning experience.





BPUT TECH CARNIVAL

ASTHA School of Management proudly hosted three flagship events of the BPUT Tech Carnival 2025. The Business Plan, held on 4th November 2025, encouraged students to present innovative and sustainable business ideas with feasibility analysis, market scope, and implementation strategies. The Best Manager competition, held on 7th November 2025, assessed leadership, crisis management, analytical thinking, communication, and decision-making through competitive rounds. Eloquence, conducted on 17th November 2025, developed students' confidence, public speaking, clarity, and critical thinking.

The events were evaluated by distinguished professionals, including Mr. Kausik Upadhaya, Dr. Ashok Mangaraj, Mr. Deepraj Das, Mr. P.P. Rao, Ms. Purabee Mishra, Mr. Preetiranjana Jena, Dr. Stitapragya Mohanty, Dr. Surya Dev, and Dr. Pragyan Paramita Pattnaik, whose expertise enriched the students' learning experience. Collectively, these activities strengthened managerial, entrepreneurial, communication, creativity, and problem-solving skills.





PLACEMENT

The Training & Placement Cell of ASTHA School of Management plays a vibrant and proactive role in transforming students into confident, competent, and corporate-ready professionals. To facilitate this transition, the Cell regularly organizes grooming sessions, pre-placement talks, aptitude training, mock interviews, group discussions, and industry interactions, enabling students to understand corporate expectations and develop the skills required to succeed in the professional world.

Placement session 2025-26 was enriched by the participation from several reputed organizations across banking, finance, FMCG, retail, manufacturing, consulting, logistics, and other sectors. Leading recruiters like Pantaloons, Axis Bank, ICICI Bank, Reliance Digital, Berger Paints, Hindware, Dynpro, GEF India, Suryoday Small Finance Bank, Jana Small Finance Bank, Dalmia Cement, V-Mart Retail, Asian Paints, India Mart, Surya International, Axis Mutual Fund, Bajaj Finance, Fortis Chemicals, Archer & Bull, IDBI Capital, Motilal Oswal, Annapurna Finance, Blinkit, DN Homes, FarmB, Dvara KGFS, DCB Bank and Bharat Financial Inclusion participated in the placement session.

These organizations conducted placement drives, offering students diverse career opportunities and valuable industry exposure. The highest package offered was 6.60 Lakhs per Annum, marking another significant achievement in ASTHA's placement journey and reinforcing its commitment to building successful corporate careers for its students.





JUBILANT EVENTS

At ASTHA, several In-house events are conducted every year. It is believed that such programmes offer a vivid exposure to the students.

The farewell function, UDAAN that bids adieu to the fourth semester students, was beautifully adorned with the best wishes of the management and the teaching & non teaching staff of the institute. Students were showered with congratulations and blessings from all corners.

ASTHA's in-house welcome ceremony UDBHAV- 2025 was organized by the 3rd semester students for their beloved juniors who were setting foot into the expanse of the professional world. They were warmly assimilated into the ASTHA Family through a diverse carousel of events spanning from dance performances, musical medleys and a pagentry contest out of which the student jury members picked the most interactive and jubilant ones as Mister & Miss ASTHA.

Teacher's day, honouring the teachers' community for their dedicated contributions to the society and marking the birthday of Dr. Sarvapalli Radhakrishnan, was widely celebrated at ASTHA School of Management.





EXUBERANT CELEBRATIONS

In-house celebrations add zing to life @ASTHA

Saraswati Puja, that is the harbinger of the spring season, was celebrated, wherein Goddess Saraswati, known to be the Goddess of learning and knowledge, was worshipped. Lord Ganesh, the highly revered God of wisdom and wit, was worshipped on the occasion of Ganesh Puja. The institute believes that such conduct will attract the revered blessings of the Almighty.

On 15th August 2025, ASTHA School of Management celebrated Independence Day with patriotic spirit and unity, bringing together faculty, staff, and students. The institution also celebrates World Environment Day every year on 5th June, promoting environmental awareness, sustainability, and responsible citizenship among students and the wider community.



Events for Academic Year 2026 - 27

August

- Independence Day
- ASTHA Avishek
- 15 days Induction week
- Anti -Ragging Day

September

- Field Visit
- Guru Divas
- Ganesh Puja
- SIP Presentation
- Week End Seminar

October

- PRAKALPA
- Cyber Jaagrookta week
- VAANI- National Conference
- Week End Seminar

November

- National Education Day
- Shuttle Smashers
- Week End Seminar

December

- World AIDS Day
- Blood Donation Camp
- Corporate Campus Connect
- Placement Orientation & Training

January

- Republic Day
- FDP
- Industrial Visit
- Week End Seminar

February

- Yugma (The National Level Oratory Contest)
- Annual Sport
- Fun with Purpose
- Week End Seminar

March

- MDP
- Rangrez
- International Women's Day
- Week End Seminar

April

- Utkal Day Celebration
- Social & Environmental Awareness Among Youth
- Week End Seminar

May

- MDP
- Sapere Aude (The SIP Orientation Program)
- In-House Faculty Conclave
- Week End Seminar

June

- SIP Start
- International Yoga Day
- Week End Seminar

July

- Webinar
- Kargil Diwas
- Week End Seminar



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