



SRUSTI News

Quarterly Newsletter of
SRUSTI ACADEMY of MANAGEMENT (Autonomous)

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From the Editor's Desk ...

Dear Readers!

Embracing the spirit of growth and achievement, we warmly welcome the October-December 2023 edition of Srusti News, our college magazine's fresh incarnation. This period has been marked by significant growth and achievement across various academic disciplines at Srusti Academy of Management.

Within these pages, you'll find an array of noteworthy content, including an insightful article by our new campus reporter, snapshots of memorable moments on campus, and the inspiring accomplishments of our academic community. The transformation from 'Srusti Newsletter' to 'Srusti News' signifies our commitment to a fresh and dynamic approach to sharing the vibrant spirit of our institution. Srusti Academy of Management is a beacon of knowledge dedicated to providing top-notch education in MBA, MCA, IMBA, and BBA. Our commitment to fostering holistic development empowers students to blossom into leaders with both expertise and ethical values.

This edition serves as a testament to the incredible achievements of both our students and faculty members. From groundbreaking research initiatives to impactful community endeavours, the brilliance and dedication of our community shine through. This quarter has been distinguished by thrilling events, creative club activities, and remarkable teamwork in annual and inter-college competitions orchestrated by BPUT Tech Carnival, 2023. Extracurricular engagements provide a platform for showcasing talents and fostering life skills development beyond the standard curriculum.

As we draw the curtain on another successful year, let's reflect on the challenges and triumphs that have shaped us. The lessons learned and bonds forged during this time will propel us into the promising prospects of the upcoming year. We encourage you to immerse yourself in the richness of this edition, filled with information and narratives that capture the essence of our college. Your feedback is invaluable in shaping the continued evolution of Srusti News through srustinews@srustiacademy.ac.in

Thank you for your unwavering support, making Srusti Academy of Management a hub of excellence and innovation and wishing everyone a joyous and fulfilling New Year: 2024.

Ms. Sarita Manjari Prusti
Chief Editor

News Buzz

- ❖ SCI Guidelines: Ads making environmental claims must be reliable, verifiable, and transparent, effective from February 15, 2024.
- ❖ SMPP Project: Odisha CM unveils Shree Mandir Parikrama Prakalpa, aiming to transform Puri into a world-class heritage destination.
- ❖ National Startup Awards 2023: DPIIT announces winners across 15 categories, recognizing 20 groundbreaking startups from diverse industries.
- ❖ 'One Vehicle, One FASTag' Initiative: NHAI launches initiative to enhance Electronic Toll Collection efficiency and improve traffic movement.
- ❖ IMD's 150th Anniversary Initiatives: IMD introduces the National Framework for Climate Services and other initiatives to monitor and predict extreme weather.
- ❖ Similipal Kai Chutney: Tribal-made chutney with red weaver ants from Odisha's Mayurbhanj district gets a Geographical Indication Tag for its nutritional and medicinal properties.



1st October 2023: Inspires Minds at Samarambhi 2023, Prof. B. B. Mahapatro, Principal, Srusti Academy of Management (Auto.) giving memento to **Prof. (Dr.) Amiya Kumar Rath**, Honourable Vice Chancellor, BPUT, Odisha.

In the Spirit of Bapu, students came together for Swachha Bharat Abhiyan near Shikhar Chandi Temple on 01.10.2023.



The placement cell of Srusti Academy conducted the **Placement Interviews** which were carried out by **ICICI Bank** on 03.10.2023.

Cycling Towards a Greener India: Srusti Academy Hosts **Dr. Kiran Seth's** Enlightening Talk on 05.10.2023.



Seeking help is a sign of strength, not weakness. To mark this day Srustians celebrated the **World Mental Health Day** on 10.10.2023.

Where learning is treated as a regular practice : Dr. Sharada Prasad Sahoo shares his insight in **Faculty Development Programme (FDP)** on 14.10.2023.



Celebrated **National Unity Day** and swore a pledge of solidarity on 31.10.2023.

3rd to 5th November 2023: Journey to **XLRI Jamshedpur!** Srusti's enlightening visit, where academia meets excellence.



MCA students are captivated by Mr Aswini Rath's wisdom in exclusive **Face-to-Face Talk** on 04.11.2023.

Leaving a trail of hope and humanity behind, YRC encourages young hearts to take steps ahead on 08.11.2023.





11th November 2023: Minds at Battle! Srusti hosts the **B-Quiz Competition** at **BPUT TechCarnival - 2023**.

Insights from a **performance management system and talent acquisition workshop** on 25.11.2023.



A symphony of skills and team spirit met in **SPL - 2023** at Srusti Academy of Management (Autonomous) on 29.11.2023.

Autographs of Hope: Srusti's YRC Club Leads the Charge Against HIV Stigma on **World AIDS Day** on 01.12.2023.



The placement cell of Srusti Academy conducted the **Placement Interviews** which were conducted by **Bandhan Bank** on 02.12.2023.

An **MOU** is signed between **Srusti Academy of Management (Autonomous)** and **CDAC** to elevate technological skills on 05.12.2023.



On 09.12.2023 Srusti Academy of Management (Autonomous) celebrated **Merit Day 2023**: Where brilliance meets discipline. Kudos to all winners and the lessons learned on this journey!

9th Dec 2023: **Face-to-face meeting with global author**, Lana Derkac, Sonja Monojlovic, Tsippy Levels, and Rabin Byron at Srusti Academy of Management (Autonomous), illuminate the day with shared stories and captivating poetry.



Srusti Academy's **Crossfire 2023**: where knowledge, rhythm, and reels collide on 17.12.2023.

Alumni Interactive Programme on 23.12.2023 where memories meet success.



Student Write up

Health and Lifestyle

It's been a delightful four months since I stepped into the vibrant campus life, cherishing every moment and embracing the diverse opportunities that have come my way. The privilege of being selected as the campus reporter has been a particularly enriching experience, offering me insights into various facets of college life. Today, I am eager to share my thoughts on a topic that resonates with all of us - "Health and Lifestyle."

A healthy lifestyle, incorporating mindful nutrition, regular physical activity, and effective stress management, extends benefits beyond the physical to nurture a sound mind. Yet, grasping the importance of health consciousness is just the beginning; the true essence lies in its daily implementation.

Navigating our corporate-driven routines, the modern pace of life contrasts sharply with the leisurely past. Unlike our predecessors' organic diets and diverse activities, the current generation faces fast food and sedentary habits. This accelerated pace results in physical and mental pollution, affecting human interactions and societal well-being.

Despite awareness, few transition from resolutions to actions. Challenges like alcohol, junk food, smoking, and drug addiction persist. Gadgets further distance us from meaningful activities and connections.

To counteract this, cultivate well-being habits. Avoid excessive alcohol, junk food, and tobacco. Resist the allure of constant gadget upgrades. Allocate daily time for fulfilling activities. Surround yourself with positive influences, reducing stress.

As festivities approach, opt for 'homemade dabba' over unhealthy alternatives. Rediscover communal dining, sharing ideas, and fostering positive attitudes. Bridge the gap between awareness and action, creating a harmonious balance between our fast-paced lives and the intrinsic need for a healthy lifestyle.

Namita Jena
MBA : 2023-25



Congratulations!

Shri Gopikrishna Panda, Regd. No. FMS / Ph. D. / 2017/008 became Ph. D. awarded from Sri Sri University under the guidance of Prof. (Dr.) Sunil Kumar Dhal. His title is "A study on performance assessment of data analysis, technics on fraud detection in automobile insurance using machine learning."

What they say

- ❖ **Prof. (Dr.) Suman Das, Regional Director of Education, Department of higher education, Govt. Of Odisha, Bhubaneswar:** "It is indeed gratifying to come to this Academy which has credible records in the field of education students are bright disciplined and focused I wish all the very best to all the concerned faculties and their students."
- ❖ **Prof. (Dr.) Satya Swaroop Debasish, Professor & Head, Department of Business Administration, Utkal University, Bhubaneswar:** "Excellent Institute, visionary leadership, committed stakeholders, bright and enthusiastic students. All the best!"
- ❖ **Prof. (Dr.) Suvendu Kumar Rath, Deputy Registrar, BPUT, Rourkela :** "This is a proud moment for me to be a part of the inauguration of the event business quiz of BPUT Tech Carnival 2023 my blessings and best wishes to my dear student."
- ❖ **Prof. (Dr.) Sujit Kumar Khuntia, Director, Curriculum Development, BPUT, Rourkela** "I am very much delighted to participate in the inaugural session of the business quiz competition I extend my hearty thanks to Srusti Academy of Management for extending the help for conducting the program and taking cardinal of BPUT."

Faculty Achievements

- ❖ Dr. Bhabani Mallia, an esteemed Assistant Professor, contributed a paper titled "Optimizing Resource Allocation: A Dynamic Approach to Solving the Bottleneck Assignment Problem." Published in Innovations, Volume 23, Issue 75; ISSN 1267-4982. (Indexed in SCOPUS).
- ❖ Ms. Debadeepti Jagaty and Dr. Umakanta Dash jointly authored a paper titled "The Impact of Electronic Word of Mouth on Online Purchasing: A Bhubaneswar Perspective." Published in the European Economic Letters, Volume 13, Issue 5, P- 1762; ISSN is 2323-5233. (Indexed in ABDC)
- ❖ Dr. Anindita Das, Dr. Anuradha Mishra, and Ms. Rosy Barik, all serving as Assistant Professors in the field of Human Resources, collaborated on a peer-reviewed paper titled "Work-life Balance: An Exploration of Employee Wellbeing and Happiness" published in Emerging Trends in Insurance and Management Practices (Volume 10, Issue 12); ISSN 978-93-95651-56-1.
- ❖ Ms. Sarita Manjari Prusti presented a paper titled "Empowering Educators for Transformative Learning" on 28th October 2023 organized by KISS.
- ❖ Ms. Sai Smita Das presented a paper entitled "Enhancing organizational security consciousness : a comprehensive study on factors influencing employee awareness and adherence to security policies" in the National Seminar conducted on 08th & 09th December 2023 at DAMITS.
- ❖ Mr. Sandhya Darshan Dash presented a research paper titled "Unveiling Business Prosperity : a comprehensive study on exploring Odisha ecosystem and opportunities" in the National Seminar at Ramadevi Women's University on 22nd & 23rd December 2023.
- ❖ Mr. Jyotisman Dash Mohaptra has successfully completed the 12 week course of Business to Business Marketing (B2B) organised by Elite NPTEL Online Certification.