Srusti News

Quarterly Newsletter of

Srusti Academy of Management and Technology (Autonomous)

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Skills, Not Just Scores: Rethinking Student Success



In today's rapidly changing and highly competitive world, academic scores alone are no longer sufficient to ensure professional success. Future-ready professionals need a balanced combination of technical knowledge, communication, critical thinking, problem-solving, creativity, leadership, teamwork, decision-making and emotional intelligence. Equally important are digital competence, data literacy, artificial intelligence awareness, technological adaptability, project management, entrepreneurial thinking, financial and business acumen, negotiation, conflict management and strategic thinking. The evolving workplace also demands professionals who can interpret information, leverage emerging technologies, work effectively with diverse teams, manage change, communicate across cultures, make ethical decisions and continuously upgrade their knowledge and skills.

At Srusti Academy of Management and Technology, we believe that education must extend beyond academic achievement to develop such well-rounded and future-ready professionals. For students of MBA, MCA, BBA, BCA & B.Com., classroom learning is complemented by live projects, internships, case studies, presentations, competitions, industry interactions, simulations, experiential learning and co-curricular activities.

Srusti encourages students to view every learning experience as an opportunity to learn, innovate, collaborate and grow. By integrating academic knowledge with practical exposure and professional skill development, the institution seeks to prepare learners for an increasingly dynamic world. The true measure of education is therefore not merely what students score, but what they can think, create, contribute and ultimately become—competent, adaptable, ethical and future-ready professionals prepared to lead with confidence.

Ms. Chanchal Sharma
Asst. Professor
Editor

Highlights of the issue

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- Campus Halchal
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Upcoming

- 03- 06.11.2026 : Annual Competition-2026
- 07.11.2026 : Annual Merit Day - 2026
- 30.11- 01.12.2026 : International Conference
- 19.12.2026 : HR Conclave - 2026



UTKARSH 2.0 – Industry Panel Discussions at Srusti Academy of Management and Technology (Autonomous), Bhubaneswar, brought together industry experts, faculty and students for two days of insightful discussions across Marketing, Finance, Human Resources and Information Technology. The sessions explored digital transformation, AI, customer engagement, sustainable finance, future leadership, innovation and emerging technologies through expert panel discussions, student presentations, open-house interactions and meaningful knowledge sharing, strengthening industry–academia engagement **on dt: 25–26.09.2026.**



Educational Visit to CUTM :
BBA and BCA students participated in an enriching educational visit to CUTM, gaining practical insights into innovative sustainability practices, waste-to-wealth initiatives, and eco-friendly technologies. The visit provided valuable exposure to sustainable development and the practical application of environmental innovations in real-world settings **on dt. 01.07.2026.**



Commerce Faculty Meet 2026:
The event served as a significant academic platform, bringing together commerce faculty members for meaningful interaction, knowledge sharing, and professional exchange. The occasion also witnessed the inauguration of the latest edition of Alumni Express, celebrating alumni connections and fostering a spirit of academic collaboration **on dt. 03.07.2026.**



SkillSpark 2026 – World Youth Skills Day: A vibrant faculty engagement initiative celebrating the theme "Skills for a Shared Future," the programme emphasized innovative teaching approaches, employability enhancement, and lifelong learning. The initiative highlighted the importance of skill development in empowering youth and promoting inclusive economic growth, in alignment with Sustainable Development Goal 8 (SDG 8) **on dt. 15.07.2026.**



AI Spark 2026: "AI Beyond Automation: Shaping the Future of Business, Education and Society": Srusti Academy of Graduate Studies (SAGS) organized an engaging programme featuring an expert talk and student presentations, exploring the transformative role of Artificial Intelligence beyond automation. The event provided a platform for knowledge sharing and innovative ideas, highlighting AI's growing impact on business, education, and society **on dt. 18.07.2026.**



Parent-Teacher Meeting 2026:
The meeting provided a meaningful platform to strengthen collaboration between parents and faculty members, with a focus on students' academic progress, personal development, and overall well-being. The interaction encouraged constructive discussions and collaborative efforts to support students' growth in the presence of Mr. Debendra Rath, Ms. Saismita Das, and Mr. Sandhyadarshan Dash **on dt. 19.07.2026.**



Nashamukt Yuva – Viksit Bharat 2047 Sankalp:
A youth-centric initiative aimed at promoting awareness about the harmful effects of substance abuse and encouraging a healthy, responsible, and substance-free lifestyle. The programme inspired young people to contribute towards building a healthier society and realizing the vision of a developed India by 2047 **on dt. 02.08.2026.**



Plantation Drive on 24th Srusti Foundation Day 2026:
A plantation drive was organized at Shikhar Chandi Hill, engaging BBA and BCA students in promoting environmental awareness and ecological responsibility. The initiative encouraged students to contribute towards a greener and more sustainable future under the guidance and supervision of Dr. (Prof.) Umakanta Dash and Mr. Sitikantha Biswal **on dt. 06.08.2026.**



24th Srusti Foundation Day – Evening Celebration:
A memorable celebration marking Srusti's 24-year journey brought together the management, faculty, and staff to share experiences, aspirations, and cherished memories. The event was marked by a cake-cutting ceremony and a High Tea, celebrating the institution's achievements and its continued commitment to excellence **on dt. 06.08.2026.**



80th Independence Day Celebration & Inauguration of Srusti Yuva Shakti:
A vibrant celebration of patriotism and youth empowerment marked the occasion, featuring flag hoisting and the inauguration of Srusti Yuva Shakti. The initiative aims to inspire students to embrace responsible citizenship, develop leadership qualities, and actively contribute to nation-building **on dt. 15.08.2026.**



World Entrepreneurs Day – 2026: An engaging session with students featuring distinguished entrepreneurs Mr. Anup Paikaray, Director, Newrup Tech Solutions; Ms. Shital Zemane, Owner, Gargi Automated & Robotic Gadget Industries Pvt. Ltd.; and Mr. Vivek Kumar Singh, Director & CMO, Urban Hyphae Bioscience Pvt. Ltd., **on dt. 21.08.2026.**



Lingaraj Biscuit Factory Visit: MBA students, accompanied by faculty members, visited Lingaraj Biscuit Factory to gain practical insights into industrial operations, production processes, quality management, and workplace practices. The visit offered valuable exposure to real-world manufacturing operations, bridging classroom learning with industry practices **on dt.22.08.2026**



Alumni Interaction Session – "Transition from Classroom to Workplace": An engaging alumni interaction session featuring Mr. Manoj Kumar Mohapatra (Batch 2011–13) was organised to provide students with valuable insights into workplace expectations, professional competencies, career readiness, and the transition from academic learning to corporate life **on dt. 26.08.2026.**



Survive & Serve: Life- Saving Lessons from the NDRF, 3rd batallion, Munduli, Cuttack, Odisha: An informative session was organised for MBA & MCA students, focusing on disaster preparedness, emergency response, basic life-saving skills, and safety awareness **on dt. 28.08.2026.**



Srusti Alumni Association Local Chapter Meeting @ Bengaluru: The Bengaluru Chapter of the Srusti Alumni Association (SAA) was formally inaugurated, bringing together alumni to strengthen professional networks, foster meaningful connections, and encourage continued engagement with their alma mater. The occasion also marked the launch of the May–August 2026 edition of Alumni e-Xpress **on dt. 30.08.2026.**



Teacher's Day 2026: Teacher's Day was celebrated with warmth and appreciation, honouring the dedication, guidance, and invaluable contributions of faculty members in shaping students' academic and professional journeys. The occasion featured joyful interactions and thoughtfully organised activities, fostering a spirit of gratitude and togetherness **on dt. 05.09.2026.**



Library Activity on Teacher's Day: A special library activity was organised as part of the Teacher's Day celebrations to cultivate reading habits, encourage active student participation, and foster intellectual curiosity. The initiative provided an interactive platform for students to explore their interests and develop a deeper appreciation for reading **on dt. 05.09.2026.**



Ganesh Chaturthi 2026: A joyous celebration of devotion, wisdom, and new beginnings during the auspicious occasion of Ganesh Chaturthi with enthusiasm and festive spirit **on dt. 14.09.2026.**



Visit to Kalinga Stadium: An enriching exposure visit was organized for UG students to Kalinga Stadium, providing them with an opportunity to explore the iconic sports facility **on dt. 21.08.2026.**



Deeksharambh - 2026(UG):
The induction programme, Deeksharambh 2026, was inaugurated marking the beginning of a new academic journey for undergraduate students. The programme welcomed the incoming batch through orientation sessions designed to familiarise students with the institution's academic environment, values, and opportunities for holistic development **on dt. 17.08.2026.**



Deeksharambh - 2026(MBA):
Deeksharambh 2026, the induction programme for newly admitted MBA students, marked the beginning of their management education journey. The programme welcomed the incoming batch and introduced students to the institution's academic environment, learning opportunities, and avenues for professional and holistic development **on dt. 20.08.2026.**



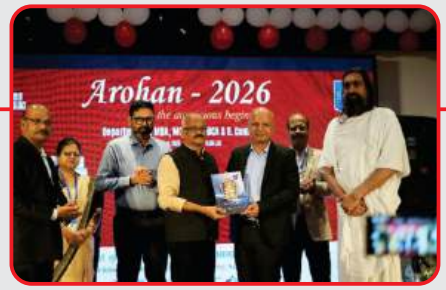
Deeksharambh - 2026(MCA):
Deeksharambh 2026 marked the beginning of the academic journey for newly admitted MCA students. The induction programme featured orientation sessions and interactive activities, familiarising students with the academic environment, campus facilities, and opportunities for skill development and professional growth **on dt. 20.08.2026.**



Poster Making Competition on "Sustainability Begins with Me" :
A creative poster-making competition was organised to encourage students to express their ideas on environmental responsibility, & sustainable practices, **on dt. 26.08.2026.**



Writing Competition for Campus Reporter Selection:
A writing competition was organized for MBA and MCA students on the theme "Zero Hunger" – the 2nd Sustainable Development Goal (SDG) 2 **on dt. 25.08.2026.**



Arohan 2026 : The inauguration of Arohan 2026 was graced by Prof. (Dr.) U. K. Dash, Principal, Prof. (Dr.) P. P. Sarangi, Vice-Principal, Mr. Ansuman Narayan, Senior Manager–HRM, Tata Steel & President, Alumni Association; Er. Saroj Ku. Sahoo, Chairman,Mr. Rashmi Ranjan Mohapatra, CEO, World Skill Centre; and Prof. (Dr.) G. D. Mishra, Dean (P&T)Swami Satyachaitanya Ji, **on dt. 10.09.2026.**



Arohan 2026 - Mr. & Ms. Fresher 2026:
The titles of Mr. and Ms. Fresher were conferred upon deserving students from the MBA, MCA and UG programmes during Arohan 2026, **on dt. 10.09.2026.**



Arohan 2026- Srusti Staarz Evening :
The star cast of the Odia movie JADI... The Untold Side of If—Akash Hota, Priyambadaa Swain, Krishna Rout and Balakrishna Nayak—graced the Srusti Staarz Evening during Arohan 2026, **on dt. 10.09.2026.**



Arohan 2026- Srusti Staarz Evening :
The students of the Srusti Band delivered an energetic and melodious musical performance during Srusti Staarz Evening, captivating the audience **on dt. 10.09.2026.**



Finance Forward: Re-imagining Finance for a Digital, Sustainable and Resilient Future: The panel discussion brought together distinguished industry and finance professionals to explore emerging trends, challenges and opportunities shaping the future of finance in a rapidly evolving digital and sustainable business environment. The panel featured Mr. Sanjay Tripathy, Founder & CEO, BRISKPE; Ms. Deepti Vohra Banka, Director, PwC; Ms. Godaba Aruna Kumari, Senior GM–Finance & Accounts; and Mr. Avinash Kotni, CA & CMA. The session provided valuable insights into digital transformation, sustainable financial practices, resilience, innovation and the evolving role of finance professionals, enabling students to connect academic learning with contemporary industry perspectives and practices **on dt. 25.09.2026.**

Leadership Next: Developing Human Capital for the Future Workplace: The HR Panel brought together distinguished HR leaders and industry experts to discuss emerging trends, challenges and strategies for developing human capital in a rapidly changing workplace. The panel featured Mr. Bidyut Ranjan, Group CHRO, Durian; Dr. Debabrata Dash, Head–HR, East, AM/NS India; Mr. Ganesh Mishra, Head–HRBP, Tata Steel; Dr. G. P. Rao, Founder & Managing Partner, GPR HR Consulting LLP; and Mr. Radhamadhav Jena, Founder, CEO & MD, AJEETS. The session offered valuable insights into future-ready leadership, talent management, employee engagement, workplace transformation and strategic HR practices, enabling students to connect academic learning with contemporary industry perspectives and professional practices **on dt. 25.09.2026.**





"MarketSphere: Re-imagining Customer Engagement in the Digital Age: The Marketing Panel brought together distinguished industry professionals to discuss evolving customer expectations and innovative strategies for building meaningful customer relationships in the digital era. The panel featured Mr. Jasmeet Singh Bagga, Sandoz; Mr. Abhijit Pal, McNROE Consumer Products; Mr. Anand Paul, Bandhan Bank; and Mr. Subrat Sahoo, JSW Steel. The discussion explored the growing role of artificial intelligence, omnichannel strategies, personalisation, customer experience and digital trust in shaping modern marketing practices. The session provided valuable industry insights, helping students understand emerging marketing trends and the importance of technology-driven engagement in developing customer loyalty and strengthening long-term business relationships **on dt. 26.09.2026.**

TechFrontier: Emerging Technologies Shaping Tomorrow: The IT Panel brought together leading industry experts, including Dr. Debabrata Nayak, Cybersecurity & Privacy Expert at PwC India; Mr. Dipendra Gogoi, Senior Technology Operations Leader at Cisco; Mr. Abinash Ghosh, Co-founder & CEO of Oditek Solutions & DeepSurge AI; Mr. Sudhir Jaiswal, Corporate Finance, Global Supply Chain & Governance Professional; and Mr. Ghanashyam Parida, Head–Projects at AMNS. The panel engaged in an insightful discussion exploring artificial intelligence, cybersecurity frameworks, automation, corporate governance, and building future-ready organisations **on dt. 26.09.2026.**





World Book Lovers Day 2026:
As an engaging activity under the Eloquence Club, World Book Lovers Day was celebrated to encourage students to develop regular reading habits and appreciate the joy of books, **on dt. 10.08.2026.**



Yoga for Life:
An engaging activity under the Yoga Club was organised to promote physical well-being, mental peace, mindfulness, and the importance of incorporating yoga into a healthy and balanced lifestyle **on dt. 23.08.2026.**



Lead 2.0: Orientation Session for the ED Cell :
The ED Cell organised an orientation session, which hosted Mr. Dharmendra Sundaray, Ms. Deepsikha Sarkar, Ms. Subharahmi Mohanty, and Mr. Nitish Kumar Sahoo, familiarised students with entrepreneurial learning, and innovation **on dt. 11.09.2026.**



HR Masterclass on Recruitment, Review and Reward:
An insightful sessio was organized under HR Uday – the HR Club, enriching students' understanding of talent acquisition, and performance review **on dt . 18.09.2026.**



Marketing Club Activity :
The Marketing Club organized an engaging activity to inculcate marketing acumen, creativity, & practical learning experience among stuents **on dt. 18.09.2026.**



Blindfold Architecture: Eloquence Club conducted a paired activity fostering essential skills in communication, active listening, teamwork, and mutual cooperation among students through an interactive challenge **on dt. 29.09.2026.**

Faculty Achievement



Dr. Umakanta Dash
Principal & Professor

Professional Development Achievement – Retail Marketing Strategy: Dr. Umakanta Dash successfully completed the eight-week NPTEL course on Retail Marketing Strategy, securing an outstanding score of 100% during July–September 2026. This remarkable achievement reflects his academic excellence, subject expertise, dedication to continuous learning, and commitment to professional development. The course provided comprehensive insights into retail management, consumer behaviour, retail strategy formulation, merchandising, pricing, customer engagement, and modern distribution channel management. By strengthening his understanding of emerging retail trends and contemporary marketing practices, Dr. Dash has further enhanced his knowledge and professional competencies. This accomplishment highlights his enthusiasm for lifelong learning, pursuit of academic excellence, and dedication to integrating contemporary industry knowledge into teaching, research, and student development, thereby setting an inspiring example for the academic community.

JULY 2026

- HCLTech announced a ₹15,000-crore investment in Odisha, including an AI Data Centre and a Global Delivery Centre in Bhubaneswar.
- Odisha strengthened its technology ecosystem with plans for AI-driven digital infrastructure and new employment opportunities in Bhubaneswar.
- Indian IT companies continued expanding into AI infrastructure and data centres as demand for cloud computing and artificial intelligence surged.
- India's startup and technology ecosystem continued attracting investments in AI, fintech, deep-tech and digital businesses.
- Indian businesses increasingly explored AI agents and automation to improve productivity, customer service and decision-making.

AUGUST 2026

- Odisha announced plans to introduce AI-related courses in higher educational institutions and strengthen university-based startup ecosystems.
- The state government emphasised AI skills, innovation and entrepreneurship to prepare students for emerging employment opportunities.
- Odisha continued positioning Bhubaneswar as an emerging hub for technology, AI, startups and digital innovation.
- Indian startups continued attracting global investment in AI, voice technology, drones and other emerging technology sectors.
- Indian technology companies increasingly explored AI agents capable of automating business processes and supporting enterprise decision-making.

SEPTEMBER 2026

- Odisha received in-principle approval for an AI Centre of Excellence in Bhubaneswar to support AI innovation, startup incubation and technology deployment.
- Odisha cleared investment proposals worth ₹2.47 lakh crore across 27 projects, with AI, data centres, semiconductors and green energy among the emerging sectors.
- Odisha's Higher Education Department launched initiatives aimed at providing AI and modern skills to more than 1.25 lakh students.
- Google selected four Indian startups for its inaugural DeepMind AI climate accelerator, focusing on agriculture, carbon removal and biodiversity solutions.
- India showcased 37 deep-tech startups at BRICS 2026 to facilitate investment, technology partnerships and international market access.
- Indian fintech companies including Paytm, Razorpay, Pine Labs and others accelerated experiments with AI agents for business operations.
- Indian-language AI models and sovereign AI platforms gained attention as startups worked to expand access to multilingual digital

"Student Testimonials"



I am pursuing my MBA at Srusti Academy of Management and Technology. My first month has been a memorable learning experience filled with classroom discussions, presentations, group activities, and interactions. The supportive faculty have helped me improve my communication, presentation, and teamwork skills. I look forward to learning and growing further.

Abhas Kumar Pani
MBA: 2026-28



My first month at Srusti Academy has been a wonderful learning experience. The Induction Programme, workshops on AI, Cybersecurity, Python, Data Science and Web Technology, along with expert sessions, enhanced my knowledge and confidence. Supportive faculty, competitions, and team activities helped me develop communication, leadership, creativity, and teamwork skills. I look forward to growing further.

Abhishek Lugun
MCA : 2026-28



My first month at Srusti Academy has been a wonderful experience. The Deeksharambh induction programme, industry visits, and fun activities helped me connect with faculty and seniors. Events like Treasure Hunt and Arohan improved my confidence, communication, and teamwork skills. I look forward to learning and growing here.

Dibyashree Nayak
BBA : 2026-29



My first month at Srusti Academy of Management and Technology has been a positive and enriching experience. Supportive faculty and smart classrooms have made learning interactive and engaging. I look forward to better library facilities, digital resources, practical learning opportunities, and skill development activities to enhance my academic and professional growth.

Smruti Priya Nayak
BCA : 2026-29

The Leadership Lens : Insight from the expert



Dr. Ashwini Ku. Rath
Founder & CEO,
Batoi Systems

Q. The workplace is changing rapidly with Artificial Intelligence, automation, and digital transformation. What technical and professional skills should today's BBA, BCA, MBA, and MCA students develop during their college years to remain relevant and employable over the next decade?

Ans. *Students should build strong foundations in their discipline, become comfortable working with data, and learn to use AI responsibly. For BBA and MBA students, this includes business analytics, financial literacy, customer understanding, and process improvement. For BCA and MCA students, programming, databases, software engineering, cybersecurity, and cloud computing provide an essential foundation. Across all four programmes, students should learn to frame problems clearly, evaluate AI-generated outputs, and recognise when human judgment is necessary. Equally valuable are communication, critical thinking, teamwork, adaptability, and ethical judgment. During college, students should complete practical projects, pursue meaningful internships, and build a portfolio that demonstrates their contribution. The strongest preparation for the next decade is the habit of learning independently and applying that learning to real problems.*

Q. As an entrepreneur and technology leader, what qualities or habits do you look for while hiring fresh graduates? What common mistakes should students avoid during campus placements and interviews?

Ans. *I would prioritise curiosity, integrity, ownership, and the willingness to learn. A fresh graduate should be able to explain their thinking, describe their contribution to a project, listen carefully, and respond constructively to feedback. Being dependable and following through on small commitments can say a great deal about professional potential. Students should avoid exaggerating their skills, listing projects they cannot explain, and giving memorised answers without understanding the question. Another common mistake is attending an interview without researching the organisation or the role. Prepare a few concrete examples of problems you have solved, work you have completed, and lessons you have learned. When you do not know an answer, acknowledge it honestly and explain how you would approach finding a solution.*

Many students aspire to build startups but are uncertain about where to begin. Based on your entrepreneurial journey, what advice would you give to young innovators who want to transform an idea into a successful business or technology venture?

My advice is to begin with a problem you understand well and a group of people who need it solved. Speak to potential customers, observe their current difficulties, and test whether your proposed solution creates enough value for them to use it and pay for it. Build a small, workable version, put it in users' hands, and improve it through feedback. Learn the basics of sales, pricing, cash flow, and delivery early. Choose collaborators with complementary skills and shared values, and keep commitments realistic. Technology can help you build faster, but a sustainable venture also requires customer trust and consistent execution. During college, use projects, internships, and incubation opportunities to run small experiments. Let evidence guide your next step, and be willing to revise the idea as you learn.

Q. If you could give one message to the students of Srusti Academy of Management and Technology who will soon enter an AI-driven and globally connected workforce, what would it be?

Ans. *Take responsibility for your own learning. Use AI actively, question its outputs, and develop the judgment to decide what deserves your trust. Build useful things, communicate clearly, and keep your promises. Your college years are an opportunity to practise these habits through real work and collaboration. Wherever your career takes you, stay curious, act with integrity, and keep asking: "What meaningful problem can I help solve?"*

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