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IDCO Plot No.2, Institutional Area, Gothapatna,  
Bhubaneswar, Odisha 751029, India  
Tel: +91-0674-7103041, 7103043,  
7103001 (Ext.-141, 142, 143)

Mob: +91-9776129900, 7381058302  
**Toll Free - 1800 212 3001**  
Email: admission@bgu.ac.in



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BIRLA GLOBAL UNIVERSITY NEWSLETTER





# Editorial

**A**s Birla Global University equips itself to cater to the educational needs of larger portion of the youth of the nation by opening more schools and courses, the campus gets more lively and vibrant with more activities and programmes focusing on all round development of students and faculty members in the pursuit of excellence. Darpan, the newsletter of the university presents a glimpse of all those activities.

The 7th issue of Darpan highlights the events that took place during October 2017 - May 2018. This edition covers grand events like Convocation 2017, BGU Annual Fest, and Inter-University Sports Fest, Academic events like launching of Ph.D. in Economics and SIP competition, Co-curricular events like Industrial Visits and Elocution Competitions, Cultural Events like Regresando, Khadi Miss India Selection, Quwwali night, Lohri, Republic Day, Holi, and Saraswati Puja, different Seminars, Conferences, Talks and Workshops, Club Activities, Updates from CCR, different Sports events, FDPs and MDPs, CSR activities, and finally concludes with a brief note on Students' & Faculty Members' achievements.

The editorial team of Darpan hopes to succeed in giving an informative glimpse of all the activities at Birla Global University.

Warmly!



**Dr. Sadanand Meher**  
Editor, Darpan



**Dr. Anubha Ray**  
Advisor



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## Message from the Vice Chancellor Birla Global University



I feel happy to know that the 7th edition of Darpan, the Newsletter of the Birla Global University, will be appearing soon. This will contain a record of all academic, cultural, sports and its CSR activities including services provided to the local people by the university covering the period October 2017 to May 2018. As we look forward to the new academic session, Darpan will prove to be a real source of inspiration for all of us to forge ahead with our commitment to achieve excellence in teaching, publications and research activities.

I appreciate the efforts of the students and faculty members in the team Darpan and look forward to a more vibrant and productive academic year ahead.

**Dr Sudhakar Panda**

## Message from the Registrar Birla Global University



It is always great to reflect back and start afresh. This edition to Darpan creates the scope for us to look back and learn from past when we are all set for a new academic year welcoming hundreds of new students.

I am confident that this issue of Darpan would be successful in giving a picturesque glimpse of 'Life at BGU' to the new students admitted in different programmes and to the outside world. I congratulate the team Darpan and wish everybody a great time.

**Dr B. K. Das**

## Message from the Dean Birla School of Management, BGU



The Newsletter Darpan is the mirror which reflects the images of different facets of life at Birla Global University. I congratulate the team Darpan on bringing out the 7th issue of Darpan at the right time when we are ready to welcome our new students and their parents on the campus. This fresh edition of Darpan would help them familiarise with the different activities and vibrant campus life of the university.

I am happy to present this newsletter to the world of academia and hope that it takes the reader on a journey through the lively activities at Birla Global University.

Best wishes to all students, parents and academicians.

**Dr Parameswar Nayak**



# Convocation 2017



Faculty members and graduating students of BGMU during convocation



Mr. Bijay Sahoo (Group President, HR, RIL) awarding the Diploma



Graduated students in high spirit

BIMTECH, Bhubaneswar, celebrated its third Annual Convocation, the much awaited occasion bringing-in the highest academic satisfaction and sense of accomplishments to the graduating students of PGDM 2015-17 Batch, on 11 November, 2017.

The event witnessed the gracious presence of Mr. Bijay Sahoo, Group President, HR, Reliance Industries Limited, as the Chief Guest, who distributed the coveted PGDM to fifty one students. Dr B.K Das, Member, Board of Governors and Registrar of Birla Global University, welcomed the Chief Guest and all other dignitaries. Dr Parameswar Nayak, Director, BIMTECH, Bhubaneswar, presented the Annual Report of the institute and advised the students to be sincere, honest and ethical in their professional lives. Prof. Sudhakar Panda, the Vice Chancellor of the university, congratulated the graduating students and wished them a great future ahead.

Mr. Sahoo, in his convocation address, told about "Existence, Co-existence & Leadership" as three important aspects of professional success.

He advised the graduates to update themselves constantly, learn globally and to be humble in all spheres of life.

The convocation also witnessed the proud moments of decorating the toppers with Gold Medals. Astha Jaiswal was awarded Gold Medals for being the Batch topper, female topper and Finance topper. Abrar-ul-huq got Gold Medal for being the Marketing topper whereas Nisha Agrawal and Kiran Kumar were awarded with Gold medals for being toppers in HR and Operations respectively.

It was a wonderful experience to see the graduates of the institute coming up with flying colours. Euphoria was in the air as the graduates celebrated their graduation day with all ecstasy.



Vice Chancellor, BGMU addressing students



# BGU Annual Fest

Birla Global University had its first Annual Fest in the month of January 2018. The fest had two modules. First one was Sports module conducted on 20 and 21 January whereas, Cultural and Academic Module was conducted on 27 and 28 January.

The Cultural and Academic Module of the fest witnessed participation of more than 500 students from 30 different institutions namely, IIIT, ITER, SOA, RCM, KIIT, Ravenshaw, GIT, KSOM, KSOT, SRUSTI, USBM, ASBM, DSBM, Trident, BIITM, CUTM, KTM, RCM, BJB, NIFT, GITA, SSU, CET, Utkal University, CIME, C.V Raman, Madhusudhan Institute of Cooperative Management, NMIER, NMIET, Sai International College, and NICMAR.

Cultural Module of the fest was inaugurated by Dr B. K. Das, the Registrar, on 27 January. He welcomed all the participants from different institutes and wished them the best!

The event included Academic competitions like **ENIGMA (Case Study Competition)**, **QUIZOTICA (Business Quiz)**, **PHANTASI (Advertising skills competition)**, **FINOMENA (Finance Quiz)**, and **BE THE CHANGE (Short Film competition)**.

On the other hand, cultural events like **COUNTER STRIKE (Computer Game)**, **TARANA (Solo Vocal Competition)**, **HAPPY FEET (Group Dance Competition)**, **ROCOK-A-HOLICS (Rock Band Competition)** and **ELEGANCIA (Fashion Show)** remained the central attraction of the events.

The participants from different institutions were highly impressed with the infrastructure, hospitality and the way the events were organised. BJB College, winning team of Advertising Competition, said, "The event created unique opportunity for unleashing creativity. They added that they would definitely come back!"

The competitions involved cash award of 2 Lakh, trophies and certificates.

All the schools were involved in organising the events of the fest. While Case Study, Quiz and Advertising competitions were conducted by School of Management, Finance Quiz was organised by School of Commerce and Short Film Competition was arranged by School of Communication.

The cultural events were organised by all the schools as a team under the able leadership of Prof. Somnath Dutta, Coordinator, Cultural Conduit. Entire fest was organized and managed by students of different schools of BGU.

The Vice Chancellor congratulated the entire BGU family for the smooth execution of this two day extravaganza and opined that this accomplishment would stand out as a testimonial to the sincerity and discipline of the university.

Prof. Somnath Dutta said, "It was an immense pleasure watching our students shouldering responsibilities, trouble shooting and having fun! These two days were like metamorphosis for them!"



Dr B. K. Das (Registrar), Dr P. Nayak, Prof. Dutta & Mr. Mishra inaugurating the BGU Annual Fest



Dr B. K. Das and Dr P. Nayak with JMC Faculty and participants of short film competition



Students busy preparing for advertising competitions



Student models in Fashion Show during Annual Fest



BGU student models reign the ramp



# BGU Inter-University Sports Fest



Winner athletes with Dr B. K. Das, Dr P. Nayak & Dr Supriyo Mondal



Dr B. K. Das along with Dr P. Nayak and Col. Dash appreciating winners

## Wonderful Spirit of Sports at BGU Inter-university Sports Fest

Birla Global University witnessed record number of participants as 850 sports persons from 33 different colleges and universities participated in its BGU Inter-University Sports Fest 2017-2018. The crowd was one of its kinds so far as any sport event organized by any institution in the state is concerned. The event was a splendid success with spirited participation by students from institutions from Odisha and beyond like SOA, IIT, IIIT, CET, KIIT, SILICON, CV Raman, BJB, IMI, NLU, Ravenshaw University, SCB, DRIEMS, MS Law College, SRIT Jabalpur, MGMM Jabalpur, NIST Berhampur & IGIT Sarang. Football, Cricket, and Basketball were the three tournaments conducted during this mega event.

The fest was inaugurated by Lt. Gen. J. K. Mohanty (Retd.), Former G.O.C in C (Army). Other distinguished dignitaries present during the ceremony were Prof (Dr) Sudhakar Panda, the Vice Chancellor, Birla Global University, and Dr B.K. Das, Registrar, BGU.

Winners were awarded with cash prizes, medals, and trophies during the closing ceremony in the presence of Mr. Sishir Grahacharya, Youth Specialist, Smart City Project, UNFPA and Dr P. Nayak, Dean, Birla School of Management. Dr B.K. Das, Registrar, BGU, graced the closing ceremony as the chief guest.

NIST stood as winner in Cricket whereas KSOT was the winner of Football and KIIT won both the Men's and Women's Basketball. Apart from these winner awards, runners up were GITA and GIFT in Cricket, NIST and BGU in Football, SOA and MGMM in Basketball for women and C.V Raman and SRIT Jabalpur in Basketball for men.

The two-day mega event was a completely student-run programme under the leadership of Dr Supriyo Mondal, the Sports Officer of the university. The event concluded with great fervour and joy with all the sports persons congratulating each other.





Dr Alok K. Sahai & Mr. J.K. Rath with Dr B. K. Das, Dr P. Nayak & Dr Pal during inaugural session of SIP Competition

## SIP Competition in Operations

The Birla School of Management, Birla Global University, organised a Summer Internship Project (SIP) competition in the area of Operations on Saturday, 18 November 2017. Dr Alok K. Sahai, Professor in Operations, Sri Sri University, graced the occasion as chief guest. Dr Sahai inspired the student participants saying that SIP duration is enough to know whether you would be a good employee or not. Students from many management institutions participated in the competition. Academicians and industrialists like Dr Sahai, Prof. Bikram Bahinipati, Mr. J.K. Rath, Mr. Amalendu Mohanty participated in the event as judges.

Mr. Arijit Brahma from ASBM, Bhubaneswar, won the 1st prize while Rashmi Mondloi from Birla Global University was awarded the second position in the competition. The winners were appreciated with cash prizes and certificates.

The SIP competition was organised by Prof. Manidatta Ray and Dr Lalatendu Sahoo, Faculty members, Operations, Birla School of Management.

## Orientation for SIP

Birla School of Management organised an Orientation programme prior to the Summer Internship Programme of the MBA students of 2017-19 batch. Objective of the Orientation Programme was to familiarise the students with research procedures, DOs and DONTs, importance of SIP and the associated benefits.

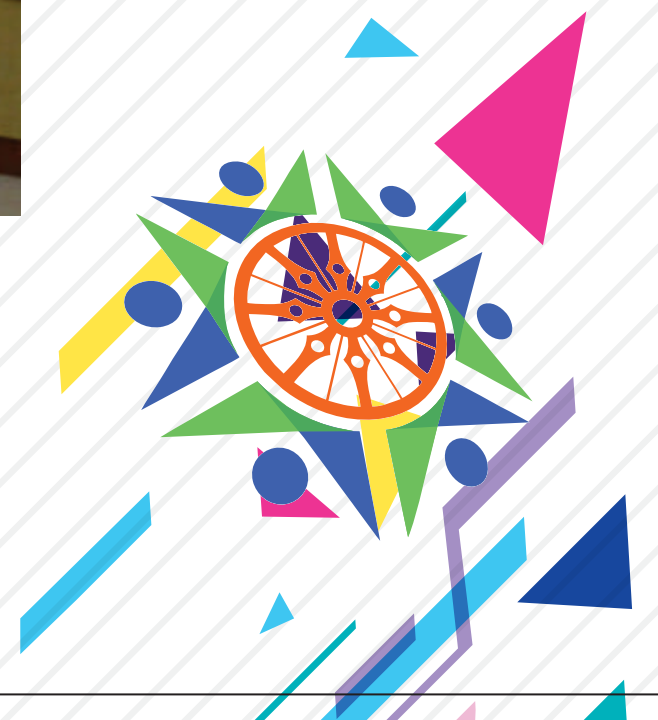
Mr. Dinkar Kadam, Director, People Sigma, was the resource person who delivered a talk on "What the Industry expects from a Summer Intern". He also oriented the students regarding SIP "DOs & DONTs".

Then, Dr Parameswar Nayak, Dean, SOM, had an elaborate session with the students talking on "Research Orientation of SIP: Opportunity for Publication". Finally, Prof. Dutta shared facts regarding SIP Milestones and Report Format before the students were allowed to meet their individual mentors to discuss their research.

The orientation helped the students to lower their fear and anxiety related to first ever industry exposure and about conducting a research in industry.

## Launching of Ph.D. Programme in Economics

Extending the horizon of academic activities, Birla Global University launched Ph.D. programme in Economics on 24 May 2018. The programme offers 4 seats for research in Economics. The selection involves a two stage process including a written test and an interview.







Dr Shettigar, Vice Chancellor, Registrar, Dean, and Faculty members with the participants

**National Conference on Management Research & Decision Making**

Marketing Department of Birla School of Management, Birla Global University, organised a one day national conference on "Contemporary Issues in Management Research and Management Decision Making". Prof. Dr Jagdish Shettigar, who served in the PMO during the tenure of Sri Atal Bihari Bajpayee, graced the occasion as the Chief Guest. He opined that research should not be done for the sake of research unless an issue provokes you to conduct a study.

While introducing the theme of the conference, Dr P. Nayak, Dean, SoM, said that we should not confine ourselves to research related to industry. Contemporary research should go beyond industry as the things are changing rapidly. On the other hand, Dr B.K. Das, Registrar, BGU, talked about relevance of research in bringing changes in the society. Dr Sudhakar Panda, Vice Chancellor, described research as vital force of progress of any institution and the nation. Dr Sandeep Mohanty proposed the vote of thanks at the closing of the inaugural session after which scholars and academicians presented their research papers in four different parallel sessions.

Certificates were distributed to the paper presenters and best presenters in the valedictory session. Dr S. Panda appreciated the organisers Dr Sujit Patra and Dr Mohanty for their efforts in organising the conference.



Dr P. Nayak, Dr B. K. Das, Dr Jagdish Shettigar, Dr S. Panda and Dr Patra during inaugural ceremony of the conference

**Film-making Workshop**

The Birla School of Communication, BGU, organised a five-day film-making workshop from 6th November to 10th November 2017 on the campus. Popular film makers Ms. Sania Hashim and Mr. Mohan Kumawat were the resource persons of the workshop. The workshop provided the students with hands-on training on script writing, camera handling and editing.

While inaugurating the workshop, Dr Harivansh Chaturvedi, Director, BIMTECH, Greater Noida, said that films are beautiful agents bringing reforms in the society and he advised the students to work towards a change making use of the modern technology in film-making. Dr Sudhakar Panda, Vice Chancellor, Dr B.K. Das, Registrar, Dr P. Nayak, Dean, SoM, and Prof. Shiv Shankar Das, Head, School of Communication, inspired the students to make the most out of the workshop arranged for them.

**National Conclave on Public Relations**

A National Conclave on the theme "Public Relations: An Effective Tool for Good Governance" was organised by Birla Global University in association with Public Relations Council of India (PRCI) on 20 January 2018.

Sri Surendra Kumar, IAS, Principal Secretary, I & PR, Govt. of Odisha, inaugurated the programme in the presence of Dr Sudhakar Panda, Vice Chancellor, Dr B.K. Das, Registrar, Dr Ashok Kumar Panda, Chairman, PRCI, Prof. Shiv Shankar Das, Head, School of Communication, faculty members, paper presenters and students.



Dignitaries on the dais during inaugural session of Conclave on PR

Speaking on the occasion, the Chief Guest Sri Surendra Kumar said that the mantra of effective PR is to work proactively for the people and then doing publicity. The Vice Chancellor deliberated on the impact of Public Relations in the present era and termed it as one of the most effective tools for good governance. Other dignitaries also opined that PR management is vital in understanding and getting benefits of different government policies.

While proposing the vote of thanks, Prof. S. S. Das, the conference convener, remarked that the conclave would go long way in bringing about a new wave of thinking in Public Relations.



Participants with Chief Guest and dignitaries during National Conclave on PR



Seminar on Public Sector Bank at Crossroad and the Way Forward

A state level seminar on “Public Sector Banks at Cross Roads and the Way Forward” was organized by the Birla School of Economics, Birla Global University, Bhubaneswar, on 14 October 2017. Dr Baidyanath Mishra, eminent economist and former Vice Chancellor of Odisha University of Agricultural Technology, graced the occasion as Chief Guest and inaugurated the seminar. In his key note address, he highlighted how banks can play vital role for the development of the economy and why the banks are now suffering from mounting non-performing assets. Dr Sudhansu Sekhar Rath, Prof. in Economics, Sambalpur University, was the chief speaker. Prof. Rath spoke about negative impact of non-performing assets on the growth and development of the economy.

Later, a panel discussion was organized on the issue. Dr Samson Moharana, Head, Birla School of Commerce, moderated the session. The other panellists were Dr Gyanendra Das, Professor, Kendrapada Autonomous College, Shri Manas Pani, Banker, ICICI Bank, Shri Dillip Satpathy, Business Standard Panellist, and Shri L.K Panda, General Manager (Retd.) UCO Bank.

The seminar received 30 papers from reputed institutions from Odisha and beyond. Notably, researchers from institutes like IIT Kharagpur, and Deendayal Upadhyaya Petroleum University, Gujarat, MICA, Gujarat, presented their papers and participated in the discussion.



Dr Baidyanath Mishra with other dignitaries during the inaugural session of the seminar



Participants of the seminar along with the Chief Guest and other dignitaries

National Seminar on Operational Competitiveness

Birla Global University organized a national seminar on “Operational Competitiveness in Service and Manufacturing Sector in 21st Century” on 24 February 2018. A galaxy of professors, researchers, industry experts and intellectuals gathered at the university campus to deliberate on various aspects of operational competitiveness in service and manufacturing sector. The programme was inaugurated by Dr Omkar Nath Mohanty, former Vice Chancellor, BPUT, as Chief Guest along with Prof. Ranjan Ghosh, Mentor Professor, IIM, Kashipur, Prof. Sudhakar Panda, Vice Chancellor, Birla Global University, and Dr P. Nayak, Dean, School of Management.

In his keynote address, the Chief Guest Dr Mohanty spoke on market competitiveness through business excellence, process audit and process improvement to achieve global standards in customer satisfaction, quality and cost. Prof. Ghosh emphasized on Role of Innovation, Technology, Research and Development of leading global companies and countries. He indicated at the approaches and policies required for Indian industries to be internationally competitive. Dr Sudhakar Panda focused on the importance of such national seminar and motivated participants and students to make the best use of this opportunity to learn. While welcoming the dignitaries and participants of the seminar, Dr P. Nayak deliberated on the role of Operations Management in business success. Prof. Manidatta Ray, the convener of the seminar, introduced the theme of the seminar at the beginning of the programme and also proposed a vote of thanks to the gathering.

A photograph of five men standing behind a long table with a white cloth. They are holding certificates or awards. A banner in the background reads "On 'OPERATIONAL COMPETITIVENESS IN SERVICE AND MANUFACTURING SECTOR IN 21ST CENTURY' Saturday, 24 February 2018 Organized by Birla School of Management".

Dr Omkar Nath Mohanty, Prof. Ranjan Ghosh, Prof. Sudhakar Panda, Dr P. Nayak and Prof. Manidatta Ray



Shri Vivek Patnayak, Shri Jagadananda, Dr Damodar Tripathy, Dr Nirakar Pradhan, and Prof Samson Moharana on the dais

Discussion on Budget 2018- Expectations and Reality

The Birla School of Commerce of Birla Global University, Bhubaneswar, organized a discussion on “Union Budget 2018: Expectations and Reality” on 14 February 2018. Distinguished speakers such as Shri Vivek Patnayak, IAS (Retd.), Shri Jagadananda, Social Activist, CYSD, Bhubaneswar, Dr Damodar Tripathy, IES, (Retd.), Dr Nirakar Pradhan, Former Head of Investment Control, General Investment, Paris, France, and Prof Samson Moharana participated in the discussion.

Discussion concluded with a remark that though the Union Budget 2018 has covered all the important sectors with a special attention to the social sectors, the socio economic scenario of the country demands more attention. The state of Odisha has not received any special provision. It would be very difficult to realize the benefits of the declared health insurance scheme in many districts of Odisha which are basically suffering from undeveloped infrastructure, poor awareness and information. The discussion was moderated by Prof. Moharana. The Vice Chancellor and Registrar of the university felicitated the guests and encouraged the students to organize such academic discussion again. Dr Ajit Kumar Dash proposed vote of thanks.

Talk on Operations Research

The Department of Operations arranged a talk on “Use of Optimization Techniques in Management of Natural Resources” as a part of the course. Dr P.K. Mohanty, Director, Flood Control, Water Resource Dept., Govt. of Odisha, graced the occasion and delivered the talk on 24 November 2017.



Dr Rado Bohinc addressing the students

Special Lectures by Dr Rado Bohinc, Ljubljana University

Birla Global University invited Dr Rado Bohinc from Ljubljana University, Europe, to its campus for delivering special lectures to MBA students on “Role of Stakeholders in Corporate Governance” and “The OECD Guidelines for Multi-national Enterprises”. The sessions were enlightening for the students as they were exposed to Management Education in different parts of the globe.



**A Talk by Prof Radheshyam Pradhan, Tribhuban University, Nepal**

Prof. Radheshyam Pradhan from Tribhuban University, Kathmandu, Nepal, visited the university and had a session with the students. Dr S. Panda, Vice Chancellor, felicitated him on the occasion in the presence of Dr B. K. Das, Registrar, Dr P. Nayak, Dean, SoM, and Dr Moharana, Head, Commerce.



Vice Chancellor along with Registrar, Dean, SoM, & Head, Commerce, felicitating Prof. Radheshyam Pradhan



Shri Bijay Mohanty addressing the students

**A Session with Megastar Shri Bijay Mohanty**

Shri Bijay Mohanty, the megastar of Odia Cinema, visited Birla Global University to address the students of Birla School of Communication. It was an overwhelming time at BGU as the prolific actor shared his experiences with the gathering. Whole BGU family was charmed with his presence and very motivating interaction.



Shri Bijay Mohanty with Faculty members and students

**Co-Curricular Activities**



**Elocution Competition by UCO Bank**

UCO Bank celebrated Vigilance Awareness Week conducting an Elocution Competition at Birla Global University on 2 November on the topic "My Vision- Corruption free India". Many enthusiastic undergraduate and Master degree students participated in the competition and debated on their vision related to corruption free nation.

Among all the participants, Sanat Puri from BBA bagged the first prize and won a cash prize of INR 3100 while Navneet Sharma from MBA 2nd year and Shiv Kumar Reddy from Journalism department stood second and third respectively with cash prizes of INR 2100 and 1100.

Subhechcha Ganguly, BAJMC and K Soujanya, MBA also got appreciated with a cash prize of INR 500 each.

Prof. Somnath Dutta, Head, Cultural Conduit, coordinated the programme.

**Industrial Visit**

Operations Department of Birla School of Management arranged an Industrial Visit on 12 January for MBA 17-19 batch as a part of the Operation Management Course. The batch, split in 6 groups, visited the factory of CPP, Jagatpur, Odisha. The visit was coordinated by Prof. Lalatendu Sahoo and Prof. Manidatta Ray.

The trip was beneficial for the students as they got a practical exposure to production line and supply of products in an industrial set up.



Prof. Lalatendu Sahoo, Dr. Sadanand Meher and MBA students with MD of CPP industries

**Industrial Tour**

An industrial Tour to Visakhapatnam was arranged for the MBA students of batch 2017-19 from 4th to 9th of February, 2018. Dr. Manas Pal, Dr. Sandeep Mohanty, Prof. Lalatendu Sahoo and Dr. Snigdha Mohapatra were the faculty guides during the tour.

The objective of the tour was to give exposure to the students to the ways manufacturing companies operate in large scale, and the ways they manage various issues arising in their day to day operations.

The tour created the scope of visit to four industries like Steel Exchange India Limited (SEIL), Synergy Casting Private Limited, Hindustan Petroleum Corporation Limited (HPCL Visakh Refinery) and NTPC, Shimadri.

Apart from visiting four important industries, the students got chance to visit famous places like Simhachalam, Ramakrishna beach, Kailasagiri, Submarine museum, Rushikonda beach, Araku, Borra Caves, Katiki waterfalls, Ananthagiri coffee plantations, Padmapuram Garden, Tribal Museum, and Galikonda view point.

The industry tour successfully gave the students an understanding of how the industries manage the current issues and also how planning and development plays an important role in the process of automation, recruiting and selection of manpower, location of the factory, achieving their targeted production and budgetary planning in field of finance. Most importantly, the students got to know about use of information technology in various fields of management.



# Foreign Collaborations



## MoU with ESSCA School of Management, France

Dr P. Nayak, Dean, Birla School of Management, BGU, visited ESSCA School of Management, France, on 31 Oct 2017 and held meeting with the concerned authority which resulted in signing of an MoU between Birla School of management, BGU and ESSCA School of Management for students and faculty exchange. Under this MoU, five students of MBA (2017-19 batch) have gone to ESSCA for pursuing their study for a Semester under the students exchange programme.

## MoU with Ljubljana University, Slovenia, Europe

Dr P. Nayak, Dean, Birla School of Management, BGU, visited Ljubljana University, a No.1 ranked university in Slovenia, Europe, during 1-3 November 2017 and held meeting with the Dean regarding signing of MoU between BGU and Ljubljana University for students and faculty exchange. As a result, Dr. Rado Bohinc, Senior Professor and former Dean of Faculty of Social Sciences, Ljubljana University visited BGU and BIMTECH, Greater Noida, from 28th February to 4th March 2018 and taught a part of a course on "Corporate Governance and CSR."



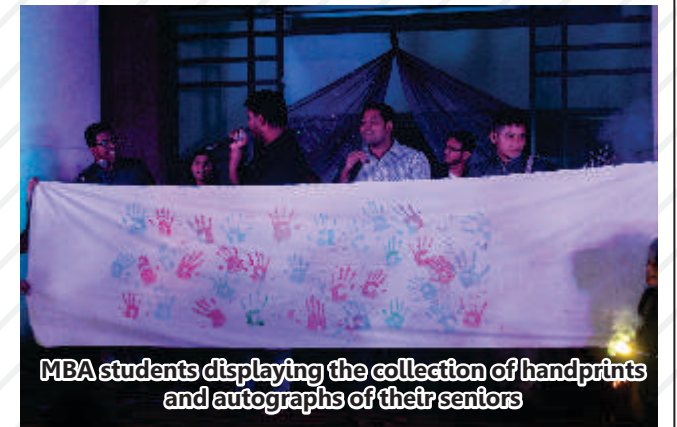
## Cultural Activities and Celebrations



### Regresando, the Home-coming / Coming again

The cultural conduit of Birla Global University welcomed the graduating students with style as they were on the campus for their convocation. The conduit put-up a mesmerizing cultural night on 10 November 2017 for them where the junior students from all the courses performed dances, songs and many other entertainment programmes.

They were made to revisit their memories on campus as they saw the collection of their hand prints and autographs which they had left behind while leaving the campus. All of them were emotionally touched as their campus welcomed them back with the same warmth and the programme kept their spirit high to prepare them for the convocation, one of the biggest days of their lives.



MBA students displaying the collection of handprints and autographs of their seniors



Student models on ramp during Khadi Miss India Competition



Winners of Khadi Miss India Odisha with Dr S. Panda and Dr P. Nayak

### Khadi Miss India Selection

Birla Global University was the proud host of Grand Finale of KHADI MISS INDIA Competition of the year 2017. The competition was held on 13 November on BGU campus, where 35 students from the university applied to participate and finally, 17 were shortlisted to walk the ramp.

Management students Ms. Gargi Raj, Ms. Kalyani Agrawal, and Ms. Prachi Parida occupied the first, second and third positions respectively winning the title of Miss India Odisha Khadi. They went on to participate in the national final event for the Miss India Title organised in New Delhi in December 2017.

Prof. Dutta coordinated the programme which witnessed the presence of Dr Sudhakar Panda, Vice Chancellor, Dr P. Nayak, Dean, SoM, Mr. Kapil Kelkar, Vice Principal, SIDI, P.K. Bhuyan, Bollywood photographer and Nibedita Jena, Asst. Director, KVIC.





Warsi Brothers performing at BGU

Quwwali Night with Warsi Brothers

The internationally acclaimed Qawwals, Warsi Brothers, Nazeer and Naseer from Hyderabad, who carry a rich cultural legacy dating back from the courts of the Mughal emperors, graced the campus on 5 November for a performance organised by SPICMACAY, Bhubaneswar.

The entire crowd was mesmerized and spellbound as they performed Sufi songs.

New Year: New Energy: New Hope

All the employees of the university met the Vice Chancellor on 2 January, the first working day of the year, to wish him a wonderful new year. While wishing everybody a happy new year, Dr S. Panda inspired all to look forward for a more productive year. He advised that we all should be performing with more dedication so that the university progresses more in the arena of teaching-learning and research. The meeting marked a great beginning of the new year as all of us felt pumped up to perform with new energy to attain a new hope.

On his advice, Annual Family Picnic of Birla Global University for 2018 was scheduled on 7 January 2018.

Annual Family Picnic of BGU 2018

Family members of all the employees of Birla Global University came together on 7 January to celebrate the New Year at a picnic spot at Nandankanan, Bhubaneswar. The gathering had a fun-filled time with all kinds of recreational activities like competitions for children and ladies, Antakshari for all and many other games. It was a memorable day for BGU family with all fun and good food.



Dr P. Nayak lights the Lohri bonfire while the students stand around

Quwwali Night with Warsi Brothers

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69th Republic Day Celebration

The 69th Republic Day of India was celebrated at BGU with apt enthusiasm and passion at the flag hoisting area of the university on 26 January 2018.

The celebration began early morning with the hoisting of the Indian tricolour by Dr Sudhakar Panda, the Vice Chancellor. The entire BGU family joined in singing the National Anthem with pride and nationalistic zeal. A guard of honour was presented by the security department of the university as a mark of respect to the flag. Then, the Vice Chancellor addressed the gathering and shared his thoughts about the occasion. Students, administrative staff, and security guards were encouraged with certificates and prizes for their exceptional performance and good conduct. An on-spot open quiz competition was conducted where the students were asked questions related to Indian freedom movement and similar incidents and issues from Indian history. All the students and even faculty members participated in the quiz with all enthusiasm. Anybody who answered a question got a prize.

Then, the student band performed a mesmerizing medley of patriotic songs and dance. Their performance was much appreciated by the audience present.



Dr S. Panda, Vice Chancellor, addressing the assemblage on Republic Day



Students dancing during celebration of Holi

Holi

The Cultural Conduit of Birla Global University celebrated Holi 2018 with colours of joy, fun, happiness, friendship and harmony. All the students along faculty members and the Dean, SoM, participated in the celebration put-up at Badminton Court of the university.

As part of the rituals, Holika Dahan was done at 7.30pm on 1 March. Then, Holi was celebrated in the morning of 2 March with organic Gulal and music.

Interestingly, BGU had two international guests, Dr Rado Bohinc from Ljubljana University and his son, who joined the celebration. They were mesmerized by the sight of Holi celebration with high spirits of students. They appreciated the reason behind celebration of Holi and said, "Incredible India".

The celebration concluded with a special lunch.



Dr Rado Bohinc, Dean of Ljubljana University and Dr P. Nayak celebrating Holi with students



### Saraswati Puja

The cultural conduit of the university organised Saraswati Puja on Vasant Panchami, the 22nd of January, at the faculty mess. All students, staff members, faculty members and their families were invited to celebrate, worship and enjoy.

Puja started at 9.00 am in the morning and then Prasad was distributed. The Radio BGU broadcasted special programme based on Basant Panchami on that day.



Saraswati Puja on Vasant Panchami



Dr P. Nayak, staff members and students performing Puja

## Club Activities



### MARCOB

MARCOB, the marketing club of BGU, conducted a competition on identifying a unique store in Bhubaneswar under the theme "Known City Unknown Store" on 16 November 2017. 23 teams participated in this unique experience of exploring new stores dealing with unique merchandise and customer base.

Sonali Dash, Krutananda Acharya, and Sidhant Siladitya Das won 1st position for talking about Banaras Pan Bhandar. Barsha Saraogi, Ashutosh Rout, and Shilpa Pattnayak won 2nd position for presenting about Edoxon Cabs while Apurba Behera, Debi Prasad Mohapatra and K. Deeksha stood third for their study and presentation on Doordarshan Mutton.



Faculty members with students during MARCOB activity



Dr Ray, Dr. Patra & Dr Mohanty with students in Communication Club

### Communication Club

Communication Club activities were held on 17 March involving all the MBA students. The club activities included interactive role play/Skit, Public Speeches and extempore JAM. All the students participated in activity of their choices. It was extremely engaging and enjoyable for all.

### HR Club

Aikarthya (HR club) conducted team building activities in the month of March for the 1st year MBA students. The activity consisted of Fun Games in two rounds. All the students participated in the activity. The winners and runners were felicitated by Mr. S.N. Mishra, the General Manager.



Mr. Mishra, GM appreciating the students



# Updates from Centre for Corporate Relations



## Placement Update

The highlight of the placement for the academic session 2017-18 was the range of profiles offered in various sectors. Not only did the CCR manage to bring to campus top rung corporate recruiters from all over the country, it also ensured that the students got placed in quality job profiles that are suited to their aspirations. Our students have been placed in various sectors like Financial services, FMCG, FMCD, Investment Banking, Consulting, Banking services, IT, etc. Many reputed companies came to the campus and admired the competency of the students. Companies such as Deloitte, Federal Bank, Ernst & Young, Mahindra Finance, Britannia Industries, MARICO, ITC, Axis Bank, and Cavinkare were among the top recruiters.

## Summer Placement Update

CCR places on record 100% Summer Internship Placement for the students of the batch 2017-19. The Centre for Corporate Relations has always made all possible efforts in enhancing the placement potential effectively.



## Oonnati Programme

The CCR arranged and coordinated an employability training programme for the MBA 2017-19 batch. The four day long training focused on personality development and soft skills training. The students felt benefited as the programme made them aware of their strengths and weaknesses. The programme was helpful for the professional growth of the students.





# MDPs, Consultancy and FDPs

## MDP on General Management for the Grade 'A' Officers of RBI

A 3 Day MDP on General Management was conducted for 20 Grade A officers of RBI from its seven regional offices, at BNR Chanakya Hotel, Puri from 25-27 April 2018.

Dr. P. Nayak and Dr. Anubha Ray were the resource persons. Dr P. Nayak was also the Programme Director of this programme. This was the third Programme for RBI officers which was highly appreciated by the participants.



Dr P. Nayak with RBI Grade 'A' officers



Dr. Sudhakar Panda, Dr. B. K. Das, Dr. P. Nayak, Dr. Choudhary, and Prof. Dutta with participants



Dr P. Nayak facilitating a session in the MDP

## MDP for Managers of NEM Engineering Projects

Another 3 Day Residential MDP was conducted for 20 Managers of NEM Engineering Projects Pvt. Ltd. at BGU from 16-18 March 2018. The programme was conducted by Dr. P. Nayak, Prof. Somnath Dutta and Dr. Archana Choudhary. Dr P. Nayak was also the Programme Director of this programme. The Programme was inaugurated by Mr. M. Murugan, Managing Director of NEM in the presence of Hon'ble Vice Chancellor of BGU Dr Sudhakar Panda and the Registrar of BGU Dr B. K. Das.

The 3 day long programme oriented the managers with issues in HRM and General Management. Whole programme was full of interactive activities. Apart from the conceptual discussions and practices, the participants were involved in Yoga practice in the mornings and recreational management activities in the evening.

The programme received outstanding feedback and high appreciation from the participants. The satisfaction of the participants reflected in their feedback as they said at the end that the programme was extremely useful for them.

## MDP on Finance for Non-Finance Executives of NEM Engineering Projects

A one Day MDP was conducted for 20 Managers of NEM Engineering Projects Pvt. Ltd. at BGU on 21 April 2018. The programme was conducted by Dr P. K. Sanyal, Prof. Satyakam Mishra and Prof. Manidutta Ray. Dr P. Nayak, Dean, BSoM, BGU, inaugurated the programme. The programme was very well received by the participants.



Dr P. K. Sanyal, Prof. Satyakam Mishra and Prof. Manidutta Ray with participants



Chief Guest with resource persons and participants of MDP



Dr P. Nayak facilitating a session in the MDP

## Open Leadership Development Programme in Collaboration with BIMTECH, Greater Noida

BIMTECH, Greater Noida Collaborated with Birla Global University for conducting a Five-day Management Development Programme in Puri from 3rd to 7th October 2017. The MDP targeted to amplify leadership abilities in future leaders. Dr. Sanat Kumar Acharya, CMD, NLC India Ltd. inaugurated the programme as the Chief Guest.

The programme focused on building and nurturing leaders with winning minds to survive, thrive and excel in business world. The programme, meant for senior and middle level executives from medium to large organisations, was interactive and useful for the participants.



Dr P. Nayak & Dr Archana Choudhary with NTPC executives

## Consultancy Project for NTPC Sipat

A consultancy project of "Competency Assessment and Individual Development Plan (IDP) for 24 Senior Executives (E6 & E7) of NTPC, Sipat" was assigned by NTPC through BIMTECH, Greater Noida. It was conducted by Dr P. Nayak, Dr. Archana Choudhary and Prof. Bala Subramanian during 13-15 February 2018. Dr P. Nayak was the Project Coordinator and Principal Assessor.





Faculty Development Programme on Developing Outcomes of Academic Delivery

Dr Anupam Varma, Dy. Director and Dean (Academics), BIMTECH, Greater Noida, addressed the faculty members of Birla Global University on the topic "Developing Outcomes of Academic Delivery" as part of FDP program on 23 March. It was an interactive and helpful session.

FDP on Developing Collaborative Proposal

Birla Global University, Bhubaneswar, conducted a two day faculty development programme for its faculty members on the theme "Developing Collaborative Proposal" on 30 April and 1 May 2018. This FDP was planned and conducted by the efforts of Research Cell and FDP Cell of BGU to orient the faculty members to apply for collaborative proposals and promote collaborative research.

The program was inaugurated by Prof. P. Nayak, Dean, Birla School of Management. He elaborated on the importance of collaborative project proposals for an academic institute for all round growth. Dr Anubha Ray welcomed the guest and faculty colleagues and highlighted the objective of the FDP.

Prof. Priyadarshi Patnaik, Professor and Head of the HSS department IIT Kharagpur, was the resource person. There were three sessions.

The first session was on "Brainstorming and Preparation". Here the resource person explained the importance of collaborative research proposals. The second session was on "Collaborative Strategies" whereas, the third session was on "Writing the Proposal and follow-up Presentation".

The programme helped the faculty members in acquiring skills of writing research proposal in a professional manner.



Prof. Priyadarshi Patnaik with Dr P. Nayak and faculty members



Prof. Patnaik discussing with faculty members in small groups

Sports

BGU Inter-School Sports Fest "ATOS" 2017

Birla Global University organised an inter-school sports fest "ATOS" on 28th and 29th of October 2017. Dr Sudhakar Panda, Vice Chancellor, inaugurated the fest and encouraged the participants to perform to the best of their abilities.

More than 450 students from 28 different schools participated in the fest which included Chess, Basketball, Football and Table Tennis tournaments. Sai International School was the champion followed by BJEM, Bhubaneswar and DPS Kalinga in Football tournament. St. Paul's School, Rourkela, emerged as the Champion of Basket Ball (Boys') Tournament whereas DAV Chandrashekharapur and Mother's Public School stood second and third. Mother's Public won the Basketball tournament for girls.

Sambit Panda from DAV Unit-8 stood as champion of Chess whereas Champion title in Table Tennis was won by BJEM, Bhubaneswar and Table Tennis for girls was championed by St. Joseph School Bhubaneswar.

All the winners were felicitated with trophies sponsored by Burma Sports and cash prizes.



Assembly of athletes during ATOS



Dr S. Panda and Dr B. K. Das with a group of winners during ATOS

BGU at CUTM Sports Fest

CUTM, Paralakhemundi, conducted Sports Fest 2018 on 12 & 13 February 2018. The Cricket, Badminton, and Basketball teams from BGU participated in those tournaments in the Sports Fest. BGU Basketball team emerged as winner. Mr. Nirupam Sharma of BGU bagged the Men singles trophy in Badminton with his outstanding performance. BGU Cricket and Badminton Doubles teams also performed well in the Sports Fest and were the semi-finalist. Winners and runners up of different tournament were awarded with cash prizes, certificates and Trophies during the closing ceremony.

IIT Sports Fest

Basketball Team of Birla Global University brought laurels for our University as they stood as Runners up in IIT Basketball Tournament held on 28th and 29th of January at IIT, Bhubaneswar. They won against the teams from Ravenshaw University and IIT, Bhubaneswar.



Birla Global University: A Part of Hero Super Cup 2018

BGU Football field was recognized as a practice venue for the inaugural Hero Super Cup 2018 from 31st March to 20th April. 16 Football clubs of India from the I-league and the Indian Super League participated in this tournament.



# CSR Activities



Student volunteers interacting with women from a slum

## A Day with Village School Children on 26 January, 2018

Students from B.Com, BBA, MBA and Journalism Department of our university spent the Republic Day with school children at Buginha Village, in Chandaka Dampada Abhayaranya, Bhubaneswar.

A Drawing Competition was held for the students of the school. The program concluded with prize distribution ceremony for the Drawing Competition winners, followed by distribution of food packets and note books by our students.

## Joy of Giving Week from 6 October, 2017: Serving Lunch to Domestic Staff

On 6 October, 2017, 10 CSR conduit members served lunch to Domestic Staff members on campus as part of Joy of Giving week celebration.

The students learnt to give back to the staff members who served them on a daily basis. They also understood the difficulty of the serving staff members. It gave some relief to the mess staff who work continuously.



Student volunteers serving lunch to staff members

## Blood Donation Camp

"You don't have to be a doctor to save a life"

Birla Global University, Bhubaneswar organised a Blood Donation Camp on 17 October 2017 on the campus in association with Bharath Vikash Parishad. This drive aimed to collect rare blood group samples and to spread awareness about the importance of blood donation for serving the society. Faculty members, staff and students from all the schools of BGU participated in the camp. 102 units of blood were collected in a single sitting of 4 hours by the organisers.



Dr B. K. Das with other dignitaries encouraging the donors at the venue

## Health and Hygiene Awareness Programme on the Occasion of Women's Day

The CSR volunteers conducted women health and hygiene awareness programme on the occasion of Women's Day in urban slum area, Bhubaneswar. The student volunteers explained the importance of hygiene and use of sanitary pads. The volunteers taught the women about making of homemade sanitary napkins and finally, sanitary pads were distributed to the women of the village. 39 students from B.Com, Journalism, BBA and MBA participated in the CSR activity.



# Publications



## Studies in Management

Being inspired by the initiatives of Dr S. Panda, Vice Chancellor, the faculty members of BGU decided to come up with an edited book of research articles. The first issue of **"STUDIES IN MANAGEMENT"** got published in December 2017. The book, edited by Dr B. K. Das, includes 13 research articles in varied research areas by the faculty members. The editorial committee of the book includes Dr Samson Moharana, Dr P. Nayak, Dr P. Sanyal, Dr Archana Choudhary, Dr Sujit Patra, Prof. Shiv Shankar Das, Dr Sandeep Kumar Mohanty and Prof. R. Balasubramanian.

The team is getting ready for the second volume of the book.

## Students' Achievements

### 1. Tanmaya Agrawal BBA (2017-20)

- Presented a paper "Chilika Fresh as a Public Private Partnership" at Xavier University.
- Presented a paper "A Startup Idea about Smartphone Powered by Solar Cell" in Startup Conference at IMI.
- Presented a paper "Blue Ocean Strategy by the Company Paytm" in a conference at Birla Global University.
- Presented a paper "Study on the Usage of ATM RECEIPTS" to promote Green banking in a conference at Birla Global University.

### 2. Ms Smita Mohanty got honorary mention in Model United Nations, 2018, at National Institute of Technology, Rourkela.

### 3. Mohammad Javaid presented a paper "Study on the Usage of ATM RECEIPTS" to promote Green banking in a conference at Birla Global University.

### 4. Sreeja Roy presented a paper in State level Seminar on "Public Sector Banks at Crossroads and the Way Forward"

### 5. Sourav Dhar, Mayank Agarwal and Rahul Mahanta presented a paper "Mantra of Capital Market Investment" in a finance event named "Investeller" at Sri Sri University. The paper was selected in the top 6 presentations from 35 teams from different institutes in competition.

### 6. Reetika Das and Manoranjan Routray presented a paper on Indian Telecom Industry in National Conference in the year 2018.

### 7. Barsha Saraogi

- Presented a paper "non performing assets and its effects on profitability in a conference on "Public sector banks at the crossroads and the way forward"
- Presented a paper "Economics of brand building for direct consumerism" in conference on "Contemporary Issues in Management Research and Managerial Decision Making

## Faculty Members' Achievements

### Dr P. Nayak, Dean, BSoM, BGU

#### Award & Recognitions:

Received the NIPM National HR Excellence Award-2018 in the category of BEST MANAGEMENT EDUCATION LEADERSHIP AWARD on 23 April 2018 at SCOPE Complex, New Delhi.



- Invited as Guest of Honour and a speaker at the International conference on "Recent advances in Management: Challenges, initiatives and road ahead" on 6 & 7 March, 2018 at Kathmandu, Nepal.
- Invited as a speaker at International Conference on Assessment Centers and Talent Management in Emerging Markets: Lessons from Global Practice organized by XLRI, Jamshedpur on 9-10 December 2017.
- Invited by Ljubljana University, Slovenia as Guest Faculty to deliver a lecture on 'Corporate Governance of NPOs in India' at its Faculty of Social Sciences on 2 November 2017.
- Invited as a speaker at the National PR Conclave-2018 on 'Transparency of public administration and good



governance' on 21st April 2018 organized by I&PR Department, Utkal University and Institute of Media Studies, Bhubaneswar.

- Chaired a Technical Session at International Conference on Management Cases 2017 on 1st December 2017 at BIMTECH, Greater Noida.

#### Publications:

- Published a Paper titled: "An empirical study of work-life balance: perception of gender" 2016 (Co-authored with Neeti Sharma), published in International Academic Journal of Organizational Behavior and Human Resource Management Vol. 5, No. 1, 2018(Jan).
- Published a Paper titled " Identification of Predictor Variables Influencing Learning Style Preferences of Knowledge Workers in Indian IT Service Companies"(Co-Authored with Abhijeet Lele) published in Amity Business Review, Vol. 18, No.2, July-December, 2017

#### MDP and Consultancy:

- Conducted MDP sessions at the open Leadership Development Programme held in Puri from 3-7 October 2017 organized by BIMTECH, Greater Noida in collaborated with Birla Global University.
- Conducted an MDP on General Management for Grade 'A' officers of RBI at Puri from 25 to 27 April 2018.
- Conducted an MDP for Managers of NEM Engineering Projects Pvt. Ltd. from 16 to 18 March 2018.
- Completed a consultancy project of Competency Assessment and Individual Development Plan (IDP) for 24 Senior Executives (E6 & E7) in NTPC, SIPAT, as Project Coordinator and Principal Assessor from 13 to 15 February 2018.

### Dr. Samson Moharana

- Appointed as a member of the Fifth State Finance Commission, Govt. of Odisha in April 2018
- Continues as the Independent Director in the Board of Odisha State Civil Supplies Corporation Ltd. and Odisha Lift Irrigation Corporation Ltd. (2017-2019)
- Government Nominee to the Board of Management of Boyonika and Serifed Ltd.(2017-2019)

### Dr Anubha Ray

- Published a Book titled The Women in F. Scott Fitzgerald's Novels: The Voice Unheard, ISBN- 978-93-87281-240, published by Authors Press, New Delhi
- Published a Book titled Professional Communication: Theories & Practice accepted for 2018 publication by Macmillan, India, Co-authored by Prof. Prajna Pani
- Published a research article "Grammar in Project based Language Teaching" in Journal of English Language Teaching. Vol-8.1, ISSN: 2231-338
- Published a research article "Glocalization of Commonwealth Literature: Kosali Poet Sri Haladhar Nag" in Asian Quarterly. Vol 16.1. ISSN 2229-581X
- Published a Book Chapter titled "Reflective Practice Teaching: A Study of ESL Teachers" in "Studies in Management", Kumud Publications. New Delhi, India, pp 36-54, 2018 (ISBN:978-93-82885-93-1)
- Participated & presented a paper on Post-colonial Literature in an International conference at IASE, Pune on 15-17th December, 2017
- Invited as a resource person to C.V.R.C.E to take a session on Soft Skill for Entrepreneurs on 8 May 2018
- Conducted a session on Effective Interpersonal Communication during an MDP for the senior level officers of Reserve Bank of India, held in Puri.

### Dr Sujit Patra

- Attended a 14 days AICTE Sponsored FDP on "Multivariate data analysis for advanced research" organized by IMI, Bhubaneswar, from 3December to 16 December-2017
- Invited as a Resource person to deliver a session on "How to build cases" in KIIT E-Summit, KIIT University, Bhubaneswar, on March 8 2018.
- Conducted an FDP on Multivariate Data analysis Techniques from 4June to 10 June, 2018.
- Presented a paper in the state level seminar on "Public Sector Banks at Crossroads and the Way Forward" organized by Birla Global University on 14 October 2017
- Presented a paper titled "A Study of Telecom Industry in India" in the National conference on "Contemporary Issues in Management Research and Managerial Decision Making" organised by Birla Global University on 6 January 2018.
- Presented a paper titled "Demonetization and digital payment adoption: Applying the TAM mode" in a conference on "Digital Innovation, Transformations and Society (DIGITS 2018)"organized by Birla Institute of Management Technology (BIMTECH), India and University of Maryland, USA.

### Dr Manas K Pal

- Published a book chapter titled "A Critical Analysis of Non-Performing Assets of Selected Commercial Banks in India" in the edited book "Indian Banking: The Issue of



Non-Performing Assets (NPAs)", Excel India Publishers, New Delhi, India, pp 101-115, 2018 (ISBN:978-93 - 86724-64-9)

- Attended Faculty Development Programme on Developing Collaborative Proposal held on 30 April-1 May 2018 organized by Birla Global University, Bhubaneswar
- Presented Paper titled "Environmental Management System(EMS) for Managing Organizational Risk" in National Seminar on Operational Competitiveness in Service and Manufacturing Sector in 21st Century organized by Birla Global University, Bhubaneswar, on 24 February 2018
- Presented Paper titled "Rural Tourism through Handicrafts of Odisha" in National Conference on Contemporary Issues in Management Research & Managerial Decision Making organized by Birla Global University, Bhubaneswar, on 6 January 2018.
- Attended AICTE Sponsored Faculty Development Programme on Multivariate Data Analysis for Advanced Research held from 3-16 December 2017 at International Management Institute, Bhubaneswar.
- Attended a Workshop on Case Pedagogy as Learning Tool held on 24-25 November 2017 at Xavier University, Bhubaneswar.
- Presented Paper titled "A Critical Analysis of Non-Performing Assets of Selected Commercial Banks in India" in a seminar on Public Sector Banks at Crossroads and the Way Forward organized by Birla Global University, Bhubaneswar, on 14 October 2017
- Attended the Summit on "Manufacturing Today: Reinventing the future" held on 19 September 2017 at Mayfair organized by ITP Media Group (India)

### Prof. Shiv Shankar Das

- Presented a paper titled 'Documentary Films, Social Change and Good Governance: An Exposition' at National Conclave on Public Relations: An Effective Tool for Good Governance, organized by Birla Global University and Public Relations Council of India on 20 Jan, 2018.
- Participated in Short-term Course in Film Appreciation by FTII, Pune and BFTIO, Cuttack from 14th to 20th February, 2018.
- Presented a paper titled 'Documentary Films as Tools of Soft Power and Cultural Diplomacy' at the three day International Conference organized by Institute of Media Studies, ICHR & ICSSR, Bhubaneswar, from 17th to 19th March, 2018. ISBN No: 9788193216767
- Presented a paper titled 'Participatory Videos as Instruments of Social Emancipation' at the one day national workshop on 'Media and Society' organized by Dept. of Journalism and Mass Communication, Utkal University. 7th April, 2018.
- Presented a paper titled 'Media on the Watch-Making Public Services Delivery Accountable' at the two day national seminar on Governance of Public Service Delivery in India-Issues and Challenges, organized by

Department of Public Administration, Utkal University and ICSSR, Bhubaneswar, on 14th and 15th April, 2018.

- Invited as Speaker to the one day National PR Conclave organized by Institute of Media Studies, I&PR dept., Govt. of Odisha and Utkal University, Bhubaneswar, on the theme 'Strengthening Democracy and Role of PR', held on 21 April, 2018. Delivered a talk on 'Unraveling the Symbiosis between Public Relations, CSR and Corporate Reputation'.

### Dr Sandeep Mohanty

- Published a research paper titled "Marketing Smart City Bhubaneswar: A Stakeholders' Analysis" in Indian Journal of Economics and Business (IJE), Vol. 16, No-1, 101-119 Jan-June (2017) ISSN 0972-5784.
- Published a research paper titled "Conventional or Innovator: A Study of Select Standardized and Adapted Online Advertisements in India" in Journal of Management Research (JMR) Vol. 17, No 2, 59-64 April-June 2017. ISSN: 0972-5814.
- Research paper titled, "Stakeholders' Associative Network Memory Model Approach to Evaluate Brand Building of Make in India" accepted for publication on 1st May 2018 by IUP Journal of Brand Management in Vol. 15 No. 2. ISSN: 0972-9097
- Book chapter titled, "Understanding Marketing Philosophy and Sustainability: A Study on Role of Customization in Defining New Equations in Marketing Education", accepted for publication in Xavier University Press.
- Attended a Workshop on "Case Pedagogy as a Learning Tool" at XIMB, Bhubaneswar, on 24th & 25th November, 2017.
- Attended and presented a paper titled "User Acceptance of Technology Integration as an Outcome of User Innovation Sensitivity and User Experience: An Empirical Study on Mobile App in India" in an International conference on the theme "Drifts in Business, Governance and Societal Values: Conflicts and Challenges" organized by IMI Bhubaneswar, in collaboration with EGADE Business School, Mexico on December 08-09, 2017.
- Attended and presented a paper titled "Research and Classroom Teaching: Balancing Two Roles for Institutional Building" in one day national conference on the theme "Contemporary Issues in Management Research and Managerial Decision Making" organized by Birla School of Management, BGU, Bhubaneswar, on 6 January 2018.
- Attended and presented a paper titled "Social Media Communication and Content Effectiveness: Role of Digital Literacy in Managing Message in Social Media Platforms" in Two day international conference on "Digits: Digital Innovations, Transformation and Society Conference, 2018, jointly organized by Robert H. Smith School of Business at the university of Maryland and BIMTECH Greater Noida on 13-14 January 2018.
- Attended and presented a paper titled "Challenges of Public Relations in a Social Media Dominant World" in

the national conclave on the theme "Public relations: An Effective Tool for Good Governance" organized by Birla School of Communication, BGU, Bhubaneswar, on 20 January 2018.

- Attended and presented a paper titled "Environmental Management System (EMS) for Managing Organizational Risk" in the national seminar on the theme "Operational Competitiveness in Service and Manufacturing sector in 21st Century" conducted by Birla School of Management, BGU, Bhubaneswar on 20 January 2018.
- Attended two day faculty development program on "Developing Collaborative Proposal" conducted by Birla Global University, Bhubaneswar, during 30 April -1 May 2018.

### Prof Manidatta Ray

- Attended a one day symposium on "Recent Trends in Operations Research and Data Science" at ISI, Kolkata on 19 December 2017 and presented a research paper entitled "Using the Analytic Hierarchy Process (AHP) for Decision Making in Business Applications : Some Challenges".
- Presented a research paper entitled " Integrating Fuzzy Multi-attribute Decision-making into Data Mining for Customer Relationship Management ", in International Conference on "Advancing Frontiers in Operational Research: Towards a Sustainable World (AFOR2017)" in conjunction with the 50th Annual Convention of Operational Research Society of India (ORSI), Kolkata during 21-23, December 2017.
- Attended two days Content Analysis Workshop 2018, at BIMTECH, Greater Noida, during 27-28 January 2018.
- Presented a paper entitled "Big Data: Issues, Challenges and Application in Business World" in a one day National seminar on "Statistics in Research: Trends and Applications", on 15 April 2018 (Sunday) organized by P.G. Dept. of Statistics, Utkal University & Operational Research Society of India (ORSI) Bhubaneswar, on 15 April 2018.

### Dr Ajit K Dash

- Published a Book titled "Public Debt and North Eastern States of India", LAP LAMBERT Academic Publishing, Germany. ISBN- 978-620-2-01818-0
- Published a research article titled "Growth and Composition of Primary Expenditure – A State wise Analysis of North Eastern States of India", in Asian Academic Research Journal of Social Science and Humanities, Vol. 4, Issue 8, August 2017. [ISSN 2278-859X]

- Published a Chapter titled "Fiscal Imbalance and HIPC Type of Debt Relief Measure: Prospects for Indian NE States" in Edited Book "Studies in Management" Edited by Dr B.K Das, Kumud Publication, Delhi, pp 55-90, 2018 (ISBN:978-93-82885-93-1)
- Published an article titled "Contribution Role of Banking Sector in Financial Inclusion in India" in "Indian Banking: The Issue of Non-Performing Assets (NPAs)" Edited by Dr Brajendra Kumar Das, Excel India Publishers, New Delhi, India, pp.42-51, 2018 (ISBN:978-93 -86724-64-9)
- "An Analysis of HIPC Type of Debt Relief Measures and Prospect for North Eastern States of India", accepted for publication on 18 April 2018 by International Journal of Social Science and Economic Research, ISSN-2455-8834
- Participated as a panelist and delivered a talk on "Changing Dynamics of Global Business and India" in the International Conference on International Trade and Commerce-Past, Present and Future, Organized by Institute of Media Studies, Bhubaneswar, on 17-19 March 2018
- Presented a paper titled "Energy Consumption, Pollution Emission and Economic Growth in India: A Dynamic Causality Analysis" at the National Seminar on Economic Policies: Issues and Challenges", organized by Odisha Commerce Association at Ravenshaw University, Cuttack, Odisha on 4 and 5 February 2018.
- "Impact of Macro Economic Determinant on the Stock Market Performance in India" presented in an International Seminar on "Institutional Excellence for Economic Growth" Organized by PG Department of Commerce, Utkal University, Odisha, on 28 and 29 January 2018.

### Prof. Balasubramanian

- Participated in the Doctoral Summer School 2018, IIM Ahmadabad, from 1 April to 5 April, 2018.
- Presented a paper "Influences of Gratitude on Team Performance: The Mediating Role of Team Cohesion" for the "AMJ paper and idea development workshop" at IIM Bangalore on February 17-18, 2018

### Dr Sadanand Meher

- Published a Book Chapter titled "Product and Process Approaches to Curriculum Designing: Gaps in Theory and Practice" in Edited Book "Studies in Management" edited by Dr B.K Das, Kumud Publication, Delhi, pp 194-205, 2018. (ISBN:978-93-82885-93-1)
- Published a research article "Requirement of Need-based Language Syllabus for Technical Courses" in edited book "Teaching English in the Contemporary Classroom". (ISBN:978-81-7276-579-8)





### Joining of New Faculty Member

Dr. Ajitabh Dash has joined Birla Global University on 1 June 2018 as Assistant Professor in Marketing. Dr. Dash is an MBA and Ph.D. from F.M. University. He also holds a PG Diploma in International Business Management from IGNOU. Dr. Dash has about 10 years of teaching experience.

### Distinguished Dignitaries at Birla Global University

Following illustrious personalities visited Birla Global University on different occasions and enriched the BGU environment in many ways.

- **Mr. Bijay Sahoo**, Group President, HR, Reliance Industries Limited
- **Shri Surendra Kumar**, IAS, Principal Secretary, I & PR, Govt. of Odisha
- **Shri Ashok Kumar Panda**, Chairman, PRCI
- **Mr. M. Murugan**, the Managing Director of NEM Engineering Projects
- **Lt. Gen. J. K. Mohanty (Retd.)**, Former G.O.C in C (Army)
- **Shri Vivek Patnayak**, IAS (Retd.)
- **Dr Damodar Tripathy**, IES (Retd.)
- **Mr. Sishir Grahacharya**, Youth Specialist, Smart City Project, UNFPA
- **Mr. Dinkar Kadam**, Director, People Sigma
- **Dr P.K. Mohanty**, Director, Flood Control, Water Resource Dept., Govt. of Odisha
- **Dr Rado Bohinc**, Professor, Ljubljana University, Europe
- **Prof. Priyadarshi Patnaik**, Professor and Head, HSS Department, IIT Kharagpur
- **Prof. Radheshyam Pradhan**, Tribhuban University, Kathmandu, Nepal
- **Dr Baidyanath Mishra**, eminent economist and former Vice Chancellor, Odisha University of Agricultural Technology
- **Shri Jagadananda**, Social Activist, CYSD, Bhubaneswar
- **Dr Omkar Nath Mohanty**, former Vice Chancellor, BPUT
- **Prof. Ranjan Ghosh**, Mentor Professor, IIM, Kashipur
- **Dr Alok K. Sahai**, Professor in Operations, Sri Sri University
- **Prof. Bikram Bahinipati**, Professor, XIM Bhubaneswar
- **Shri Bijay Mohanty**, the megastar of Odia Cinema

### Lecture-cum-Demonstration on Fire Fighting and Rescue Operation

The University organized a Lecture-cum-Demonstration by Odisha Fire and Disaster Response Academy (OFDRA), Bhubaneswar, Govt. of Odisha on the Campus on 28 Feb 2018. The demonstration was on Fire Fighting and Rescue Operation.

It was a useful demonstration for the students as it enabled them to take some initial steps for self protection in face of mishap.



OFDRA personnel demonstrate fire fighting as Mr. Raju, other officials and students

### Radio BGU

Birla Global University has established its own Radio Channel i.e. Radio BGU. The channel broadcasts different programmes on all important days like Republic Day, Holi, Vasant Panchami, New Year etc. Any festival celebrated or any event conducted at Birla Global University gets a telecast slot in Radio BGU.



Dr. S. Panda and Dr. P. Nayak with participants of memorial quiz

### Dr Sarala Birla Memorial Inter-college and Inter-school Quiz Competition

Birla Global University conducted Dr Sarala Birla Memorial Inter-college and Inter-school quiz competition on 23 November 2017. The event witnessed the participation of students from 17 different schools. More than 120 college students also participated in the event. D.A.V. Chandrashekharpur stood first in the competition while Mother's Public School emerged as runners up.

The event was sponsored by Shiksha.com, UCO Bank, Andhra Bank and Ashirbad Computers & Services. All the winners were awarded with cash prizes and trophies.



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