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From the Editor's Desk ...

Dear Readers,

Welcome to the April-June 2024 edition of Srusti News! In this quarter, we are excited to spotlight significant milestones that have shaped our journey at Srusti Academy of Management (Autonomous).

We are especially honored to introduce our new Director, **Prof. S. Peppin**, who brings a wealth of experience and a profound commitment to academic excellence. With nearly four decades in the field, Prof. Peppin has made remarkable contributions as a teacher, trainer, researcher, and consultant, with an extensive background in renowned institutions such as Loyola College, Chennai, Tata Institute of Social Sciences, Mumbai, and XIM University, Bhubaneswar, reflects his dedication to fostering educational excellence and driving human and institutional development.

Prof. Peppin has been instrumental in shaping educational ecosystems that empower marginalized communities and promote inclusive education. His impactful work spans collaborations with global organizations like UNICEF, UNDP, and the World Bank, focusing on public health, governance, and rural development. Prof. Peppin's legacy at XIM University includes the establishment of pioneering schools and innovative labs, reflecting his passion for experiential learning and educational innovation.

We are confident that under Prof. Peppin's visionary leadership, Srusti Academy of Management will continue to elevate its academic programs, enhance research initiatives, and deepen societal contributions. We extend our heartfelt welcome to Prof. S. Peppin and eagerly anticipate the transformative journey ahead with his guidance.

Srusti Academy Fosters Holistic Development in Dynamic Quarter

Srusti Academy of Management (Autonomous), Bhubaneswar, recently concluded an engaging quarter that underscored its commitment to fostering well-rounded individuals prepared for future challenges. The quarter opened with a visit from **Ramon Magsaysay Awardee, Mr. Anshu Gupta**, who inspired students with his discussions on sustainable development and humanitarian innovation, prompting them to explore diverse perspectives on social impact. This was complemented by financial literacy workshops that equipped students with practical skills for navigating personal finances.

Students showcased their talents in **Radiance-2024**, a prestigious B-school inter-college competition, demonstrating their business acumen, strategic thinking, and competitive spirit. The quarter also celebrated cultural diversity with a painting competition that highlighted India's vibrant tribal cultures, fostering a deep appreciation for cultural heritage. This focus on cultural awareness was reinforced by **World Environment Day** activities, emphasizing collective environmental responsibility.

Moving beyond traditional academics, a variety of club activities enhanced students' experiences. The HR Club's role-playing sessions offered insights into organizational dynamics, while the Eloquence Club's initiatives strengthened teamwork and communication. The YRC Club championed student health through awareness programs, emphasizing overall well-being.

Bridging the gap between theory and practice, the quarter featured talks and workshops by industry experts on topics like Working Capital Management, E-commerce, and Digital Marketing, providing students with valuable career insights.

Through this diverse and enriching quarter, Srusti Academy has advanced its mission to prepare students for future success by integrating academic excellence with critical thinking, communication, teamwork, and social responsibility.

Ms. Sarita Manjari Prusti
Chief Editor





Anshu Gupta, Ramon Magsaysay Awardee-2015, inspires new development visions at Srusti Academy's online meet on **06.04.2024**.

Empathy in Action: celebrating **World Red Cross Day** at Srusti Academy of Management on **08.05.2024**.



Srusti Academy's Business Standard Quiz winners and campus reporter shine at the **Prize Distribution Ceremony** on **05.04.2024**.

A Spectacle of Talent: **Srusti Radiance 2024** delivers memorable moments on **06.04.2024**.



Srusti Academy's Journey into Data Structures: Lessons from **Dr. Sabyasachi Patra** on **20.04.2024**.

Empowering Change: Ramon Magsaysay Awardee, Anshu Gupta's Podium Talk on development at Srusti Academy on **04.05.2024**.



Risk Management Unveiled: HSBC's **Radhanath Agasti** delivers keynote on Banking Risk in a corporate talk at Srusti Academy on **01.05.2024**.

Unlocking the secrets of operating systems: A journey with **Ms. Sushree Satapthy** on **01.05.2024**.





Strusti Academy of Management's **World Book Day** celebration: where words come alive and every chapter counts on **23.04.2024**.



Wellness Priority: Strusti Academy & ASG Eye Hospital provide vital health services to all on **13.04.2024**.



Campus drive of **Reliance Retail Ltd.** on **23.04.2024**.



Campus drive of **IndusInd Bank** on **27.05.2024**.



Strusti honored to felicitate **Prof. Swarup Chandra Sahoo** and **Prof. Uma Sankar Mishra** for their significant contributions to the Strusti Management Review (SMR) journal and their dedication to academic excellence on **18.06.24**.



Celebrating the **Launch of NSS at Strusti Academy**, shaping tomorrow's leaders on **26.06.2024**.



Proud to enroll the Srustians in **Bandhan Bank** on **25.06.2024**.



Inner Peace Unlocked: Strusti Academy's **International Yoga Day** fosters well-being and connection on **21.06.2024**.



Srusti Academy hosts Anshu Gupta: Inspiring Philanthropy

Srusti Academy of Management (Autonomous), Bhubaneswar had the honor of hosting Mr. Anshu Gupta, the esteemed 2015 Ramon Magsaysay Award laureate and founder of GOONJ, in a two-part engagement. On 6th April, 2024, Mr. Gupta delivered a thought-provoking online session highlighting GOONJ's transformative initiatives such as "Cloth for Work" and "Not Just a Piece of Cloth." His emphasis on empathy and dignified giving challenged conventional charity approaches.

Mr. Gupta's in-person visit on 4th May, 2024, was a significant moment for Srusti Academy. His insightful interactions with students and faculty inspired a deeper commitment to inclusive and compassionate philanthropy. His engagements have enriched our community's understanding of GOONJ's mission and its impactful work, motivating us to contribute towards a more equitable world.

Student Write up ...

The Art of Observation: Flair of Reading the World

To make it a point to keep ourselves engaged in keen observation has the power to change our perspectives on the world and how we reciprocate. Observation is nothing but a conscious multi-sensory pursuit that allows us to think and act precisely. It involves becoming a detective of our surroundings, piecing together information, and uncovering the deeper stories hidden in plain sight. Think of Sherlock Holmes meticulously examining a crime scene—he is not just seeing footprints; he is observing their size, depth, and pattern to understand the whole spectrum of possibilities and identify the culprit.

The art of observation is a powerful tool in the corporate and business world. To gain insights into any discipline of management, keen observation is crucial. As the saying goes, "mighty oaks from little acorns grow." Great managers are not just delegators and decision-makers; they are keen observers in a broad sense. By paying close attention to subtle cues and their surroundings, managers can influence objectives more efficiently and proactively. We must start to observe things in depth to carve the best version of ourselves and attain self-actualization, emulating values to the world and our existence. In the pursuit of shaping a great mind, we must inculcate the habit of observing things beyond their fringe.

Sitikantha Biswal
MBA, Batch: 2023-25

News Buzz

- Odisha leads nation with highest Retail Inflation Rate: Hits 7.1% in April 2024.
- BJP set to end Naveen Patnaik's 24-Year Rule in Odisha as election results favor BJP majority.
- Despite a strong start in April, the Indian smartphone market is expected to be sluggish due to a combination of factors like elections, heat waves, and floods.
- On a positive note, India's government saw a significant increase in direct tax collections for the April-June period, indicating a healthy economic climate.
- Top firms like TCS, Infosys, and Wipro are stepping up recruitment, signaling a rebound in the industry after a prolonged slowdown.
- According to GWR, 111-year-old John Alfred Tinniswood is now the world's oldest living man, following the death of 114-year-old Juan Vicente Pérez.
- The US-based AI company has established an office in Bengaluru and plans to invest up to \$50 million in the country, creating new job opportunities and expanding its global presence.
- Odisha Govt will establish a new academic center and language laboratory here for the city-based Academy of Tribal Languages and Culture (ATLC), a premier autonomous institution under the ST and SC development department.
- The Shree Jagannath Temple Administration (SJTA) in Puri is considering the implementation of an online reservation system to facilitate a smooth and convenient darshan experience for devotees visiting the temple.
- The Executive Vice President Hemant Lamba, Infosys has resigned from the company, marking a significant leadership change in the IT giant's hierarchy.
- Analysts predict a recovery in profits for the two IT majors, TCS and HCL, driven by increased demand for artificial intelligence and digital transformation services from global clients.

Imprint Line:

Printed and published by Er. Saroj K. Sahoo, Chairman, on behalf of Srusti Academy of Management (Autonomous), Bhubaneswar - 24, Dist. Khorda, Odisha and published from Srusti Academy of Management (Autonomous), edited by Ms. Sarita Manjari Prusti, Asst. Prof. and Ms. Sucheta Pattanayak, Librarian.



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