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# SRUSTI Newsletter

QUARTERLY NEWSLETTER

of Srusti Academy of Management, Bhubaneswar, Odisha

Vol - XV | Issue - I | January-March : 2019

## Highlights of the Issue



### From the Editor's Desk

#### Pulwama and Its Aftermath

Manmohan Singh could have called Pakistan's nuclear bluff after the Mumbai attack in November 2018 by making air strikes deep within Pakistan. Vajpayee could also have done the same in 2001 after the attack on the Indian Parliament. Modi has shown that he is the most courageous PM until now. India has sent a clear message that it will not tolerate aggression by Pakistan's non-state actors because of its threatened nuclear attacks. However, India should refrain from using force any further.

It is heartening to find that India's anti-terrorist air strike has

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not been condemned by anyone. It has been driven home to Pakistan that its response to the Balakot strike was unjustified and escalatory.

Pakistan was thus brought under immense pressure to release Wing Commander Abhinandan immediately.

The events unfolding after Balakot clearly show that the world today has no time for terrorism. Pakistan stands exposed. India must convince the world that Pakistan can no longer be trusted. Enough pressure must be brought on China to reassess its terms of engagement with Pakistan.

**Prof. (Dr.) Ashok K. Mohanty**

## Students' Column



"I loved the crowd at the B-School fest because they're so chilled out." Radiance-2k19 was the 2nd B-School meet organized by Srusti Academy of Management on the 20th and 21st of February 2019. The event kick-started with a battle of money, the "Beta-stock stunners". The "Gully Cricket" became the war of the Spartans, the battlefield of the mightiest survivors, the playground for the cricketers. The battle of brain "B-Quiz" became very attractive due to huge participation. The first day ended with some beautiful dance performances in the "BOOGIEDOWN". From rock to metal it was all there for us to cherish. About 250

participants from several prestigious colleges like P.N. Autonomous College, NIST, BIITM, KIIT, GIFT, CIME, IMIT, and Utkal University participated. Ten brainstorming and entertaining events were organized in these two days. The winners were awarded with trophies, cash prizes worth Rs.50,000/- along with certificates. All the participants were awarded with participation certificates. The end of the day was marked by famous 011ywood singers Mr. Tarique Aziz and Ms. Sanju Mohanty enthraling the crowd with their hypnotic music. So the obvious happened and for the next three hours the crowd went ga ga on the tantalizing musical notes and finally, the second day came to an end. All this made the event and the evening more memorable on 21-02-2019. The initiative taken by Srusti Academy of Management to inspire the young talent is indeed admirable. The campus that was alive and throbbing for forty-eight hours finally became quiet.

**Rajesh Mohapatra, MBA: 2018-20**

## International Conference: 18<sup>th</sup> & 19<sup>th</sup> Jan. 2019



Inauguration of Compendium; Dignitaries on the dais, (L-R) Prof. Ranjan Kumar Bal, Chief Mentor, Srusti Academy of Management, Dr. R. S. Pradhan, Former Professor, Central Dept. Tribhuvan University, Kathmandu, Nepal. Prof. Soumendra Mohan Patnaik, Vice Chancellor, Utkal University, Mr. Rajib Sekhar Sahoo, Principal Partner, SRB and Associates, Bhubaneswar, Prof. Sushant Kumar Das, Principal, Srusti Academy of Management, Dr. Umakanta Dash, Vice Principal, Srusti Academy of Management



Inauguration of Journal: Srusti Management Review (Jul-Dec, 2018) by Guests (L-R), Dr. Azilah Kasim, Director, Langkawi International Tourism & Hospitality (LITH) Resource centre, University, Utara, Malaysia, Dr. Anant Raj Ghimire, Programme Director, Uniglobe College, Nepal, Dr. Ashok Kumar Mohanty, Prof. Srusti Academy of Management, Dr. Radheshyam Pradhan, Former Professor, Central Department of Management, Tribhuvan University, Kathamandu, Nepal, Dr. Sulakshana Sen, Professor, Betune Cookman University, Florida, United States of America.



Technical Session-III being chaired by Dr. Azilah Kasim, Director, Langkawi International Tourism and Hospitality (LITH) Research Center, University Utara, Malaysia, (L-R-3rd) Co-chaired by Dr. Bandana Nayak, Associate Professor, Symbiosis Institute of Business Management, Bengaluru, Karnataka (L-R- 2nd), Keynote Speaker Dr. Sujit Patra, Associate Professor, Birla Global University, Odisha, (1st from left), Prof. (Dr.) Pragyan P. Sarangi (4th from left), Asst. Prof. Anindita Das, (5th from left)



Group photo session of the Valedictory Session of International Conference

## Sensation-2019 [The Annual Fest]



Inauguration of Srijan-The Literary Magazine by Guests(L-R) Prof. ( Dr.) Sushant Kumar Das, Principal, Srusti Academy of Management, Prof. (Dr.) Ranjan Kumar Bal, Chief Mentor, Srusti Academy of Management, Mr. Dilip Satpathy, Resident Editor, Business Standard, Mr. Ansuman Narayan, President, Srusti Alumni Association, Senior Manager-HR, TATA Steel Ltd., Jamshedpur Bhubaneswar, Prof. ( Dr.) Umakanta Dash, Vice Principal, SrustiAcademy of Management



Presentation of Silver Medal to winners of Business Standard Quiz-2018 to Ms. Priyanka Barik, MBA: 2018-20 by Mr. Dillip Sathpathy, Resident Editor, Business Standard, Bhubaneswar

## Sensation-2019 [The Annual Fest]



Presentation of Dr. Abhay Kumar Memorial Award to Mr. Mohammed Anwar, MBA: 2016-18 for Best Talent of the Institute



Presentation of Dr. Abhay Kumar Memorial Award to Ms. Ruchismita Samal, BBA: 2015-18 for Best Talent of the Institute



Felicitation to Mr. Thabir Samal, News Reporter, News 18, by Mr. Panchanan Kanungo, Former Finance Minister, Odisha



Felicitation to Mr. Kapilendra Pradhan, Business Reporter Cum Sub Editor by Mr. Panchanan Kanungo, Former Finance Minister, Odisha



Felicitation to Ms. Tamanna Vyas, Cine Artist by Mr. Dilip Satpathy, Resident Editor, Business Standard



Felicitation to Mr. Tapas Das, S. K. Engineers, Bhubaneswar by Mr. Dilip Satpathy, Resident Editor, Business Standard

## Radiance: 2K19



Inauguration of Radiance 2K19 by flag hoisting and recitation of State Anthem.



Group Photo Session on the occasion of Radiance - 2K19

# Srusti Academy Development Foundation (SADF) an Incubation Center



Inauguration of Srusti Academy Development Foundation the Incubation Center by Hon'ble Minister Prafulla Samal on 23.02.2019.



Mr. C. R Pattnaik, Former Regional Co-ordinator, EDI, Bhubaneswar, speaking during the Panel Discussion on Inauguration of Srusti Academy Development Foundation the Incubation Center by Hon'ble Minister Prafulla Samal on 23.02.2019.



## Alumni Interview

**Mr. Sushil Kumar Rout [MBA: 2011-13]**  
Cognizant Pvt. Ltd.  
Quality Control Researcher Hyderabad

## Placement Details: 2019

In a discipline like MBA, placement plays a vital role. Students come for MBA with a hope to get a good placement through campus selection. Like every year this year also around fifty-one companies had visited our college for final placement and this time the selection percentage is almost 94%. During January to March we had organized seventeen campus drives. A few top companies are : ICICI Bank, Hinduja Group, Indiabulls, L&T Microfinance , Ceasfire , Reliance JIO, Karvy and a few others. Around forty-five students got placement between January and March. Rs. 3.5 lac/annum is the highest CTC offered by Reliance JIO during this phase.

### Q. 1 Briefly mention your present job profile.

Ans. Basically we are working for Google Maps. The business mapping and other processes are worked out by the operator. It is verified and executed by the Head Office ( Silicon, America) and our quality control team. .The verification reports should be 100 per cent accurate else the data will be regarded as false data. So the quality control team has huge responsibility.

### Q2 How relevant you find your MBA education in your job domain ?

Ans. From the beginning there is no relevance with MBA education as it is quality control Dept of IT Industry. But to be promoted to the next level MBA degree is compulsory.

### Q3 What are the important things the juniors should focus to develop so as to be successful in their corporate career?

Ans. Juniors must focus on the following skills;

- Communication Skill
- JAM (Practice for just a minute)
- Group Discussion, HR Round
- Quantitative Aptitude and Reasoning
- G. K and Current Affairs Reasoning
- G. K and Current Affairs Mandate

**Imprint Line:** Printed and Published by Er. Saroj K. Sahoo, Chairman, on behalf of Srusti Academy of Management, Bhubaneswar-24 Dist.- Khurda, Odisha and Published from Srusti Academy of Management, Edited by Prof. (Dr.) Ashok K. Mohanty .  
Editorial Team: Ms. Rashmita Mishra, Asst. Professor, Ms. Sucheta Pattanayak, Librarian



## SRUSTI ACADEMY of MANAGEMENT

"Excellent Business School"- Odisha award by CMAI, New Delhi supported by Ministry of MSME, MNRE and All India Council of Technical Education, New Delhi

1st B-School in Odisha with "A" Grade Accreditation by NAAC | Approved by AICTE, New Delhi | Affiliated to BPUT, Rourkela

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