

22nd National Seminar on “Sustainability and Change Management- The Performance Drivers” held at Srusti Academy of Management

1st & 2nd November, 2019



Srusti Academy of Management organised a two day level National Seminar on the theme “Sustainability and Change Management-The Performance Drivers” from 01-02 Nov’ 2019 in association with Indian Chamber of Commerce (ICC) and Association of Indian Management Schools(AIMS) at JRD Tata Hall. The objective behind organising this National Seminar was to make students and academicians aware about the change which is inevitable and how to manage with the change for a sustainable growth and development.

Day- I

Inaugural Session

The chief guest of Inaugural Session was Prof. Chita Ranjan Tripathy, Hon’ble Vice Chancellor- Biju Patnaik University of Technology. The chief speaker of the event



Approved by AICTE, New Delhi &
Affiliated to Biju Patnaik University of Technology (BPUT), Odisha
1st B-School in Odisha with 'A' Grade Accreditation by NAAC

SRUSTI ACADEMY of MANAGEMENT
ସୂଷ୍ଟି ଏକାଡେମୀ ଅଫ ମ୍ୟାନେଜ୍ମେଣ୍ଟ
सृष्टि एकाडेमी अफ म्यानेज्मेण्ट
www.srustiacademy.org

was Mr. Parthasarathi Mishra, former CHRM, TATA steel Kalinganagar and Gopalpur and Guest of Honour was Mr. J.B Pany, Co-Chairman ICC-Odisha. Around 200 Students and academicians from different education Institutions like CET, SOA, IBCS, BIITM, Koustav Business School, Trident Academy, PJ College of Management, AIMS, GITM, Utkal University and Sambalpur University participated in the Seminar. The speakers enlightened the students on sustainability with respect to change in business environment. Prof. (Dr.) Sushant Kumar Das, (Principal) Srusti Academy of Management gave Welcome Address and requested everyone to make it participatory and full of learning. Mr. J.B Pany shared the concept of VUCA (V- volatility, U- uncertainty, C- complexity, A- ambiguity) and how it is relevant in present day context. He emphasised on the survival of the fittest, and for that people need to change in a smart way. Chief speaker Mr. Parthasarathi Mishra explained about the importance of having a goal in life and a proper planning should be made to accomplish that goal. Further he added “if you don’t change with the change, then the change will change you.” Vice-Chancellor, Prof. Chita Ranjan Tripathy suggested students to take initiative for startups, and for that preparation of a road map, market survey, setting values with an open mindset are barely necessary. Chief Mentor, Prof Ranjan Kumar Bal focussed on the need of 1trillion dollar export to achieve 5trillion dollar economy in our country. The inaugural session ended with vote of thanks from Prof. Umakant Dash, Vice-Principal.

Plenary Session

In the Plenary Session, the introductory address was given by the Session Moderator Prof. Pravat Kumar Mohanty, Former Professor, Utkal University. The Guests of Honour for this session were Mr. Rudra Narayan Mishra, Former Head HR/IR-Legal, TATA Steel, Mr. Sanjay Pattnaik, Vice-President (Corporate Affairs), Vedanta Limited, and Mr. Jagannath Khuntia, Head-HR, Paradeep Phosphates Limited, Bhubaneswar. Mr. Rudra Narayan Mishra shared his corporate experiences and motivated the students to be the change agents contributing towards nation development. Mr. Sanjay Pattnaik elaborated on the importance of 5-T promoted by Odisha Government, different types of economy including quantum supremacy. Mr. Jagannath Khuntia explained about optimum utilization of human resources for better productive output and to cope with the change processes in a business eco system. The session ended with vote of thanks from Dr. Gangadhar



Approved by AICTE, New Delhi &
Affiliated to Biju Patnaik University of Technology (BPUT), Odisha
1st B-School in Odisha with 'A' Grade Accreditation by NAAC

SRUSTI ACADEMY of MANAGEMENT
ସୂଷ୍ଟି ଏକାଡେମୀ ଅଫ ମ୍ୟାନେଜ୍ମେଣ୍ଟ
सृष्टि एकाडेमी अफ म्यानेज्मेण्ट
www.srustiacademy.org

Mishra, Director-Placement, Srusti Academy of Management followed by cultural extravaganza by the students.

Day –II

Technical Session I

The Second Day of this National Seminar started with Technical Session I, with eight paper presentations by faculties and research scholars. from different Universities across India with the theme “Sustainable HR practices”. Prof. Pratap Chandra Tripathy, Sambalpur University, was the Session Chair Person . Dr. Keya Ghosh, Asst.Director & Head of the Institution, Amity University, Kolkata was the Session Co-Chair Person. Among other dignitaries on the dais, Dr. Shantanu Rath, Director Personnel, Odisha Mining Corporation, Bhubaneswar shared his Industry experiences among the audience, and Dr. Padmalita Routray (HOD) Department of Business Management, Fakir Mohan University, Balasore was the key note speaker of the session. Prof.Anindita Das, Asst.Prof., Srusti Academy of Management was the rapporteur of Technical Session -I. The research scholars from different Universities presented their papers followed by a Question Hour Session .

Prof.(Dr.)Susant Kumar Dash, Principal, felicitated the guests with mementoes followed by vote of thanks from Asst.Prof.Shyam Sundar Tripathy.

Technical Session II

The Technical Session II on the theme “Change Management Initiatives” started in the post lunch session. Prof.Nafees A.Khan, Aligarh Muslim University was the Session Chair Person and Dr.Monalisa Pattnaik, Associate Professor Sambalpur University was the Session Co-Chair Person. Dr.Bijay Sundaray, Associate Professor, Utkal University was the key note speaker. Asst.Prof.Nirajana Das was the rapporteur of Technical Session II. Five papers were presented by faculties and research scholars from different Colleges and Universities across the country followed by Question Hour Session. Prof.(Dr.) Susant Kumar Dash ,Principal, felicitated the guests with mementoes. The session ended with vote of thanks from Asst.Prof.Anindita Das, Session Coordinator.



Approved by AICTE, New Delhi &
Affiliated to Biju Patnaik University of Technology (BPUT), Odisha
1st B-School in Odisha with 'A' Grade Accreditation by NAAC

SRUSTI ACADEMY of MANAGEMENT
ସୂଷ୍ଟି ଏକାଡେମୀ ଅଫ ମ୍ୟାନେଜ୍ମେଣ୍ଟ
सृष्टि एकाडेमी अफ म्यानेज्मेण्ट
www.srustiacademy.org

Valedictory Session

The valedictory session started with Welcome Address by Prof.(Dr.) Susant Kumar Dash ,Principal,Srusti Academy of Management . Rapporteurs made a presentation of their Report of the Technical Session I & II . The Chief Guest of this session, Prof.Swaroop Chandra Sahoo, Former Professor Utkal University, Bhubaneswar , made everyone aware of different challenges of sustainability and ways to overcome those. Prof. Shakti Ranjan Mohapatra, Dean, MBA,BPUT was the Chief Speaker, who explained about Innovations in Entrepreneurship and Change Management. Guest of Honour ,Prof. Deepak Kumar Sahu, Director Examination, BPUT shared his valuable insights on Change Management with various practical examples. Prof.(Dr.) Ranjan Kumar Bal, Chief Mentor gave the Presidential Address. The Presenters of Technical Session I & II, Student Managers, and Student Volunteers were distributed certificates by the guests. The Convener, Rapporteurs, and Session Coordinators were also distributed certificates and mementoes by the dignitaries. Prof.(Dr.) Susant Kumar Dash ,Principal offered mementoes to the Guests . At the end ,Asst.Prof.Swetalina Mishra, Convener of 22nd National Seminar gave the Vote Of Thanks followed by a Group Photo Session.
