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# ***NEWSLETTER***

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***(April-June 2021)***



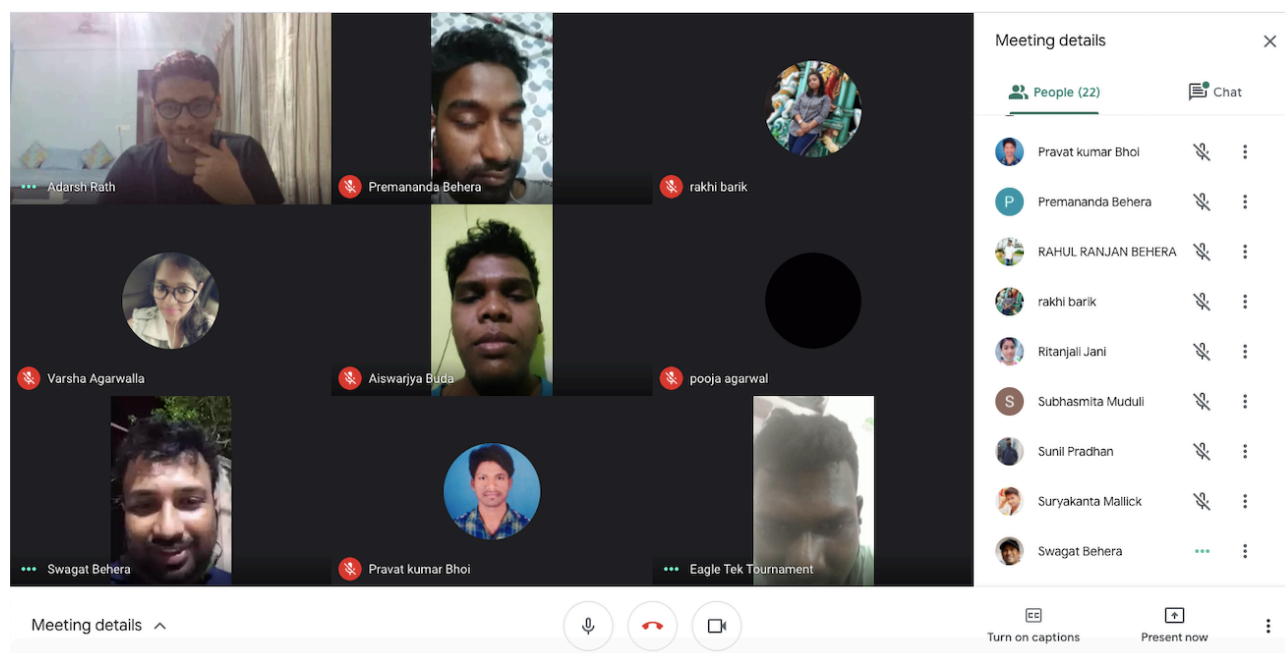
**ZENITH SCHOOL OF MANAGEMENT**

**ZENITH GROUP OF INSTITUTIONS**

***Campus: NH-5, Pitapalli, Bhubaneswar, Odisha***

## Webinar on “Relevance of Supply Chain”

An online webinar was held for the MBA 1st and 2nd year on 4 April 2021 from 7:30PM to 8:30PM on the topic “Relevance of Supply Chain Management”. The resource person for the same was Dr. Adarsh Rath, an entrepreneur and a corporate strategist. He sensitised the students on various cases related to different companies which faced problems raised due to poorly managing the supply chain. About 42 students participated in this programme. This programme was coordinated by Prof. Swagat Behera and Dr. Shiv Sankar Das. Dr. Das opened the session and students gave vote of thanks to Dr. Rath.



## Webinar on “Sales and Marketing”

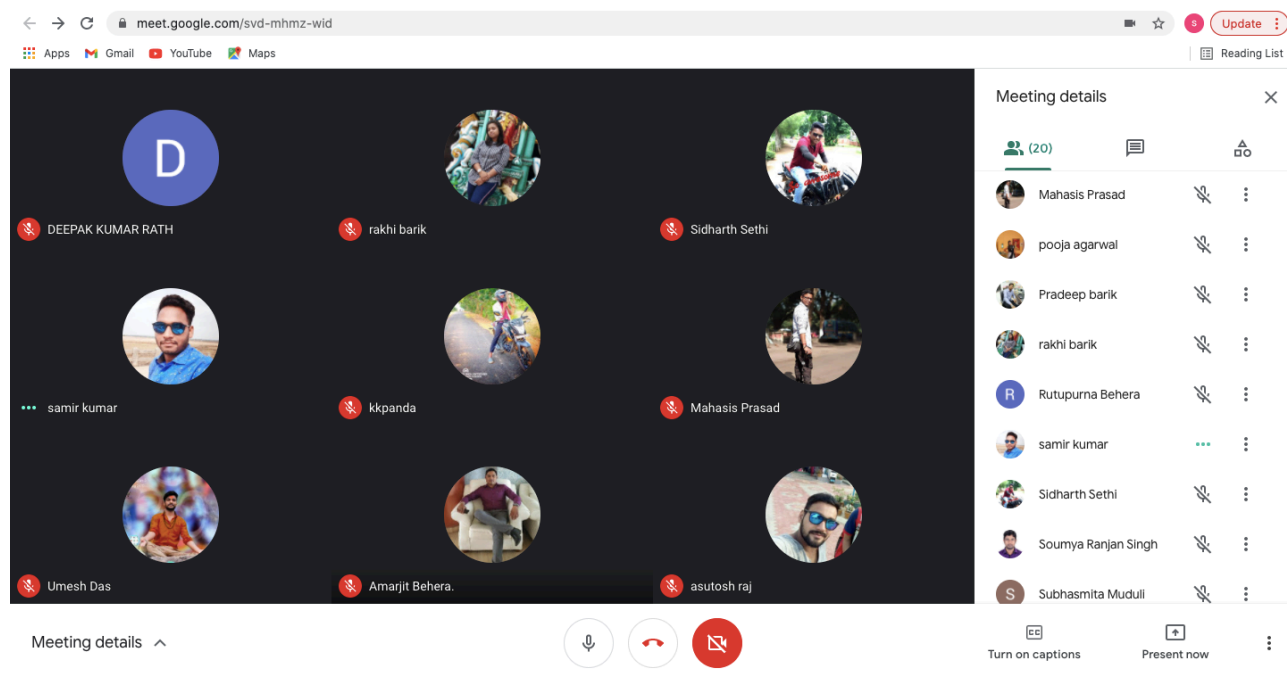
An online webinar was held for the MBA 1st and 2nd year on 17 April 2021 from 8:30PM to 9:30 PM on the topic “Sales and Marketing”. The resource person for the same was Mr. Mihir Kuanar, working at Tata Motors as Senior Manager in Sales and Marketing. He sensitised the students on various concepts of Marketing, the selling process being adopted at Tata Motors, etc. About 30 students participated in this programme. This programme was coordinated by Prof. Swagat Behera and Dr. Shiv Sankar Das. Dr. Das opened the session and students gave vote of thanks to Mr. Mihir.



A screenshot of a Google Meet interface. The main window shows a presentation titled 'PRODUCT LAUNCH' with three images of Tata trucks. The top bar shows the URL 'meet.google.com/jne-kzqi-rrb' and an 'Update' button. The right sidebar shows 'Meeting details' with a list of 30 participants, including 'rakhi barik', 'Rutupurna Behera', 'Sambhu Behera', 'Smruti Ranjan Behera', 'soumya kdas', 'Soumya Ranjan Singh', 'Subodha Behera', 'Subodha Behera', 'Sushree sangita Sethy', and 'Umesh Das'. The bottom bar shows 'Meeting details' and icons for mute, video, and chat. The status bar at the bottom indicates 'mihir kuanar is presenting'.

## Webinar on “Interview Tips (Session-I)”

An online webinar was held for the MBA 1st and 2nd year on 25 April 2021 from 8:00PM to 9:00 PM on the topic “Interview Tips”. The resource person for the same was Dr. Shiv Sankar Das, working as Associate Professor at ZSOM. He sensitised the students on various concepts of interview, types, tips and tricks on interview. About 25 students participated in this programme. An online feedback was taken from the students through google form and the contents was shared among the students.



## Participation at Seminar, Conference, Workshop and Publication of Papers

- Dr. Shiv Sankar Das, participated and presented a paper titled, “Framework for Diffusion of Clean Energy Products in Rural Areas of India” at the 34th World Conference on Applied Science, Engineering and Technology (WCASET-2021) organized by Institute for Engineering Research and Publication (IFERP) through online mode on 23 March 2021.
- Dr. Shiv Sankar Das, attended Ministry of Micro, Small & Medium Enterprises, Government of India Sponsored “Webinar on Intellectual Property Rights” Organized By Capital Engineering College, Bhubaneswar In association with Micro, Small & Medium Enterprises Development Institute, Cuttack, Ministry of MSME, Govt. of India And Central Tool Room and Training Centre, Bhubaneswar on date 26 March 2021.
- Dr. Shiv Sankar Das has re-edited a published a book titled, “Clean Energy Products: A Path for Attaining Livelihood Security”, in Notionpress bearing ISBN No: 9781636691602 in April 2021. A book launch ceremony was held by “Utkal Revolution”, an NGO based as Cuttack on 13 April 2021. The ceremony was highlighted in Premaya Newspaper.

### ‘ସୌରଶକ୍ତି ମାଧ୍ୟମରେ ଜୀବନ’ ଉଦ୍ଘୋଷିତ

କଟକ, ୧୦/୪ (ବୁଧବାର): ସିଡିଏ ସେକ୍ଟର-୬ ସ୍ଥିତ ଉତ୍କଳ ଚିନ୍ତାଲ୍ୟାସନ ଆନୁକୂଲ୍ୟରେ କିନ୍ ଏନର୍ଜି ପ୍ରଡକ୍ଟସ ବହି ଉଦ୍ଘୋଷିତ ହୋଇଯାଇଛି । ମୁଖ୍ୟ ଜାତୀୟତା ଡ. ଶିବ ଶଙ୍କର ଦାସଙ୍କ ଏହି ବହିରେ ସୌରଶକ୍ତି ମାଧ୍ୟମରେ କିପରି ଜୀବନ ବଞ୍ଚିହେବ ସେ ବିଷୟରେ ବିଭିନ୍ନ ଜ୍ଞାନକୌଶଳ ରହିଛି । ଏବେ ଯେଉଁ ଦରଦାମ ବୃଦ୍ଧି ହେଉଛି । ତେଲ ଦର ଠାରୁ ଆରମ୍ଭ କରି ବିଦ୍ୟୁତ୍ ଶୁଳ୍କ ଯେଉଁ ହାରରେ ବୃଦ୍ଧି ପାଉଛି । ଏପରିସ୍ଥଳେ ଆଗକୁ ସୌରଶକ୍ତି ବ୍ୟବହାର କରି ଜଣେ ସାଧାରଣ ମଣିଷ ବଞ୍ଚିବା କିପରି ସହଜ ହେବ ସେ ଦିଗରେ ବିସ୍ତୃତ ବିବରଣୀ ବହିରେ ରହିଛି । ଉତ୍କଳ ଚିନ୍ତାଲ୍ୟାସନର ଅଧ୍ୟକ୍ଷ ସ୍ଵରାଜ ଚଞ୍ଜନ ବେହେରାଙ୍କ ସଭାପତିତ୍ବ କରିଥିଲେ । ଏହି ପୁସ୍ତକ ଉଦ୍ଘୋଷନ ଉତ୍ସବରେ ଦେବଶ୍ରୀ ଡି ବେହେରା ଏବଂ ଅଜିତ୍ କୁମାର ପ୍ରଧାନ ଉପସ୍ଥିତ ଥିଲେ ।