



02

EVENTS & CELEBRATIONS

03 FACULTY ARTICLE

04

STUDENT ARTICLE

05 ACHIEVEMENTS

IMI Bhubaneswar bids Adieu to the PGDM Batch of 2022-2024



The 12th Annual Convocation event of International Management Institute (IMI) Bhubaneswar took place on 24th November 2024 as a momentous celebration for the graduating PGDM Batch of 2022–2024. The convocation event provided IMI Bhubaneswar with the chance to demonstrate its leadership role in producing competent leaders who will thrive in a fast-moving global economy.

The ceremony reached its peak when Shri Mohan Charan Majhi served as the Chief Guest and Shri Suryabanshi Suraj took his place as the Guest of Honor during the 24th of November celebration.



Shri Majhi sent heartfelt congratulations to the graduates then showered praise upon the family's faculty members as well as the institution during his inspirational speech. As he praised Bhubaneswar, he declared that this educational institution serves as a premier institution of state excellence which develops value-oriented socially aware leaders with global mindsets. The institution receives praise from him because IMI Bhubaneswar continues to develop ethical business leaders by developing strong educational programs and pursuing research endeavors and delivering training services and societal outreach programs.



The Chief Minister motivated students to develop beyond their conventional career paths toward making India achieve both \$5 trillion economic status and Viksit Bharat by 2047. He told the graduates to move beyond job seeking behavior because they should establish their own businesses. The chief minister highlighted how National initiatives such as Startup India and MUDRA Yojana and Atal Innovation Mission were developed to help young people acquire economic power.

During his speech the Chief Minister highlighted how Odisha has become an impressive industrial center where Bhubaneswar has emerged as a strong hub for technological start-ups and innovation. He recognizes IMI Bhubaneswar as one of the premier educational institutions next to AIIMS IIT and IIM which strengthens both academic achievement and economic development of Odisha.

Shri Suryabanshi Suraj reinforced the same message while explaining how management education serves to create social leadership that drives important social change.



The event showcased the combined dreams along with dedication and resolve of graduates and their families together with all IMI community members. Prof. (Dr.) P.C. Biswal's message through his position as Director of IMI Bhubaneswar proclaimed "The future belongs to those who dare to dream and take decisive action" leaving everyone with feelings of both hope and ambition towards their future.

"My message to the graduating students is that in globalized scenario, today's competition inevitable, and competence is prerequisite for excellence. Therefore, be prepared for learning, unlearning, and relearning. We live in a knowledge economy. The greater your knowledge and skill, the more productive a resource you are for your company as well as country. I, once again, take this opportunity to congratulate the graduating students of IMI Bhubaneswar. I remind them of sovereign responsibility towards development of our state and country. I am sure the management skills that they have learnt at IMI, Bhubaneswar will be put to great use for the benefit of society. My best wishes." CM said.





IMI Bhubaneswar celebrates 13th Foundation Day



On the day of 13th Nov 2024, IMI Bhubaneswar celebrated its 13th Foundation Day, marking over a decade of academic brilliance and impactful contributions to the society. This special event was graced by the presence of Padmashree Dr Prakash Baba Amte and Mandakini Amte, renowned for their extraordinary contributions to society, serving as a hope of beacon and change.

Dr. Prakash Baba Amte, who is known for his tireless efforts in advancing rural health and development, along with tribal upliftment through the Lok Biradari Prakalp Project has been a pillar of community leadership. Alongside him, Dr. Mandakini Amte's commitment to providing promoting medical aid and sustainable development has profoundly transformed the lives of countless individuals. Their presence on this memorable day showcased the importance of compassion, service and perseverance in driving meaningful change.



Their inspiring message resonated deeply with the IMI fraternity, emphasizing the importance of empathy, perseverance, and service in shaping a better world.

As IMI Bhubaneswar marked its 13 years of academic excellence and societal impact, the event served as a reminder of the institution's mission to nurture leaders who inspire and innovate. The Foundation Day celebrations not only honored the institute's journey but also encouraged everyone to strive for a brighter, more inclusive future.

IMI Bhubaneswar Launches "IMIVerse" – A Student-Led MerchandiseStore Celebrating Institute Pride andEntrepreneurship

The students unveiled "IMI Verse" to become the official merchandise store for IMI Bhubaneswar thus resulting in one big development for the institute. The student-initiated "IMI Verse" store provides a diverse selection of branded items featuring IMI merchandise such as pens, cups, t-shirts, jackets and other custom options.



Every member of the IMI community celebrates the launch of IMI Verse because it creates exceptional bonds across all alumni and students. The project both enhances organizational profile and teaches students valuable entrepreneurial skills.

The Resounding Success of Student Haat at IMI Bhubaneswar



The November 9 24th 2014 Student Haat at IMI Bhubaneswar delivered a remarkable exclusive student-managed creativity event which emphasized collective innovative practices. E-cell organization brought students to life at the campus which prompted them to create various stalls. An electric atmosphere consumed all areas of the campus when students simultaneously served delicious meals and ran exciting activities and games to provide students with a vibrant experience.

The educational establishment achieved status through the exceptional number of students representing additional colleges who attended the event. Student participation at the Haat event brought increased energy which made the event a memorable success people treasure. Students showcased their business abilities through stall operations through thinking and resourceful work creative approaches to create memorable experiences for students.

The combination of teamwork with others produces successful outcomes as theoretical knowledge proves necessary during these events. The Student Haat served a purpose beyond standard events because it gathered learners who embraced their educational achievements alongside personal expressions of creativity under a collective atmosphere. We draw inspiration from this initiative to sustain activities that develop student potential for out-of-textbook learning experiences.

MANCON 2024: IMI Bhubaneswar's Management Conclave Explores the Future of Al in Business



IMI Bhubaneswar organized MANCON 2024 as its upcoming management conclave which gathered business leaders together with scholars and students to examine the AI developments in corporate operations. Multiple academic clubs scheduled different sessions during which speakers examined the deep effects of AI on HR transformation alongside marketing analytics, finance and sustainability while forecasting future management trends.

IMI Bhubaneswar organized MANCON 2024 as its upcoming management conclave which gathered business leaders together with scholars and students to examine the AI developments in corporate operations.



Multiple academic clubs scheduled different sessions during which speakers examined the deep effects of AI on HR operations which includes automated candidate screening as well as AI-based employee engagement methods. Professionals Mr. Ratandeep Mohanty (CSM Technologies), Mr. Navin Patel (Affine), Mr. Paramveer Singh Narang (Capital One), Mr. Vikas Maheshwary (Biocon Biologics), and Mr. Preetam Debasish (Annapurna Finance) participated in the discussion about AI's growth in hiring and decision-making while exploring ethical issues with bias and data privacy problems. The speakers explained that although automation enhances HR process efficiency human intellect is basic for leadership growth and conflict management. The Marketing Club organized a powerful panel session about Generative AI in Business through which Mr. Tapan Kumar Chand from Vedanta served as the guest of honor on that day.



Leading members of the business sector joined Professor Amit Shrivastava for the talk that included Drishti Shastri from BNY Mellon as well as Nithin Bhagath from DN Homes.

The experts participated in a discussion about how AI technology transforms customers' purchasing patterns and marketing branding while developing new digital reforms. Organization leaders learned about predictive analytics together with AI-powered customer engagement solutions which enable businesses to create personalaized marketing approaches and forecast customer requirements while building stronger client loyalty.

Those who attended the session gained enhanced knowledge about using artificial intelligence to make intelligent choices that create competitive market advantages today.

Finance Club members gathered on November 30th, 2024, to study Generative AI in Finance when experts showed how AI transforms investment planning and risk management alongside financial decision processes. Mr. AI helps Kunal Mohanta improve portfolio risk analysis by finding profitable opportunities that benefit society. Mr. Kanhai Choudhary explained that AI technology enhances data optimization together with stakeholder management and financial operations improvement.

MANAGEMENT

Qui all blackerser

Print tein & Such November 2024

Tople

ytter and Gen Ai in 6

ss

Section 11

Section 12

Tople

The major event of the day was when Mr. Sameer Roy shared insights about predictive analytics by demonstrating the real-time forecasting capabilities of Bloomberg GPT and its long-term investment planning applications. Mr. financial world is driven by AI innovation continues, yet traditional principles of finance should be maintained according to Shushant Kumar Choudhary. Through his presentation of (Money-Time-Man) model the MTM Debendra Debdutta illustrated how AI functions to boost monetary planning and manage resources.

MANCON 2024 concluded on November 30, 2024, as the Analytics Club presented a stimulating session about "Human-AI Cooperation: Co-Creation and Hybrid Intelligence for Environmental Sustainability and Economic Impact."



Dr. Sourabh Sharma served as the panel moderator for experts in banking, finance, consulting and AI-based businesses. During the panel session Subhojit Roy analyzed how AI affects customer interactions and Mahesh Narayan explained NLP development along with its professional applications. During the event Samina Zareen provided insights into AI's effects on banking audits and its financial impact and Amol Gupta focused on AI usage for insurance and loan risk evaluations.



The main conclusion emerged from the session focused on AI bias and ethical considerations along with governance requirements. The dialogue between Mahesh Narayan and Subhojit Roy demonstrated conflicting views about ΑI governance as they supported differing positions on AI oversight from public statements and Gartner's AI Hype Cycle discussions. The conference examined environmental aspects of AI development through Saurav Kumar Patel's warning about AI carbon emissions proposal and his environmentally sustainable AI processes. During their study Samina Zareen and Dr. Sharma analyzed the effects of ESG (Environmental Social Governance) initiatives that arise from AI applications.

MANCON 2024 provided transformative value through its discussions that merged AI technology with human intellectual capabilities among business executives, students and academics. During the event participants highlighted the need to maintain harmony between AI optimization and moral standards and both governance systems and environment-friendly measures. The organization of innovative dialogues at IMI Bhubaneswar represents a core function of pride for the institution because these discussions empower future leaders through practical knowledge and visionary strategies. The continuous industry redefinition by AI finds guidance through events such as MANCON which allows progress between human values and innovation to remain concurrent.





EVENTS & CELEBRATIONS

Diwali Celebrations Bring Light and Joy to IMI Bhubaneswar



The 2nd of November 2024 became an unforgettable day of excitement and communal festivity because IMI Bhubaneswar organized its high-energy Diwali festival celebration. The inaugural Diwali tradition consisted of lighting Diyas for people to both drive light from the darkness and to welcome new beginnings. Students enjoyed multiple Diwali traditions through various cultural performances that created entertainment during an appealing evening. The students performed enchanting dance dances and touching musical performances and touching skits which illustrated the essence of Diwali during this event. A workplace celebration of joy spread across the academic grounds when teachers and their companions celebrated their shared happiness as an unified group. The celebration became richer through



EVENTS & CELEBRATIONS

decorative corners and traditional festival food aromas along with decorative elements. Students joined forces with faculty members for continuous celebratory activities that took place at IMI. The IMI Bhubaneswar celebrations transformed Diwali into an organization-wide cultural event which united everyone in the community.

Dandiya Nights



On October 5, 2024 the Cultural Committee of IMI Bhubaneswar executed Dandiya Night at MDP Lawn and Basketball Court. The event started at 6:30 PM with the goal to celebrate Navratri while performing traditional Dandiya dances thereby promoting both cultural exchange and batch bonding between seniors and juniors. The cultural event received high attendance consisting of 140 junior participants together with 100 seniors who attended despite their involvement in final placement preparation tasks. A Pooja and Aarti ceremony started at 7:00 PM to create peace through devotional practices as the initial segment of the evening activities. Students performed Group Garba dance and Dandiya dance with excitement to build stronger bonds between each other.



The numerous food stalls with their diverse menu including snacks and Puchka along with Momos provided social interaction opportunities during the occasion. Students followed traditional ethnic dress code rules to boost the festive celebration while the venue contained festive decorations with colorful Navratri-themed ornaments along with decorative lighting. During the Cup Pickup Challenge event participants experienced exciting the an oppositional competition which enhanced their evening's enjoyment. Through this celebration integration cultural occurred bv international students whose backgrounds differed from one another as they honored Indian customs. High levels of enthusiasm and abundant energy made the event a complete victory while leaving positive memories for everyone who attended.



FACULTY ARTICLE



Prof. Pritish Sahu

Present-day Financial Market Decline: Causes, Effects, and Major Figures

A period of extreme turmoil currently affects worldwide financial markets because major indices have recorded abrupt downward moves that generate investor anxiety about upcoming conditions. Multiple international factors as well as regional circumstances led to this present market decline which some allege to be simply temporary market correction. The identification of factors behind this situation combined with their potential outcomes serves investors alongside policymakers and finance students.

Global economic performance indicated substantial fluctuation in these recent times. On March 3 of 2025 the FTSE 100 Index achieved its peak value of 8,871.31 in British markets. On March 7 the Dow Jones Industrial Average nosedived to 42,579.08 while losing 427.51 points (0.99%) in the U.S market. NASDAQ Composite endured the most severe decline because it fell 2.61% to stop at 18,069.26. The Hong Kong stock market index known as Hang Seng Index suffered a modest decline of 0.57% amounting to 138.41 points when it ended at 24,231.30. The market performance together with industrial sector volatility created worries about global financial market conditions. Studies on the market's downward movement show that its nature probably extends beyond normal market adjustments.

The United States matches its current economic pattern to the dot-com explosion of the late 1990s because employees receive expanded wages alongside near-complete labor force engagement.

The unprecedented growth of artificial intelligence while investment in tech represents a possible market bubble situation. The foreign trade environment remains uncertain due to U.S. government protectionist where measures President Donald Trump's new trade tariffs brought supply chain issues and higher business costs. Investors became anxious when Congress failed to approve spending legislation by March 14 since this developed into the possibility of a government shutdown that threatens economic stagnation. Recent market recoveries from past shutdowns exist but current economic conditions create doubts about what lies ahead.

The traditional assessment of India as an economically stable country failed to shield it from the impact of world developments. The BSE Sensex finished at 77,620.21 points during March 6th 2025 while posting a 0.68% decrease in its value. The Nifty 50 sector results were split as the Nifty Metal achieved the highest gain at 1.18%. Numerous essential industries throughout India encounter current fundamental issues according to broad industry analysis. The share value for Infosys Ltd. declined by 0.79% to reach ₹1,917.80 while Tata Consultancy Services Ltd. shares dropped 1.69% to settle at ₹4,038.85. The automobile sector recorded declines as Maruti Suzuki India Ltd. lost 0.63% to reach ₹11,743.65 while Ashok Leyland Ltd. experienced an even greater decrease of 3.74% to settle at ₹214.40. Reliance Industries Ltd. a prominent energy sector company experienced its stocks decreasing by 0.77% until its value reached ₹1,255.00.





FACULTY ARTICLE

Present-day Financial Market Decline: Causes, Effects, and Major Figures

The market weakness emerges from inflationary pressures together with increasing interest rates while the rising U.S. dollar forces foreign investors to leave.

The Chinese property crisis which persists impacts worldwide financial stability. A property crisis emerged in 2025 after Evergrande Group declared default in 2021 which eventually evolved into financial problems at China Vanke. The CEO detention released by media reports coupled with news about possible government intervention to stop a widespread collapse led to concerns regarding global economic cross-border impacts. China's real estate industry drives national economic growth therefore the protracted crisis may generate substantial impacts that spread between China's economic system and worldwide supply networks alongside banking institutions and market investor confidence.

Potential investors should exercise care when making their financial choices in this present moment. Market recoveries are regular occurrences because panic selling never leads to beneficial outcomes. Risk control must continue to be treated as an essential step. Investors who spread their funds across different types of assets and worldwide locations obtain protection from sharp volatility fluctuations. Anyone facing uncertain times should establish an emergency fund that extends six to twelve months ahead for expense coverage. People who work need to advance their skills because business slumps typically generate unrest throughout employment sectors.

The present financial crisis stems from worldwide economic transformations that merge U.S. policy modifications with Chinese real estate collapses alongside specific industry declines in emerging economies.

Investors need to comprehend basic market patterns to make decisions because market volatility exists in all financial operations. The current financial cycle provides essential learning opportunities about diverse investments and risk control functions into business operations and adaptability for students in finance studies and industry professionals. The global economy needs both diligences to choose investments properly and understanding market dynamics to survive current challenging economic conditions.

STUDENT ARTICLE



Shashwat Parmar
The Last-Mile

The seemingly sudden move to e-commerce has greatly influenced the restructuring of this logistics industry placing last mile delivery as central to supply chain in urban settings. However, the textbooks, rebooking, and modification activities of this segment experience inefficiency, high costs, and severe environmental issues. New global solutions addressing the last stop of the long delivery process, and hence, stress on the efficiency and sustainability of delivery services. Last-mile delivery is the final link in the logistics sequence or delivering Consumer items and other products from distribution centres to the final consumer. This phase particularly because of fragmented deliveries that tend to substantially worsen the situation regarding urban congestion, noise pollution, and greenhouse gas emissions. Last-mile logistics is reported to contribute to 30-50% of the total delivery cost and a substantial fraction of the emission from urban freight transport.

Some of these are emission of excessive carbon from standard delivery vehicles which rely on conventional diesel, growth of delivery vehicles as a source of traffic hitches to urban concentration and customer press on fast and easy delivery despite waste. Addressing all these concerns requires engagement of contemporary and sustainable green interventions that addresses consumer concern and environmental needs. Selected electric powered cargo bikes and quadricycles prove to be feasible substitutes to conventional bod/box LCVs especially in urban shipping.

These vehicles are emission-free, have better handle through small spaces and produce less sound. For instance, there is Electric Assisted Vehicles (EAV) firm in the United Kingdom that has produced four-wheel cargo bikes that are designed to transport more than 150kg and endowed with ability to move at 25km/h. These vehicles have been adopted by UPS and Amazon among others in a bid to establish ways of reducing their carbon emission. Nevertheless, there are problems still remaining for more vehicle durability and its operation assets.

Self-driven delivery vehicles pose as one of the existing advance solutions in the last-mile delivery solutions. Germany's EfeuCampus is another such example that is automating robot delivery vehicles to carry goods directly to neighbourhood depots. Customers then pick up these packages from these hub points, thereby reducing the need for delivery vans in city landscapes. These solutions also relieve congestion while optimizing routes, thanks to AS, and decreasing fuel consumption and emissions. Smart lockers are gradually becoming popular because they allow consumers to receive their shipments at one central point. One good example of this is the #ChallengeMyCity which Madrid has undertaken whereby sustainable transport is used to drop food in lockers hence reducing the number of delivery vehicles on the roads. It reduces CO2 emissions and also help in reducing traffic jam.

In Paris, the company Delipop has launched automated, multi brand pick-up points for egrocery deliveries. Compared to direct deliveries to the various stores, this model greatly minimises the

STUDENT ARTICLE

The Last-Mile

environmental impact versus home deliveries. It has been recognised that; these systems also cause a cut back of the distances travelled by about fifteen folds with significant reduction in emissions of CO2. In the application of sustainable last-mile delivery, electric vehicles (EVs) play a central role. Mahindra Logistics' own 'eDeL' model of operation in India uses electric two-wheelers, three-wheelers, and four-wheelers to deliver parcels to 60,000 plus PIN codes. This effort has generated over 313 million green kilometres of delivery, proving that EV-based logistics networks are both replicable and effective. The implementation of EVs is aligned towards both environmental and operational objectives; however, its attainment requires charging infrastructure and improvements battery technology to eliminate impediments.

IoT, artificial intelligence, and big data analytics that as part of Industry 4.0 play a critical role in enhancing last-mile delivery. These technologies include real-time monitoring and tracking, dynamic route determination and accurate predictive analysis, hence improving operations and reducing environmental effects. for instance, electronic data interchange (EDI) and real time location systems (RTLS) enhance supply chain visibility and thus enhance coordination among stakeholders. Also, information routing algorithms dynamically change the delivery paths with the help of traffic flow and weather, hence minimizing the delay and fuel usage.

Thus, sustainable last-mile logistics solution cannot work without efficient policy measure and integrated stakeholder engagement. For instance, charging stations for electric trucks or the provision of urban consolidation centres as well as banning or controlling the use of diesel trucks which reward sustainability play an important enabling role.

Many of the most effective strategies for the production and distribution of resources are achieved through public and private collaboration. At the same time, the consumer is a key element to engage and support the green delivery options, like combined orders and the delivery schedule variation.

Conclusively, the company's promised to be netzero carbon emitters by the year 2040, shows the company's becoming environmentally conscious. These are the use of electric delivery vans as well as conducting experimentations with the use of drones for delivery services. It shows how corporate sustainability commitments can act as a potent driver of change at the company level, obliterating disparities stemmed the technology and infrastructure. The eDeL program by Mahindra Logistics represents green logistics at a developing economy. Through incorporating the use of electric cars and incorporating advanced technology solutions, the given project successfully minimizes emissions to the environment and maximizes delivery solutions concurrently. Delipop pick-up kiosks in Paris show that collecting orders from different stores have advantages over other delivery methods. It reduces both traffic and emissions and provides a blueprint for sustainable urban freight that can be used elsewhere.

Transitioning to sustainable last mile delivery is not only a want in the parcel delivery service industry but also a need. The adoption of new vehicle technologies, the integration of digital analytics, and the encouragement of collaborative policy formation, the operational needs of urban logistics can be reconciled with sustainable outcomes. The cities that go for such progressive measures will be more fit for dealing with urban development's challenges while supporting inclusive and sustainable economic development.



ACHIEVEMENTS

IMI Bhubaneswar Honored with Bharat Blockchain Academic Excellence Award 2024 – Gold Category for Odisha



academic staff IMI at Bhubaneswar successfully obtained the Bharat Blockchain Academic Excellence Award 2024 which placed the institution in the Gold Category for Odisha on October 23rd, 2024. IMI Bhubaneswar received its Bharat Blockchain Academic Excellence Award 2024 in Gold Category from the grand Bharat Blockchain Yatra finale at AICTE Auditorium in New Delhi, Prof. Rohit Vishal Kumar received the award on behalf of IMI Bhubaneswar when he represented the institution and accepted the Bharat Blockchain Academic Excellence Award 2024 Gold category honor because of the institute's persistent dedication to blockchain educational transformation and technological brilliance.

Under the direction of Prof. (Dr.) P. C. Biswal and faculty leadership from Dr. Rohit Vishal Kumar the institution achieved this distinction that demonstrates its progressive mindset. The Bharat Blockchain Network benefits from the academic partnership of IMI Bhubaneswar which demonstrates its dedication to adopt modern technologies through curriculum integration.

Various distinguished guests attended the ceremony including the AICTE Chairman together with the Chairman of the National Educational Technology Forum along with executives from worldwide

blockchain organizations.

These appearing dignitaries demonstrated that such events matter because teamwork between sectors will create India's advanced blockchain teaching system.

The Bharat Blockchain Yatra Grand Finale served as a celebration of innovation while it brought together policymakers and academicians and technology experts from different parts of India. The occasion demonstrated India's rising power in blockchain technology while demonstrating that academic organizations serve as critical forces for pushing this forward movement.

IMI Bhubaneswar expresses deep congratulations to BBN IMI Bhubaneswar Team together with all participants involved in achieving this remarkable achievement. The institute maintains its leading position in technology development and graduate development through this acknowledgment while building the future generation of both leaders and innovators.

SPOTLIGHT







RESEARCH SPOTLIGHT



PROF. SOURYAJYOTI BANERJEE Communication, CO & HR



JOURNAL RANKING



Globally ranked 20th by Google Scholar Information

We are proud to share that our esteemed professors have published their latest research paper, "From Colonial Legacies to Linguistic Inclusion: A BERTopic Enhanced Bibliometric Insight into Global South Higher Education," in the highly regarded IEEE Access, a Scopus Q1 Journal. IEEE Access is globally ranked 20th across domain by Google Scholar as per h5 index.



ACHIEVEMENTS

Their work sheds light on critical issues surrounding linguistic inclusion and colonial legacies, providing valuable insights into the evolving landscape of education in the Global South.



We are happy to share that Prof. Manit Mishra has published an article entitled "Hardiness: A review and research agenda" in the prestigious ABDC 'A' category journal "Personality and Individual Differences". The article consolidates extant hardiness research and paves the way for expanding the horizons of this domain.

RANKINGS



THE TEAM





SINGHAI



















 \mathbf{BASU}



PRADHAN



SHASHWAT **PARMAR**



YADAV

















