

The P Factor, 18 March 2018

Centurion UNIVERSITY
Shaping Lives... Empowering Communities...

One Day Workshop
On 18th March 2018

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18 MARCH

Padmaavat

the FACTOR

School of Management

CENTURION UNIVERSITY OF TECHNOLOGY & MANAGEMENT
www.cutm.ac.in

Girish Prasad Rath



CONVENOR



Report on
WORKSHOP ON “The P FACTOR”
18th March 2018

Prologue:

It is about encountering, analyzing and accumulating various insights & perspectives of Marketing beyond books. It is about putting the right product or a combination thereof in the place, at the right time, and at the right price in an action learning mode. The theme of the workshop is predominately associated with the 4P's of marketing, the 7P's of service marketing, and the 4 Cs theories developed in the 1990s. It is to invite, involve and integrate students to the various components of management functions and rendering a first-hand experience of managerial skills. Ten student coordinators with individual teams accomplished a self-benchmarked target to cater 110 registered participants from various schools of Centurion University. It was conducted on 18th March 2018.

Prof. Rashmi R. Parida, PGP Coordinator, SoM inaugurated the workshop followed by a concept note presentation by the Coordinators at Seminar Hall:1, CRC: II.

Session: I Noun to Adjective

Resource Person: Dr. Girish P Rath, Faculty, SoM

Student Coordinator: Mr. Mohan Mandal, B Tech AG VIth Semester, SoET

The session covered on the components of a product from the conceptual stage to the end users experience and loyalty. The session referred student members as sample products and rotated around the Features, Differentiation, Value additions and brought into Curriculum Vitae, the ways to empower it for a better employability and income generation options. The long stretched interactions helped the moderator in identifying the gap and rendering a

solution to the same. Students imagining them as products and giving a finite jurisdiction with marketable features was the major take home of the Session.

Session: II Marketing Financial Products, HDFC Way

Resource Person: Mr. Susant Sahoo, Branch Head, HDFC Bank, Paralakhemundi

Student Coordinator: Mr. *Jitendra Dalabehera, IVth Semester SoET*

This session focused on the financial market in reference to HDFC Bank. The participants were transported to the industry & market realities. The strategy followed by HDFC to stand apart, to promote and popularize the financial products, the challenges & limitations, managing competition & competitors and counter strategies were discussed at length. Due to encouraging enquiries by the participants the session was stretched till the last participant gets the doubt cleared.

Session: III Ad-Entrepreneur Speaks

Resource Person: Mr. Narayan Mahapatro, FLEX-IN

Student Coordinator: Mr. *Akash Singh Chauhan, B Tech AG VIth Semester, SoE&T*

It was an one2one session focusing on the promotional factors keeping the consumers point in view. Apart from the theories the rich experience of the resource person highlighted the advertising needs, choices, trends, ad-spending and space selling tools and techniques (of Gajapati District as the sample) as an entrepreneur and his strategies to cater the same to a delight. The question varied from entrepreneurial risks, the journey to future expansion plans.

Session: IV Branding Matters?

Resource Person: Prof. Rashmi R Parida, PGP Coordinator, SoM

Student Coordinator: Ms. *Monalisa Takri, B Tech AG VIth Semester, SoET*

The session invited the participants to a critical thinking zone on branding, its need, evolution, and trends. The moderator successfully transformed them to a self-branding platform & it's much required employability/income generation features. Value additions concepts like Power Branding, Brand Crash, Denial, and Retention were also introduced to the participants in an edutainment mode.

Workshop Value Additions:

Moderator: Mr. Smruti R Parida

Student Coordinator: Ms. *Sonali Nayak, B Tech AG VIth Semester, SoET*

- **WRITE UP:** The participants were given various areas like “The rise of the Consumer”, “Paradigm Shift in Choices” & “Relationship Matters in Market” to develop a concept note / write up within 700 words. Prof. Amir Prasad Behera led the evaluations. *Mr. Siba Prasad Das, B Tech AG VIth Semester, MSSSoA was declared the winner and awarded with a certificate & trophy.*
- **POSTER DISPLAY:** The participants were given various concepts like “Marketing is Manipulating”, “Ideas Sell” & “Teach to Reach” for developing & designing a poster. The posters were evaluated by popular choice by the workshop participants. *Mr. Siba Prasad Das & Mr. Debasis Behera B. Tech AG VIth Semester SoET, declared the winner and awarded with a certificate & trophy.*
- **BRAND QUIZ:** In order to explore the knowledge sphere of the participants on business a brand quiz was arranged in two levels, a written round followed by an audio visual test. *Mr. Aman K Prasad, BBA IInd Semester, SoM was declared the winner and awarded with a certificate & trophy.*



Prize Distribution, 18 March 2018

VALEDICTORY SESSION:

The success of the workshop was visible from the enthusiasm of the participants with unending, varied questions to meet the appetite for knowledge on marketing. Relating the happenings around them with planned stimulus that led them to a decision-making point,

strategizing to be loved, liked to the level of loyalty created more questions to ask and explore further.

The workshop was declared close by Prof. Rashmi R Parida, PGP Coordinator, SoM with obligation extended to Prof. Durga P Padhy, Dy. Registrar CUTM, Mr. Timmy Sabar & Team MRC, Resource Persons, Faculty & Student Coordinators till the next lead.

Dr. Tapas K. Panda, Dr. Girish P Rath coordinated the workshop with active support of team led by Mr. Smruti R. Parida, CUTM Paralakhemundi Campus.



Girish Prasad Rath

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Empowering Communities...*

The P Factor, 18.03.2018

Sl.No.	Name of the Student	Registration No.	School	P/A
1	ROHIT KUMAR PADHIARY	150101110001	SoABE	P
2	A. DILLIESHWAR RAO	150101141002	SoABE	P
3	SAJEN CHANDRA NAYAK	150101160014	SoABE	P
4	SMRUTI RANJAN MOHAPATRA	150101160033	SoABE	P
5	DIGBIJAY BARIK	150101170001	SoABE	P
6	ARDHENDU SEKHAR SATAPATHY	150101170002	SoABE	P
7	HULISHREE PRADHAN	150101170003	SoABE	P
8	SIDHARTH DALAI	150101170004	SoABE	P
9	SUSHREE MADHUSMITA PRIYADARSINI NAYAK	150101170005	SoABE	P
10	DIBYA RANJAN MOHANTA	150101170006	SoABE	P
11	SRIKANT BEHERA	150101170007	SoABE	P
12	TARADUTTA NAYAK	150101170008	SoABE	P
13	TINKU KARKARIA	150101170009	SoABE	P
14	SARMISTA OTTA	150101170010	SoABE	P
15	LOKANATH NAHAK	150101170011	SoABE	P
16	ESWAR RAO VOLLA	150101170012	SoABE	P
17	SAMPARK TRIPATHY	150101170013	SoABE	P
18	PRAVEEN KUMAR BANAPILI	150101170014	SoABE	P
19	SUNIL KUMAR MISHRA	150101170015	SoABE	P
20	SUSHIL KUMAR MISHRA	150101170016	SoABE	P
21	ADITYA NARAYAN BEHERA	150101170017	SoABE	P
22	GYANA PRAKASH MOHANTY	150101170018	SoABE	P
23	SANDEEP KUMAR SARKAR	150101170019	SoABE	P
24	ANSHUMAN NAYAK	150101170020	SoABE	P
25	LALIT KUMAR BEHERA	150101170021	SoABE	P
26	SOURINDRA SUMAN	150101170022	SoABE	P
27	SWETALI PANDA	150101170023	SoABE	P
28	TUSHAR KANTA SANDHA	150101170024	SoABE	P

29	MANOHAR A BARWA	150101170025	SoABE	P
30	ITISHREE DAS	150101170026	SoABE	P
31	SANJITA SIKDAR	150101170027	SoABE	P
32	DIPU KUMAR	150101170028	SoABE	P
33	BIPINA KUMAR NAYAK	150101170029	SoABE	P
34	RAJKUMAR MAHANTA	150101170030	SoABE	P
35	SUBHASHISH TRIPATHY	150101170031	SoABE	P
36	RASHMIN KUMAR RAJ	150101170032	SoABE	P
37	S A PARTHA SARATHI	150101170033	SoABE	P
38	PRASANTI SHARMA	150101170034	SoABE	P
39	A. K. BIPLAB DASH	150101170035	SoABE	P
40	AKASH PARIDA	150101170036	SoABE	P
41	SOUMYA SASWAT BIBHUDATTA SAHU	150101170037	SoABE	P
42	CHAKRADHAR MALI	150101170038	SoABE	P
43	SUSHREE MONALI SWAIN	150101170039	SoABE	P
44	BIKASH KUMAR SAHU	150101170040	SoABE	P
45	ARJANGI KAVYA MANI	150101170041	SoABE	P
46	KANHA SAHU	150101170042	SoABE	P
47	RISHAM GHOSH	150101170043	SoABE	P
48	SUGYANI GOUDA	150101170044	SoABE	P
49	AMRIT PRASAD SWAIN	150101170045	SoABE	P
50	JYOTISMAN MISHRA	150101170046	SoABE	P
51	ASHIS KUMAR PAL	150101170047	SoABE	P
52	AMIT KUMAR PRADHAN	150101170048	SoABE	P
53	BYOMAKESH PATRO	150101170049	SoABE	P
54	PRIYANKA KUMARI	150101170050	SoABE	P
55	SARTHAK DAS PATTANAYAK	150101170051	SoABE	P
56	SAPHALYA SUNDAR SAHOO	150101170052	SoABE	P
57	CHANDINI NANDA	150101170053	SoABE	P
58	TANMAY SAMANTA	150101170054	SoABE	P
59	ANNALISHA DINABANDHU	150101170055	SoABE	P
60	MANNA SNIGDARANI BEERO	150101170056	SoABE	P
61	SHUBHAM PRADHAN	150101170057	SoABE	P
62	ANJAN SAHU	150101170058	SoABE	P
63	RANJAN KUMAR SAHU	150101170059	SoABE	P
64	MOHAN MONDAL	150101170060	SoABE	P
65	AKASH KUMAR	150101170061	SoABE	P
66	JYOTIRMAYA SETHY	150101170062	SoABE	P
67	SUBHAM OJHA	150101170063	SoABE	P

68	PRIYADARSHI MAHAPATRA	150101170064	SoABE	P
69	BIBHU PRASAD SAHOO	150101170065	SoABE	P
70	NARASINGH JAGAT	150101170066	SoABE	P
71	RASHMIRANJAN PARIDA	150101170067	SoABE	P
72	PRATYUSH RANJAN BHOI	150101170068	SoABE	P
73	SK ARIF AHEMMAD	150101170069	SoABE	P
74	RAJKUMAR PRADHAN	150101170070	SoABE	P
75	SIBAPRASAD DASH	150101170071	SoABE	P
76	ARADHANA SAHU	150101170072	SoABE	P
77	ANSUMAN BEHERA	150101170073	SoABE	P
78	DEBASHISH BEHERA	150101170074	SoABE	P
79	BISWA RAJAN GIRI	150101170075	SoABE	P
80	ROUTHU REVATHI	150101170076	SoABE	P
81	RASMI RANJAN BEHERA	150101170077	SoABE	P
82	DILLIP KUMAR PANDA	150101170078	SoABE	P
83	SWAGAT KUMAR PATNAIK	150101170079	SoABE	P
84	BISWABHUSAN DASH	150101170080	SoABE	P
85	LACHHA HEMBRAM	150101170081	SoABE	P
86	SUBHASHREE KANHAR	150101170082	SoABE	P
87	ANKITA MADHUSMITA	150101170083	SoABE	P
88	SONALI NAYAK	150101170084	SoABE	P
89	ANIL KUMAR PRADHAN	150101170085	SoABE	P
90	BIREN GANTA	150101170087	SoABE	P
91	BISMAYA RANJAN PANDA	150101170089	SoABE	P
92	SRITAM MOHAPATRA	150101170091	SoABE	P
93	SUVENDU KUMAR PANDA	150101170092	SoABE	P
94	MONALISA TAKRI	150101170093	SoABE	P
95	SUDHIR KUMAR PRADHANI	150101170094	SoABE	P
96	DEEPAK RANJAN JENA	150101170095	SoABE	P
97	SELINA KUMARI SUNA	150101170096	SoABE	P
98	JYOTI PRAKASH ROUT	150101170097	SoABE	P
99	SNEHA RANI RATNALU	150101170098	SoABE	P
100	SNIGDHA BEHERA	150101170099	SoABE	P
101	SAMBIT SUBHANKAR SAHU	160101170002	SoABE	P
102	JAGRATI NAIK	160101170003	SoABE	P
103	SUBHASHANTI DASH	160101170004	SoABE	P
104	PARAMANANDA BISOI	160101170005	SoABE	P
105	RISHIKESH SAHOO	160101170006	SoABE	P
106	SAMBHURAJ BHOI	160101170008	SoABE	P

107	ABHIJIT BEHERA	160101170009	SoABE	P
108	SUDIPTA MOHANTY	160101170010	SoABE	P
109	PRAJNA MANJARI BARIK	160101170011	SoABE	P
110	DIBYAJYOTI CHOUDHURY	160101170012	SoABE	P

Anita Patra

REGISTRAR



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