

CENTRAL UNIVERSITY OF ODISHA, KORAPUT

OFFICE OF THE PUBLIC RELATIONS

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Swabalambi Bharat Abhiyan Inspires Future Entrepreneurs at CUO

"Be a job giver, not a job seeker," urges keynote speaker Asutosh Mukharjee

The MBA Department of Central University of Odisha hosted a dynamic event under the Swabalambi Bharat Abhiyan, inspiring students to embrace entrepreneurship in honor of Pandit Deendayal Upadhyay's birth anniversary. The event emphasized self-reliance and innovation as keys to India's future. Hon'ble Vice-Chancellor of the University Prof. Chakradhar Tripathi conveyed his best wishes for a successful programme.

Keynote speaker Asutosh Mukharjee, Eastern Executive of Swabalambi Bharat Abhiyan, urged students to become job creators. Drawing inspiration from entrepreneurial legends like Steve Jobs and Dhirubhai Ambani, he encouraged harnessing local resources—such as millets and flaxseed—to build sustainable ventures. "Communities can rise together through cooperative efforts and entrepreneurship," Mukharjee remarked.

The event featured Namita Patjoshi, founder of Kanchan Gopalan Kendra, a successful dairy enterprise supporting 25 families. She shared her journey of turning everyday challenges into opportunities, urging students to unlock the potential in simple ideas.

Tanmay Pradhan, National Executive of ABVP, emphasized the critical role of youth in shaping India's entrepreneurial ecosystem. Dr. Padmacharan Mishra, Head of the MBA Department, welcomed the guests, highlighting the importance of fostering innovators, not just employees.

A key highlight was the announcement of Swadesi Saptaha (August 21 – October 2), an annual celebration promoting indigenous products to boost local economies.

The event concluded with a vote of thanks by Dr. Subash Chandra Pattanaik, who acknowledged the support of Vice Chancellor, Dr. Chakradhar Tripathi and emphasized continued efforts to integrate entrepreneurship within academia.

Dr. Phagunath Bhoi, Public Relations Officer