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IIT Bhubaneswar partners with Numeros Motors to Pioneer Rare Earth-Free Motor Technologies



IIT Bhubaneswar has entered into a strategic research collaboration with Numeros Motors, a new-age OEM specializing in indigenous electric mobility solutions on 22nd April 2025. The two entities have signed an agreement to jointly undertake a two-year research initiative focused on exploring and evaluating various non-magnet or rare earth-free (RE-free) motor topologies. Aimed at revolutionising the electric mobility space, this innovation will identify robust, cost-effective, and sustainable motor technologies catering to India's rapidly growing electric vehicle market. The agreement was signed in presence of Prof. Dinakar Pasla, Dean (Sponsored Research & Industrial Consultancy), IIT Bhubaneswar.

The collaboration is intended to support India's clean mobility goals by reducing dependence on rare earth materials—key components in traditional EV motors—and by encouraging local innovation in EV manufacturing. By combining IIT Bhubaneswar's academic expertise in electrical engineering with Numeros Motors' practical knowledge of electric drivetrain systems, the project will focus on developing motor solutions that are both efficient and affordable. The initiative is aligned with India's vision to promote self-reliant, sustainable EV technologies.

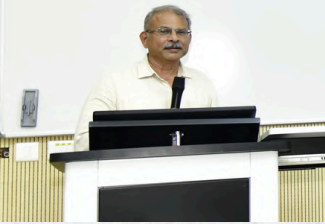
The signing ceremony was attended by representatives from both Numeros Motors and IIT Bhubaneswar, underscoring their shared commitment to pioneering future-ready electric mobility solutions that are both efficient and ecologically sustainable.





National Public Relations Day Celebration

Public Relations Society of India (PRSI), Bhubaneswar Chapter, in collaboration with IIT Bhubaneswar, celebrated the National Public Relations Day 2025, with deliberations by eminent speakers on the theme 'Responsible use of Artificial Intelligence: Role of Public Relations', at IIT Bhubaneswar Campus on 21st April 2025.



Addressing the event Prof. Shreepad Karmalkar, Director, IIT Bhubaneswar, said "Technology, especially AI, is only as ethical and effective as the intent behind its use. As custodians of communication, PR professionals carry a deep responsibility—not just to inform, but to influence ethically."

Speaking on Responsible AI and Initiatives at IIT Bhubaneswar, Dr. Debi Prosad Dogra, HOD, Computer Science Engineering, IIT Bhubaneswar, said "The advent of AI has advanced healthcare, public service, and other sectors. However, its responsible use depends on both users and creators."



Sharing his insights as expert speaker on the theme, Mr. Rohit Dubey, Vice President and Head - Corporate Communications, Reliance Jio Infocomm Ltd. said "AI in PR is an augmenter, not a replacer. It's a productivity booster, a creative partner—a co-pilot, not an autopilot."

Setting the context of the event, Mr. Sudhi Ranjan Mishra, Chairman, PRSI Bhubaneswar Chapter highlighted the Importance of National PR Day and said that, "In the age of huge social media influence, the role and responsibilities of PR person is much higher now in terms of fighting misinformation and fake news."



Ms. Dharitri Satapathy, APRO, IIT Bhubaneswar made a presentation on Artificial Intelligence in Public Relations, highlighting the challenges and ethical considerations. PRSI Bhubaneswar Chapter Secretary Mr. Krushna Chandra Mahapatra proposed a vote of thanks.



Public Relations and Corporate Communication professionals, members of PRSI Bhubaneswar Chapter, academicians, students and faculty members from IIT Bhubaneswar, participated in this programme, .





IIT Bhubaneswar receives News18 Education Eminence Award



IIT Bhubaneswar has received the Education Eminence Award from News18-Odia Channel as the Best Govt. Institute for Higher Education in Engineering & Technology. During an event organized on 26th April 2025, Prof. Prasant Kumar Sahu, Dean – Alumni Affairs & International Relations received the award from Mr. Suryavanshi Suraj, Minister of Higher Education, Govt. of Odisha.

Exposure Trip of School Students to IIT Bhubaneswar Campus



The Students of Saraswati Vidya Mandir, HSS, Bhubaneswar and Carmel English Medium School visited the Institute on 23rd April and 25th April 2025 respectively. They were shown around the various labs and facilities of the Institute.



"Nature never did betray
the heart that loved her."

William Wordsworth

