



ZENITH

Achieving New Heights

The Newsletter of
IILM ACADEMY of HIGHER LEARNING
LUCKNOW

VOLUME I

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Director's Message

It gives me immense pleasure to release the maiden issue of “Zenith” – the newsletter of IILM Academy of Higher Learning, Lucknow. The institute, besides providing quality education, imparts training to budding managers to achieve pinnacles of success through its AICTE approved and industry oriented Post Graduate Diploma in Management (PGDM) programme.

At IILM, learning is a judicious blend of rigorous curriculum delivery and application based activities ensuring holistic development of the students. All activities are organized and managed by students with appropriate guidance from faculty members, which instills into them real management skills. This newsletter is also one of the initiatives of our ever-enthusiastic student body.

The current issue showcases the noteworthy campus news during the last six months, including achievements of our highly qualified and experienced faculty members, brief information about the various events and activities in which our students won accolades, and the industry visits and guest lectures organized.

I congratulate the editors and students reporters for their commendable efforts and wish them all the best.

Prof. Ajay Prakash

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EDITORIAL

“No matter how insignificant the things you have to do, do it as well as you can, give it as much as your care and attention as you would give to the thing you regard as most important. For it will be by those small things that you shall be judged”.

-M.K Gandhi, Mahatma

Welcome to the first edition of our bi-annual newsletter. This newsletter is a humble attempt to summarize few of the major achievements and developments in and around IILM-AHL, Lucknow and take it to its all stakeholders. Feel free to get in touch with us for feedback. Happy reading!

Patron

Dr. Ajay Prakash

Chief Editor:

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Students Reporters

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Aim high! There is no virtue in easy victory.

UPLABDHI

Ph.D. DEGREE AWARDED

- Degree of Doctor of Philosophy in Management of Uttar Pradesh Technical University, Lucknow was awarded to Ms. Garima Kohli, Sr Lecturer, Amity University, Noida under the guidance of Prof. Ajay Prakash, Director, IILM-AHL, Lucknow.

PAPER PUBLICATION

- Dr. Suman Pathak, Associate Professor: Published a paper on “Sales Force Turnover: An Exploratory Study of the Indian Insurance Sector” in an international journal Management, Vol-5, Number 1, April 2010.
- Dr. Ekta Rastogi, Associate Professor: Published a paper on “Critical Issues in Micro financing in India” in “The Management Accountant”, the journal of the Institute of Cost and Works Accountants of India, Vol. I, Issue No. 45, Jan. 2010.
- Ms Sadaf Anwar, Assistant Professor: Published a paper on “Impact of Global Economic Crisis on Indian Financial Sector” in the third issue of E-Journal (March-April, 2010) BIZ and BYTES of Chandigarh Business School, Chandigarh.
- Ms. Shruti Mitra, Assistant Professor: Published a paper on “Analyzing the Knowledge Management, Organizational Partnering and People Focus Issues for Optimized Organizational Performance- A Case Study Perspective” in the “Institute, Industry Integration With Innovative Strategies” Vol. IV March 2010.
- Ajay Prakash & Garima Kohli, a paper on "The Adoption of Internet Banking by Indian Consumers : an Empirical Study" accepted for publication in International Journal of Effective Management, USA.



A view of the Governing Body Meeting held on Dec. 8, 2009



A view of the Academic Council Meeting held on Dec. 7, 2009

Try making everyday a day of achievement.

CONFERENCE & SEMINARS ATTENDED

- Dr. Ekta Rastogi, Associate Professor, Ms. Shruti Mitra, Assistant Professor and Mr. Ashesh K Bhattacharya, Assistant Professor attended National Seminar on “Climate Change – Response & Action: Promoting the Carbon Market”, 21 April 2010: sponsored by Confederation of Indian Industry (CII), Uttar Pradesh State Council in association with Directorate of Environment, Government of Uttar Pradesh.
- Dr. Ekta Rastogi, Associate Professor attended a National Seminar on “The Global Recession and its Impact on India” on 25th February, 2010 and presented a paper on “Emerging Issues and Progressive Trends towards Revival of Economic Meltdown.” at JNPGC, Lucknow.
- Ms. Sheetal Sharma attended a seminar on “Developing Human Potential for Building World Class Organisations: Strategies & Challenges” on 13th February, 2010, organized by National Institute of Personnel Management, UP Chapter.

FACULTY INDUCTION

- Ms. Shruti Mitra, Assistant Professor, IILM AHL, Lucknow. Formerly Lecturer at SMS, MNNIT, Allahabad and ATSS-IICMR under University of Pune and Industry Experience with TNT Logistic Pune.
- Mr. Ashesh K Bhattacharya Assistant Professor, IILM AHL, Lucknow. Formerly with HSI Motors, Bajaj Allianz & ICICI Prudential Life Insurance.
- Mr. Sachin Srivastava, Assistant Professor, IILM AHL, Lucknow. Formely with Glaxo Smith Kline Pharmaceuticals Ltd, Dumex India and Roudolph Pharmaceuticals.

PLACEMENTS***Our Recruiters for 2009-2010.***

Parle Products,
 Reliance Communications,
 Smc Global Securities Ltd,
 Zuventus Health Care Ltd,
 Micro Labs,
 Marc Laboratories Pvt Ltd,
 Mega Corporation Ltd.,
 Tijaria Polypipes Ltd.,
 HDFC Bank Ltd.,
 Karvy Stock Broking Ltd.,
 Mehrab Automovers Pvt. Ltd.,
 Krishnam Logistics Pvt. Ltd.,
 ICAJN Enterprises ,
 HCL Technologies Ltd.,
 Northern Impex Pvt. Ltd.,
 Mark & Moris Investment Company,
 Vodafone,
 Dr. Reddy's Lab,
 Bajaj Capital,
 Delhi Institute of Management Studies,
 Reliance capital Ltd.,
 IDBI intech (P) Ltd.,
 Kassa Finvenst Pvt. Ltd.
 Kirlosker Brothers Ltd.
 Indiane Oil Corporations.
 Sharekhan Ltd.
 Tata Motors
 Idea Cellular Ltd.
 Adecco Flexione Workforce Solution Ltd.
 Pepsico India Holding Ltd.
 Bluestar Ltd.

Results count - not long hours of effort.

VIDYOCHIT

GUEST LECTURES 2010

IILM Academy of Higher Learning organized several guest lectures from renowned industry persons to provide pragmatic insights about the various functional areas of management.

Lecture by Prof. Devashish Das Gupta, IIM, Lucknow on “*Changing Paradigms in Tourism sector*”, 22nd March, 2010.



Prof. Das Gupta apprised the students about the importance of tourism industry and its opportunities. He further discussed Tourism marketing in context of Indian tourism and shared insights on how tourism marketing can be undertaken. Students actively participated in the discussion and learnt various aspects of tourism.

Lecture series by Mr Aditya Singh, Advocate High court, Lucknow, on “*Company Law and Partnership Act*” 1st April, 2010, 17th April, 2010.

Mr. Singh shared practical aspects of Company and Partnership Act along with cases. His focus was on application of law in current business environment. Students got exposure to real life cases and learnt a lot beyond class room teaching.

Lecture by Mr. T.K. Dikshit, Vice President, Eldeco Housing Ltd. He spoke on “*Corporate Leadership*”, 23rd February, 2010.

Mr. Dikshit emphasized the need of Corporate Leadership



which is a very important quality of management professionals. He further shared his views on effective leaders and managers, leadership qualities like tolerance of ambiguity, commitment to excellence. He summed up the session by saying that in today's scenario every organization should be a learning based organization and every employee should work as a knowledge worker which is only possible when an individual makes learning his habit. The lecture was very interactive and supported by live examples and illustrations. Students gained a lot of value addition through this corporate interface.

Lecture by Mr. Shailesh Srivastava, Vice President, Fullerton India Credit Company Ltd. on “*Corporate Social Responsibility in India and abroad*”, 8th February, 2010.

Mr. Srivastava interacted with students on various aspects of Corporate Social Responsibility (CSR). He explained the importance of CSR in India and abroad. He further said that CSR is not a new concept to India, because companies like TATA and BIRLA are engaged in these kinds of initiatives for a very long period of time. Today in India nearly all leading corporates are involved in CSR programmes in areas like education, health, skill

You don't know what you can do until you try.



development and empowerment of weaker section of the society.

Lecture by Mr. Gyan Misra, Operations Head, RICOH India Ltd. on “*Personal Selling and Contemporary Sales Practices*” 9th February, 2010.

Mr. Misra told the students about the various interpersonal and analytical skills required by sales professionals in the personal selling process and further how to develop and sustain effective distribution management. He emphasized on expectations of corporate world from management students and also highlighted the need for dynamic result oriented sales professionals in the competitive environment.

WORKSHOPS



Workshop on SPSS by Dr. Vibhuti Tripathi, Assistant Professor, Moti Lal Nehru National Institute of Technology, School of Management Studies, Allahabad 9th May, 2010.

Dr. Vibhuti Tripathi elaborated on and discussed various aspects of research and measurement techniques. She took a practical session on how to handle SPSS Software, including codification, analysis and interpretation of data. She focused on why one should plan the analysis aspect before constructing the questionnaire.



Preparatory Workshop on Summer Internship on 27th & 28th May 2010.

The key speakers included **Dr. Ajay Prakash, Dr. Ekta Rastogi, Mr Ashesh K Bhattacharya and Mr. Sachin Srivastava** from IILM-AHL, Lucknow. The workshop was further enriched by the rich industry expertise of **Mr. Sandeep Srivastava, Regional Head, Karvy Stock Broking Ltd, Lucknow.**

The workshop was held with the objective of briefing the students on various aspects of summer internship including use of research methodology, importance of corporate etiquette and mannerism and handling odd situations at work place.

Concentration comes out of a combination of confidence and hunger.

INDUSTRY VISITS



TATA MOTORS

To give students a feel of the real life industry situation and to make them aware of manufacturing process, working conditions, environment protection facilities, and the various problems faced by the industry. Several industrial visits were recently organized:

An industrial visit was organized for PGDM students at TATA Motors, Lucknow on 9th April, 2010. This visit was an attempt to gain practical knowledge regarding the assembly line production of TATA Motors.

The students got an opportunity to visit 19 Stations and 6 Zones. They were briefed about the manufacturing process, assembly line and the concept of SQDCME which stands for Safety, Quality, Delivery, Cost, Morale and Environment. The students were acquainted with the work culture of TATA Motors and the concepts of self directed teams (SDTs) which functions to achieve continuous improvement in the work processes.

The industrial visit was very fruitful in terms of learning at the level of shop floor and students learnt every bit of it.



HINDUSTAN AERONAUTICS LIMITED

An industrial visit to Hindustan Aeronautics Limited (HAL) was organized for PGDM students on 22nd January; 2010. The industrial visit was a great learning experience for all the students to know how management concepts studied in B-Schools are practiced in real life situations. This trip also helped the students in gaining knowledge about the manufacturing of accessories for various aircraft and the ways in which equipments are repaired and troubleshooting is done. Students were also informed about HAL's significant role for India's space programs and in the manufacturing of structures for Satellite Launch Vehicles like

- PSLV (Polar Satellite Launch Vehicle)
- GSLV (Geo-synchronous Satellite Launch Vehicle)
- IRS (Indian Remote Satellite)
- INSAT (Indian National Satellite)

It's easy to start a business but to keep it growing takes much work and skill.

SANSKRITIKARM

ANNUAL FUNCTION ZEAL 2010



IILM Academy of Higher Learning, Lucknow celebrated its two-day annual function ZEAL 2010. Winners of various competitive academic, cultural and sports events, meritorious alumni and other meritorious students were felicitated in the prize distribution ceremony on 27th March 2010. Several competitive co-curricular, extra-curricular and sports events were organized including Debate, Jam, HR Games, Finance Games, Marketing Games, Market Research Game, Mehndi, Rangoli, Face Painting, Carrom and Chess Championships. **The occasion was graced by the Chief guest Mr. Anil Shukla, Head, CII, U.P and Mr. Anant Swaroop, Vice President (Legal), Bajaj Group of Companies .**



Whatever is worth doing is worth doing well.

ALUMNI MEET



IILM Academy of Higher Learning, Lucknow organized Alumni Meet at the Campus on 9th April, 2010. The alumni explored the possibility of creating a think tank of alumni from various functional areas and industry sectors for information sharing and transforming knowledge into organization wealth. The alumni deliberated on various burning issues facing the society and corporate world and discussed the need for creating a vibrant institute alumni relationship which can function for mutual benefit especially in context of career growth and development of the management students and enhanced corporate interactions. The following office bearers were elected for the year 2010-11:

- President** : **Mr. Anoop Mishra**, MBA Batch : 2004-2006
Area Executive, ITC Ltd.
- Vice-President (2)** : 1) **Mr. Manish Bajpai**, MBA Batch : 2005-2007
Asstt. Manager (HRD), Bajaj Capital Insurance Broking Ltd.
2) **Mr. Vivek Anand**, MBA Batch : 2004-2006
M.D., Yukti Solutions.
- General Secretary** : **Ms. Shradha Chauhan**, MBA Batch : 2006-2008
Field Controller, IMRB International.
- Secretary (2)** : 1) **Mr. Sanjai Kumar Shukla**, MBA Batch : 2006-2008
Agency Manager, Birla Sun Life Insurance.
2) **Ms. Meenakshi Chaturvedi**, MBA Batch : 2007-2009
Management Faculty in UPTU Affiliated College
- Joint Secretary** : **Mr. Mayank Deo**, MBA Batch : 2007-2009
ASE-U.P, Emson Industries.
- Treasurer** : **Ms. Pooja Srivastava**, MBA Batch : 2007-2009
Management Faculty in UPTU Affiliated College

People may doubt what you say, but they will always believe what you do.

STEP OUT CEREMONY



IILM Academy of Higher Learning, Lucknow organized the Step Out Ceremony for the MBA students (Batch 2008-2010) at the campus on 7th June, 2010. Farewell is a day of mixed feelings and emotions associated with the people who are departing from you. Time has raced once again leaving behind the memories sweet and sour of our precious jewels. It was a moment of nostalgia when students of passing out batch shared their experience of past two years.

There were mixed feelings of joy and sorrow in every student, as they were on the joyous threshold of beginning their new life. While on the other hand they were about to bid adieu to their second home IILM-AHL, Lucknow. All the students were felicitated by a memento and many of them shared their memories of campus life. All faculty members blessed the students and wished them a bright and prosperous future.



We only part to meet again.

RETROSPECT (July to Dec. 2009)**OJAS 2009**

Inter Institutional Competition: IILM-AHL, Lucknow was the **Overall Winner of the event**, receiving six first, seven second and three third prizes.

REGALIA 2009

Inter Institutional Competition: IILM-AHL, Lucknow received the **Overall Runner-up Trophy**, receiving two first and two second prizes.

DEBATE COMPETITION

Young Talent of the Year 2009 organized by Confederation of Indian Industry (CII), U.P.: The IILM-AHL, Lucknow team won the **2nd Runner-up trophy** on the topic "Will Facilitation of Industrial Development Lead to fulfilling the State Objective: 'Sarvjan Hitaay, Sarvjan Sukhaay'"

**PARTICIPATION IN NCMS ORGANIZED BY ALL INDIA MANAGEMENT ASSOCIATION**

Two teams from the institute participated in a two day National Competition for Management Students, organized by All India Management Association New Delhi on 2nd & 3rd September, 2009. *The presentation of the teams were commended and appreciated by the jury members.*

WORKSHOP ON ADVANCED ANIMATION SKILLS: REAL SKILLS FOR THE WORLD

Ms. Chaitali, Centre Coordinator from MAAC (Maya Academy of Advanced Cinematics), Lucknow, one of the leading animation studios in Lucknow, explained how animation techniques help in making quality and effective cinema in India.

GUEST LECTURE ON ART OF DECISION MAKING

Prof. Vinay Sharma, Department of Management Studies, IIT Roorkee explained to the students about the value of corroborative and collaborative thinking and how it leads towards enhanced learning and the output which actually develops the art of decision making.

It is not where we stand that's important, but in what direction we are moving.

ACADEMIC ACHIEVERS

- Dr. Ekta Rastogi, Associate Professor, authored a book on “Export Import Procedures and Documentation” published by New Royal Book Company Ltd.
- Dr. Ekta Rastogi, Associate Professor: Presented a paper on “Paradigm Shift in Food and Beverage Retailing in India” and bagged 3rd prize among best presenters in a two day International Conference on “Global Information: Transcending Horizons” organized by Gittarattan International Business School, New Delhi which was held in Feb. 2009.
- Dr. Ekta Rastogi, Associate Professor: Paper on “Changing face of Indian Consumerism in context of Food Retail” published in SAJOSPS (South Asian Journal of Socio Political Studies), Vol. 9 No. 2, Jan-June 2009 issue, an international journal ISSN 0972-4613 catalogued by US Library of Congress, Michigan University, University of Manchester, etc.
- Ms. Naela Kamil, Assistant Professor: Research Paper on “Personality Traits, Risk Appetite and the Investment Decision: A Statistical Investigation of Association” presented in the International Finance Conference 2009, organised by IIM, Calcutta from December 3-5, 2009.
- Ms. Sheetal Sharma, Assistant Professor, authored a text book on “Personal Growth and Training and Development” published by Excel Book Publishers, New Delhi.
- Ms. Sheetal Sharma, Assistant Professor, designed and wrote study material on “Organizational Development and Change” for the MBA programme of Bharthiar University, Coimbatore for Excel Book Publishers, New Delhi.
- Ms. Sheetal Sharma, Assistant Professor: Presented a paper on “Issues of Manpower planning in Indian Tourism sector” in the Second International Conference on Tourism jointly organized by IIM Lucknow and IIM Kozhikode at IIM Lucknow 8-10th April, 2009. Her paper has been accepted for publication in the book titled “Tourism in a Global village”.
- Ms. Sheetal Sharma, Assistant Professor, designed study materials for AIMA and CME Ph.D programme on the subject 'Managing Change through Organizational Development' and 'Managerial Leadership' for Excel Book Publishers, New Delhi.



Doing little things well is the way towards doing big things better.

PROSPECTS

- ❖ **FDP Cum Workshop :** Faculty Development Programme cum Workshop on “**Teaching Pedagogy for PGDM**” to be organized on 2nd July, 2010. The key note speaker will be Prof. Vinay Sharma, Department of Management Studies, IIT Roorkee.
- ❖ **Inaugural Ceremony:** PGDM Batch (2010-2012) Inaugural ceremony is to be held on 6th July, 2010. The chief guest for the occasion will be Mr. Anil Shukla, Head CII, U.P.
- ❖ **Bridge Course:** A week long Orientation cum Bridge course will be organized for the newly inducted students of PGDM programme, Batch 2010-12 from 5th July, 2010 to 10th July, 2010.
- ❖ **Illuminati:** The institute fosters the holistic personality development of the students under the aegis of “**Illuminati**”, the personality growth initiative of IILM AHL, Lucknow, which functions with motto “**Let there be light**”. Numerous value added activities will be organized by “Illuminati” on a regular basis.
- ❖ **Collaborative Events jointly with IIT Roorkee:**
 1. A Brainstorming Session on “**Rational, Multiple and Effective uses of Faculty resources: Necessity, Desire and Issues**” to be organized on 31st July, 2010, Hotel Clarks Awadh Lucknow.
 2. Inter-Institution Presentation Competition on “**Role of Students of Higher Education in Knowledge Economy**” on 28th August, 2010 at IILM-AHL, Lucknow.
- ❖ **Participation in NCMS:** PGDM Students of IILM Academy of Higher Learning, Lucknow will participate in the regional round of the 7th National Competition for Management Students (NCMS-2010) which will be organised by All India Management Association (AIMA), New Delhi, on September 2-3, 2010. The theme for the presentation is “**Managing Organisational and Management Challenges in India.**”

Miles to go before we sleep

IILM ACADEMY of HIGHER LEARNING

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