



IILM
ACADEMY OF HIGHER LEARNING
LUCKNOW

NEWSLETTER

APR '24 TO OCT '24



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IILM NEWSLETTER



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Editorial

Letter from Editor



Dear Readers

Welcome to the latest edition of the Newsletter of IILM Academy of Higher Learning. As it is said ending is the new beginning, we approach the ending of one batch we welcome the other, it's an exciting time to reflect on the milestones we've reached and look ahead to the opportunities awaiting us in the coming months.

This edition is a celebration of the hard work, creativity, and achievements of our incredible campus community. Inside, you'll find stories highlighting the accomplishments of our students and faculty, as well as updates on the various events and initiatives that have brought us closer together. Whether it's a groundbreaking research project, a successful student organization event, or a new initiative launched by the college, we aim to keep you informed and engaged with all the happenings at IILM Academy of Higher Learning.

I would like to extend my gratitude to everyone who has contributed to this issue. From student and faculty advisors to our tireless newsletter team, this newsletter would not be possible without your dedication and collaboration. Your passion and commitment to excellence are what make our college such a dynamic place to learn, grow, and thrive.

As we continue navigating through this semester, I encourage you all to stay involved and keep making a difference in both our college and the broader community. Let's keep the spirit of collaboration and innovation alive, and continue to inspire each other to reach new heights.

Thank you for taking the time to read this edition. I hope you find it as inspiring and informative as we intended it to be.

Warm regards,
Ritika Jain
Editor

Management is doing things
right. Leadership is doing the
right things.

— Peter Drucker





Editorial

Letter from Editorial team

Dear Readers,

Welcome to the latest edition of our newsletter, capturing the highlights from April to October 2024 at IILM Academy of Higher Learning. This issue showcases the vibrant mix of academic excellence and holistic development that defines IILM. From expert-led guest lectures and engaging alumni interactions to impactful initiatives like Daan Utsav and the Chanakya Management Game, our students have experienced a rich blend of learning and growth. We also celebrate the remarkable achievements of our faculty, whose dedication continues to inspire. We hope this newsletter gives you a glimpse into our exciting journey at IILM.

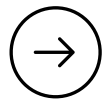
Happy reading!

The Editorial Team
IILM Academy of Higher Learning, Lucknow





Life at IILM



Experience the Best of the Best



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WELCOME PGDM BATCH OF 2024-26

We are excited to welcome the PGDM 2024-26 to start a new chapter of their academic and professional journey! We are thrilled to have them join our vibrant and dynamic community. This is the beginning of an extraordinary adventure, where they will not only gain knowledge and skills but also foster connections that will shape your future. The PGDM program is designed to equip you with the skills, knowledge and mindset necessary to thrive in the dynamic global business landscape. We put our efforts to convert their dream into reality!

GLIMSE OF FOUNDATIONAL ACTIVITIES

Foundational activities were organized to kick start the PGDM program with motive that over the next two years they will experience a rich academic environment, engage in innovative projects and interact with industry leaders, all while building lasting relationships with their peers.

- Shake It Up
- Tower Game
- Tug of War
- Road Safety and Awareness Program
- AD MAD
- Dumb Charades
- Extempore
- Zumba Session
- Role Play
- Talent Hunt
- Orientation Session



• SHAKE IT UP: A UNIQUE ICE-BREAKER

On the first day of the induction program of PGDM students at IILM, Lucknow started with "Shake it Up" an innovative ice-breaker activity. Teams of 6 to 8 students have created unique handshakes featuring at least three moves and a sound effect within two minutes. Following this pairs merged their handshakes with another pair to form a six-part handshake incorporating two sound effects again within two minutes. Finally, the groups expanded their handshakes to include at least nine parts with three sound effects, presenting their creative collaborations to the entire cohort. It was designed to foster creativity, teamwork, problem-solving and time management. It led the way for the collaborative and innovative environment that defines the journey for the students that they will experience at IILM.



• TOWER GAME

The "Tower Game" was organized on July 16, 2024, as part of the foundational activities for the PGDM 2024-26 Batch. Teams had to build the tallest and most stable tower using newspapers and cello tape, pushing them to think critically and collaborate effectively. A game beyond construction, emphasizing strategic planning and resource management. This activity aimed to foster teamwork, innovation, and problem-solving skills among the participants.



• TUG OF WAR

IILM firmly believes that learning is not limited to the classroom but also involves promoting team building, goal setting and a collaborative attitude among students. To provide opportunities for leadership development and encourage enhancing physical and mental strength 'Tug of War' was organized on Thursday, 18th July 2024, for the PGDM & PGDM-FS (Batch 2024-26) students. The value inculcated through the activity was that in the time of challenges 'Teamwork is the key to success'.



• ROAD SAFETY AND AWARENESS PROGRAM BY JAGRAN SOLUTIONS



Jagran Solutions (a part of the JPL Group), in association with IILM Lucknow, conducted a TVS Product Awareness, Road Safety and Students' Interactive Program on the IILM Lucknow campus on 19 July 2024 Friday. The activities included a TVS bike test drive, games, and a quiz in which the new PGDM & PGDM-FS (Batch 2024-26). Active participation of students made this activity a success. The primary objective of the event was to provide valuable insights on road safety while also promoting the TVS brand. Our students not only participated enthusiastically but also won TVS merchandise, Amazon coupons and other gifts.

• AD MAD: IMPORTANCE OF ADVERTISING AND MARKETING

"Small things can make a large impact if marketed well" to familiarize students of PGDM Batch 2024-26 with promotional strategies in marketing through advertisements, an Advertisement activity: AD MAD was organized on July 22, 2024. The advertisements were prepared by the students which included product branding, a tagline, product features, a marketing strategy, the advertisement's appeal, storytelling elements, the use of props and a method for conveying product information. It encouraged students to demonstrate creativity, team spirit and understanding of marketing concepts with plenty of humor, energy and conceptual clarity at an individual and collective level.



• DUMB CHARADES: AN EXERCISE FOR IMPROVING NON-VERBAL COMMUNICATION



On July 23, 2024, IILM Lucknow organized a "Dumb Charades" activity for the PGDM students of batch 2024-26, blending fun with learning. In a competitive yet friendly atmosphere the event offered students a refreshing break from academic routines while serving as a practical exercise to improve their teamwork, quick thinking, creativity and non-verbal communication skills. This practical exercise not only provided an enjoyable platform for personal growth but also equipped students with essential interpersonal and cognitive abilities crucial for their professional journeys.

• EXTEMPORE

A simple yet exciting competition "Extempore" was organised on 24th July 2024 for the batch of PGDM 24-26 students. This activity aimed to improve quick thinking, speaking and public presentation skills. Participants had to give a spontaneous speech on a given topic with little preparation time. The activity not only focused on their speaking skills but also involved planning and managing content. Participants showed great creativity by presenting unique views on common topics and using innovative arguments and storytelling. This experience taught valuable lessons in quick thinking, expressing through speaking and strategic communication setting a positive tone for their time at IILM Lucknow



• ENERGETIC ZUMBA SESSION



A Zumba session was organised on 25 July 2024, led by certified trainer Ms. Tanya and her talented team. From the first beat, the atmosphere was electric with Ms. Tanya's infectious enthusiasm and dynamic choreography keeping everyone engaged and motivated. The students tuned in by enjoying every move as they danced their hearts out. More than just a workout, the session fostered a sense of community, celebrating fitness and fun. Ms. Tanya's team ensured that participants of all fitness levels could follow along, encouraging and motivating everyone to push their limits. The students enjoyed laughing, cheering and dancing together highlighting the importance of staying active in an enjoyable way.

• ROLE PLAYS

On 30th July 2024 the students of the PGDM Batch 2024-26 engaged in experiential learning by participating in role plays focused on business dynamics. Students collaborated in teams, in which they tackled genuine corporate challenges and developed productive strategies to effectively manage them. Despite encountering initial obstacles they ultimately achieved success and met their objectives proficiently.



• TALENT HUNT

In a vibrant kick-off to the induction process at IILM Lucknow, first-year students showcased their diverse talents in a captivating 'Talent Hunt' event. The students took to the stage with enthusiasm, presenting an array of performances that included dancing, singing, DJing, poetry recitation, cooking demonstrations, health and exercise routines and various sports skills. The event was a testament to the multifaceted abilities of the students, fostering a sense of community and camaraderie among them as they embarked on their academic journey. The Talent Hunt not only highlighted the students' artistic and creative skills but also served as an excellent icebreaker to connect with peers and faculty in a fun and informal setting.



• ORIENTATION SESSION

The orientation day started with a welcome cake-cutting ceremony, which was followed by a guest session from the corporate world. Mr. Deepak Mishra, Head of Human Capital and Employee Experience at CP Group and Mr. Mohammad Kamran Cluster Head at Bajaj Finserv AMC shared their invaluable perspectives with the students. Their speeches provided deep insights into the current trends and future opportunities in the corporate sector inspiring students to align their academic efforts with industry expectations. The winners of the Talent Hunt were honored with prizes, adding a celebratory touch to the event.





ACADEMIC ACTIVITIES

Guest lectures

Round Table Conference

Academic Advisory Board

Board of Governance Meeting

Malaysia International Conference

Summer Internship Program

Placement

Industrial Visit



GUEST SESSION

- By Dr. Deepak Singh
18 April 2024



An impact Lecture on the topic "Innovation Opportunities for Management Students " was conducted by Dr Deepak Singh for the students on 18 April 2024. Dr. Deepak Singh is an Associate professor at the Indian Institute of Information Technology, Lucknow. He is also a seasoned entrepreneur with experience in establishing two startups. He is the CEO and founder of D.K. INFOSOLUTIONS PRIVATE LIMITED and is cofounder of "Global". He is a distinguished alumnus of IIT Kanpur with Ph.D. in Neural Network from the Indian Institute of Technology, Kanpur. The session enlightened the students about the concepts of creativity, innovation and the commercial potential of student innovations. The session was conducted under the directives of the Impact Lecture scheme of AICTE

- By Mr. Neelesh Kapoor
4 May 2024

A session by Mr. Neelesh Kapoor, MD & CEO of Entrepnext was conducted on 4 May 2024 on the topic "Design Thinking for Innovation" by IILM Lucknow. As the beneficiary of AICTE's Impact Lecture scheme, IILM Lucknow is conducting a series of Lectures on campus to inculcate an entrepreneurial mindset in the students. The lecture enlightened students about the design thinking philosophy, steps and various tools including empathy map, mind map and customer Journey map.



GUEST SESSION

- By Ms. Sweta Rastogi
4 May 2024



A Guest session for its PGDM students was organised on Saturday, May 4, 2024. The guest for the session was Ms. Sweta Rastogi, Regional Manager, Branch and Digital Operations, WhiteOak AMC. She talked about students' journey from Campus to Corporate in the form of Summer Internship. Goals & Expectation from Summer Internship were the key highlights of the session. Ms. Rastogi shared about her Internship, her challenges, learnings, and experiences. She also explained about the key differentiating points that could help students fetch PPO. She talked about Do's and Don'ts, protocols and professionalism that every student must remember at all time.

- By Dr. Chavvi Mishra
16 July 2024

IILM Lucknow organized a guest session of corporate trainer Dr. Chavvi Mishra for the students of PGDM Batch 2024-26. The session focused on understanding some common faults related to communication and body language. Students were asked to express their views on "language" as to how and why to communicate. Many real-life fun experiences, anecdotes and role plays were used to brief the students and the do's and don'ts for effective communication were shared. Intonation, pitch, facial expressions, body language and speed of speaking were the wide gamut of sub-topics covered.



GUEST SESSION

- By Ms. Pooja Shah
19 July 2024



On July 19th, IILM Lucknow had the pleasure of hosting Ms. Pooja Shah, HRBP at Airtel Payments Bank, for a highly engaging session with our PGDM Batch (2024-26). Ms. Shah shared her invaluable insights on the industry's expectations from management graduates. She debunked common misconceptions and provided clear guidance on what recruiters are really looking for. Students gained practical knowledge on how to prepare for the workforce and Ms. Shah's advice helped bridge the gap between academic learning and real-world challenges. Her session left the students better prepared and more confident as they move toward their careers.

- By Mrs. Vanita
20 July 2024

Confidence is the key to unlocking potential, and on July 20th, IILM Lucknow hosted an inspiring session led by Mrs. Vanita, the founder of KOVIDA, a platform for personal development. With over 20 years of experience, she shared her expertise in confidence building with our students through a lively interactive workshop. The session was packed with practical advice and engaging activities. Also, giving students hands-on techniques to build their confidence. Mrs. Vanita's real-life examples resonated with the audience empowering them to tackle challenges with newfound self-assurance. It was a session that truly left a lasting impact helping our students to believe in themselves as they progress in their professional journeys.



GUEST SESSION

- By Colonel Sanjay Tripathi

23 July 2024



On July 23, 2024, IILM Lucknow was honored to have Colonel Sanjay Tripathi retired Colonel and Corporate Trainer to deliver a guest lecture on Corporate Etiquette to the PGDM Batch (2024-26). The session was characterized by active student participation and resulted in valuable insights for the attendees. Colonel Tripathi's extensive background includes military assignments, peacekeeping missions and instructional responsibilities at the Infantry School, provided a rich foundation for the discussion. His post-retirement work as a freelance trainer sharing his expertise with students and professionals, underscored his dedication to shaping the next generation of leaders. The session saw enthusiastic student participation, and students became well-equipped with the etiquette needed to excel in their careers.

- By Ms. Richa Yadav

16 September 2024

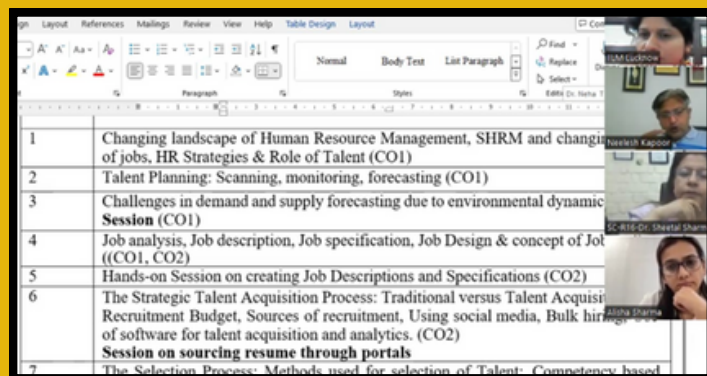
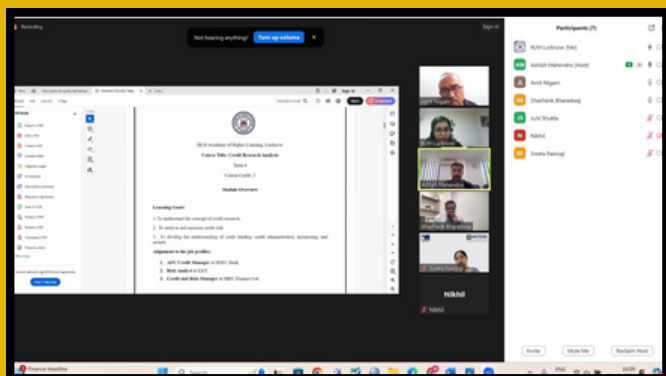
On September 16, 2024, IILM Lucknow welcomed Ms. Richa Yadav for a transformative guest session on "Mind-Body Alignment". The session began with an enlightening discussion focusing on the fundamental principles of mind-body alignment. Ms. Richa Yadav expressed her views on how our mental states can significantly affect our physical health and vice versa, emphasizing the need for a balanced approach to both. Participants explored various techniques to enhance this alignment, including mindfulness practices, exercises and activities that promote mental clarity and emotional stability. The insights from the session offered the students a deeper understanding of the vital connection between mental and physical well-being empowering them to adopt a more balanced and harmonious lifestyle.



ROUND TABLE CONFERENCE

IILM Academy of Higher Learning Lucknow, organized round table discussions focusing on the domain of Marketing, Finance and Human Resource on 28 May, 31 May & 3 June 2024 respectively. IILM Lucknow organized various brainstorming session with the industry professionals and specialists to discuss in depth the Marketing, Finance and Human Resource domain. Valuable insights and suggestions were received from the esteemed experts during the discussion which will be diligently integrated to enhance and refine our curriculum, ensuring it remains at the forefront of industry requirements and best practices. The objective was to rationalize, the electives to be offered to the students of PGDM Batch 23-25.

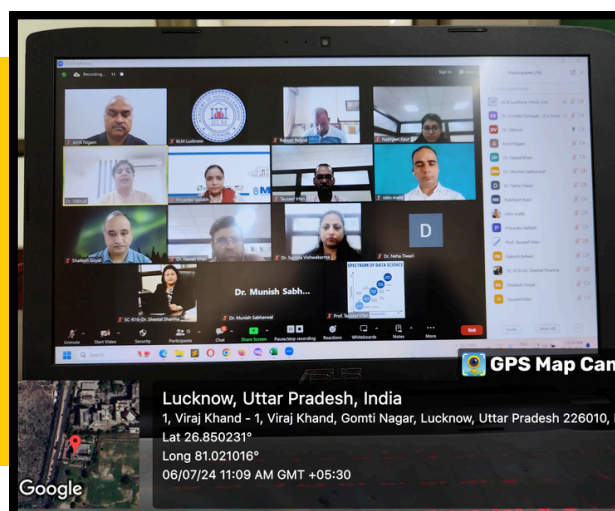
Domain	Experts	Organization
Marketing	Mr. Noman Aziz Khan	General Manager Retail at Lulu Hypermarket
	Mr. Shlok Dungerwal	Area Sales Manager, GCCMF (Amul)
	Mr. Ashutosh Nigam	CEO, Admar Enterprises
	Mr. Ujjwal Agarwal	Business Associate/ Analyst UP at Swiggy
Finance	Mr. A. K. Nigam	Owner, BPN Fincap Pvt. Ltd
	Mr. Shashank Bharadwaj	Zonal Business Head North, Bajaj Finserv
	Ms. Sweta Rastogi	RM- Branch & Digital Operations, White Oak AMC
	Mr. Nikhil Verma	Team Lead JP Morgan Chase & Company
Human Resource	Ms. Juhi Shukla	Ex Finance Executive, HCL Technologies.
	Mr. Gyan Prakash Mishra	Vice President of HR & Administration at KLF Polymers & Chemicals Limited
	Ms. Roli Sehgal	HR Consultant, Corporate Trainer, Leadership Coach, and Certified POSH Trainer
	Mr. Neelesh Kapoor	Learning and Development Coach, Consultant, and Entrepreneur
	Ms. Alisha Sharma	Lead -Talent Acquisition and HRBP at Baja FinServ Asset Management Limited
	Mr. Abhinav Khare	Senior Associate Lead for HR (Compensation & Benefits) at Infosys



ACADEMIC ADVISORY BOARD

On 6 July 2024 an Academic Advisory Board (AAB) meeting was conducted to provide support and advice to academic programs, assistance in developing new programs, and identifying best-practice standards. The AAB of IILM consists of eminent academicians from the premier institutes of the world and senior faculty members. The board meets the faculty once a year. The meeting was graced by the presence of a distinguished educationalist and industry experts. The Module Leaders of all core courses presented the Module plans incorporating the suggested inputs for the next academic year.

Academic Advisory Board (AAB) Members	
Name	Affiliation
Dr. Syed Ahsan Jamil	Deputy Vice Chancellor, Dhofar University, Oman
Dr. Rakesh Belwal	Professor, Sohar University, Oman
Dr. Priyanka Vallabh	Associate Professor, Chairperson PGDMBA/Executive, MDI Gurgaon
Mr. Shailesh Goyal	Vice President-HR at Everest Group
Mr. A.K. Nigam	Financial Trainer & Owner
Mr. Anoop Mishra	Branch Manager, ITC & IILM Alumnus Batch 2004-06
Mr. Nitin Malik	Regional Sales Manager, North India MT & E-com for Value Added Dairy Products (VADP) & IILM Alumnus Batch 08-10
Dr. Arpita Mehrotra	Assistant Dean, Westford University College, UAE & IILM Alumnus, Batch 2010-12.



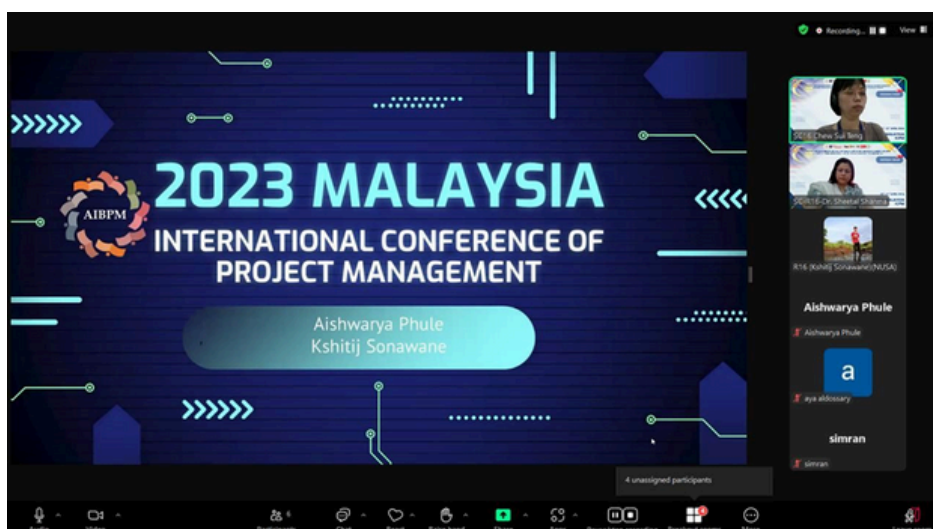
BOARD OF GOVERNORS MEETING



On 16 September 2024, a Board of Governors meeting was conducted to periodically review and guide the activities and policy of the institute. The board also monitors the effective and efficient use of resources. The Board meeting was graced by the presence of the senior member of IILM including Dr. Sujata Shahi Group Vice Chancellor, IILM University, Gurgaon; Dr. Munish Sabharwal Executive Director, IILM University, G. Noida; Dr. Santosh Rangnekar Professor, IIT Roorkee; Mr. Ajay Singh Vice President, IILM University, Noida; Dr. Sheetal Sharma Dean & Professor, IILM Lucknow and other senior academicians of IILM Lucknow. The Module Leaders of all core courses presented the Module plans incorporating the suggested inputs for the next academic year.

MALAYSIA INTERNATIONAL CONFERENCE

Dr Sheetal Sharma Dean Academic, IILM Lucknow represented IILM Academy of Higher Learning at an online session as session chair at the 2024 Malaysia International Conference of Project Management on 26 April 2024.



SUMMER INTERNSHIP PROGRAM

The Summer Internships Program (SIP) was conducted for batch 2023-25 as a part of their curriculum. SIP help students gain exposure to the corporate world. Students were selected for various organizations. The end of SIP was followed by presentations and viva.



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PGDM
Summer Internship
Batch 2023-25

Congratulations!



Akshat Malvika

Summer Internship In



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PGDM
Summer Internship
Batch 2023-25

Congratulations!



Aditya Anisha Naman

Summer Internship In


For a healthy growing nation

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PLACEMENT

IILM Lucknow wishes each of its students a prosperous and progressive journey ahead into the corporate world. Shine, succeed and strive for the best in their career path. Students of Batch 2022-24 were placed in various reputed organizations to kick-start their careers. With the placement rate of 100%, few of our top recruiters are Asian Paints, Aye Finance P Ltd, Bajaj Finance Limited, Bandhan AMC Ltd, Bandhan Bank Limited, Bundl Technologies Pvt Ltd (Swiggy), Ceasefire Industries Private Limited., Deloitte Tax Services India Private Limited, HDB Financial Services Ltd, HDFC Bank, HDFC Life Insurance Co Ltd, Hongkong and Shanghai Banking Corporation Limited, Kotak Mahindra Bank, Parle Biscuits Pvt Ltd, R1RCM, Reliance Retail Limited, Saint-Gobain India Private Limited, Vodafone Idea Limited etc.

IILM
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PGDM
Final Placement
Batch 2022-24

Congratulations!

Ayush **Jyot Preet**

For Getting Placed In



as
Management Trainee

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LUCKNOW

PGDM
Final Placement
Batch 2022-24

Congratulations!

Rajnish **Rohit**

For Getting Placed In



as
Management Trainee

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LUCKNOW

PGDM
Final Placement
Batch 2022-24

Congratulations!

Dhairya **Ritika** **Divya Pratap**

For Getting Placed In



as
Management Trainee

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LUCKNOW

PGDM
Final Placement
Batch 2022-24

Congratulations!

Yash **Dharendra**

For Getting Placed In



as
Assistant Manager

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INDUSTRIAL VISIT TO AMUL

“A GLIMPSE INTO THE WORLD OF DAIRY PROCESSING”

The students of IILM, Lucknow, had an opportunity to embark on an enriching industrial visit to 'Amul', India's largest food marketing cooperative, on October 7, 2024. The visit allowed students to experience firsthand how theoretical concepts are applied in real-world operations. Amul warmly welcomed the students with open arms, starting with a comprehensive presentation on the cooperative's history, mission and operations. Students gained insights into the various stages of milk processing and observed key processes involved in milk processing. A guided tour of the plant showcased cutting-edge machinery, and interactions with industry professionals provided further practical knowledge. The visit fostered a collaborative learning environment where students worked together to observe, analyze and understand the processes, developing their problem-solving and critical-thinking skills. It reinforced the importance of experiential learning and provided a valuable platform for students to apply their academic knowledge in a real-world setting.





CO-CURRICULAR ACTIVITIES

Farewell

Daan Utsav

IChanakya Management Game

Dandiya Night

Swachhata Pakhwaada 4.0

Annual Cricket Match

Convocation



• FAREWELL OF PGDM BATCH 2022-24



The farewell ceremony was hosted by the IILM Academy of Higher Learning for PGDM batch of 2022-2024 on 20 April 2024. It was a time to reflect on the two years spent together filled with learning and growth. Amidst an ambience filled with nostalgia, students, teachers and staff celebrated the achievements of the departing batch. The occasion was marked by eloquent addresses, wherein reflections were shared on the shared experiences, triumphs and personal growth throughout the program. With hearts brimming with nostalgia and eyes gleaming with anticipation the PGDM graduates bid adieu to their alma mater carrying with them cherished memories and invaluable lessons, ready to embrace the journey that lies ahead.

• DAAN UTSAV "EXPERIENCE THE JOY OF GIVING"

#DaanUtsav, India's largest festival of giving, unites people to support causes through acts of kindness. Every year IILM Lucknow joins this initiative striving to make a positive impact on lives in need. This year, our PGDM students, the CSR club and faculty, led by Ms. Hemverna Dwivedi, Mr. Nitin Mohan, Dr. Ashish Mahenda, and Ms. Ridhika Chatterjee, visited Prathmik Vidyalaya Sengta in Lucknow's Meesa village. During the visit, our students and faculty also interacted with these young minds and distributed stationery, snacks, sanitary napkins and packaged items. Additionally, they conducted various interactive activities, including a role play on good touch/bad touch and group presentations on important topics such as dengue prevention, plastic waste reduction and menstrual hygiene. The event not only helped students develop their leadership skills but also deepened their empathy and social responsibility, encouraging them to contribute positively to society.



• CHANAKYA MANAGEMENT GAME



On September 9-10, 2024, the IILM Academy of Higher Learning proudly participated in the Chanakya Management Game organized by AIMA-LMA. Competing against other institutions, our teams performed remarkably with Team 2 achieving an impressive 3rd place and Team 1 ranking 6th. This engaging business simulation provided students with a unique platform to apply theoretical knowledge to practical scenarios, fostering essential managerial skills such as strategic thinking, teamwork and decision-making under pressure. Participants learned the importance of collaboration and effective communication in navigating complex business challenges. The experience helped in identifying the strengths of our students while also portraying the areas for improvement. Overall, the event was a significant step in preparing our students for future professional success.

• DANDIYA NIGHT

IILM Academy of Higher Learning, Lucknow, successfully organized a vibrant and socially responsible "Dandiya Night" on 26 October 2024 with over 200 participants including students, faculty, staff members and alumni. The purpose of this event extended beyond traditional festivities. It aimed to provide students with a joyful experience of the festive season while engaging them in the process of organizing an event of this scale. Through this experience, students gained insights into event management and teamwork and strengthened their motivation towards social responsibility, a central component of IILM's core values. This initiative aligns perfectly with the mission of IILM to foster the personal and professional growth of its students equipping them to be responsible citizens and capable leaders.



SWACHHATA PAKHWAADA 4.0

SPECIAL CAMPAIGN 4.0 FOR SWACHHATA AND MINIMIZING PENDENCY

The Government of India announced the launch of Special Campaign 4.0 for Swachhata and Minimizing Pendency across all Higher Education Institutions (HEIs) in the country. IILM, Lucknow enthusiastically participated in the campaign to create an awareness drive and make significant contribution towards the environment. The duration of the campaign was almost for a month, i.e., from 2nd October 2024 to 31st October 2024 in alignment with the national vision for a clean and efficient governance system.

The campaign was organized in two phases:

1. Preparatory Phase (16th September 2024 to 30th September 2024)

During this phase, the following activities were undertaken by the institute:

1. Ms. Hemverna Dwivedi and Mr. Nitin Mohan were nominated as the nodal officers for the smooth execution of the event.
2. The nodal officers identified pending references, campaign sites for cleanliness, space management planning and scrap disposal.

2. Implementation Phase (2nd October 2024 to 31st October 2024)

This phase focused on the actual execution of the identified plans. The Nodal Officers reviewed the progress in their institution on daily basis to assess the impact of cleanliness drives. In addition, they conducted certain activities like Poster-making, Slogan-writing and Collage-making for the students which successfully combined creativity and education. The associated objectives included fostering teamwork among the students while emphasizing the critical need for sustainable practices. The event not only enhanced awareness about environmental issues but also inspired participants and viewers to take action towards a greener environment. Furthermore, it represented the collaborative efforts of the students in promoting a vital cause and their commitment to environmental stewardship.



ANNUAL CRICKET MATCH 2024

Like previous years, the Annual Cricket Match 2024 was organized by IILM Academy of Higher Learning, Lucknow, located in Gomti Nagar, on 18 October 2024. This year, teams of Boys and Girls Students from PGDM Senior Batch 2023-25, PGDM Junior Batch 2024-26 and BBA Batch 2024-27 participated in the annual cricket match.

Annual Cricket Match 2024 was organized at CSD Sahara Cricket Academy, Vipul Khand, Gomti Nagar, Lucknow. In this event, the first match of the student category was played between two teams of PGDM Junior Batch 2024-26, Team-1 and Team-2.

The final match of the student category was played between the winning team of the first match i.e., Team-1 of PGDM Junior Batch 2024-26 with PGDM Senior Batch 2023-25 for the first positions wherein PGDM Senior Batch 2023-25 won the Finals.

Another final match of the student category was played between the losing team of the first match i.e., Team-2 of PGDM Junior Batch 2024-26 with BBA Batch 2024-27 for the first positions wherein PGDM Junior Batch 2024-26 won the Finals.

The girls' category match was played between Team 1 and Team 2 of the institute, where Team 2 won the finals.

IILM at the award distribution ceremony. Dr. Sheetal Sharma, Dean Academics, honoured the players of the winning team by giving them medals and in her concluding speech congratulated the winning participants she said that the successful organization of Annual Cricket 2024 was possible only due to the cooperation of the students, faculty and staff of the institute. He hoped for similar cooperation in future.

In the end, coordinator Mr. Nitin Mohan – Manager – Corporate & Alumni Relations & Sports Coordinator of the Institute thanked all the participating IILM students and teachers and staff members for their commendable cooperation.



CONVOCATION

Batch of 2022-24



CONVOCATION

Batch of 2022-24



IILM Academy of Higher Learning, Gomti Nagar, Lucknow, a premier institution in management education, hosted its 19th Convocation Ceremony on September 21, 2024. The occasion celebrated the awarding of Diplomas and Certificates to the graduates of the PGDM and PGDM (Financial Management) programs from the Batch of 2022-24, marking a significant milestone in their academic journey.

The ceremony commenced with an invocation and Saraswati Vandana imbuing the event with a sense of reverence. Dr. Sheetal Sharma Dean of Academics, officially declared the Convocation open. In her welcoming address, she extended warm greetings to the esteemed guests, graduates, their families and other attendees. Dr. Sharma emphasized IILM's unwavering commitment to student development which led to exemplary 100% placements for the graduating batch. Her address also featured a comprehensive review of the academic accomplishments of the Class of 2024 underscoring the institution's role in nurturing well-rounded professionals.

The event was graced by several distinguished dignitaries. Mr. Pranay Pathak State Head and CEO of UP East at Reliance Jio Infocomm, served as the Chief Guest. In his address, Mr. Pathak congratulated the graduates on their success and encouraged them to stay connected with their alma mater. He emphasized the importance of giving back to the institution by returning as guest speakers, mentors and providers of internships to future batches. His speech was filled with inspiring anecdotes from his professional journey, offering valuable insights into how graduates could make meaningful contributions to the corporate world. He urged them to embody the values of leadership, collaboration and innovation in their respective fields, stressing that their success would be measured not only by individual achievements but by the positive impact they could have on society.

Mr. Anurag Srivastava Regional Branch Banking Head at Bandhan Bank and the Guest of Honor, delivered an equally impactful speech. His address focused on the core principles of leadership and integrity as the cornerstones of professional success. Mr. Srivastava shared his experiences of navigating the complexities of the corporate world. Also, advising the graduates to lead with purpose and uphold ethical standards in every facet of their careers. He highlighted the need for self-awareness and resilience reminding students that professional life would present challenges but with the right mindset, they could overcome any obstacle. Mr. Srivastava's words resonated deeply with the students motivating them to approach their future with confidence and determination.

Mr. Ajay Kumar Singh, Vice President of IILM University, further enriched the event with his thought-provoking address. He congratulated the graduates and emphasized the importance of lifelong learning, adaptability and excellence in the ever-evolving business environment. Mr. Singh encouraged the students to embrace change and continuously refine their skills to remain relevant in the dynamic world of business. Drawing on his extensive experience, he stressed the value of self-discipline, innovation and maintaining an open mind to new ideas and opportunities. His message was clear: success is a journey, not a destination and the key to thriving in the professional realm lies in continuous self-improvement and the courage to step out of one's comfort zone.

The speeches by these esteemed guests set a reflective and inspiring tone for the rest of the ceremony, offering the graduates valuable life lessons and a roadmap for professional success.

A total of 76 students from the PGDM programs proudly received their diplomas, symbolizing the culmination of their hard work and academic dedication. The graduates dressed in traditional academic regalia, beamed with pride as they walked across the stage to receive their diplomas, marking the formal end of their educational journey and the beginning of their professional careers. The ceremony also recognized outstanding academic and extracurricular achievements. Sakshi Omer was awarded the gold medal for the PGDM (Core) program with Ankita Singh and Gitika Pathak receiving the silver and bronze medals respectively. In the PGDM (Financial Management) program, Ritika Singh earned the gold medal while Mahin Husain and Shivam Chaurasia were awarded silver and bronze, respectively.

Apart from academic excellence, several students were honored for their contributions to various institutional initiatives. Yash Nishad was presented with the Best SCOP Award, Arpita Singh was awarded the Best ARC Member Award while Dhairya Srivastava and Janhvi Asha were awarded the Best SIP Award for their exceptional performance in summer internships, demonstrating professionalism, creativity and dedication in real-world business settings.

The entire event was meticulously coordinated under the leadership of Prof. Tauseef Irfan and Dr. Fawad Ali Khan, who served as the overall Faculty Coordinators. Their guidance and commitment ensured the smooth execution of the ceremony reflecting IILM's dedication to excellence in all facets of its functioning.

As the ceremony drew to a close, the graduates reflected on their time at IILM, a journey filled with learning, growth and camaraderie. The day was a celebration not only of their academic achievements but also of the bright futures that lay ahead. Families, friends and faculty alike joined in celebrating the graduates' accomplishments, marking the beginning of their exciting professional journeys.





LAUNCH OF BBA PROGRAMME



IILM Lucknow welcomes its first BBA Batch 2024-27 on September 16, 2024. IILM is thrilled to introduce our newest cohort of future business leaders. We look forward to the holistic development of each student as they step into a new phase of embarking their professional careers. The event was graced by the esteemed dignitaries including Dr. Sujata Shahi, Dr. Munish Sabharwal, Mr. Ajay Kumar Singh and Dr. Sheetal Sharma of IILM fraternity, followed by a brief introduction of faculties and the students. It is wonderful having these young minds onboard with our group and we are fortunate in transitioning them through a blend of learning, fun and challenges.



• ICE-BREAKING SESSION



Icebreakers are used when any event requires people to interact with each other comfortably. An ice-breaking session for our BBA 2024-2027 batch, wherein they were required to fill out a questionnaire consisting of 16 statements. The answer column was to be filled with the names of the individuals who fit into each statement. The learners participated with a lot of zeal and interacted with each other. The session began with awkward silence and gradually they started gelling with each other. Key takeaways from the activity were stimulated conversation, encouraging creativity and innovation, unite teams and to generate ideas.

• SCAVENGER HUNT

IILM conducted A Scavenger Hunt on 24th September 2024 for the BBA programme wherein the organizers prepared a list defining specific items that need to be found. The ultimate goal is to be the first to complete the list or to complete the maximum number of items on that list. The game was organized for BBA students. The class was divided into various teams of three individuals. Each team was given a set of 11 riddles. They were supposed to search for the corresponding locations within the campus as the answers to these riddles. At each location, a faculty or a staff member verified the team's answer and provided them with the next riddle. The team which cracked all the answers in the least time was declared as the winner followed by two runners-up. The key learning outcomes of the game emphasized on managerial aspects like teamwork and collaboration, problem-solving skills, critical thinking aspects and campus familiarity for the new entrants.



A black and white photograph of the IILM building, a multi-story brick structure. A sign on the left corner reads 'PGDM Approved by AICTE MBA Affiliated to UPTU'. A large sign on the roof reads 'IILM'.

NEW COLLABORATIONS WITH NATIONAL INSTITUTE OF SECURITIES MARKETS (NISM)

A small logo for IILM PGDM, Academy of Higher Learning, Management Education, Lucknow. It includes the text 'PGDM Approved by AICTE' and 'Academy of Higher Learning Management Education Lucknow'.

A formal Letter of Understanding (LoU) has been duly signed between the esteemed IILM Academy of Higher Learning, Lucknow, and the **National Institute of Securities Markets (NISM)**. Dr. Ashish Mahendra, Assistant Prof, Finance, facilitated the whole process. The primary aim of this collaboration is to facilitate comprehensive training in subjects related to securities markets. Through this partnership, NISM will extend its expertise by offering certification and e-learning programs to our students, thereby enriching their educational experience. This strategic alliance holds immense value as it not only enhances our students' knowledge but also significantly amplifies their employability prospects.



NATIONAL INSTITUTE OF SECURITIES MARKETS (NISM) RELATED ACTIVITY- WORLD INVESTOR WEEK 2024



On 15 October 2024 a poster making competition was organised aiming to raise awareness about investment and financial literacy among students aligning with the global initiative of World Investor Week 2024. The event encouraged creativity and critical thinking while educating participants on the importance of informed investment decisions. The event not only highlighted the importance of being informed investors but also strengthened the community spirit among participants.

IILM Academy of Higher Learning organized a comprehensive expert session on "Your Path to Financial Wellness" by Piyush Khare as part of World Investor Week 2024. The session aimed at focusing on enhancing personal finance and financial planning skills among participants. The session was designed to empower attendees with practical knowledge and strategies for achieving financial wellness. The collaboration with Piyush Khare added significant value, and the engagement demonstrated a strong community interest in improving personal finance skills. Participants appreciated the clarity with which complex financial concepts were explained and the relevance of the topics discussed to their personal financial situations.



WORLD INVESTOR WEEK 2024



The Investor Awareness Quiz was organized on 17 October 2024 to enhance students' knowledge about investment fundamentals, financial markets and the importance of financial literacy. The event was designed to engage participants in a fun and competitive format while reinforcing key concepts in investing. The interactive format fostered enthusiasm and provided valuable insights into the world of investing, encouraging students to consider their financial futures more seriously.

A session on "Careers in Financial Planning & Personal Finance" was organized on 19 October 2024, Mayank Aggrawal, CWM, CCRA being the guest speaker. The session aimed to educate students about the various career opportunities in financial planning and personal finance. It sought to provide insights into the skills required, the scope of the profession, and the importance of financial literacy in personal and professional contexts. Students gained a comprehensive understanding of various career options in financial planning, enabling them to identify potential paths that align with their interests and skills. The session emphasized essential skills, such as analytical thinking, communication, and ethical decision-making, which are crucial for success in the financial industry. Attendees indicated that they found the session informative and inspiring, with many expressing newfound interest in the field of personal finance. Several students mentioned they were motivated to seek additional resources and courses to further their understanding of financial topics.



FACULTY PUBLICATIONS

RESEARCH PAPER



Coauthored a research paper on "A Comparative Study on Consumer Preference towards Carbonated and Dairy Beverages in the City of Lucknow published in Adhyayan, Volume 14, Issue 1, 2024, DOI: 10.21567/adhyayan.v14i1.00.



Coauthored a research paper titled "Risk and Return Optimization using Markowitz's Portfolio Theory: A Study of Selected Stocks of Nifty 50 and Nifty MidCap 50" in Asian Journal of Management and Commerce, indexed in Google Scholar, ResearchGate, ResearchBib, J-Access, and CrossRef.



CASE STUDIES

Recruiting ahead of the curve: a case of EduGorilla. Published in Emerald Emerging Markets Case Studies. doi.org/10.1108/EEMCS-12-2023-0495



The case entitled "Transforming stench to scent- the case of Phool.Co." in Emerging Markets Case Studies (Emerald). Vibuti maam and Sheetal Maam



The case entitled "Design Clinic India: disentangling the conundrum of marketing imperative" in Emerald Emerging Markets Case Studies [ahead of print]. Scopus indexed. 10.1108/EEMCS-02-2024-0066



BOOK CHAPTERS

Authored a book chapter titled "Employee Happiness & Well Being: A comparative Study" published in Book titled "The Management Perspectives: Marketing, HR & Beyond" published by Blue Rose One (Available on SSRN https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4867651)



Authored a book chapter titled "Redefining Marketing strategies for Higher Education through AI Applications: A Critical Review" for a book titled "Advances in Digital Marketing and Artificial Intelligence "published by CRC Taylor & Francis publication. E ISBN: 9781003450443 DOI: <https://doi.org/10.1201/9781003450443>



STUDENT PUBLICATIONS

RESEARCH PAPER



Mohd. Wali (PGDM Batch 23-25)

Coauthored a research paper titled "Risk and Return Optimization using Markowitz's Portfolio Theory: A Study of Selected Stocks of Nifty 50 and Nifty MidCap 50" in Asian Journal of Management and Commerce, indexed in Google Scholar, ResearchGate, ResearchBib, J-Access, and CrossRef.



Ayush Yadav (PGDM Batch 22-24)

Coauthored a research paper on "A Comparative Study on Consumer Preference towards Carbonated and Dairy Beverages in the City of Lucknow published in Adhyayan, Volume 14, Issue 1, 2024, DOI: 10.21567/adhyayan.v14i1.00.



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