



IILM
ACADEMY OF HIGHER LEARNING
LUCKNOW

Quarterly Newsletter

Aug - Nov 2019

EDITORIAL

Dear Readers,

Season's greetings and welcome to the Year-end edition of the IILM Newsletter. As we wind down towards the end of 2019 and look forward to what the new year has to offer, it's also time to look back and reflect on the myriad activities that have made this Campus so vibrant and lively.

As usual, we had a healthy mix of Academic as well as Non-Academic activities. August started with the MBA Orientation Program followed by the Freshers Party for both Batches.

The biggest event of the year-Convocation 2019 was also held in August.

A number of placement related activities were also held during August-November, as well as events related to socially relevant causes, like a blood donation drive, the Swachh Bharat Abhiyaan, amongst others. Important Guest Lectures were also held during this time period.

A large number of our present students as well as our Alumni have also contributed to this Newsletter.

As always, we look forward to your suggestions for improvements; they are most welcome.

Happy Reading!!

Regards,

Editorial Team



Our Values

- A people's policy that allows flexibility, understands individual needs, promotes respect, values integrity and teamwork, and is committed to employee development.
- A culture of continuous improvement and total quality that encourages creativity and innovation through collaboration and trust.
- A deep commitment to the values of global social responsibility and sustainability putting larger interests above our own.
- An appreciation of the cultural heritage and socio-economic diversity of India.

Key Themes

- Commitment to an exceptional student experience.
- Proactive alumni engagement.
- International linkages that promote understanding and sensitivity to diverse markets and culture.
- Safe environment and enabling infrastructure.
- Transparent and seamless communication with students and parents, faculty and staff, alumni, and employers.

IILM will educate and develop innovative, entrepreneurial and responsible business leaders.

Our Mission

We will offer with wider access, and in an inclusive and responsible manner:

- An academically rigorous, practice and research-supported management education, based on principled and ethical values, which maximizes the value-add from entry to exit.
- An inspirational learning environment which fosters the understanding of disruptive, technological changes; challenges current assumptions, and encourages continuous innovation and learning.
- An outstanding practice-based and work-related learning experience which focusses on the application of knowledge and skills and is globally relevant.
- Personal mentoring which respects individuality and inspires students to become responsive and responsible business leaders.
- Business and management research that leads to the creation of actionable knowledge, improves the understanding of management practices and provides inspiration for entrepreneurship and innovation.



Vision 2022

Programme Outcomes

- PO1. An understanding of appropriate management techniques to allow investigation into business and management issues.
- PO2. The ability to acquire, analyze and understand data and information.
- PO3. Critical thinking and informed judgement leading to problem solving, negotiation and decision making skills.
- PO4. Cognitive flexibility which enables adaptability to uncertainty in a rapidly changing world.
- PO5. An understanding of disruptive and technological change and the ability to seek innovative and entrepreneurial solutions.
- PO6. Demonstrate emotional intelligence and people's skills in communicating, working in teams and with people.
- PO7. Be cognizant of the impact of their individual and corporate actions on society, recognize responsible and inclusive business practices and be sensitive to the social, economic and environmental responsibilities of business.

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MBA ORIENTATION 2019-21

IILM Lucknow organized A three-day Orientation Programme for the students of Batch 2019-21. The programme started from August 1 and ended on August 3. Each day was divided into variety of activities, which were a combination of learning and fun.

Day one started with a motivation speech from Industry experts. The students then had a formal interaction with Faculty members. In the later half they familiarized themselves with their Batchmates and learnt a lot through management games & other activities.

The second day of the Orientation Program was a very enjoyable day for students of MBA Batch 2019-21. They started their day with a session on "Corporate Etiquettes & Mannerism". They came to know about CSR, Cultural, E-Cell & Sports Clubs at IILM and took part in "Know Your Campus" & "Tug of War" Management Games.

The final day of the Orientation Program for students of MBA Batch 2019-21 was very hectic, but enjoyable. Students took part in the "Ad Mad" Management Game where they learnt a few key marketing techniques. Finally. they ended their day by playing "Amoeba Game" & "Glass Game" Through which they learnt about teamwork and coordination.





CONVOCATION 2019

A grand Convocation Ceremony for Batch 2017-2019 was held in the Auditorium of IILM Academy of Higher Learning, Lucknow on Saturday, August 17, 2019.

The convocation began with the invocation ceremony, and was declared open by Dr. Naela Rushdi, Director IILM Lucknow after the lighting of the lamp.

The ceremony was graced by the august presence of **Chief Guest Dr. Amrita Dass, Founder & Director, Institute of Career Studies, Lucknow** and **Guest of Honour Mr. Sumit Arora, Director, KMPG Gurugram**. As the Chief Guest of the Convocation, **Dr. Amrita Dass** awarded the AICTE Approved Post-Graduate Diploma in Management to PGDM students & delivered the Convocation Address while **Guest of Honour Mr. Sumit Arora** presented Certificate of Completion to MBA students.

Dr. Naela Rushdi, Director, IILM, Lucknow in her welcome address welcomed all the guests, awardees, parents and students. She described in detail the value additions which IILM is continuously doing for its students in the two years of professional education, which has resulted in achievement of 100% placements of IILM students in good corporate houses as well as development of the overall personality and skills of the students to face the challenges of the real world. She also presented the brief report for the academic session 2018-19.



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In a first of sorts, an award for the best Faculty-2019 was given to **Prof. Azharuddin Mussaiyab** and the best Faculty Mentor award went to **Dr. Mohit Kumar**.

Dr. Amrita Dass in her address congratulated all the graduating students. She appreciated the efforts of parents and faculty members of IILM in the success of the students. She encouraged graduating students by saying that a Universe of opportunities was waiting for them and that they have to lead the fast-growing Indian economy in the coming years. Sharing her vast experience, she mentioned that the 4th industrial revolution will happen through artificial intelligence and all have to acquire the necessary skills to be future ready. She concluded her address by saying that every student should develop the "I can" attitude. If you can dream it, you can do it.

The Guest of Honour Mr. Sumit Arora congratulated all graduating students for the completion of their management degree. He also admired the presence of parents in the convocation ceremony. Sharing his corporate experience Mr. Sumit said that actual learning starts in the field where students will learn so many skills and gain valuable knowledge. He suggested that each and every student should go on the field and spend time with sales and marketing people. He told the graduating students that they will face tough situations of biasness, partiality, and organizational politics in their work life and work is the only sword to break all these negative forces. He further advised parents of all graduating students that they need to give them space. Let them take risk and they will reach to new heights.

The Event Coordinator, Dr. Jyotishree Pandey, Associate Professor, IILM, Lucknow presented the vote of thanks.

The Convocation Ceremony was conducted by IILM students Juhi Shukla and Pragati Saxena.







BANKING SECTOR SEMINAR

August 2019 has been declared as the month dedicated to the Banking & Financial Services Sector. On account of this, a Banking Sector Seminar was organised where the teams from PGDM First year and MBA First year actively participated and delivered presentations on the theme in front of Banking & Financial Industry experts.





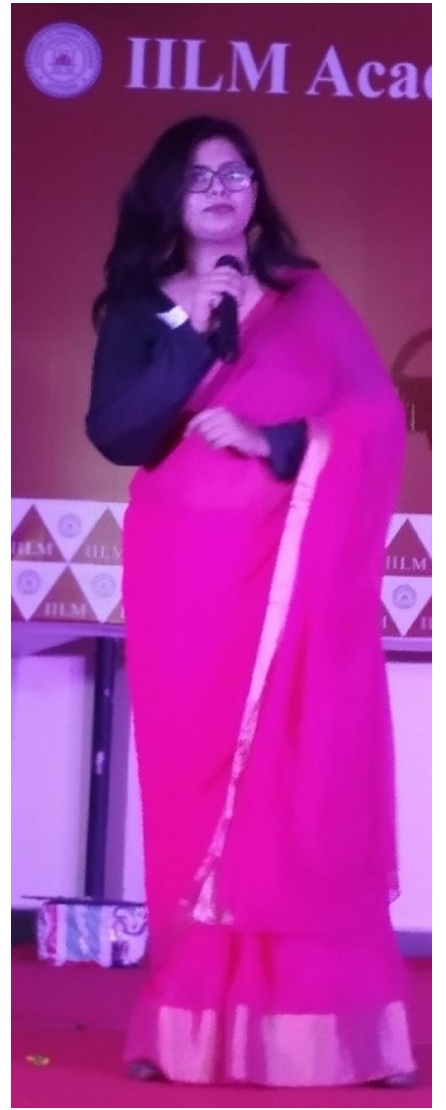
PGDM 19-21 FRESHER'S PARTY

Students of PGDM Batch 2019-21 were formally welcomed by their seniors through a rocking "Fresher's Party" organized on August 20 at IILM Lucknow Campus.

The freshers participated in a lot of activities including a Ramp Walk, various games, talent round and a Q & A session, after which the titles of Mr. Fresher, Miss Fresher, Mr. Ignite, Ms. Ignite, Best Dress, Best Smile, Best hair, best beard were bestowed. The Students looked spectacular in their ethnic wear. They showcased style and elegance in the ramp walk. The best amongst them were shortlisted for the talent show round. The students then entertained the audience with their melodious songs and rocking dance performances. Some of them also showcased their talents in standup comedy, fitness challenges and short drama performances. The students gave the judges a hard time in finalizing the best talents. The selected candidates of the talent round faced a tough question and answer round. The witty responses of the students received applause from the audience. The titles were conferred by the Director Dr. Naela Rushdi and the Dean Dr Sheetal Sharma. Kartika Sisodia and Vivek Agarwal earned the title of Miss and Mr. Fresher respectively.

The party ended with everyone dancing to the rocking tunes of the DJ, followed by a sumptuous dinner for the faculty, staff and students.







COLLEGE KE TASHANBAAZ

The auditions for "Red FM College ke Tashanbaaz-Season 7" were conducted at IILM Lucknow on August 21st, 2019. The event was an opportunity for students to showcase their talents in the following categories:

1. Solo Singing
2. Solo Dancing
3. Solo Stand-up Comedy / Any other stage-based talent



There was wide participation all around. The event was hosted by popular RJ "Tuccha Tushar" who had the audience in splits with his wit. All the participants and the audience enjoyed a lot. 6 students from IILM Lucknow made it to the City Level Grand Finale - Poornima Mishra, Diaa Srivastava, Nabhjeet Kaur, Kartika Sisodia, Vijay Yadav & Surender Singh Pawar.

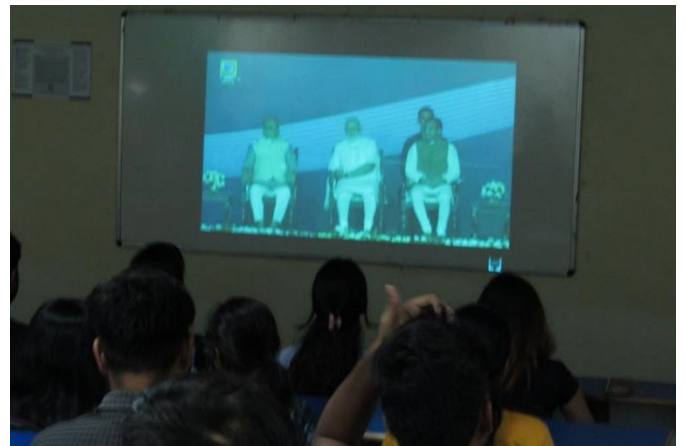




FIT INDIA MOVEMENT

Students of IILM Lucknow enthusiastically participated in the Fit India Movement, which was celebrated all over India on August 29, 2019. The students watched live, the inauguration of the movement by the Prime Minister who emphasised that fitness is essentially zero percent investment with infinite returns.

The campaign is aimed at encouraging people to include physical activity and sports in their everyday lives.



MBA 19-21 FRESHER'S PARTY

A grand Fresher's Party was planned and organized for MBA Batch 2019-21 on August 29, 2019 by their seniors. The party began with a beautiful Kathak performance by Ms. Shoumee Bose of MBA 2018-20. Ms. Aimen Fatima and Mr. Kishan Mishra did compering for the event. There were a number of interactive games that were played by the juniors during the event. Apart from this, a Ramp Walk, a Talent Hunt round and a Question Answer Round were organized which formed the basis for the selection of the juniors for different titles. The party ended on a grand note with a fabulous dance performance by the seniors in which the freshers also jumped in. Mr. Akhilesh , Mr. Nikhil , Ms. Divya , Ms. Pragati and Ms. Priyanshi coordinated the entire event.

The winners for the event were as follows:

Mr. Fresher : Mr. Rohit Singh

Ms. Fresher : Ms. Richa Singh

Mr. Spark : Mr. Rahul Kumar

Ms. Spark : Ms. Sweta Tripathi

Best Hair : Ms. Aditi Tiwari

Best Walk : Ms. Astha Raghuvanshi

Best Personality : Ms. Anamika Pandey

Best Entertainer : Ms. Garima Singh

Best Dressed Male: Mohd. Sajid

Best Dressed Female: Ms. Nancy Gupta





TEACHER'S DAY

Students of IILM Lucknow organized a Grand Teachers' Day Celebration for the Faculty and staff members. The celebration included mesmerizing stage performances, entertaining games, awesome mimicry of the faculty members, a fabulous cake and a sumptuous high tea. Students also awarded memorable titles to the Faculty and Staff Members. The entire event was very well organized and everyone enjoyed a lot.

Happy Teachers Day !!! 🙏





TASHANBAAZ GRAND FINALE

In the awesome Grand Finale of "Red FM College ke Tashanbaaz", once again the students of IILM Lucknow showcased rocking performances and made IILM proud. One IILM student, Surendra Pawar, won the 2nd Runner-Up Prize in the city level mega competition.



STREET PLAY ON WATER CONSERVATION

Under the Swachhta Mission and the "Swachhta Pakhwada", a street play was performed by the students of IILM Lucknow to create awareness about cleanliness, its value and importance in daily life.

The strong message communicated through this play was the importance of preserving and conserving water so that the next generation may not live in scarcity.





FMCG PRESENTATION COMPETITION

As a part of FMCG Sector Month, an FMCG Presentation Competition was organized at IILM Lucknow, where the PGDM Batch 19-21 students gave factual presentations on **"STP Strategies of FMCG Products and the implementation of the Marketing Mix"**. Cash prizes were given away to the winners and certificates were awarded as well. The students learnt the fine points of Marketing Mix & STP Strategies from the jury members who were FMCG industry professionals.



PADHE LUCKNOW BADHE LUCKNOW

As per the initiative of the Honourable Governor of UP, the first activity of Padhe Lucknow Badhe Lucknow Campaign was organized on October 01, 2019 at IILM Lucknow.

About 150+ students of MBA & PGDM participated in this activity and read books together.

The program was conceptualized by the Governor of Uttar Pradesh, Anandiben Patel, who expressed her concern over a decline in reading culture specially among school students. With the objective of encouraging students to read more instead of spending time on their screens, the Governor has started the 'Padhe Lucknow, Badhe Lucknow' (Lucknow Reads, Lucknow Progresses) campaign.

The idea is to read a book, which is not a textbook, around the theme announced for that month. If an appropriate book is not available around that theme, students can read any other book but a textbook.



GANDHI JAYANTI

The 150th birth anniversary of Mahatma Gandhi was celebrated at IILM Academy of Higher Learning, Lucknow. Students participated actively in the event by making presentations about the life and teachings of Mahatma Gandhi. A poem recitation was also done by 3 students. The students presented various aspects of the Mahatma's life, including his days in South Africa, his personal life as well as the reasons that motivated him to become such an inherent part of the freedom movement. Winners were awarded cash prizes and certificates by the Director, Dr. Naela Rushdi.



SWACHCH BHARAT

The students of IILM Lucknow actively participated in the "**Swachhta Hi Seva**" mission by collecting plastic waste from around the area surrounding the college. This was a 'ShramDaan' by the students towards creating a "Swach Bharat". It is imperative to first keep our own area clean and green in order to develop a cleaner and greener country. The students of IILM Lucknow also participated in "Plastic Waste Sangrah Shramdaan Karyakram" on the occasion of Mahatma Gandhi's 150th Birthday.



DANDIYA NIGHT

Amidst the gruelling and hectic academic schedule, the students of IILM Lucknow were tasked with organizing a 'Dandiya Night'. And what an event it was!

There was massive participation all around, with students as well as Faculty and Staff decked in their best ethnic attires. Everybody let their hair down and danced the night away, with the DJ weaving magic with his mix.

A number of prizes including best dressed student, best dressed Faculty/Staff were handed out after the event. This was followed by a sumptuous dinner.

It was certainly a night to remember for all!





INNOVATION DAY

Dr. Abdul Kalam once said that "Innovation Is Born Out of Cultural Excellence", and to achieve this cultural excellence and shift in the traditional culture of education, IILM Lucknow celebrated on October 15, 2019, the birth anniversary of former President Dr. A. P. J. Abdul Kalam, as **Innovation Day**.

On this momentous occasion, a presentation competition on the life of Dr. A. P. J. Abdul Kalam was organized which saw active participation from MBA as well as PGDM students. The students covered various aspects of the visionary's life and times and tried to explain through numerous examples why he is such a source of inspiration in today's world.

Cash prizes and certificates were handed out to the winners by the Dean, Dr. Sheetal Sharma after the event.



DAAN UTSAV

The students of IILM Lucknow, who are also members of the Jal Shakti Team of the Institute created awareness about Water Conservation amongst school children at Meesa Village in Gosainganj, Lucknow, on October 18, 2019

IILM Lucknow has adopted Meesa Village and a few other adjoining villages as a part of **Unnat Bharat Abhiyan**. Under UBA, the students of IILM will endeavour to develop these villages, improve their quality of life, increase livelihood opportunities and make a positive change in the lives of the villagers.

On this occasion, the students of IILM Lucknow also celebrated Daan Utsav, at Meesa Village, by organising various competitive activities among children and giving prizes to the winners. After the event, the students distributed healthy refreshments to all participants.



BLOOD DONATION CAMP IN ASSOCIATION WITH THE INTERNATIONAL ASSOCIATION OF LIONS CLUB (DISTRICT321-B1)

Every Blood Donor is a life saver. With this passion, IILM Academy of Higher Learning, in association with the International Association of Lions Club (District321-B1) organized a Blood Donation Camp on Wednesday, October 23, 2019. The event attracted huge participation from students, faculty and staff of the college.

The donors were given refreshments and Certificates of Appreciation from the International Association of Lions Club and they were also felicitated with certificates from IILM Lucknow.

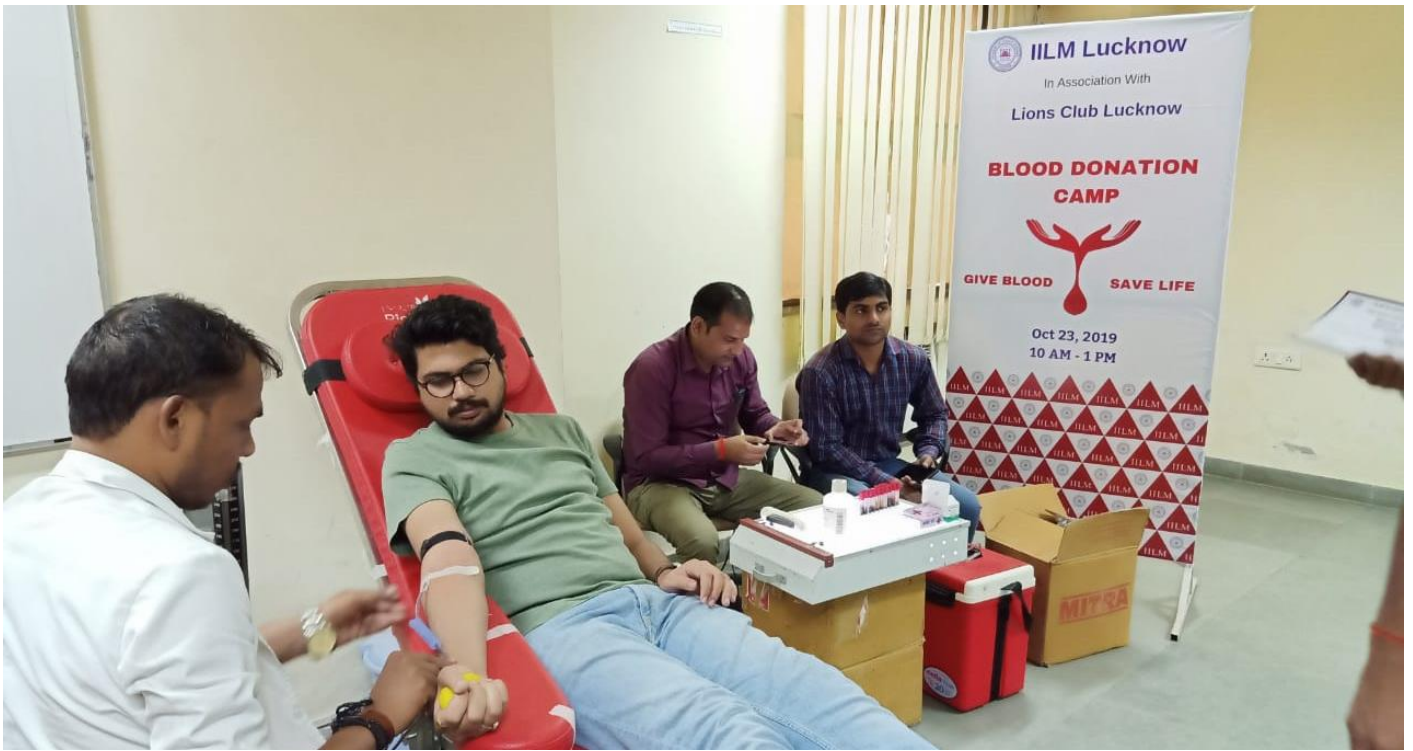
Donor Cards were also provided to them by Civil Hospital for availing blood units of any group whenever required in future.

The Brand Ambassador of the club, Mr. Vineet Srivastava & Ms. Stella, who are active members of the club, expressed their heartfelt good wishes for all the student donors and teachers and staff for the enthusiastic participation witnessed on Blood Donation Day.

The Director, Dr. Naela Rushdi expressed happiness over the successful conduct of the event and said that everyone should participate in this noble activity.







NATIONAL UNITY DAY

On the occasion of Sardar Vallabh Bhai Patel's Birth Anniversary which is celebrated as National Unity Day on 31st October 2019, a Declamation Competition was held among the students on the topic "**Unity in Diversity**", followed by the proclamation of the "**Rashtriya Ekta Diwas Pledge**". The students participated in the event enthusiastically, which was followed by prize distribution and closing address by Dean, Dr. Sheetal Sharma.

For the less initiated, Declamation is basically re- delivering an already popular speech or it can be a speech on any important topic as well which is inspired from a popular speech. It is inspired by the original speech but the orator may include his unique thoughts, as well.



CHILDREN'S DAY

Faculty and Staff members of IILM Lucknow got together to arrange a grand Children's Day celebration for the students of IILM Lucknow. In order to make the day memorable, a huge variety of activities like dumb charades, tug of war, archery etc. were organized, which saw enthusiastic participation from the students as well as Faculty and Staff. A large number of prizes were handed out to the winners of various activities.

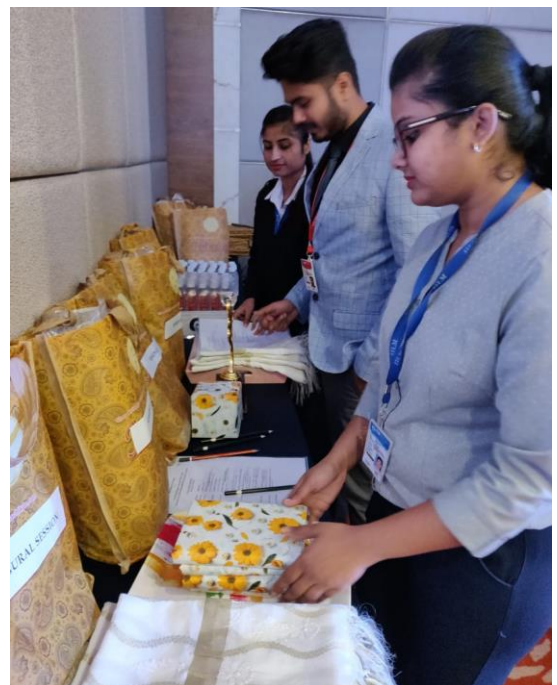
This was followed by high tea for all. All in all, it was a day full of fun and frolic!





INTERNATIONAL CONVENTION ON PROMOTING HAPPINESS THROUGH PUBLIC POLICY

LMA in association with Global Lucknow organized an *International Convention on Promoting Happiness through Public Policy* on 16th November, 2019 at Hotel Hilton Garden Inn, Gomti Nagar, Lucknow. Mr. T S Powdyel, former Minister of Education, Royal Govt. Of Bhutan was the Chief Guest at the Convention, which also hosted many experts from India and abroad as panellists and guests. The students from IILM Academy of Higher learning volunteered for assisting in the smooth conduction of the event. First year students of MBA and PGDM took charge of the registration desk, stage management, hall management and media desk. It was a great learning experience for the students as they were able to polish their soft skills and learnt how to deal with professional and eminent personalities. The event was coordinated by Dr. Sonal Gupta, Associate Professor.



HR CONCLAVE

IILM Academy of Higher Learning, Lucknow organized an HR Conclave on **"Workplace Dynamics and Changing Corporate Expectations in a Turbulent Economy: HR 4.0"**.

The expert panellists were -

- Mr. Umair Sajid Usmani, Vice President HR, Startek,
- Mr. Saud Usmani, Regional HR Head, Hindustan Times,
- Mr. Anshuman Vidyarthi, Regional HR, IndusInd Bank, and
- Mr. Aman Zaidi, Founder and Chief Value Creator, Fortius.

The event was attended by all faculty members and students of PGDM and MBA. The event touched upon the various issues and challenges that are affecting the HR domain as a whole due to various reasons like new business models, automation etc. The experts shared details of their own journeys through the corporate HR landscape, and gave valuable insights to the budding managers, urging them to be open to new challenges and experiences.

It was an engaging and enriching session for everyone where their doubts and queries were answered by the industry experts.





CONSTITUTION DAY

IILM Academy of Higher Learning organized a session on the occasion of Constitution Day, also known as Samvidhan Divas, in which a live telecast of Constitution Day proceedings from the Central Hall, Parliament was aired. The mass reading of the Preamble of the Constitution was organised at the appointed time i.e. 1045 hrs on 26.11.2019.

Constitution Day is celebrated to commemorate the adoption of the Constitution of India. On 26 November 1949, the Constituent Assembly of India adopted the Constitution of India, and it came into effect on 26 January 1950.

The event saw active participation from both first- and second-year students.



Industry Connect

FROM CAMPUS TO THE CORPORATE WORLD

A guest lecture on the topic "From Campus to Corporate" was delivered by Mr Mudit Dalela, Zonal Head, DGM (HR), Mahindra Finance on 03rd August 2019, as a part of the orientation program for MBA 2019-21 Batch. Mr. Dalela is an experienced Organizational Development Specialist with a demonstrated history of working in the banking industry. He is skilled in Coaching, Customer Relationship Management (CRM), Customer Retention, HR Policies, and Sourcing. The lecture provided an overview of the expectations of the corporate world from the students. Mr. Dalela elaborated on the importance of moral and ethical values in the success of professionals. He also stressed on the importance of how the field of management is moving towards decision sciences and analytics. He shared his rich corporate experience with students throughout the lecture. The session was engaging and interactive and provided a unique learning experience for the students.



HOW THE FMCG INDUSTRY WORKS

September has been declared the FMCG Sector Month at IILM Lucknow. A Seminar on "How the FMCG Industry works" was conducted for the first year PGDM students on September 7, 2019 where the industry expert, Mr. Abhishek Srivastava, Area Sales Manager of Himalaya Drug Company addressed issues regarding the current scenario in the FMCG sector, jobs and necessary skills, interview questions and BCG matrix of the FMCG industry.



SUSTAINABILITY & CSR IN TODAY'S CHANGING WORLD

A Guest Lecture on the topic "Sustainability & CSR in today's Changing World" was delivered by distinguished speaker, Mr Bipin Ganatra, on 9th September, 2019 to the students of PGDM Batch 2019-21. Mr Bipin Ganatra is currently associated with 9 Edu Services, CASI Global, N.Y. as Project Head to spread and create awareness about Sustainability & Corporate Social Responsibility for the entire state of Uttar Pradesh.

Mr Bipin Ganatra started the session with the basic questions of climate change and the role of humans in not being active enough to mitigate its effects. He briefed the students about the concept of sustainability. He discussed that the United Nations' 17 Sustainable Development Goals (SDGs) aim to achieve decent lives for all on a healthy planet. He also discussed how management students can contribute in the building up of sustainable organizations. He emphasised how sustainability can be incorporated into the day to day operations of organizations. He discussed best practices in the field of corporate social responsibility and sustainability and shared how students can make their career as professionals in corporate social responsibility and sustainability. The students thoroughly enjoyed the interaction and cleared their doubts in the question and answer session.



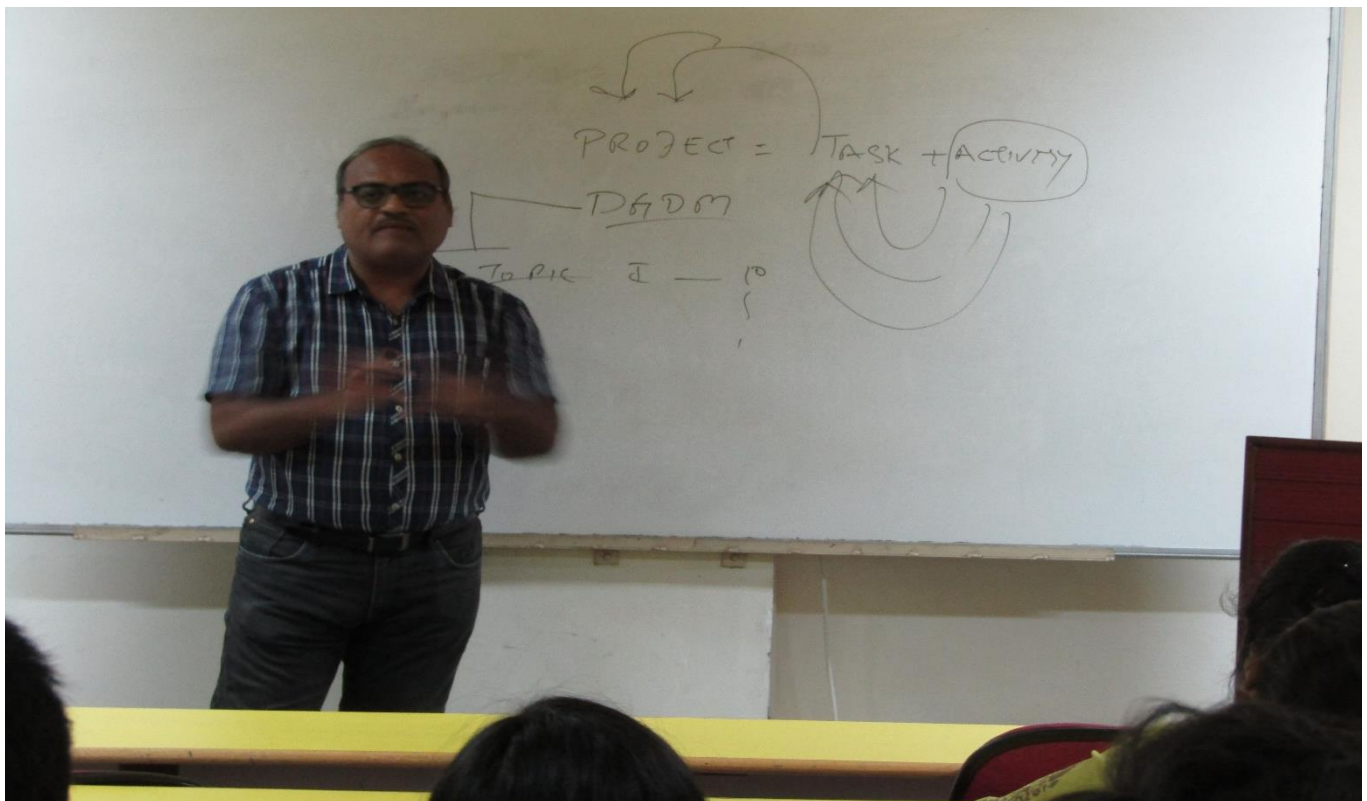
DIGITAL MARKETING AND CLOUD COMPUTING

An introduction to Digital Marketing and Cloud Computing Session was arranged for the students of IILM Lucknow on September 13, 2019. Students got to learn about both important Industry trends, their importance and the various ways they are used by industry to gain competitive advantage. They also learned about various career opportunities available in these fields and how they should prepare themselves with these new skills to be Industry ready.



PROJECT MANAGEMENT

A Guest Lecture was organized at IILM Academy of Higher Learning, Lucknow for the Operations specialization students of PGDM 18-20 on 16 September, 2019. The Guest Speaker was Mr. Vivek Sharma, who is a project manager and consultant. He started by introducing the concept of a project to the students. He explained the various steps of project management by giving a lot of examples from the Industry. All in all, it was a highly interactive and engaging session and the students learnt a lot from the expert.



THE ART OF INTRAPERSONAL COMMUNICATION

There was a session held by the renowned RJ Amir on **"The Art of Intrapersonal Communication"** on October 14, 2019, where he discussed with the students how to hone their mental prowess to achieve independent and creative thinking skills. He stressed upon the importance of originality and did exercises with the students to help them in identifying their core strengths. The students had an engaging and entertaining session and were extremely impressed by the speaker.



CAREERS IN DIGITAL MARKETING

A guest lecture on "Careers in Digital Marketing" by two IIM Lucknow Alumni - Mr. Laxminarayanan G, Associate Director (Analytics & Cognitive), Deloitte India and Mr. Utkarsh Dangayach, Area Manager, HUL, was organised for the benefit of IILM Lucknow students.

It was an interactive session where the students learnt the various aspects of Digital Marketing and various career opportunities in this emerging field. The experts also shared some finer points on how to navigate the corporate waters smartly and efficiently.



EBSCO TRAINING

IILM Lucknow conducted a training session on 19th November, 2019 for the students of PGDM as well as Faculty & Staff members regarding HBR Ascend EBSCO Library e-resources, where students were introduced to self-learning resources and their features as well as searching strategies of HBR Ascend. Students, Faculty and Staff were enriched by getting a self-learning counsellor that would help them be better prepared for the Corporate World.



SINGLE USE PLASTIC-FREE INDIA

IILM Lucknow had the privilege of conducting a guest session by Mr. Brijesh Sharma who visited the campus on November 22, 2019 and addressed the students on the topic "Single Use Plastic Free India". Mr. Sharma started this campaign about plastic free India on 17th September 2019 on the birthday of Our Honourable Prime Minister Shri Narendra Modi Ji. He is currently cycling around the country to spread awareness about the dangers of single use plastic. He also sensitized IILM students about this issue and urged them to stop using such plastics, and spread awareness about the same in their respective communities.



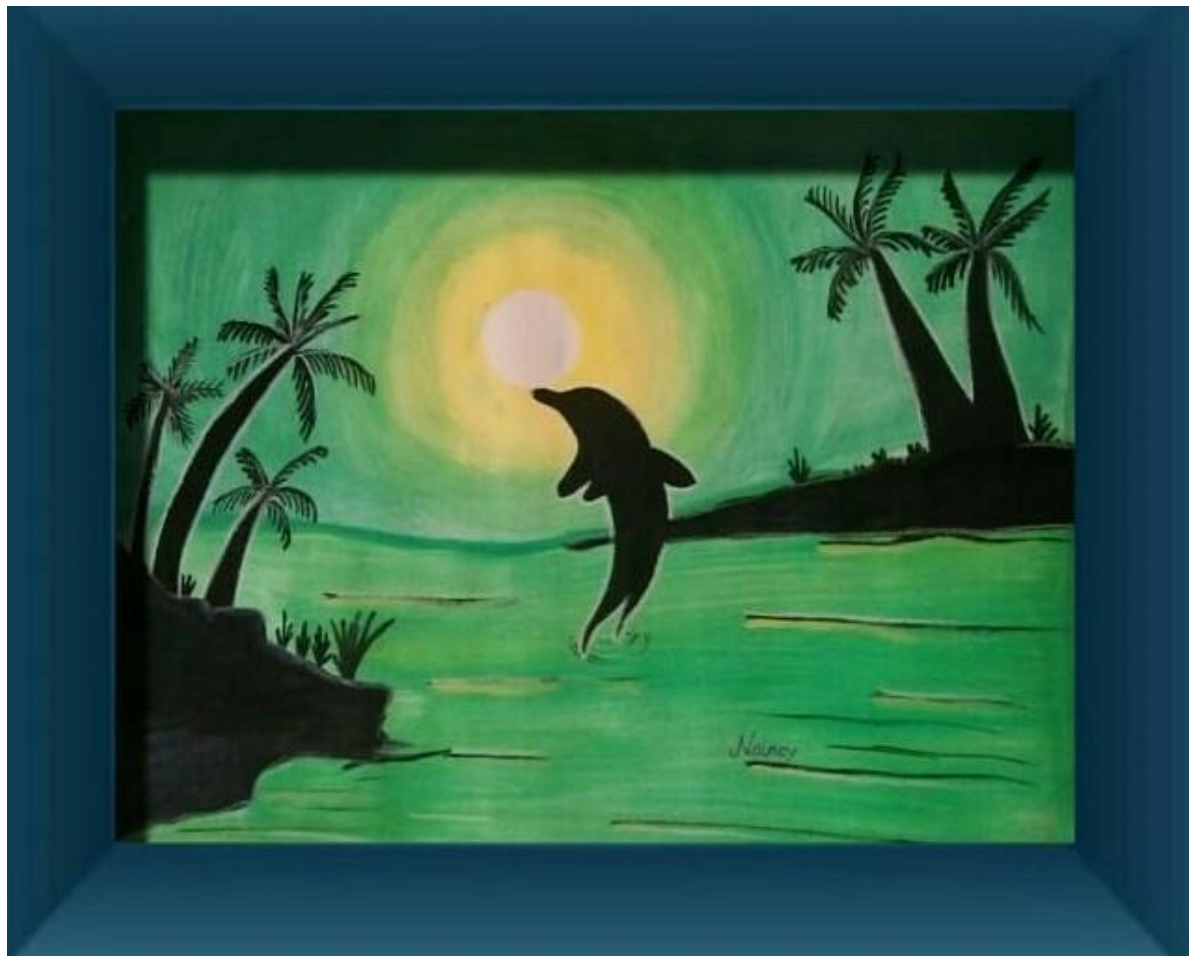
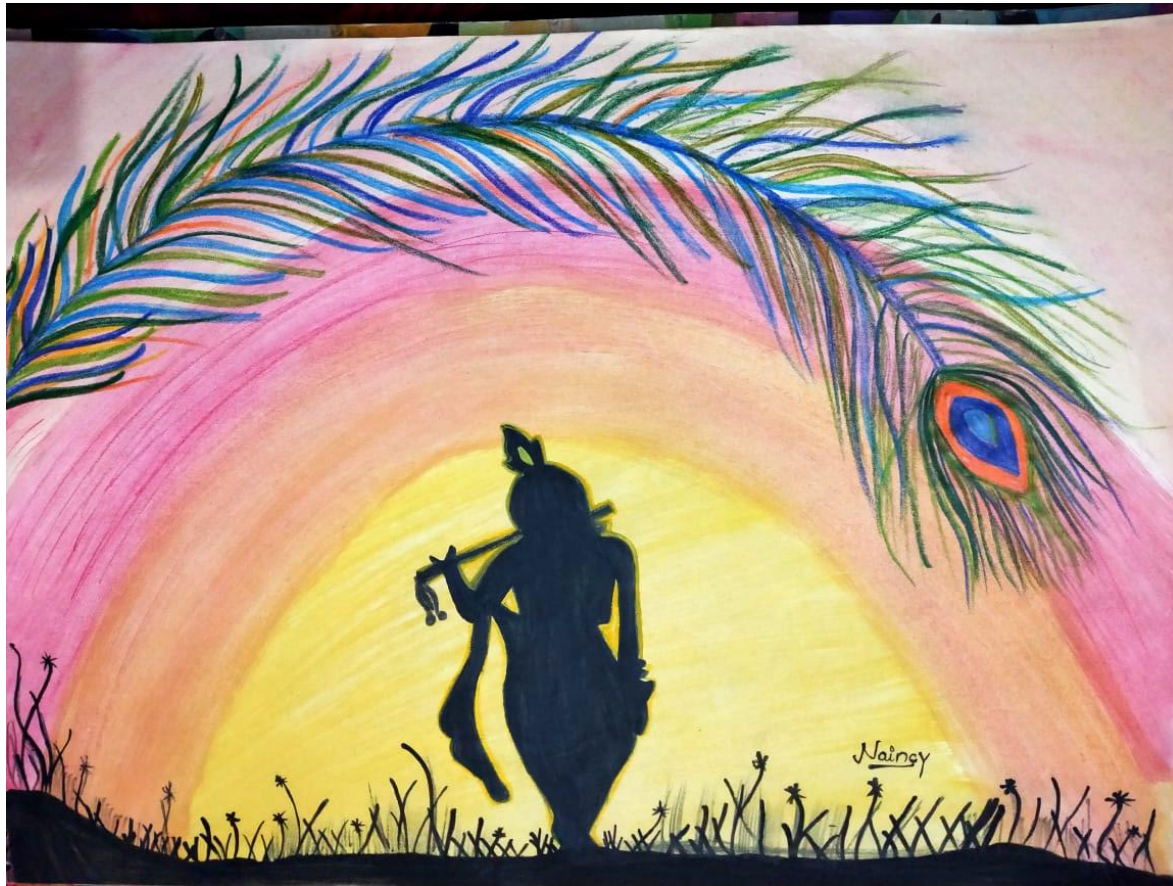
Student's Corner



Ishita Singh
PGDM 2019-21



Mahnaz Siddique
PGDM 2019-21



Ishita Singh
PGDM 2019-21

Alumni Connect

WHAT IS A RESEARCH ANALYST?

A research analyst is responsible for researching, analyzing, interpreting, and presenting data related to markets, operations, finance/accounting, economics, customers, and other information related to the field they work in. A research analyst is typically very quantitative, analytical, logical, and good at managing numbers and data.

The most common research analyst job titles are:

- Market Research Analyst (Marketing)
- Operations Research Analyst
- Economic Research analyst
- Financial Analyst
- Equity Research Analyst

What does a Research Analyst do?

A Financial Analyst is primarily concerned with performing financial forecasting, evaluating operational metrics, analyzing financial data, and creating financial models and presentations to assist executive management in its decision making and reporting on the financial performance of the company.

Job Responsibilities may include any or all of the following:

- Analyze past results and perform variance analysis
- Identify trends and make recommendations for improvements
- Provide analysis of trends and forecasts and recommend actions for optimization
- Identify and drive process improvements, including the creation of standard and ad-hoc reports

The most commonly found research analyst skills and personality traits are:

- Good with numbers
- High attention to detail
- Inquisitive
- Organized
- Logical
- Reliable
- Ability to distill large amounts of information into specific takeaways

Types of Companies that Hire Analysts

There is a broad range of industries and companies that hire analysts to perform research.

Some of the most common types of companies include:

- Insurance companies
- Banks
- Governments
- Health Care providers
- Pharmaceutical companies
- Marketing agencies
- Manufacturing companies

SHUBHAM SINGH

BATCH 2015-17



MY PLACEMENT JOURNEY

I am the kind of person who never had dreams of being a topper one day, and for whom, only passing marks were a blessing. But like someone had said **“you must love yourself first and know your worth”**, I also started my journey from being a nobody to being placed.

The starting of the 3rd semester started off with intense competition among everyone, the “josh was high”, and everyone was preparing for aptitude sessions/Interview practice etc. The day came when our first interview was scheduled, but I unfortunately could not clear the interview. This was followed by a second failure because of which I became dejected. I did not have any clue as to what should I do; should I focus on my coming semester exams or should I focus on my speaking skills or should I do aptitude practice? When these things revolve around in your mind, the remedy that helps the best is friendship. At least you can say that there are a lot more like me who are unplaced, lol!

But like a warrior, you need to stand up in this competitive world. A few days later, I woke up and again went to the campus drive for “1 INDIA FAMILY MART”, gave a great interview and eventually got placed.

If I had quit the fight after my two failures, I would have not made it. You know I don’t ever want to be known by a “topper”; I always prefer “failures” because a topper has many things to lose but a failure has the universe to achieve”.

MANISH MANI TRIPATHI

BATCH 2016-18



YOU Vs. YOU

How high a tree grows? As high as it can grow.

How high an eagle will fly? As high as it can.

How much a human can grow? Well there is no specific answer to this question. Humans are the only life form which refuses to grow to its full potential despite carrying the most capable brain among all.

In this article we will try to deliberate upon the reasons as why humans don't aspire to grow despite all the capabilities to outgrow all the previous accomplishments of fellow human beings. Sounds too big of a claim? Sample this – for sounding his apprehension towards anti – colonial and racial segregation, he was sent to 27 years in prison, released among the international pressure and fear of an impending civil war, he rose to the highest possible rank by becoming president of the same nation, receiving 250 honors including a Noble peace Prize and was described as Father of the Nation. A man who spent 27 years of his life in prison. How many more prisoners do you know who share same credentials? There was something which he did differently. He used his "Brain" differently. He realized the immense power hidden in the brain like all others who have outgrown themselves repeatedly.

For last few words that you have read, it took a millionth of a second for your brain to process the information without you realizing it ever. We literally have a supercomputer in our body and we just never use it to its available potential forget about growing its capacities. However, since it's smartest than most of the supercomputers of the world, it has a peculiar pattern which needed to be understood first.

Our brain functions on 2 modes

- a) Auto Pilot
- b) Emergency Brakes

Auto pilot refers to that mode of brain where it does all the thinking itself (Of course in nano seconds only) and guides you through the situation. It records all the events happened earlier in your life, keeping a neat record of how you responded in those situations and responds exactly in the same manner to avoid additional efforts.

Meet Devil no. 2.; "Mr. Emergency Brakes". The moment you fathom that you need to change yourself and take a resolution on New Year's Eve to fit into your old jeans, your supercomputer puts an emergency brake to your resolution. Why? It hates you being the master. It simply resists the change and doesn't want to get out of "Auto Pilot" mode. Why? It needs to put up efforts of action and then match it with expected performance and then an additional stress of repeated better actions. NO. Your brain is not ready for all this and puts emergency brakes on your plan. This is the reason 90% of the new year's resolution don't breathe another week.

So, basically your brain wants to remain in "status quo" and any challenge to that will be met by a flood of excuses of "Why you can't do it?".

Now that the devils are defined, we need to put a stone in Goliath's hand. And the stone here is "ACTION". More action brings in more emotions. More emotions attached to your action will cement your chances to do better.

You don't want to lose weight just to stay fit, you have to have a stronger emotion, may be an upcoming School Reunion.

Similarly, you need to have a very strong emotion for any goal decided by you and then back up with action. The bonus of the article is a key to action – 5 Seconds. Yes, within 5 seconds of your thought of a massive change you have to take a defining action else the intensity will fade away.

You will never get up early in the morning if you snooze away the alarm (Remember, snoozing is the "Emergency Brake" applied by your mind to keep you in "Auto – Pilot" mode).

So, with strong emotions attached to your goal undertake massive action to transform yourself. In the above case, throw the blanket away and get out to jog for looking your best on school reunion.

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BATCH 2017-19



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