



IILM
ACADEMY OF HIGHER LEARNING
LUCKNOW

Quarterly Newsletter

January-March 2019

EDITORIAL

Dear Readers,

Welcome to the third edition of our quarterly Newsletter of IILM Lucknow. We hope that you enjoyed the last newsletter thoroughly and are looking forward to this one.

The Jan-March quarter has been especially busy, primarily because IILM held its annual festival, ZEAL 2019, a mega extravaganza spread over 6 days.

Apart from this, IILM Lucknow achieved several milestones this quarter. We held our first ever International Guest Lecture, a new Bachelor's Program, B. Voc (BFSI) was launched, and of course, a Global Immersion Program to Dubai has been initiated, in collaboration with a reputed Organization. Check out the details inside!

A number of important Guest Lectures with eminent Personalities from the Industry were held which were important to the students from a placement perspective. Some students made IILM proud by getting selected in prestigious companies CMIE, IndusInd Bank, Flipkart etc.

From this edition onwards, we are introducing a student's section to encourage students to contribute articles, poems, art or whatever they may choose. So students, let your creative juices flow!

As always, do revert in case of any feedback. Your suggestions are always welcome and valued.

Happy Reading!!

Regards,

Editorial Team



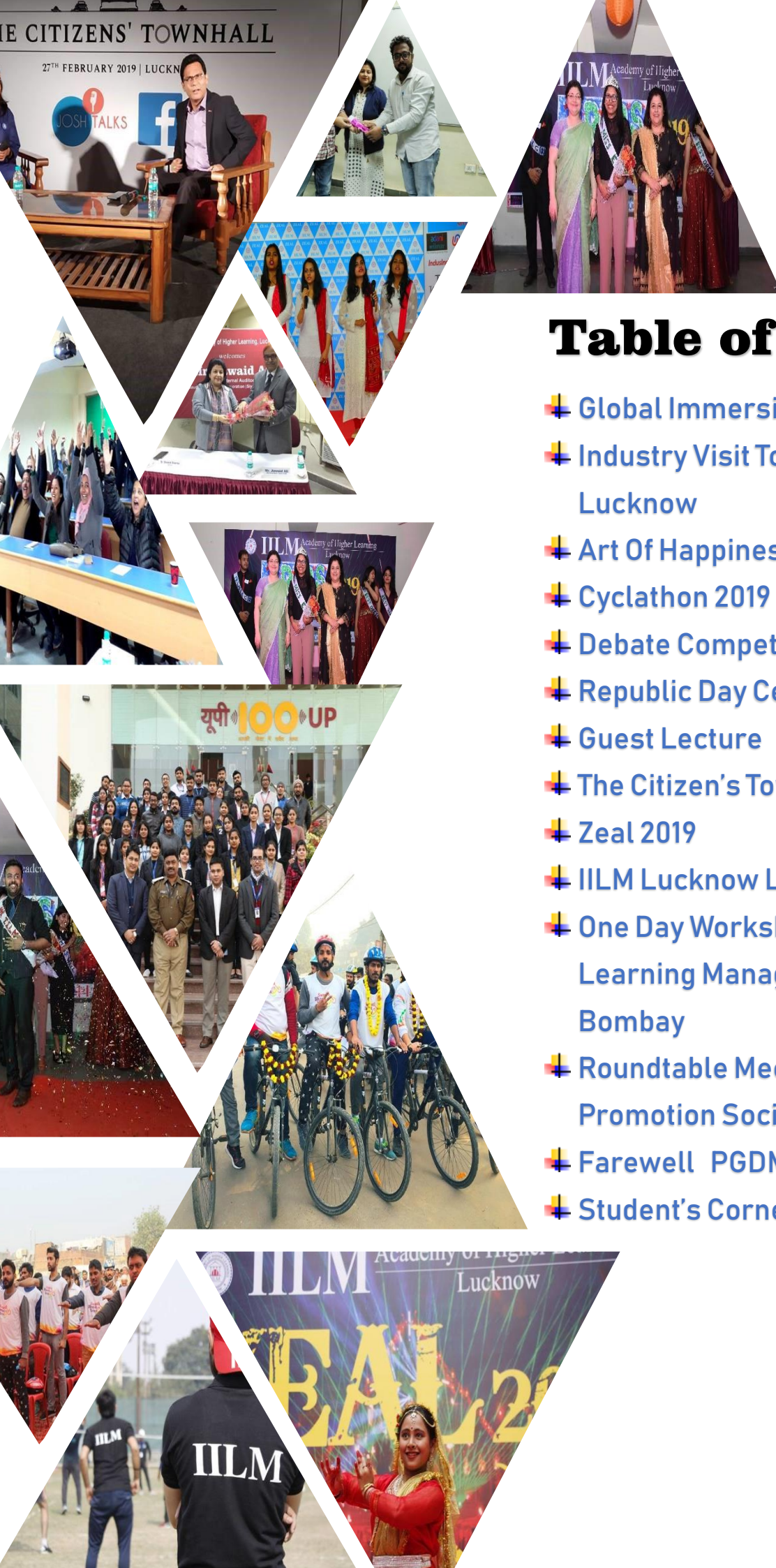


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GLOBAL IMMERSION PROGRAM



It its constant endeavour to provide students with an international exposure, IILM Lucknow is proud to announce the launch of its first Global Immersion Program to Dubai for the PGDM Batch 2019-2021. Being done in collaboration with the Eureka Educational Group, this is a structured, research backed programme designed to deliver exceptional global exposure to students along with a hands-on experience of working in an international environment.

The programme comes with an international project with a company in Dubai. The students complete three weeks of structured work in India with final week of work in Dubai and receive an international project certificate from the company.

INDUSTRY VISIT TO UP 100 HEADQUARTERS, LUCKNOW

IILM Lucknow PGDM & MBA Students visited UP100, the World's Largest Police Emergency Management System to gain an in depth understanding of the functioning of UP Police. The aim was also to understand how modern technologies like data analytics were instrumental in reducing crime rates. The students were especially overawed to see the huge call centre that caters to distress calls from all over UP and were thrilled to get a chance to interact with senior Police personnel. The visit was coordinated by Prof. Tauseef and Prof Abbas.



ART OF HAPPINESS WORKSHOP

IILM Lucknow and LMA in collaboration with VIJAYASH Foundation Inspiring Life, New Delhi and NHRDN organized a Workshop on the theme "Art of Happiness". The speaker, Mr. Deepak Jain, a professional Company Secretary and Founder of VIJAYASH Foundation, took the session with great energy and enthusiasm. People from industry and academia attended the session. Mr. Jain explained that the polluted environment, personal problems and work pressure take a toll on our body and mind. He therefore provided unique tools and techniques which help combat stress accumulated in our daily, modern life. He further emphasised on the need to remain happy and contented, whatever the circumstances.



CYCLATHON 2019

IILM Lucknow participated in the Cyclathon organised by FSSAI on the occasion of 150th birth anniversary of Mahatma Gandhi, under the Govt's Swastha Bharat Abhiyan. 20 students with 2 faculty members of IILM Lucknow, Prof. Fawwad and Dr. Prakash cycled from Lucknow to Sandila (56km) to spread the message of Health and wellbeing. The speakers at the event highlighted the importance of leading a balanced life-giving utmost importance to health, as this is what matters the most at the end of the day.



DEBATE COMPETITION ON ROAD SAFETY

As per AKTU guidelines, IILM Academy of Higher Learning, Lucknow conducted a debate competition on the topic "सड़क दुर्घटना : कारण एवं निवारण" on 24th January , 2019. The participants were from MBA Batch 2017-19 and MBA Batch 2018-20. The event was coordinated by Ms Fatima Aliza, Asst. Professor.

Students took part in this event very enthusiastically and expressed their views on Road Accidents and their causes as well as prevention. The activity was judged by Mr. Gagan Chaudhary who is an Automobile influencer and has worked for various digital and print media organizations. There were three best speakers for the event, who were given prizes by Mr Gagan and the Dean, Dr. Sheetal Sharma. The winners were as follows:

S. No.	Name of participant	Class
1	Mansi Srinet	MBA Batch 2017-19
2	Dilshad Wasi	MBA Batch 2017-19
3	Abdul Mannan	MBA Batch 2017-19





REPUBLIC DAY CELEBRATIONS

IILM Lucknow celebrated India's 70th Republic Day with great fanfare. On this occasion, after the flag hoisting ceremony, Ms. Shabina Saifi, a handicapped singer, sang patriotic songs.



INTERNATIONAL GUEST LECTURE ON MOTIVATION AND PROFESSIONAL GROOMING

Mr. Jawaid Ali - Chief Internal Auditor, Saudi Maintenance Corporation (Siyanco), Riyadh. Mr. Jawaid Ali is an Audit and Finance professional with more than 4 decades of cross-cultural experience in managing audit, accounts and finance operations. He shared his immense experiences of the corporate world in the field of Audit, Finance, Professional Grooming & Motivation. He stressed upon the need of focussed studies and apt decision making to enhance personality for the corporate arena.



THE CITIZEN'S TOWNHALL

The Citizen's Townhall was organized at IILM Lucknow by Josh Talks on Feb 27, 2019. Organized in collaboration with Facebook, the event was inaugurated by Mr. Ved Prakash Verma, Additional State Election Commissioner, UP. During his interaction with the audience, Mr. Verma addressed queries on the voting process, digitization, among other pertinent topics.



ZEAL 2019

The most awaited event of the year, the Annual Fest of IILM Lucknow, ZEAL 2019 – a 6-day mega event was conducted in Feb 2019 and saw participation from 38+ colleges and 500+ students. The festival provided a great platform to students to participate and exhibit their managerial and leadership competency through a wide range of activities from Academics to Cultural to Sports.

A huge number of events were planned and executed flawlessly. The events were divided into four categories: Sports, Cultural, Informal and Academic, as shown below:

Academic

- inQUIZitive
- WORDWORTH
- INTREPRENEUR
- TURNCOAT
- MARKETHON

Cultural

- SPLASH OF COLORS
- ASSEMBLAGE
- THE VIRAL VOICE
- SOUL RENDER
- BEAT BUSTER
- SHOW YOUR MOVES
- BREAK THE FLOOR
- CURTAIN CALL
- LIGHTS CAMERA ACTION
- COLOR THE CANVAS
- MUSIC RELAY
- JAMMING
- MOVING FEET

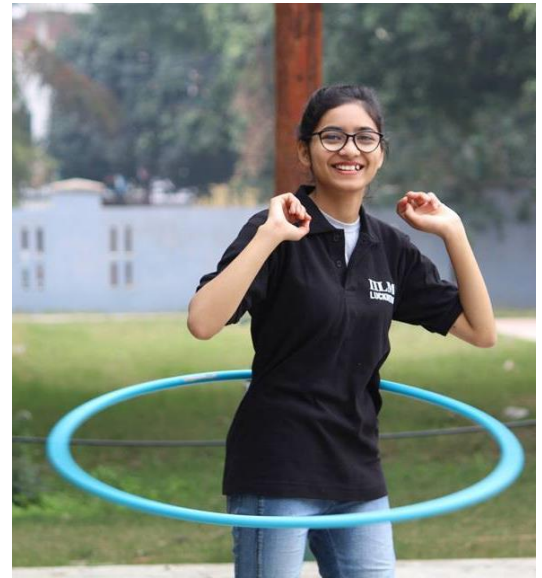
Informal Events

- CHAMELEON
- BODY ART
- SHUTTER UP
- MOCKTAIL MAKING
- FASHIONISTA
- LENS IN MOTION
- ELFIE
- STREET PLAY
- JEWELLERY MAKING
- HAIR LOOKS

Off-Campus Sports

- CRICKET
- TABLE TENNIS
- CARROM
- VOLLEYBALL
- KHO-KHO
- CHESS
- TUG-OF-WAR
- SLOW BIKE RACING
- ARCHERY
- DART GAME
- BASKET BALL
- HOOPING
- BADMINTON
- 100M
- 4*100M RELAY
- 200M
- LONG JUMP
- SHOT-PUT THROW
- JAVELIN THROW
- DISCUS THROW
- SACK RACE

A number of reputed colleges from Lucknow and surrounding areas participated in the fest. These included JNPG, Era Degree College, Goel Institute, Amity University, BBD University, Jaipuria Institute of Management, Awadh Degree College, IT College, KKC and Lucknow University, amongst others.















IILM LUCKNOW LAUNCHES BVOC. (BFSI)

IILM Lucknow is proud to announce that it is launching a new UG Degree Programme - Bachelor of Vocational Studies (Banking, Financial Services & Insurance) Batch 2019-22, with approval from AICTE, Ministry of HRD, Government of India and affiliation with Dr. APJ Abdul Kalam Technical University, Lucknow. The eligibility for admission to the 3 years, full time B.Voc (BFSI) Program is 10+2 in any stream. The program has a 90% skill-based curriculum and is completely focused towards providing placement in BFSI Sector.


IILM
ACADEMY OF HIGHER LEARNING
LUCKNOW
launches
B.Voc
Approved by AICTE**
Affiliated to AKTU**


PG Courses at IILM Lucknow
PGDM | MBA

























Bachelor of Vocational Studies (Banking, Financial Services & Insurance) 3 Years Full-Time Degree Program

Eligibility:
10+2 (Any Stream)+
UPSEE Score (Optional)

Highlights:

1. 90% Skill Based Program
2. Excellent Placement
3. On-Job-Training & Live Projects
4. Personality Development
5. Strong Mentorship Program
6. Hostel Facility

Get Placed with our Recruiters

** Approval & Affiliation has been applied for and is likely to be received by May 2019.

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ONE DAY WORKSHOP ON MOODLE LEARNING MANAGEMENT SYSTEMS – IIT BOMBAY

A one-day workshop was organised by IIT Bombay on Learning management systems at BNCET, Lucknow which is a recognised remote centre. The workshop focussed on training and imparting new skills on creation of online courses using their MOODLE platform. The participants included system administrators across the engineering institutes of repute and several dimensions including usage of Linux as the core platform for creation and usage of MOOCS were also discussed at length. The workshop was attended by Mr. Ashish Kashyap.

ROUNDTABLE MEET OF EDUCATION PROMOTION SOCIETY OF INDIA

Prof. Sachin Srivastava, along with Prof. Azharuddin attended the round table meet of Education Promotion Society of India at Hotel Clarks Awadh on March 30, 2019. In this meeting the stress was upon improving the quality of Primary, Secondary and Higher education and enabling students with skills that are desirable by prospective industry.

Mr. Dinesh Sharma, Deputy Chief Minister, U.P. Government was the Chief Guest of this event. He highlighted the efforts and action undertaken by the government to improve the quality of education in Uttar Pradesh and India at large. He shared a three-point strategy for the improvement of quality of education:

1. Happy Teachers
2. Stress free students
3. Quality Education

He also mentioned that the government will increase education budget and has plan to open 50 new Private Universities. Priorities will be given to skill development courses.



This event was attended by many eminent educationists from U.P and other states. The key speakers were Dr. B.K. Mohanty, Director IIM Lucknow, Dr. G.C. Saxena, ex V.C. of Dr. B.R.Ambedkar University, Agra & Dr. R.M.L. Awadh University, Faizabad, Dr. M. Mirza, V.C. Khwaja Moinuddin Chisti Urdu Arabi Farsi University, Lucknow and Dr. Kavita Pathak, Jaipuria Lucknow.

All the speakers and participants expressed their concerns about quality of education and supported the pointers of EPSI to be included in the manifesto of political parties in the upcoming general elections.

FAREWELL

PGDM BATCH 2017-19

A memorable Farewell Party was organized for PGDM Batch 2017-19 on March 30th, 2019 which saw enthusiastic participation from both the first year and the final year students. The party began with a number of beautiful dance performances followed by a fun quiz as well as many games like paper dancing, musical chairs etc. The most awaited event of the evening was the ramp walk in which different titles were given to the seniors. A Skit presented by the juniors on their college days made the seniors emotional. A movie which included all the memories of senior batch was shown to them which made the moment very nostalgic. The party ended on a great note with a fabulous dance performance by juniors which was later joined by all seniors. At the end all prizes were distributed to students by the Dean Dr. Sheetal Sharma and Director Dr. Naela Rusldi.



The winners for the event were as follows:

Mr. Farewell : Mr. Vishal Mishra

Ms. Farewell : Ms. Richa Tiwari

Mr. Eve : Mr. Rishabh Ronald

Ms. Eve : Ms. Aishwarya Singh

Best Dress : Ms. Yamini Srivastava

Mr. Well Groomed : Mr. Anand Sharma

Ms. Well Groomed : Ms. Diksha Swarnkar



You've Made Us Proud!



Vivekanand



Placed In



Aditya



Placed In



Akhil



Placed In

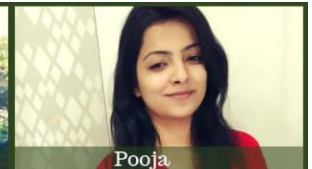
ANANDRATHI



Anshika



Anand



Pooja

Congratulations!!

Placed in **IndusInd Bank**



Apurwa



Anurag



Priyam

Placed In





CONGRATULATIONS

Anjali


PLACED IN



Polaris Group India




Diksha



Amit

Congratulations

PLACED IN



Chola
Enter a better life

Congratulations!

Placed in  **SBI Life**
INSURANCE



Mansi





Deepti




Ankita

Congratulations


Placed in  **AXIS BANK**



Tabassum



Chandan



Anshika



Prateek

Placed In



Utkarsh Small Finance Bank



Aishwarya



Placed In

Passive Referral.com



Yamini



Placed In



CMIE

Centre for Monitoring
Indian Economy Pvt.Ltd



CONGRATULATIONS

Placed in **Flipkart**



Subroto



Ankita



Apurv

Student's Corner

My Experience at EY

My name is Imman Hashmi, student of PGDM 2018-2020 and I belong to Lucknow. It was during the busy Audit season which starts from the month of December till March, when I grabbed a great opportunity and got selected to work at EY GDS, India, as a BCG Core Assurance Consultant for a tenure of 3.5 months. I got to work there in the Assurance team for GSA (Germany, Switzerland, Austria) region on a profile of Audit Support Associate (ASA). I am highly indebted to IILM Academy of Higher Learning, Lucknow and the super-supportive Faculties here who inducted and exposed me to this prospect and guided me throughout.

EY is a company that welcomes talent and innovation and appreciates new ideas and out of the box approaches. The company is very flexible and accommodative when it comes to work-life balance.

As per my experience, EY recognizes hard work and rewards accordingly. My colleagues were always ready to lend a helping hand and were always ready to support me. Since there was client interaction as well, it exposed me to a global experience of different cultures and time zones which in turn added a lot to my personality and knowledge base.

Working here at EY as a Consultant required me to perform the tasks of Data Management and supporting the Audit team with various financial and non-financial deliverables. My tasks were basically performed on MS-Excel and were reviewed by my immediate seniors and then I had to deliver the reviewed files to the clients abroad whom we were supposed to conduct the audit for.

All in all, the experience of working at EY was extremely enriching; I learnt at an incredible pace due to the Company's excellent training and development programs. I found my job to be very engaging and thrilling as I had to achieve new targets every day and meet the deadlines anyhow while assuring the quality of work as well. I was able to secure a good feedback from my seniors and the entire team.

In a nutshell, I was able to propel myself in the right direction by grabbing new learning opportunities to grow as an individual as well as professionally because EY never fails to do justice to its motto;

"Building a Better Working World".

-Thank you.

Imman Hashmi

1st Year

PGDM (2018-2020)



STUDENT LIFE

To cross the hurdles of the path

We may lead, we may creep,

But to create an image, we always have to achieve.

Student is a word indescribable in a frame or two,

It's an emotional phase which has all the feelings true.

It's a journey of a life you have to go through,

But it's your choice how do you do.

Ups and downs, friends and enemies,

Love and hatred are all the steps of this phase,

To keep yourself outshining, you have to cross them,

Come what may.

To create an impact, you have to work,

But it's your choice whether good or worse.

We meet people, we cross paths,

We grow with them, but sometimes some won't last.

It's time to learn. It's time to create memories,

Live your student life to the best, because only memories last.

-Thank you.

Aditya Agarwal

1st Year

PGDM (2018-2020)



NEPOTISM

Nepotism is favouritism shown by somebody in power to relatives and friends, especially in appointing them to high positions. The chief complaint in a company that operates through nepotism is the patent lack of fairness. It is perceived that favouritism of a relative can cause dissatisfaction among workers and lower morale. Employees seem to have less incentive to perform their responsibilities diligently and proficiently if they feel that the path to promotion is undermined by nepotism.

For years now, Bollywood has been dominated by those who come from within. Youngsters who are often more talented than most 'star kids', hardly get a fair chance, mainly and mostly because they lack the tag of being some famous celebrity's relatives or children. It is obvious that someone needs to call this trend out. But how do we raise our voices against this culture when our political parties, the integral organs of the policy-making mechanisms, are also integral participants to this toxic culture.

You may wonder: Why does nepotism exist even today? We live in a time where everybody strives to protest against hierarchical inheritance, but seizes to protest against such an open exertion of dominance. This, on the broader spectrum, is the entire society's view when it comes to the stars of nepotism. We often think that because some already know the 'who's and how's' of a particular field, they are in more deserving for a position in that field than the rest. But while we do so, we forget that hierarchy doesn't ensure intelligence or talent.

Indian Politics has seen the most of nepotism in its history, despite ours being a democratic country. Right from Motilal Nehru to Rahul Gandhi (Congress Party), India has been ruled by a dynasty, which is still trying to perpetuate its rule. But apart from this party, that of course is on the top when it comes to nepotism in Indian politics, there are various other parties, mainly regional, like the Samajvadi Party (governed and formed by Mulayam Yadav and later taken over by his son Akhilesh Yadav) which have been working on the principles of nepotism. In Maharashtra, the Thackeray's have maintained their domination from Balasaheb to Uddhav Thackeray. In Kashmir, the Abdullah's and the Muftis' have been in power for years. These are few yet major examples of nepotism being followed in India.

There are various factors that contribute towards such political nepotism, especially in a country like India, the first being its citizens. Some might strongly agree, while the others may not but the people of India are used to being dominated. They are used to hierarchical rule in the olden days, to the kingship in these modern times. It is mainly because of the notion, brought up by the 'Varna System', which states that only the son of a priest becomes a priest. This still prevails because most of the Indian population is still illiterate and therefore, this becomes the best and the easiest way to choose their representatives.

The reason is the stars of nepotism themselves. When you are living happily and your coming generations too can live with all the luxuries, why would you give up something that brings you these luxuries. Indian politicians strive to do their best before elections to have this hierarchical domination prevailing. They often state that they won on the basis of merit and not because of their family background, but this veil is too thin to not be seen through.

We all can hope that like most major changes taking place in the country this also becomes an issue that is strongly raised by all. If this political nepotism goes on, corruption in the country would rise once again, like it had in the past decade. Everyone has the right to stand a fair chance in all professional fields and any possible hurdle in the way of achieving this right should be removed. It will only be when the hurdles are removed that we get talented and smart politicians who take the country to new heights.

-Thank you.

Rimjhim Sahai
PGDM (2018-2020)



The Importance of Self-Confidence in Our Lives Cannot Be Overstated.

It is, after all, a lack of self-confidence that causes our lives to be tossed to and fro by the sway of culture. From the very beginning, we see the harmful effects of low self-confidence on our decision-making process while the fear of rejection becomes an all too common presence in our lives. It causes many to adopt the values of the group and engage in otherwise undesired behaviour.

Simply put, the need for love, belonging, and acceptance becomes stronger than the internal compass within us. And many unhealthy life choices begin to emerge.

In adolescence, this need for acceptance begins to show itself in substance-abuse, underage-drinking, dangerous sexual practices, or mischievous behaviour. As we get older, some of these habits remain... but new ones begin to emerge. The desire to find acceptance by impressing those around oneself with possessions begins to motivate aspects of one's life. And whether it be a certain home-size, vehicle-model, fashion-trend, or latest-technology, many of our purchases are made with a simple desire to keep up with the neighbours so as to not be regarded as "falling behind." Our need to impress and be accepted becomes more important than wise spending habits.

Self-confidence is about self-acceptance and not the acceptance by the world. Once the state of self-love and self-admiration is attained, the person becomes even more beautiful and contented.

To re-centre our lives and embrace a healthy view of self-confidence, consider some of these practical tips:

1. Stop comparing yourself. Reject the desire to compare yourself to others. When we compare ourselves to others, we always contrast the worst things we know about ourselves to the best things we know about others. The inevitable outcome always leaves us with feelings of inadequacy and despair. Become wiser. Tell yourself that you can't possibly be making a fair comparison. And reject the idea altogether.
2. Celebrate your uniqueness. Your life was never meant to be lived like everyone else. You don't look the same, you don't sound the same, your talents aren't the same... and your deep-held values are unique. Throwing that away just for the sake of being accepted by others is one of the cruellest things that you can ever do. And it will always prevent you from fully living our life. Instead, champion the things that make you unique and find confidence in them.

3. Focus on the positives: Change your thinking. Focus less on the negatives and more on the positives. Stop dwelling on the negative messages of the past and begin focussing on the positive traits in your life today.
4. See past failures as learning opportunities: We've all tried and failed at some point in our lives. Confident people look back at failures and view them as learning experiences. In that way, failures can actually provide greater self-confidence moving forward. Learn from your mistakes and try again. Remember that it's not over when you lose, it's over when you quit.
5. Help someone: One of the most important steps to finding self-confidence in your life is to give yourself to others. Serving another person almost always results in the healthy realization that you are important in this world, that you have something to offer, and that the world is more beautiful because of your presence. See a need around you? Whether it be a need for time, finances, or a listening ear, meet it today. And the life you change just may be your own.

-Thank you.

Imman Hashmi

1st Year

PGDM (2018-2020)



Ease of Doing Business

Ease of Doing Business measures the level of business regulation effectively for small and medium size domestic firms located in the largest business cities of 190 economies. The role of Government policies in the daily operation of small and Medium size domestic firms are a central focus of the Doing Business Data which encourages the efficient, transparent and high implementation of regulation in 11 areas of regulation affection SMEs in the largest business cities of an economy.

In short, **Doing Business Data only focusses on the role of government policies in the daily operations of SMEs and how business regulations are implemented by Government and experienced by private firms on the ground.**

Doing Business gives some important dimensions to domestic firms and provides quantitative indicators and the data focusses on trade volume, FDI (foreign direct Investment), Market capitalization in stock exchange, private credit as percentage of GDP.

What is Ease of Doing Business Score?

Economies are ranked on their ease of doing business, from 1–190. A high ease of doing business ranking means the regulatory environment is more conducive to the starting and operation of a local firm. The rankings are determined by sorting the aggregate scores on 10 topics, each consisting of several indicators, giving equal weight to each topic. The rankings for all economies are benchmarked to May 2018.

In a big boost for NDA government, India climbed another 23 points in the World Bank's ease of doing business index to 77th place, becoming the top ranked country in South Asia for the first time and third among the BRICS.

In the last two years the country has climbed 53 notches, a performance matched in the past only by Bhutan. The biggest gain was in construction permit where India climbed 129 ranks to 52nd place on the back of targeted government effort to remove hurdles.

Indicators	What Doing Business measured
Starting Business	Procedures, time, cost and paid-in minimum capital to start a limited liability company for men and women
Construction permits	Procedures, time and cost to complete all formalities to build a warehouse and the quality control and safety mechanisms in the construction permitting system
Getting electricity	Procedures, time and cost to get connected to the electrical grid, the reliability of the electricity supply and the transparency of tariffs
Registering Property	Procedures, time and cost to transfer a property and the quality of the land administration system for men and women
Getting credit	Movable collateral laws and credit information systems
Protecting minority interests	Minority shareholders' rights in related- party transactions and in corporate governance
Paying taxes	Payments, time and total tax and contribution rate for a firm to comply with all tax regulations as well as post filing processes
Trade	Time and cost to export the products of comparative advantage and import auto parts
Enforcing contracts	Time and cost to resolve a commercial dispute and the quality of judicial processes for men and women
Resolving Insolvency	Time, cost, outcome and recovery rate for a commercial insolvency and the strength of the legal framework for insolvency

-Thank you.

Sahil Kumar

PGDM (2018-2020)



IILM Academy of Higher Learning, Lucknow



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