



IILM
ACADEMY OF HIGHER LEARNING
LUCKNOW

NEWSLETTER

JAN'24-MAR'24



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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

“IILM will educate and develop innovative, entrepreneurial and responsible business leaders”



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IILM NEWSLETTER



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Editorial

Editorial team

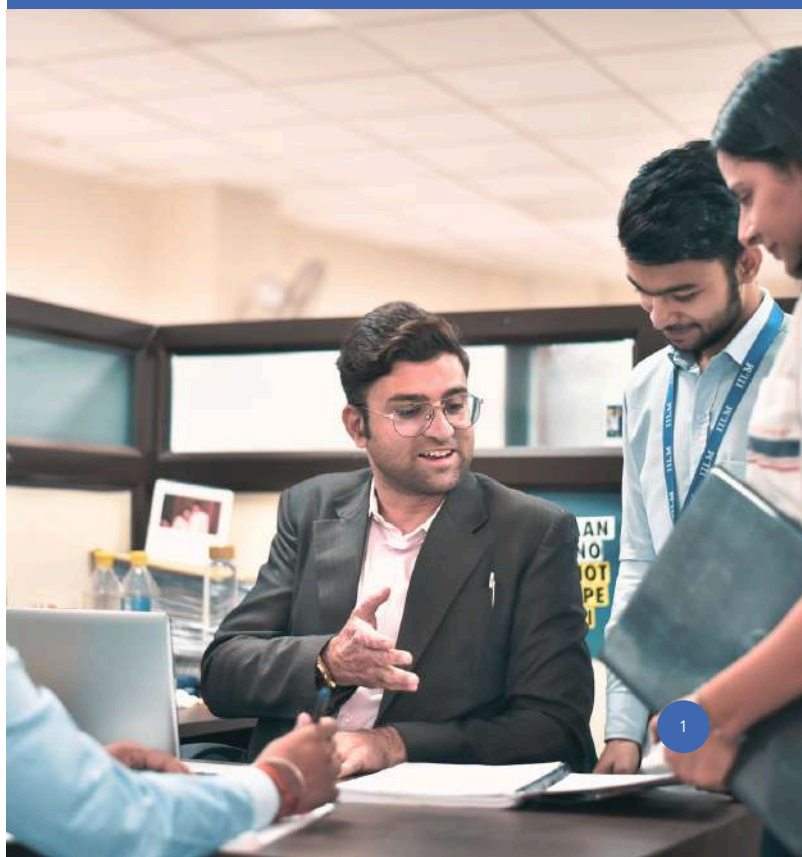
Dear Readers,

IILM Lucknow has had a dynamic and lively start to the year, with an array of activities and initiatives taking place between January and March 2024. This newsletter summarizes the major activities during this period, including the Alumni Meet, ZEAL college fest, guest lectures, and live projects. Overall, the college community demonstrated an enthusiastic and engaged spirit, providing students with numerous opportunities to enrich their college experience. As always, do revert in case of any feedback. Your suggestions are always welcome and valued.

Happy Reading!!

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

— Peter Drucker





ACADEMIC ACTIVITIES

Guest lectures

Alumni Interaction

Live Projects





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OPERATIONS & ANALYTICS CLUB

BE PART OF OUR DISCUSSION AT
LECTURE HALL 1

KAMRAN RAIS KHAN
Research Fellow, IIT Kanpur

TOPIC OF DISCUSSION
Decoding Business Analytics: Insights, Careers, and Success Stories

SATURDAY
20 January, 2024

START AT
11:00AM - 1:00PM

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GUEST SESSION

Mr. Kamran Rais Khan

20th January, 2024

Event Description

IILM Academy of Higher Learning is delighted to share news about a recently concluded session on 'Decoding Business Analytics: Insights, Careers, and Success Stories' featuring Mr. Kamran Rais Khan, a senior research fellow at IIT Kanpur. The event took place on January 20, 2024, at our esteemed institution in Lucknow. Attendees had the unique opportunity to delve into the world of analytics, gaining in-depth insights from a seasoned professional.

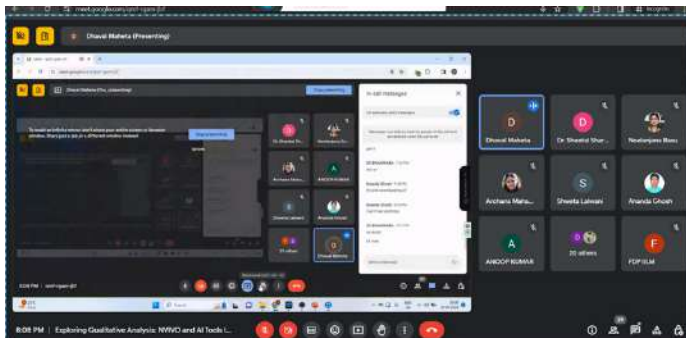
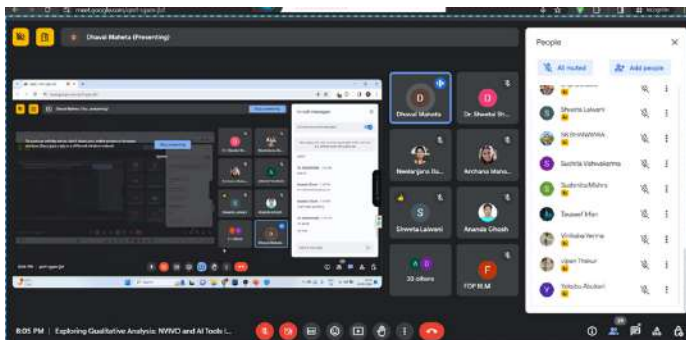
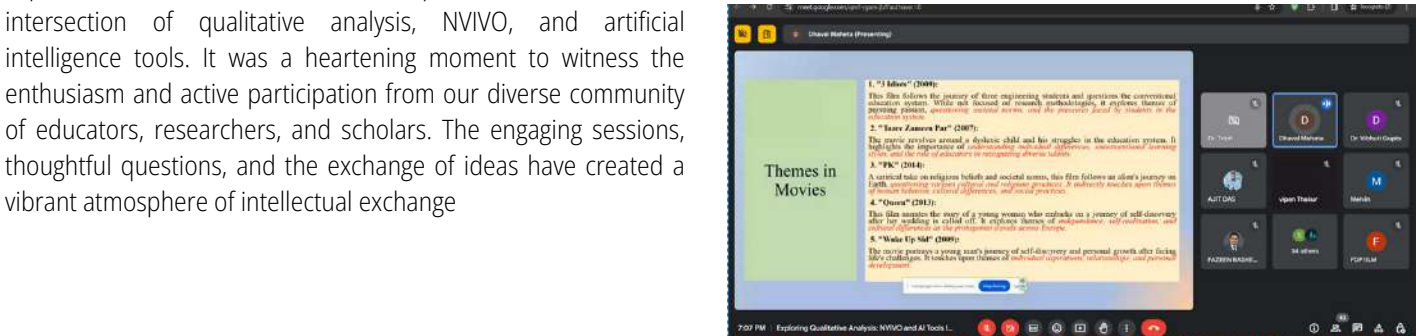
In this engaging session, Mr. Kamran Rais Khan shared his wealth of knowledge, offering a comprehensive exploration of the field of Business Analytics. Students had the chance to learn about various career paths within the analytics domain and glean insights from real success stories. The session went beyond a typical educational experience, providing a platform for attendees to gain profound insights into the evolving landscape of Business Analytics. Mr. Kamran Rais Khan, with his extensive experience as a senior research fellow at IIT Kanpur, brought a practical perspective to the discussion, enriching the session with valuable real-world examples and practical applications of analytics in different domains. The event not only expanded the horizons of the students but also inspired them to consider the diverse opportunities available in the dynamic field of Business Analytics. We extend our gratitude to Mr. Kamran Rais Khan for sharing his expertise and making this session a valuable learning experience for our students. Such initiatives align with our commitment to providing holistic education by connecting students with industry experts and fostering a deeper understanding of emerging trends in various fields.





Exploring Qualitative Analysis: NVIVO and AI Integration

The two-day Online Faculty Development Program (FDP) on "Exploring Qualitative Analysis: NVIVO and AI Integration" on January 19-20, 2024, was organized by IILM Academy of Higher Learning, Lucknow. The discussions, insights, and shared experiences have illuminated the vast potential that lies at the intersection of qualitative analysis, NVIVO, and artificial intelligence tools. It was a heartening moment to witness the enthusiasm and active participation from our diverse community of educators, researchers, and scholars. The engaging sessions, thoughtful questions, and the exchange of ideas have created a vibrant atmosphere of intellectual exchange.





Alumni Meet - Dastoor

We are excited to announce that IILM Lucknow recently hosted an Alumni Meet – Dastoor 2024 at Lucknow Campus on February 3, 2024 as we welcomed back our esteemed alumni for a memorable Alumni Meet. The event was a grand success, filled with joyous reunions, heartfelt conversations, and nostalgic moments. The event was a wonderful reunion of past and present members of our college community, bringing together alumni from various batches to reconnect and reminisce about old memories.

Alumni from various graduating classes gathered to reconnect with old friends, faculty members and relive their college days. The atmosphere was filled with laughter and camaraderie as alumni shared stories of their experiences and achievements since leaving our college. It was a fantastic opportunity for alumni to reconnect with classmates, mentors, and friends, and to share their experiences and achievements since graduating from our college.

We extend our heartfelt thanks to all the alumni who attended the event and contributed to its success. Their continued support and involvement are invaluable in strengthening our alumni network and fostering a sense of pride and belonging among all members of our college family.

We look forward to organizing more such enriching events in the future and staying connected with our vibrant alumni community.





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Student's Presentation on
Budget Analysis
Feb 10, 2024 | 10:00 AM

Mr. A.K Nigam
Director and CEO BPN Fincap Pvt. Ltd.

Ms. Surbhi Goel
Chartered Accountant

Esteemed Experts

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BUDGET ANALYSIS

Mr. A.K. Nigam & Ms. Surbhi Goel

10th February, 2024

Event Description

Students of IILM Lucknow showcased their exemplary skills in budget analysis during a presentation held at the campus. The event aimed to provide a platform for students to demonstrate their financial acumen, strategic thinking, and analytical abilities. A distinguished panel of expert judges, Mr. A.K Nigam, Director and CEO BPN Fincap Pvt. Ltd. and Ms. Surbhi Goel, Chartered Accountant, evaluated the presentations, ultimately awarding the Best Analysis Award to the students of PGDM Batch 22-24, Sakshi Omer, Dhairya Srivastava and Jyotpreet Singh.



NATIONAL SOLAR AND EV EXPO

INDIRAGANDHI PRATISHTHAN | LUCKNOW

7-9th March, 2024



Description of the session:

The Govt. of Uttar Pradesh and Govt. of India are encouraging the use of solar energy and giving incentives. Organized by the Uttar Pradesh Solar Power Development Association in association with The Associated Chambers of Commerce and Industry of U.P., the National Solar and Electric Vehicle Expo 2024 stands as a pivotal milestone. Students of IILM Lucknow got the opportunity to associate themselves with this campaign of Govt. of UP. The students were involved in the management and implementation task. The students were able to learn organising skills, team work, handling customers and problem solving. This experience has undoubtedly prepared the students to handle large events in their future professional journey.



FRAUD AWARENESS SESSION

"Stay vigilant, stay informed and stay safe!"

18th March, 2024



Description of the session:

We are excited to announce that our college recently hosted a highly informative Fraud Awareness Session conducted by HDFC Bank at our IILM Lucknow Campus on 18 March 2024. The session was designed to educate our both 1st & 2nd year students about the various types of frauds prevalent in today's digital age and how to protect oneself against them.

During the session, experts from HDFC Bank i.e., Mr. Mayukh Sinha & Mr. Abhishek Singh Rajpoot shared valuable insights into common frauds such as phishing scams, identity theft, credit card fraud, and online banking frauds. They discussed the latest trends in fraudulent activities and provided practical tips and strategies to safeguard personal and financial information.

The session also included interactive activities and real-life case studies to enhance understanding and awareness among the participants. Students had the opportunity to ask questions and clarify their doubts directly with the experts.

We extend our gratitude to HDFC Bank for organizing this enlightening session and helping us strengthen our knowledge and defenses against fraud. Such initiatives play a crucial role in promoting financial literacy and ensuring a safer digital experience for everyone in our college community.





CO-CURRICULAR ACTIVITIES

Voting Awareness
EHSAS Campaign





EHSAAS CAMPAIGN

A blanket and warm clothes donation drive for the needy and homeless

The first phase of the Ehsaas Campaign included the donation of Blankets to the slum dwellers and IILM Housekeeping staff by student volunteers on Jan, 05th Friday.

The second phase of the Ehsaas Campaign included the donation of used woolen clothes on Jan,12, Friday to the families residing in LMC shelter Homes and slums . All the students, faculty, and staff donated their woolen clothes. Student volunteers identified the beneficiaries in the shelter homes under the Guidance of Lucknow Municipal Corporation officials. The student driven campaign reiterated that there is no better gift than providing warm clothing to the needy during the winter season. Students did their bit as lakhs of homeless experience the bitterness of winter and are at great risk of suffering from severe illnesses. The drop in temperature levels this year has made them vulnerable, but at the same time, it allowed IILM Fraternity to serve humanity by donating blankets and warm clothes to the needy.



SURSAGAR SEASON 5

STUDENT VOLUNTEERING

3rd - 8th March, 2024



Description of the session:

IILM students volunteered in Sursagar Season 5, organized by Mr. Anil Tiwari and co-organized by Mr. Amitesh Patel. Students worked under the guidance of Ms. Shoumee Bose. The event took place from the 3rd to the 8th of March. Volunteers were instrumental in its success, helping with registrations from the 3rd to the 7th and ensuring a flawless finale on the 8th. Their tasks included welcoming guests, managing records, staffing the help desk, controlling the crowd, managing sound and tracks, coordinating backstage, and facilitating the distribution of prizes, medals, and certificates. Their dedication and hard work ensured the event ran smoothly and efficiently.





MEERA PEHLA VOTE DESH KE LIYE

13th March, 2024

Event Details

Students of IILM Academy of Higher Learning, Lucknow planned and conducted an awareness session for the residents of the Meesa village. Student volunteers under the guidance of faculty and staff, interacted with the existing and prospective voters of Meesa and Sengta village. Students motivated the village residents to become a part of the democratic exercise and contribute to nation-building. As the nation gets ready ahead of the 18th Lok Sabha election, the students supported the 'Mera Pehla Vote Desh Ke Liye' campaign and urged young, especially first-time voters to strengthen the biggest democracy of the world.





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ANNUAL FEST

ZEAL '24



SPORTS | *Cultural* | Academic | **INFORMAL**

28-29 FEB'24, 1-2 MAR'24

The 16th edition of ZEAL, the annual festival of IILM Academy of Higher Learning, Lucknow, lived up to its name, showcasing an ever-increasing enthusiasm and fervor. Managed entirely by the students of PGDM, this multi-day event boasted a diverse range of activities encompassing academics, culture, informals, and sports, drawing participation from both undergraduate and postgraduate students from various institutions in Lucknow and nearby areas. Spanning over four days, the festival kicked off with an array of sports events including basketball, volleyball, kho kho, badminton, table tennis, chess, and athletics held at the Gomtinagar Stadium on February 28th and 29th, 2024. Over 400 students from esteemed institutions like LPCPS, Amity, BBDNITM, SMS, LU, GCRG, National PG College, JNPG, and Hind Medical College showcased exceptional sportsmanship and camaraderie. The subsequent phase featured academic, cultural, and informal events such as Markethon, Forms of Art, Debate, Intrapreneur, InQUIZitive, The Singing Sensation, Fashionista, Dancing, Salad Making, Street Play, and Chameleon, held on March 1st and 2nd. More than 350 students from 40+ colleges participated, displaying an impressive array of talent and creativity. Expert jury members evaluated the events, making the two days brim with excitement and energy. The prize distribution ceremony was graced by esteemed special guests Mr. Noman Aziz Khan (GM, Lulu Hypermart Lucknow) and Mr. Sanjay Kumar Singh (Manager Admin, Titan Company Ltd). Sponsored by Fujifilm (Our Moments Partner), Testbook (Our Skills Partner), Redbull (Our Energy Partner), Tanishq (Our Jewelry Partner), Fabz Production (Our Photography Partner), and Creators World (Our Printing Partner), the event was a testament to the collaborative efforts of the PGDM students of IILM Lucknow.

ZEAL 2024

Sports Events

**28-29 FEB****10 AM ONWARDS****MINI STADIUM**

Spanning over four days, the festival kicked off with an array of sports events including basketball, volleyball, kho kho, badminton, table tennis, chess, and athletics held at the Gomtinagar Stadium on February 28th and 29th, 2024. Over 400 students from esteemed institutions like LPCPS, Amity, BBDNITM, SMS, LU, GCRG, National PG College, JNPG, and Hind Medical College showcased exceptional sportsmanship and camaraderie.



ZEAL 2024

Literary & Cultural Events

**1-2 MARCH****10 AM ONWARDS****IILM**

The subsequent phase featured academic, cultural, and informal events such as Markethon, Forms of Art, Debate, Intrapreneur, InQUIZitive, The Singing Sensation, Fashionista, Dancing, Salad Making, Street Play, and Chameleon, held on March 1st and 2nd. More than 350 students from 40+ colleges participated, displaying an impressive array of talent and creativity. Expert jury members evaluated the events, making the two days brim with excitement and energy.

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Prize winning entries of

WORDSWORTH

खोज का सफर

जिंदगी जो बीत रही है, कल आज और कल में तो उसी क्रम में नित्यप्रति अविष्कार या यूँ कहें कि खोज भी हो रही है क्योंकि आवश्यकता ही अविष्कार की जननी है। हम अपने रोजमर्रा के जीवन में शून्य से सफर की शुरुआत करते हैं और खोज हमारे जीवन का अमूल्य अंग हो गया है। समय के साथ परिवर्तन यानि परिवर्तन ही संसार का नियम है। उदाहरणतः पुरापाषाण युग में आग की खोज कैसे हुई। जब आवश्यकता हुई खाने की और अलाव की। तो सफर आग की खोज का दो पत्थरों के बीच से होते हुए हम तक पहुंची और इस सफर में हमने ना जाने कितनी दफा आग की ज्वलनशीलता को चखा। आज इसी दौड़ती हुई अर्थव्यवस्था और समयाभाव के कारण ही तो कहीं न कहीं ये संभव हो पाया है क्योंकि जाहिर सी बात है कि एक खोज ही है जो इससे संभव हो पाया है। कुछ विज्ञान की भाषा में बात करें न्यूनराज्य जो हमें हमारे मस्तिष्क को सूचना प्रदान करते हैं खोज वहीं से शुरू होती है और मेरा मानना है कि खोजी अपने सफर में रुकता नहीं परिवर्तनशील दुनिया में अपने खोज को बहुमूल्य साबित करने के लिए रोज नयी चीजें उसमें जोड़ता है तो, खोज का सफर कभी रुकता नहीं, कभी थमता नहीं। हमारी इस पूरे ब्रह्माण्ड को गौर से देखें तो सम्पूर्ण वातावरण, हर कण, हर एक तिनका हमें ये सोचने को मजबूर करता है कि ऐसा कैसे? उदाहरणतया न्यूटन बाबा की गुरुत्वाकर्षण की खोज। जो महज एक सेब के गिरने से खयाल आया। तो सफर तो बहुत मजेदार भी क्योंकि मात्र एक चिड़िया को उड़ता देखकर राइट बंधुओं ने ये सोचा कि हम क्यों नहीं उड़ सकते। थामस अल्वा एडिसन से किसी ने पूछा कि सर आप बल्ब को बनाने लगभग 120 बार फेल हुए आपने हथियार क्यों नहीं डाले तो उत्तर आता है कि अरे! मैंने तो 120 बल्ब न बनाने वाली तकनीक सीखी।

PUNEET KUMAR MISHRA
PGDM 2023-25
IILM LUCKNOW



Prize winning entries of

WORDSWORTH

JOURNEY OF DISCOVERY

I wander for the search of meaning of life, watching the ticking of the time knife. Humans tend to have so many feelings, moving to and fro of the wheeling. People unsure of what they want, you tell me against it, and I hear it not. As I walk on this rigorous path, I look at people being suppressed by society's bath. I watch the feeble people admiring to be strong, the light of the life standing straight and long. Humans are filled with abundance of emotions, always be strong and be high with your motion. Road of life is always filled with challenge, you solve the warrior when you learn to untangle. I know I am not the master of all, but I can be the leader of tomorrow standing straight and tall.

I know, for you this seems so hard, but do not let life let you unguard. In this journey, realizing yourself worth, will help you grow and move forth. As being who you are matters in today, helps you live happily every day.

RASHI JUNEJA
AVADH GIRLS DEGREE COLLEGE, LUCKNOW
B.COM. 3 RD YEAR



FACULTY PUBLICATIONS

CONGRATULATIONS



Dr. Sheetal Sharma

Professor & Dean Academics

Presented paper titled "HR 4.0 Technological Disruptions: Are organizations prepared for the future of work?" in ICLTBM-2024, International Conference on March 15-16, 2024 organized by GITAM, Deemed to be University, Bangalore and won the "BEST PAPER AWARD"

**Best Paper
Award**

FACULTY PUBLICATIONS

CONGRATULATIONS



Dr. Vibhuti Gupta

Professor & Associate Dean

Kumar, A., Gupta, V (2024). The Intelligent, Responsible, and Humane Side of Social Media: A Case Study of a Partnership Between UP Police India and Facebook Saving Lives. J Police Crim Psych (Ahead of print).

<https://doi.org/10.1007/s11896-024-09667-w>

**Case
Study**

FACULTY PUBLICATIONS

CONGRATULATIONS



Professor Tauseef Irfan

Assistant Professor & Area Chair (Operations & Analytics)

Unveiling the Path to Purchase: Exploring the Influence of Supply Chain Visibility on Consumer Buying Intentions for Organic Food - Tauseef Irfan, Musheer Ahmed - IJFMR Volume 6, Issue 1, January-February 2024. DOI 10.36948/ijfmr.2024.v06i01.13010

**Research
Paper**

FACULTY PUBLICATIONS

CONGRATULATIONS



Professor Tauseef Irfan

Assistant Professor & Area Chair (Operations & Analytics)

Unveiling Consumer Intentions: An Analysis Of Organic Food Product Purchases Through The Lens Of The Extended Theory Of Planned Behavior - Tauseef Irfan, Musheer Ahmed - IJCRT Volume 12, Issue 1, January 2024.

**Research
Paper**

FACULTY PUBLICATIONS

CONGRATULATIONS



Ms. Nabhjeet Kaur

Faculty Associate

Srivastava T., Kaur N., & Chatterjee R (2024). Unravelling the Metaverse: A Bibliometric Review. Splint International Journal of Professionals Print ISSN : 2349-6045. Online ISSN : 2583-3561.
Article DOI : 10.5958/2583-3561.2023.00038.3

**Research
Paper**

FACULTY PUBLICATIONS

CONGRATULATIONS



Dr. Sheetal Sharma

Professor & Dean Academics

Book Chapter titled "Combating Cyberbullying in Social Networks-An Artificial Intelligence Approach" published in an edited book "Combating Cyberbullying in Digital Media with Artificial Intelligence" (1st ed.) with Chapman and Hall/CRC. Taylor & Francis. <https://doi.org/10.1201/9781003393061>., EISBN: 9781003393061 in Jan 2024

**Book
Chapter**

FACULTY PUBLICATIONS

CONGRATULATIONS



Professor Tauseef Irfan

Assistant Professor & Area Chair (Operations & Analytics)

Book Chapter titled "Harnessing the Power of Renewable Energy Uttar Pradesh's Sustainable Development Agenda" - Book Chapter published in an edited book "Vision to Reality: Uttar Pradesh's Transformation under Proactive Governance"

**Book
Chapter**

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