



**IILM**  
ACADEMY OF HIGHER LEARNING  
LUCKNOW

# NEWSLETTER

JULY '23 TO DEC '23



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IILM NEWSLETTER



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## Editorial

*Editorial team*

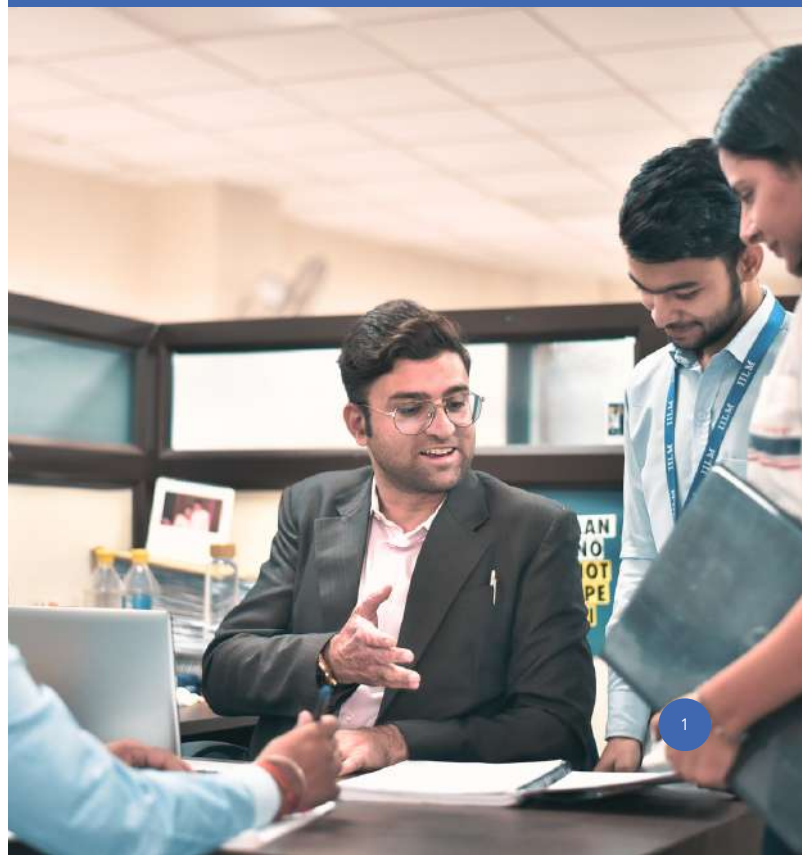
Dear Readers,

IILM Lucknow has had a dynamic and lively second half of the year, with an array of activities and initiatives taking place between July and Dec 2023. This newsletter summarizes the major activities during this period including several Guest Lectures, activities related to the International Year of Millets, the Fresher Party for Batch 23-25, amongst others. 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

Investor Pitch

Live Projects







# GUEST SESSION

by Ms Vanita Yadav

July 20, 2023

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PGDM | PGDM(FM)  
Foundation Program | Batch 23-25

**PERSONAL EFFECTIVENESS**

**Ms. Vanita Yadav**  
Corporate Trainer

**Guest Session**  
Jul 20, 2023

A session on Personal Effectiveness was organised for the PGDM 2023-25 batch which was an exceptionally interactive and engaging session in which the students actively participated and gained insights on enhancing their effectiveness. The session was taken by Mrs Vanita Yadav, Corporate Trainer.



# PERSONAL EFFECTIVENESS

## SESSION DETAILS

The session aimed at equipping students with essential skills and insights to enhance their personal effectiveness in various aspects of life and professional endeavors. Mrs. Yadav commenced the session by introducing the concept of personal effectiveness, emphasizing its significance in achieving goals and maximizing potential. Through a series of self-assessment exercises, students gained insights into their strengths, weaknesses, values, and aspirations, fostering self-awareness. Goal setting and prioritization techniques were thoroughly discussed, with an emphasis on setting SMART goals and developing action plans to accomplish them, thus enabling students to optimize productivity and achieve desired outcomes. Time management strategies were explored, including identifying time-wasters, task prioritization, delegation, and effective use of time management tools. Communication and interpersonal skills were addressed through role-plays, group discussions, and exercises, enhancing students' verbal and non-verbal communication skills, active listening, assertiveness, and conflict resolution abilities. Mindfulness and stress management techniques were introduced to promote mental well-being, with guided mindfulness exercises aiding students in stress management, enhancing focus, and maintaining a healthy work-life balance. Overall, the session was highly interactive and engaging, providing students with practical skills and strategies to navigate academic, professional, and personal challenges with confidence and resilience.





# GUEST SESSION

Mr. Kaustav Majumdar

July 21, 2023

## Learning Beyond The Classroom

On the 21st of July 2023, our institution had the pleasure of hosting Mr. Kaustav Majumdar, the esteemed Founder of ILS Network, T5, Tech24X7. The session, centered around **"Learning Beyond The Classroom"**



# LEARNING BEYOND THE CLASSROOM

## SESSION DETAILS

The session proved to be an enlightening experience for the audience, primarily consisting of the PGDM Batch 23-25. Mr. Majumdar, with a distinguished background including a Sloan Masters in Leadership & Strategy from the London Business School, shared his extensive expertise gained over 26 years, 24 of which were dedicated to entrepreneurship. His professional journey has spanned across various countries, namely India, USA, UK, The Netherlands, Ireland, Russia, Singapore, and Bangladesh.

Mr. Majumdar delved into several key areas of interest, offering valuable insights to the audience. He highlighted the significance of Behavioral Skills, emphasizing Emotional and Social Intelligence for holistic personal and professional growth. Additionally, he discussed the dynamic world of Digital Strategies, guiding students on leveraging the Internet for brand development. Customer Engagement and Relations, including insights into Consumer Behavior and effective management of customer expectations, formed another crucial aspect of the discourse. Team Building and Leadership strategies, with a focus on cultivating a collaborative yet competitive organizational culture, were explored. The session also ventured into the realm of Entrepreneurship, where Mr. Majumdar shared nuanced perspectives, lessons from failures, and identified commonalities among entrepreneurs from diverse corners of the globe.

The interactive segment of the session allowed students to directly engage with Mr. Majumdar during a Q&A session, providing them with practical insights and advice. The PGDM Batch 23-25 left the session inspired and armed with practical knowledge applicable to both academic pursuits and future professional endeavors.





# WORKSHOP ON EFFECTIVE COMMUNICATION

Mrs. Chhavi Mishra

THURSDAY, 26 JULY 2023



In order to enhance the communication skills of students, IILM Lucknow conducted a workshop on 'Effective Communication' on Thursday, 27th July, 2023. The workshop was conducted by Mrs. Chhavi Mishra, an experienced personality development and communication Trainer. It was a highly beneficial and interactive event that equipped students with essential communication skills. Through a blend of theoretical insights and practical exercises, students gained a deeper understanding of communication principles, honed their verbal and written communication abilities, and learned the nuances of cross-cultural interactions. The inclusion of personalized feedback sessions enriched the experience, boosting participants' confidence and preparing them for success in both academic pursuits and future careers.



# INTERNATIONAL CONFERENCE

"Future Trends in Business: Knowledge, Skills, Sustainability, Innovation and Technology"

JULY 27 - 29, 2023



IILM Academy of Higher Learning, Lucknow organised an AICTE-Sponsored Virtual International Conference on "Future Trends in Business: Knowledge, Skills, Sustainability, Innovation and Technology" from July 27 -29, 2023.

The Inaugural Ceremony was graced by the Chief Guest Prof. Himanshu Rai, Director, IIM Indore, and Special Guest Prof. S.P. Singh, Vice Chancellor Royal Global University, Guwahati, along with participants from India and abroad.

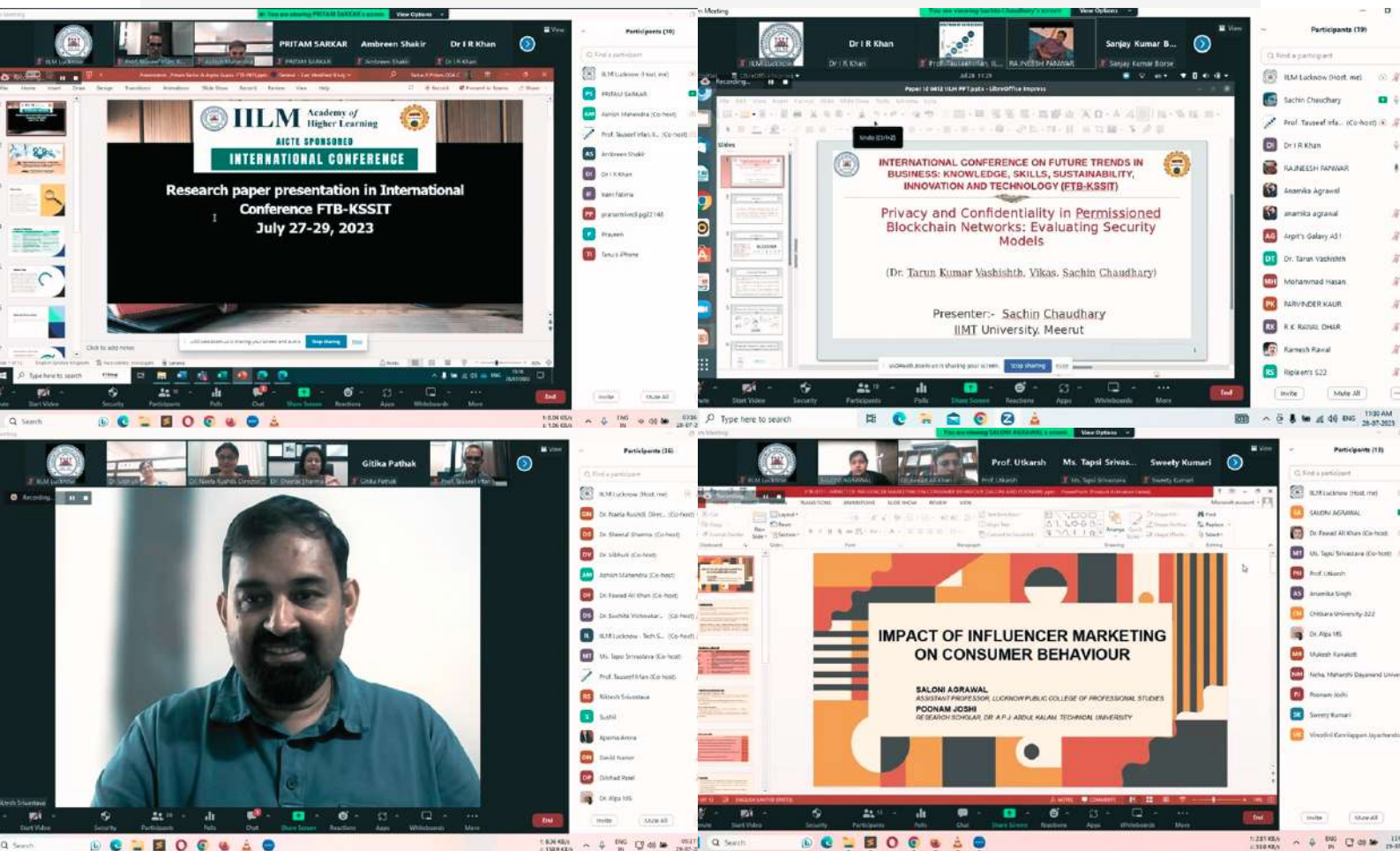
In this conference, authors from India and abroad presented their research papers on Marketing and Sales, HR and OB, Finance and Accounting, IT, Operations and Analytics. One Best Paper Award was given in each of the four broad areas, based on the independent evaluation of the session chairs

In these seven technical sessions, four areas were covered -(a) Marketing - 2 Sessions (b) HR and OB - 1 Session (c) Finance & Accounting - 2 Sessions (d) IT, Operations & Analytics - 2 Sessions



# CONFERENCE DETAILS

The conference consisted of two Finance Technical Sessions on Day 1, which had research paper presentations from enthusiastic researchers and academicians from across the country. The second day of the AICTE-sponsored International Virtual Conference was quite hectic, but enlightening, with a fruitful intellectual exchange of ideas. Three concurrent technical sessions were conducted, in HR, Operations and Analytics, with a strong participation from enthusiastic researchers from all over the country and abroad.



The Valedictory Ceremony was graced by distinguished Keynote Speakers, Chief Guest Professor Sushil Kumar from IIM Lucknow, and Special Guest Professor Riktesh Srivastava, Associate Professor, City University, Ajman, UAE. Their insightful sessions left the delegates awestruck and grateful for the enriching experience. Best Paper Awards were presented to the winners of all four areas. Prof. Ashish Mahendra, Assistant Professor, ILM Lucknow, was the winner in the Finance Area, While Mr. David Nanor, a Ph.D. Scholar at the Faculty of Management Studies at Parul University in Gujarat, bagged the award in the HR category. Mr. Praveen Kumar Saxena, a Research Scholar at S P Jain School of Global Management, emerged as the winner in the I.T./Operations category. And, Ms. Sarmistha Mahanta, an M.B.A. student at Royal School of Business at The Assam Royal Global University in Guwahati, Assam, was the winner in the Marketing category.







# GUEST SESSION

by Mr. Abhishek Srivastava

5th August, 2023

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**NHRD**  
LUCKNOW CHAPTER

**Industry Expectations from PGDM Freshers**  
Aug 05, 2023  
11:00 AM - 12:15 PM

**Guest Speaker**  
Mr. Abhishek Srivastava  
Associate VP, NHRDN Lucknow Chapter  
& Regional HR Head, TCS Lucknow

**PGDM Batch 2023-25**  
**ORIENTATION PROGRAM**

## Industry Expectations from Freshers

Mr. Abhishek Srivastava, Associate Vice President, NHRDN, Lucknow Chapter & Regional HR Head TCS, Lucknow addressed the students of PGDM Batch 2023-25 on the topic "Industry Expectations from PGDM Freshers".



# INDUSTRY EXPECTATIONS FROM FRESHERS

## SESSION DETAILS

Mr. Srivastava shared that following skills in PGDM freshers are important for securing a rewarding career: Technical Competence, Adaptability, Teamwork and Collaboration, Professionalism, Problem-Solving Skills, Initiative, Communication Skills, Ethical Behaviour, Professional Development, Work Ethic, Customer Focus, Cultural Fit , Networking

Mr Srivastava ended the session with the suggestion that it is imperative for freshers to be aware of these expectations and strive to meet them while also seeking opportunities for continuous improvement and growth in their careers.



# MDP ON SMART GOAL SETTING

7th August, 2023



## Description of the Event:

A session on "SMART Goal Setting" was conducted on 7th August, 2023 for Credit Managers of HDB Finance. The session was aimed at helping managers to understand the implementation of SMART goals, in their day to day operations. Few activities were conducted to help managers understand the integration of SMART goals with the organizational values and objectives.







# LIVE PROJECTS

11th-15th August , 2023

Vishal Mega Mart and Spencer's Retail



## Essentials



Makes fine living *affordable*



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# PROJECT DETAILS

The PGDM Programme at IILM Lucknow integrates live projects, offering students a dynamic opportunity to immerse themselves in the corporate world, gaining insights into its daily operations and industry-related challenges. These projects serve as a platform for applying theoretical knowledge acquired during the program, while also exposing students to various functional domains of interest. With guidance from industry experts and faculty mentors, students of the PGDM Batch 2023-25 at IILM Lucknow engaged in live projects with Vishal Mega Mart and Spencer's Retail from August 11-15, 2023, during their Term 1. Such experiential learning experiences are invaluable, especially for those with limited prior exposure to the corporate environment.

The early introduction of live projects enables students to bridge the gap between theory and practice, fostering the development of practical skills and problem-solving abilities. This firsthand experience is expected to significantly enhance their understanding of organizational dynamics, serving as a foundation for their future endeavors.

Exposure to various functional areas, including inventory management, merchandising, accounting, billing, and customer service, is essential for students to grasp the multifaceted nature of business operations. Not only does this exposure facilitate the acquisition of domain-specific skills, but it also cultivates a holistic perspective on organizational collaboration and goal attainment.

Furthermore, participation in live projects fosters the development of essential professional competencies such as time management, conflict resolution, organizational skills, and multitasking. These soft skills, often challenging to impart in traditional classroom settings, are critical for success in the corporate arena.

Overall, the integration of live projects into the PGDM Programme at IILM Lucknow enriches the learning experience, empowering students with practical insights and invaluable skills essential for thriving in today's competitive business landscape.







# GUEST SESSION

by Mr. Sachin Sahni

President, TiE Lucknow, Founder, Keeros Superfoods

17th August, 2023

**TiE LUCKNOW**  
FOSTERING ENTREPRENEURSHIP

**LEARNING BY SHARING**  
WITH TiE LUCKNOW MEMBER

Discover the Blueprint for Business Success

**7 Pillars of a Stable & Successful Business**

Speaker  
**Sachin Sahni**  
Co-founder- Keeros Superfoods  
President- TiE Lucknow

Date: 17th Aug, Thursday Time: 4 pm onwards  
Venue: IILM Academy of Higher Learning  
(Hahnemann Chauraha, Gomti Nagar, Lucknow)  
(CONNECT OVER COFFEE & LEARN)

Organising Team  
Event Chair: Pranav Aggarwal  
Co-chair: Nilakshi Agarwal

Ecosystem & Venue Partner  
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Contact  
Gaurav Srivastav  
Mo - 6306792042  
info@lucknow.tie.org

## 7 PILLARS OF A STABLE & SUCCESSFUL BUSINESS

The primary objective of this session was to provide valuable insights to the students of IILM Lucknow and the members of TiE Lucknow regarding the fundamental pillars of establishing and maintaining a stable business.





# SESSION DETAILS

Throughout the session, Mr. Sahni delved into the critical importance of market analysis and responsiveness to market needs, emphasizing the pivotal role these factors play in shaping the success trajectory of any business. Attendees gained profound insights into the dynamics of market trends, consumer behavior, and competitive landscapes, empowering them to make informed decisions and strategic choices.

Furthermore, Mr. Sahni underscored the significance of cultivating an entrepreneurial mindset, highlighting its transformative impact on professional success in today's dynamic business landscape. He elucidated the traits and characteristics inherent in an entrepreneurial mindset, such as adaptability, resilience, innovation, and a passion for continuous learning. By instilling a deeper appreciation for the entrepreneurial mindset, Mr. Sahni inspired attendees to embrace creativity, seize opportunities, and navigate challenges with confidence and determination.

The session served as a platform for meaningful dialogue and exchange of ideas, fostering a collaborative environment conducive to learning and growth. Attendees actively engaged with Mr. Sahni, posing insightful questions and seeking clarification on various aspects of entrepreneurship. Through interactive discussions and practical examples, they gained practical strategies and actionable insights that they could apply in their own entrepreneurial pursuits.





# GUEST SESSION

by Mrs. Pooja Kumar

18th August, 2023

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**NIPAM**  
NATIONAL IP AWARENESS MISSION

**INTELLECTUAL PROPERTY INDIA**

Guest Session

**Intellectual Property Awareness Session under NIPAM-2.0**

Aug 18, 2023 | 11:00 AM

**Mrs. Pooja Kumar**  
Registered Patent Agent (Govt. of India),  
Startup Facilitator, Mentor

**कपिला - KAPILA**  
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**INSTITUTION'S INNOVATION COUNCIL**  
Department of IILM Lucknow

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## Intellectual Property Awareness Session

Intellectual Property Rights play a significant role in enhancing India's innovation, competitiveness and economic growth.



# SESSION DETAILS

The Office of Controller General of Patents, Designs and Trademarks' has launched the National Intellectual Property Awareness mission(NIPAM 2.0), under the initiative of "Azadi Ka Amrit Mahotsav" to inculcate the spirit of creativity and innovation in various institutions. The Institution Innovation Council under the guidance of The Office of the Controller General of Patents, Designs and Trademarks organized an awareness session as a part of NIPAM 2.0 mission. The session was instrumental in spreading awareness of IPR and facilitating the creation and commercialization of IP assets. Mrs. Pooja Kumar, the founder of Innove Intellects LLP in Delhi and an IP facilitator under the Office of the Controller General of Patents, Designs, and Trademarks, served as the resource person for the session. Her expertise likely added valuable insights to the awareness session. Intellectual Property Rights (IPR) play a crucial role in fostering innovation. They provide protection for inventions, creative works, and designs, which in turn encourages individuals and organizations to invest in research and development. Overall, initiatives like NIPAM 2.0 are essential for promoting a culture of innovation and protecting the intellectual property of individuals and organizations in India. By raising awareness about IPR and providing guidance and support, India can continue to foster a conducive environment for innovation and economic growth.







# GUEST SESSION

Chef Sanjay Srivastava

22nd August, 2023

## Event Description

On 22nd August 2023, IILM Lucknow actively participated in the UN-declared International Year of Millets by organizing an engaging event centered around the nutritional and culinary aspects of millets. Collaborating with Chef Mr. Sanjay Srivastava from the esteemed Grand JBR Hotel Lucknow, the institute orchestrated an interactive session aimed at shedding light on the health benefits of millets and exploring various recipes incorporating this nutritious grain. The event garnered significant interest and participation from students eager to delve into the realm of healthy cooking.

Chef Sanjay Srivastava, known for his expertise in culinary arts, led the session with enthusiasm and expertise. He shared insights into the myriad health benefits offered by millets, emphasizing their role in promoting overall well-being and contributing to a balanced diet. Students were captivated as Chef Srivastava delved into the nutritional content of millets, highlighting their rich fiber, protein, and micronutrient content, making them an ideal choice for a wholesome diet.

The session took on an interactive and dynamic nature as discussions delved into the versatility of millets in cooking. Chef Srivastava showcased a diverse range of recipes, spanning from traditional Indian dishes like dosa, upma, and halwa to contemporary favorites like pancakes and laddoos, all incorporating millets as a key ingredient. Students were enthralled as they learned about innovative ways to incorporate millets into their daily meals, not only enhancing nutritional value but also tantalizing their taste buds.





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FinAction

*Guest Session*

**The Political Economy and  
Governance Challenges in Business**

Aug 24, 2023 | 10:00 AM

**Prof. Prakash Singh**  
Professor, IIM, Lucknow

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# GUEST SESSION

by Prof. Prakash Singh

24th August, 2023

## **Political Economy & Governance Challenges in Business**

The convoluted relationship between business, politics, and governance has long been a subject of academic inquiry and real-world implications. The interaction of economic activity, political institutions, and governance structures can significantly influence the success, trajectory, and ethical considerations of businesses. To enable our PGDM students to understand this twisted relationship, IILM Lucknow is organizing a Guest Session on The Political Economy and Governance Challenges in Business by Prof. Prakash Singh, Professor of Banking, IIM Lucknow on August 24, 2023. Businesses operate within a complex regulatory framework influenced by political decisions. Understanding the regulatory landscape and staying up to date with changes is essential to navigate challenges and opportunities. The students have gained a deeper understanding of how political decisions, policies, and institutions can profoundly impact the economic environment in which businesses operate. Recognizing the interplay between politics and economics is crucial for making informed business decisions. Political and governance challenges often intersect with CSR efforts. The students have learned how businesses can contribute positively to society while navigating regulatory and political expectations.





# INDUSTRY VISIT

25th August, 2023



## Description of the visit:

As part of a strategic initiative to provide our students from IILM Lucknow with firsthand industry exposure, a collaborative venture was orchestrated in conjunction with the NHRD Network, Lucknow Chapter. This initiative culminated in a visit to the esteemed Gyan and Amul Dairy Factory on August 25, 2023. During this educational excursion, students were provided with an invaluable opportunity to gain comprehensive insights into the intricate operations underlying the production, packaging, and distribution facets of premium dairy products, including but not limited to cheese, butter, yogurt, and ice cream.






# KEY TAKEAWAYS

- **Production Processes:** Students garnered a deepened understanding of the intricacies surrounding the production processes of dairy items. This encompassed aspects ranging from sourcing raw materials to quality control measures and efficient utilization of resources.
- **Packaging Techniques:** The visit elucidated the significance of packaging in maintaining product integrity, hygiene, and consumer appeal. Students were exposed to advanced packaging methods that align with industry standards.
- **Distribution Strategies:** Insights into distribution networks, logistics management, and ensuring product freshness were shared, highlighting the critical role these factors play in the dairy industry's success.
- **Interaction with Industry Professionals:** Engaging with factory managers and employees allowed students to gain firsthand insights into the day-to-day operations, challenges, and strategies employed by professionals in the field.
- **Industry Challenges and Opportunities:** By immersing themselves in the factory environment and interacting with industry experts, students developed a nuanced awareness of the challenges the dairy industry faces, along with the potential avenues for innovation and growth.






**Sustainable Development Goals for Business**

September 08, 2023 11:30 am onwards

Resource Person:  
**Mr. Paritosh Parmar**  
Faculty at Vision IAS



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# GUEST SESSION

by Mr. Paritosh Parmar

8th September, 2023

## Sustainable Development Goals for Business

To enable our PGDM students to understand the significance, importance, and challenges of SDGs for business, IILM Lucknow had organised a Guest Session on Sustainable Development Goals for Business by Paritosh Parmar, Faculty at Vision IAS on September 08, 2023. Integrating SDGs into business strategies leads to increased market competitiveness, stakeholder trust, and long-term profitability and enhances brand reputation and attract conscious consumers, investors, and talent. The students learned about the 17 Sustainable Development Goals adopted by the United Nations in 2015. This includes gaining a comprehensive understanding of the individual goals and their interconnections. The students actively learned and discussed how the businesses can have a significant impact on achieving the SDGs, both positively and negatively. Participants also learned how to assess and measure their impact on issues such as poverty, inequality, climate change, and more.







# ALUMNI TALK SERIES

by Mr. Ashutosh Nigam (Batch 2019-21)

7th October 2023

## Experience Sharing

On October 7th, 2023, we had the pleasure of hosting an inspiring Alumni Experience Sharing Session where one of our esteemed alumni, Mr. Ashutosh Nigam (Batch 2019-21 - Partner at Admar Enterprises) shared his remarkable journey from IILM to Admar Enterprises. Mr. Ashutosh Nigam not only reminisced about his memorable days at IILM but also delved into his exciting professional voyage leading to Admar Enterprises (Own Venture). His journey is a testament to the limitless possibilities that await our graduates!

The highlight of the session was his insightful discussion on Digital Marketing. He generously shared his expertise and provided valuable insights into the dynamic world of digital marketing.

Our current 1st Year PGDM students had the privilege of gaining firsthand knowledge from an industry expert, which will undoubtedly empower them in their academic and professional pursuits.

A big thank you to Mr. Ashutosh Nigam for your time, wisdom, and dedication to our alma mater. Your success story continues to inspire us all!







**Year-End Performance Review and Communication**

October 11, 2023 12:15 pm onwards

**Resource Person:**  
**Ms. Pooja Shah**  
 Human Resources Business Partner  
 Airtel Payments Bank



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# GUEST SESSION

by Ms. Pooja Shah

11th October, 2023

### Session details

A Guest session on the topic “Year-end Performance Review and Communication” was conducted for the students Of IILM Lucknow on October 11, 12.15 P.M. onwards in the IILM Lucknow campus. Ms. Pooja Shah (Human Resource Business Partner), at Airtel Payments Bank & Member NHRDN Lucknow, was the resource person for the session. She is a committed Human Resources Business Partnering Professional who supports the Business Leadership team and other stakeholders in analyzing trends and metrics of employee performance and productivity partnership to develop staffing solutions, development programs and policies. Her area of expertise includes HR Analytics, Workforce Planning, Employee Productivity Analysis, Campus Connects, Payroll Management, Policy Framing, Deployment and Stakeholder Collaboration. She has been earlier associated with top brands including CP Food products Private Limited and Future Generali Life Insurance Limited. She is an avid traveler and has travelled to 13 countries so far. She shared practical insights about performance reviews and feedback communication in the corporate world. The session introduced the students to the intricacies of year end performance review and communication.





# IDEA COMPETITION

12th October, 2023

## Event Details

Institution Innovation Council & E-Cell organized an Idea Competition on Oct 12, Thursday. The main objective of the competition was to encourage innovative and critical thinking in students and find creative solutions to the problems faced by communities. Student teams pitched their idea with a brief presentation followed by a rigorous round of questions by judges. The team that bagged the third position pitched the idea of an Elderly Care app, catering to the needs of the elderly population in Urban areas. The team that secured the second position presented the idea of Eco-friendly Deity Idols to provide possible solutions to the menace of water and soil pollution. The winning team pitched the idea of commercializing Eco-friendly Tote bags that envisioned sustainability in the fashion industry. IILM Lucknow congratulates all the winners and participants. IILM Lucknow will continue to celebrate innovation and enterprising spirit in the youths of our country to advance the vision of Aatmanirbhar Bharat.



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# FINANCIAL AWARENESS PROGRAM

OCTOBER 13, 2023

The SEBI Investor Awareness Session at IILM on October 13, 2023 marked a significant stride towards fostering financial literacy and investor education among postgraduate students. The Financial Awareness Program aimed to empower students with essential knowledge about the securities market, regulatory frameworks, and prudent investment practices.

The session provided valuable insights that are crucial for navigating the complex world of finance and making informed investment decisions. The session provided a comprehensive overview of the securities market, elucidating the functioning of various segments such as equity, debt, and derivatives. Students gained insights into the role of stock exchanges, brokers, and depositories in facilitating seamless transactions.

The session also underscored the importance of financial planning and goal setting in the investment journey. Students were guided on creating a roadmap for achieving short-term and long-term financial objectives, aligning investments with their life goals.





# ALUMNI TALK SERIES

by Mr. Vikash Chandra Mishra  
(Batch 2013-15)

21st October, 2023



## Experience sharing

IILM Lucknow was delighted to host an enlightening Alumni Talk Series Session "Experience Sharing" for our 1st Year PGDM Students on Saturday, 21 October 2023, featuring distinguished alumni - Mr. Vikash Chandra Mishra (Batch 2013-15) who is currently working as Group Head at Red FM and has made his mark in the dynamic world of radio.

Our accomplished alumni shared his valuable experiences, career journey and insights into the ever-evolving Radio Industry. It was a fantastic opportunity for our students to gain real-world knowledge and connect with successful professionals in his field of interest.

We extend our gratitude to our esteemed alumni - Mr. Vikash Chandra Mishra for his valuable time and wisdom, as he continues to inspire our students and also the next generation of radio enthusiasts.





## Alumni Coffee & Mentoring Session

### Date of the Session:

21st October, 2023

### Faculty Coordinator:

Mr. Nitin Mohan & Dr. Fawad Khan

### Resource Person:

Mr. Vikash Chandra Mishra (Batch 2013-15) who is currently working as Group Head at Red FM



## Empowering our 1st Year PGDM Students.

It was a warm and insightful morning as our distinguished alumnus - Mr. Vikash Chandra Mishra (Batch 2013-15) who is currently working as Group Head at Red FM visited IILM Lucknow for a Coffee and Mentoring Session with our 1st Year PGDM Students on Saturday, 21 October 2023. The aroma of freshly brewed coffee blended seamlessly with exchange of wisdom, knowledge, professional experiences and guidance. Mr. Vikash Chandra Mishra with his remarkable journeys and radio industry experience shared invaluable insights, career advice and personal anecdotes with our students who are willing to make their career in the radio industry. It was a perfect blend of mentorship and connection – building, fostering the growth of our future leaders. We extend our heartfelt thanks to our supportive alumnus - Mr. Vikash Chandra Mishra for investing his time and expertise in nurturing the potential of the next generation. Together, we create a powerful network of learning and opportunity.



# ALUMNI TALK SERIES

by Mr. Rishabh Ronald  
(Batch 2017-19)

6th November, 2023



## Experience sharing

IILM Lucknow was delighted to host an enlightening Alumni Talk Series Session "Experience Sharing" for our 1st Year PGDM Students on Monday, 6 November 2023, featuring distinguished alumni - Mr. Rishabh Ronald (Batch 2017-19) who is currently working at BeatO, New Delhi.

Our accomplished alumni shared his valuable experiences, career journey and insights into the ever-evolving Healthcare Industry. It was a fantastic opportunity for our students to gain real-world knowledge and connect with successful professionals in his field of interest.

We extend our gratitude to our esteemed alumni - Mr. Rishabh for his valuable time and wisdom, as he continues to inspire our students and also the next generation of healthcare sector enthusiasts.







## Alumni Coffee & Mentoring Session

### Date of the Session:

6th November, 2023

### Faculty Coordinator:

Mr. Nitin Mohan & Dr. Fawad Khan

### Resource Person:

Mr. Rishabh Ronald (Batch 2017-19) who is currently working as Founder's Office at BeatO



## Empowering our 1st Year PGDM Students.

It was a warm and insightful morning as our distinguished alumnus - Mr. Rishabh Ronald (Batch 2017-19) who is currently working as Founder's Office at BeatO visited IILM Lucknow for a Coffee and Mentoring Session with our 1st Year PGDM Students on Monday, 6 November 2023. The aroma of freshly brewed coffee blended seamlessly with exchange of wisdom, knowledge, professional experiences and guidance. Mr. Rishabh with his healthcare industry experience shared invaluable insights, career advice and personal anecdotes with our students who are willing to make their career in the Healthcare Sector. It was a perfect blend of mentorship and connection – building, fostering the growth of our future leaders. We extend our heartfelt thanks to our supportive alumnus - Mr. Rishabh Ronald for investing his time and expertise in nurturing the potential of the next generation. Together, we create a powerful network of learning and opportunity.



# ALUMNI TALK SERIES

by Ms. Arpita Mehrotra  
(Batch 2010 - 12)

20th November, 2023



## Experience sharing

IILM Lucknow was delighted to host an enlightening Alumni Talk Series Session "Experience Sharing" for our 1st Year PGDM Students on Monday, 20 November 2023, featuring distinguished alumni - Ms. Arpita Mehrotra (Batch 2010-12) who is currently working as Assistant Dean at Westford University College, UAE.

Our accomplished alumni shared her valuable experiences, career journey and insights into the ever-evolving Education Industry. It was a fantastic opportunity for our students to gain real-world knowledge and connect with successful professionals in his field of interest.

We extend our heartfelt thanks to our supportive alumnus - Ms. Arpita Mehrotra for investing her time and expertise in nurturing the potential of the next generation. Together, we create a powerful network of learning and opportunity.





## Alumni Coffee & Mentoring Session

### **Date of the Session:**

20th November, 2023

### **Faculty Coordinator:**

Mr. Nitin Mohan & Dr. Fawad Khan

### **Resource Person:**

Ms. Arpita Mehrotra (Batch 2010-12) who is currently working as Assistant Dean at Westford University College, UAE



## Empowering our 1st Year PGDM Students.

It was a warm and insightful morning as our distinguished alumnus - Ms. Arpita Mehrotra (Batch 2010-12) who is currently working as Assistant Dean at Westford University College, UAE visited IILM Lucknow for a Coffee and Mentoring Session with our 1st Year PGDM Students on Monday, 20 November 2023. The aroma of freshly brewed coffee blended seamlessly with exchange of wisdom, knowledge, professional experiences and guidance. Ms. Arpita as an Academician shared invaluable insights, career advice and personal anecdotes with our students who are willing to make their career in the Education Sector. It was a perfect blend of mentorship and connection – building, fostering the growth of our future leaders. We extend our heartfelt thanks to our supportive alumnus - Ms. Arpita Mehrotra for investing her time and expertise in nurturing the potential of the next generation. Together, we create a powerful network of learning and opportunity.








**Guest Session**

**Financial Analytics and Sales:  
Career insights for PGDM students**

Nov 25, 2023 | 11:00 AM



**Mr. Salman Ali Khan**  
Senior Financial Analyst, Noblehouse  
Investments, Dubai, UAE

[www.iilmko.ac.in](http://www.iilmko.ac.in)

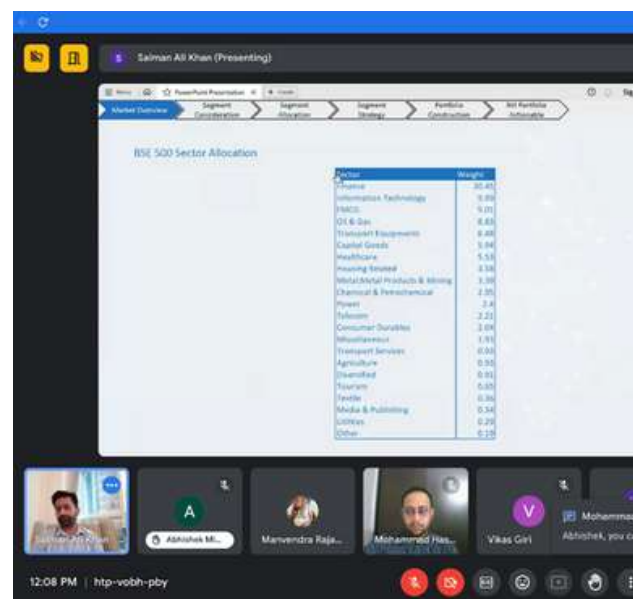
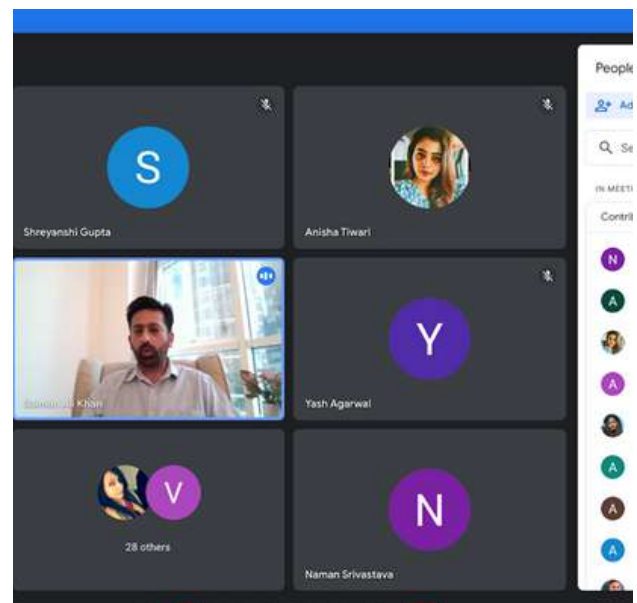
# GUEST SESSION

Mr. Salman Ali Khan

25th November, 2023

## Event Description

On November 25, 2023, Mr. Salman Ali Khan, a distinguished Senior Financial Analyst at Noblehouse Investments in Dubai, UAE, conducted an enlightening session on "Financial Analytics and Sales: Career Insights for PGDM Students." The session, extending for a duration of 1.5 hours, comprehensively delved into various facets of the subject matter. The mode of delivery adopted by Mr. Salman was predominantly conversational, fostering active participation from numerous students who engaged in insightful discussions with him. Notably, Mr. Salman adeptly addressed their queries, providing lucid explanations and dispelling any uncertainties. The focal points of the discussion encompassed different investment approaches, particularly emphasizing the significance of both top-down and bottom-up strategies. Mr. Salman underscored the often-overlooked importance of the bottom-up approach, particularly among budding investors. Additionally, he shared valuable insights on navigating the realm of financial analytics employment, emphasizing key factors such as cultivating a robust understanding of financial fundamentals, staying abreast of dynamic global changes, and honing effective communication skills. In essence, Mr. Salman Ali Khan's session not only broadened the students' perspectives on financial analytics and sales but also provided actionable career guidance, making it a truly enriching experience for all participants.



# EMPOWERING LIVES, ONE ORGAN AT A TIME!



## Description of the Event:

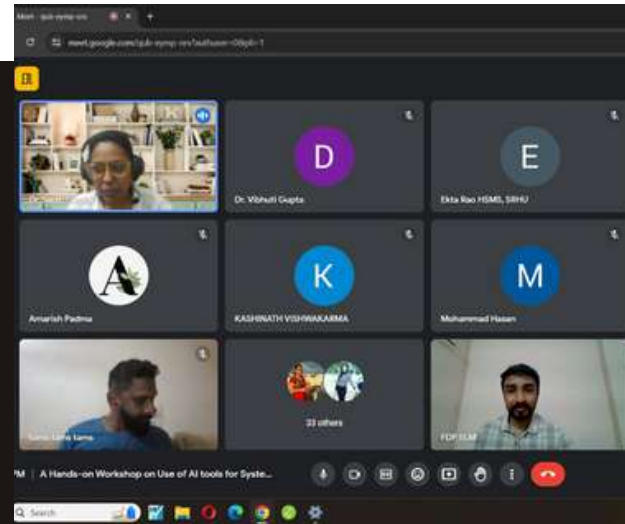
In a remarkable collaboration, IILM Lucknow joined hands with Sparsh Welfare Society, a dedicated NGO championing the cause of organ donation. Together, we orchestrated an impactful awareness program, weaving threads of compassion and knowledge to inspire a community of lifesavers. The session featured an engaging session led by the experts of Sparsh Welfare Society shedding light on the critical importance of organ donation. From dispelling myths to outlining the life-changing impact of a single donation, we delved deep into understanding the power each of us holds to make a difference.

The doctors and volunteers of the society also shared their wealth of experience and passion for the cause. Their unwavering commitment to fostering awareness and facilitating donations has been a guiding light, and we're proud to stand with them in making a meaningful impact.



# FACULTY DEVELOPMENT PROGRAM

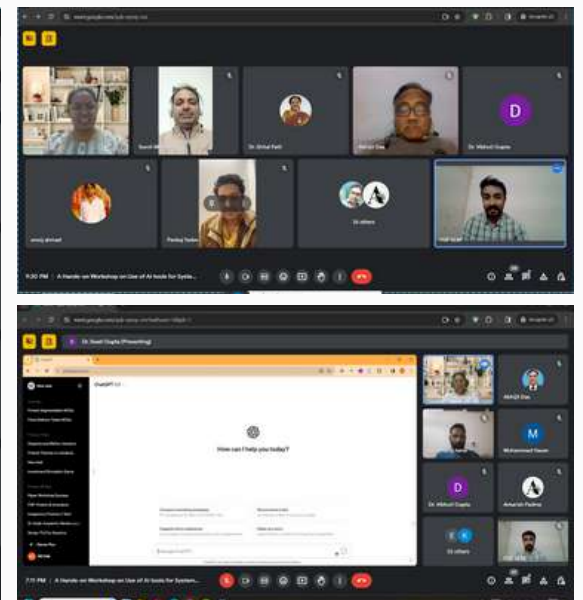
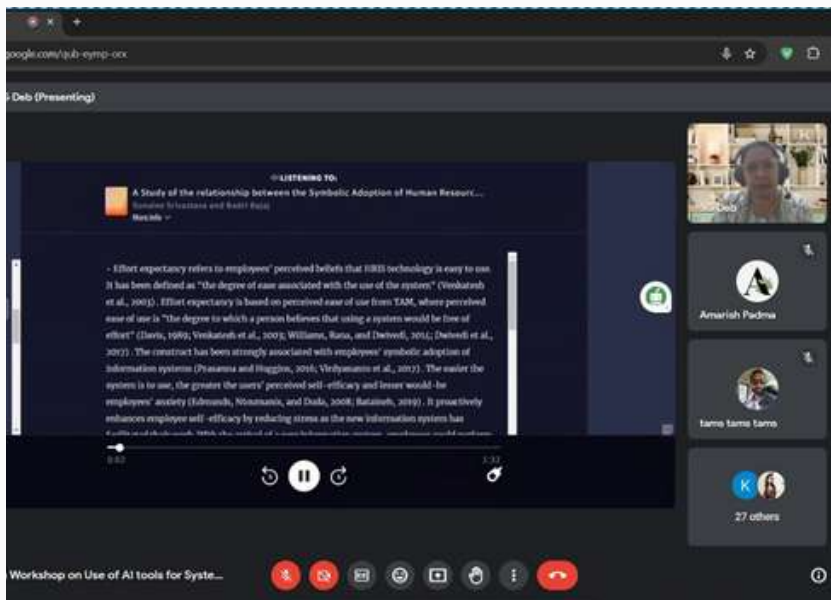
19th - 20th November 2023



## Online Faculty Development Program (FDP)

The two-day Online Faculty Development Program (FDP) on "A hands-on Workshop on AI Tools and Systematic Literature Review," on December 19-20, 2023, was organized by IILM Academy of Higher Learning, Lucknow, was a resounding success, bringing together educators, researchers, and enthusiasts from diverse fields eager to explore the realms of Artificial Intelligence (AI) and the nuances of conducting Systematic Literature Reviews (SLRs).

Participants delved into real-world applications, learning to harness the power of AI to enhance research outcomes and problem-solving in their academic and professional pursuit. The interactive nature of the workshops fostered a collaborative spirit, and enabled attendees to exchange ideas and experiences.







## Business Plan Competition

The second annual Business Plan competition - The Elevator Pitch organized by the Institutional Innovation Cell of IILM Academy of Higher Learning, Lucknow concluded on Dec 22. The top four teams presented their business plans in front of the panel of Judges comprising Mr. Noman Aziz Khan (General Manager), Lulu Hypermarket, Lucknow, and Mr. Shivendra Mohan, President, of Strategic Solutions Inc., and a Charter Member TiE. Interesting business ideas include Organic Sanitary Pads, Organic Loofah, Vegan Meat, and MQ3 Alcohol Detector. The business plan of Organic Loofah bagged the first position in the competition, followed by MQ3 Alcohol Detector bagging the second position. The third position was secured by the Business plan of Organic sanitary pads. Judges shared pertinent insights about the importance of conceiving and commercializing disruptive business ideas. The winners and participants were felicitated by the judges. The teams that could not make it to finals participated in a parallel competition "Reflection analysis". The three-day-long business competition proved to be an immersive learning experience for the students.



# CULTURAL ACTIVITIES

Talent Hunt

Fresher's Party

Dandiya Night





# FRESHERS PARTY

2nd September, 2023





# EVENT DETAILS

IILM Lucknow's Senior Batch 22-24 organised the Fresher's Party, Aarambh 2k23 on Sept 2, 2023, for the Batch 23-25. The seniors welcomed the new members of the IILM Lucknow family with open arms. Students had a blast at the Bollywood-themed party. From exciting games that brought out the competitive spirit among students to the showcasing of incredible talents, it was indeed an evening to remember and truly marked the beginning of an exciting new journey for IILM Lucknow's youngest members.



# DANDIYA NIGHT

18th October, 2023



IILM Academy of Higher Learning in the heart of Gomti Nagar, Lucknow, set the stage ablaze with a dazzling "Dandiya Night" on the lively evening of Saturday, November 04, 2023. The institute's vibrant premises played host to a CSR Fund Raiser, organized with flair and finesse. The anticipation among students was palpable as they eagerly embraced the festive spirit. Dr. Sheetal Sharma, the dynamic Dean – Academics of IILM Lucknow, kicked off the evening with a warm welcome to all participants, setting the tone for an unforgettable night. Beyond the surface revelry, the event held a dual purpose. It wasn't just about dancing the night away; it was an opportunity for students to unwind, shake off stress, and tap into their creativity with a taste of event management. The night pulsated with the rhythm of learning, all while fostering a sense of social responsibility and motivation towards CSR activities among the participants. As the sun set, students adorned the institute campus in a kaleidoscope of traditional costumes, transforming the atmosphere into a tapestry of cultural celebration. The joy and enthusiasm of the students skyrocketed, reaching a crescendo with each passing minute. Mesmerizing performances by the students added a magical touch, while the DJ's beats echoed in harmony with the vibrant spirits of the attendees, keeping the celebration alive well into the late hours of the night. Over 200 participants, including IILM faculty, staff members, alumni, and current students, came together to revel in the festivities. The faculty, staff, and students infused the event with their energy, creating an electric atmosphere that resonated with the essence of the occasion. As the night concluded, Prof. Fawad Ali Khan, the spirited coordinator of the event, expressed heartfelt gratitude to all the participants, bringing the curtain down on a night filled with joy, cultural vibrancy, and a strong sense of camaraderie.



# REPERTWAHR

15th to 17th December, 2023

The IILM Academy of Higher Learning, Lucknow, received an invitation to attend the Repertwahr Literature Stage, a prestigious literary event scheduled from 15th to 17th December 2023, between 2:00 PM to 5:00 PM at LaMartiniere Boys College. The Book Club organized a visit to the festival for the students of the PGDM batch 23-25. On the 16th of December 2023, the students of PGDM batch 23-25 actively participated in the Repertwahr Literature Event. The event was a celebration of literature, showcasing various facets of literary creativity, including poetry, storytelling, and discussions by renowned authors and speakers. The students had a memorable experience, immersing themselves in the literary ambiance. The ambiance of the Repertwahr Literature Stage provided a conducive environment for intellectual stimulation and creative exploration. Students seized the opportunity to capture moments by taking pictures and creating reels to share their experience on social media platforms. To add an element of friendly competition and enhance student involvement, the Book Club organized a competition during the Repertwahr Literature event. The competition required students to create and post reels on their social media accounts, showcasing their experience at the festival. The criterion for winning was based on the reel with the highest number of views. Srishti Mishra emerged as the winner of the Book Club competition. Her reel garnered the highest number of views, reflecting not only her creativity but also the widespread appreciation of the audience for her portrayal of the literary event. The participation of IILM Academy of Higher Learning, Lucknow, in the Repertwahr Literature Stage was a resounding success. This event not only contributed to the academic and cultural growth of the students but also strengthened the institution's commitment to providing holistic educational experiences.





# CHRISTMAS CELEBRATION



24th Decemeber, 2023

The Christmas celebration at IILM Lucknow was a festive extravaganza that brought together students, faculty, and staff to celebrate the joyous occasion of Christmas. The event, organized by the students, aimed to foster a sense of community, and spread the holiday spirit across the campus. The Christmas celebration received overwhelmingly positive feedback from students, faculty, and staff alike. The event successfully brought the college community together, fostering a sense of unity and camaraderie. The active participation of students in organizing and participating in various activities contributed to the overall success of the celebration.







# CO-CURRICULAR ACTIVITIES

Dan Utsav

Plantation Drive

Ad Mad

Sensitization Drive

Talent Hunt





# ANDHADHUN

17th July, 2023



## Description of the Event:

The "Andhadhun (Form the Shape)" event was conducted in IILM Academy of Higher Learning, Lucknow for postgraduate management students. The purpose of this activity was to provide a unique and engaging experience that would foster teamwork, communication, leadership skills, problem-solving abilities, and encourage creativity among the participating students. The event was designed to be both fun and challenging, aiming to help students develop essential skills in a creative and enjoyable manner.





## EVENT DETAILS

- **Team Formation:** The participating students were divided into teams of 7 members each. These teams were created with a mix of students from various backgrounds and experiences to encourage diversity in the problem-solving process.
- **Shape Selection:** In the first stage of the activity, one member from each team was required to randomly select a chit. Each chit had a different geometric shape displayed on it, such as a square, pentagon, or rectangle.
- **Blindfolding:** After selecting a shape, the member who chose the chit and all other team members were blindfolded. This ensured that the team members could not see anything while attempting to form the assigned shape.
- **Shape Formation:** With blindfolds securely in place, the team members had to work together to form the specific shape assigned to them. They could hold hands and use their bodies to create the desired shape.
- **Communication Challenge:** Here's the twist - although the team members could plan and strategize before putting on the blindfold, once blindfolded, they were not allowed to talk. This added a significant communication challenge to the activity, requiring the teams to rely on non-verbal communication and coordination.
- **Time Limit:** Each team was given a time limit of 7 minutes to complete the task. The clock started ticking as soon as the blindfolds were put on, and the teams had to make the most of this time to form the shape.

**The "Andhadhun (Form the Shape)"** event had several positive outcomes:

- **Developed Communication and Leadership Styles:** As the participants were not allowed to talk while forming the shape, they had to rely on effective non-verbal communication. This aspect of the activity helped them develop and understand different communication styles and highlighted the importance of leadership in guiding the team without words.
- **Enhanced Problem-Solving Skills:** The challenge of forming a shape while blindfolded and without the ability to talk required creative problem-solving. Students had to think on their feet, adapt to the situation, and come up with innovative solutions to achieve their goal.
- **Developed the Habit of Teamwork:** The activity emphasized the importance of teamwork and collaboration. Students had to trust their teammates, rely on each other's strengths, and work together cohesively to accomplish the task.
- **Encouraged Imagination and Creativity:** The unique nature of the event encouraged students to think outside the box and use their imagination to overcome the challenges presented. It fostered a spirit of creativity and innovation among the participants.

In conclusion, the "Andhadhun (Form the Shape)" event proved to be a dynamic and effective tool for promoting essential skills among postgraduate management students. It not only challenged them but also provided an enjoyable platform for learning and growth, making it a memorable and impactful experience for all participants





# AD MAD

18th July, 2023



## Description of the Event:

The faculty members of Marketing domain organized a popular marketing event Ad Mad competition for the PGDM students of Batch 23-25 on July 19, 2023. The objective behind the competition was to encourage the participants to create and perform short advertisements or promotional skits within a limited time frame. These competitions allowed students to showcase their creativity, marketing skills, and presentation abilities. 8 teams were made, and students were given a few fictitious products to enhance their creativity and element of fun.

The expected outcome of Ad Mad competitions was:

- To help understand marketing strategies, and
- To enhance their communication skills.
- To provide valuable insights in the fields of advertising and marketing.

The performances were evaluated on the basis of creativity, content, audience engagement and teamwork. The best performance was recognized and rewarded.





# ECA ACTIVITY

24th July, 2023





# SENSITIZATION DRIVE FOR PERSONAL HYGIENE



Students visited the slums under the supervision of Dr. Neha & Dr. Fawad, the faculty coordinators of CSR-UBA Club at IILM Lucknow. A sensitization drive for personal hygiene in a slum area was conducted by students that proved to be an impactful educational experience for students. It raised awareness about important public health issues. Students learnt to empathize with the challenges faced by marginalized communities, fostering a deeper understanding of societal inequalities and the importance of helping others. Engaging with the slum dwellers taught students the value of community participation and the impact of collective efforts in bringing about positive change. Communicating with slum dwellers and delivering hygiene-related information enhanced students' communication skills, including public speaking, active listening, and the ability to convey complex information in a simple manner. The experience fostered a sense of civic responsibility, inspiring students to be active and responsible citizens who engage in community development and social change efforts.



# TRANSFORMATIVE LEARNING IN ACTION

## UNVEILING THE POWER OF MOVIES



At IILM Academy in Lucknow, students embarked on a distinctive academic journey that transcended traditional classroom learning by immersing themselves in the narratives of iconic films such as Lagaan, Rocket Singh, Sully, and Chhichhore. Through the innovative integration of silver screen experiences into their academic curriculum, students were afforded a unique opportunity to glean valuable insights, cultivate empathy, and forge meaningful connections with real-world scenarios.

By incorporating selected scenes from these celebrated movies into their coursework, students were encouraged to delve beyond the surface and extract profound lessons and perspectives. The cinematic medium served as a powerful catalyst for sparking discussions, stimulating critical thinking, and fostering a deeper understanding of complex themes and human experiences.

As students immersed themselves in the cinematic narratives, they were challenged to reflect on the underlying messages, moral dilemmas, and character dynamics depicted in each scene. From the stirring tale of resilience and unity in Lagaan to the ethical quandaries faced by the protagonist in Rocket Singh, students grappled with a diverse array of themes and narratives that resonated with real-world challenges and experiences.







# KARGIL VIJAY DIWAS

26th July, 2023



## Description of the Event:

Kargil Vijay Diwas, celebrated annually on July 26th, holds a special place in the hearts of every Indian as a day of remembrance, honour, and pride. Kargil Vijay Diwas, celebrated at our college, was a solemn yet inspiring occasion. It marked the anniversary of India's victory in the Kargil War and served as a tribute to the courage and sacrifice of our armed forces. It was celebrated by paying tributes to the war heroes who laid down their lives during the Kargil war in 1999. Activities like 'Open Mic Competition' and 'Slogan Writing' were conducted, in order to instil a sense of patriotism in the students, apart from honing their creativity and imagination. The celebration of Kargil Vijay Diwas at our college served not only as an opportunity to remember the sacrifices of our soldiers but also as a platform to instil a sense of patriotism and responsibility among the student community. It was a day filled with pride, inspiration, and gratitude for the heroes who defend our nation's borders.



# PAPER PITCH PRESENTATION

31th July, 2023

The students in groups of 4-5 had to present a product/service idea and convince the audiences that the product is unique and creates value for stakeholders. The paper pitch deck included following questions to be answered by the student groups:

- What is the problem?
- What is your solution? Why is it unique?
- Who are you selling to? (Your market!)
- How much are you selling it for?

Students learnt to critically analyze the pain points faced by customers and how critical thinking can help devise products and services as solutions. The activity also taught students to communicate and defend their ideas on a public platform. They also learnt time management as they had to pitch their idea in only 7-10 minutes.





# EXTEMPORE

2nd August, 2023

The extempore competition held for students on Wednesday, 2nd Aug 2023 was an engaging and dynamic event that encouraged participants to think on their feet and express their thoughts spontaneously. Each participant was given a topic on the spot and had a limited time to prepare their impromptu speech. This activity not only improved students' public speaking skills but also fostered quick thinking, creativity, and the ability to structure and present ideas effectively. It was a great opportunity for students to showcase their speaking talents and boost their self-confidence while promoting a culture of expressive and spontaneous communication within the college community.



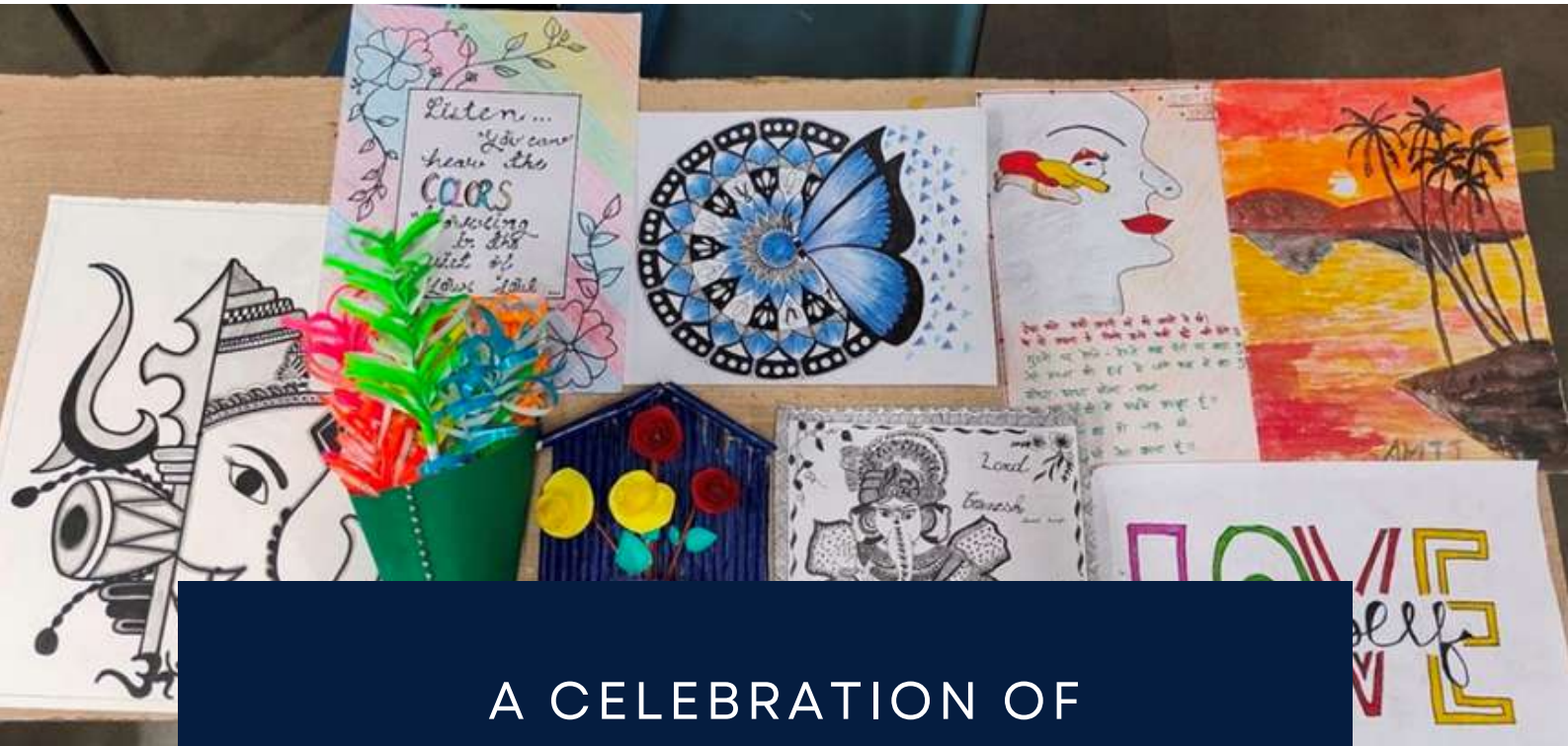


# TALENT HUNT EXTRAVAGANZA

3rd August, 2023







# A CELEBRATION OF DIVERSE TALENTS



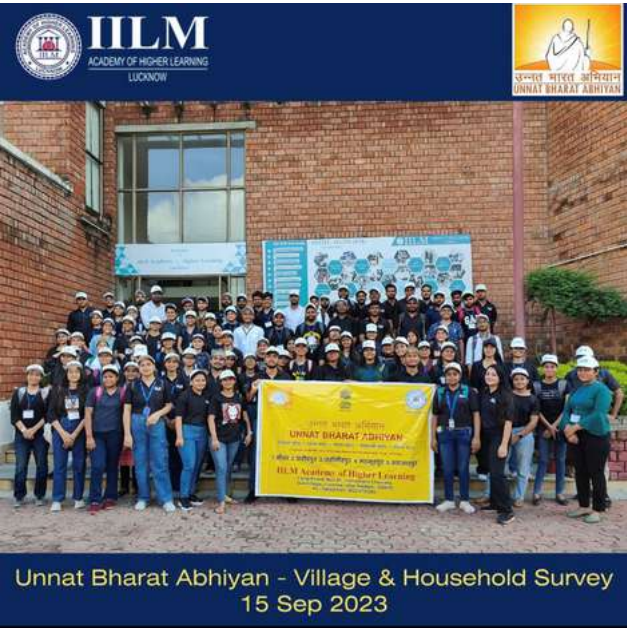
The vibrant campus of IILM Lucknow buzzed with excitement and energy as students converged to showcase their exceptional talents at the Talent Hunt Competition on August 3rd, 2023.

The Talent Hunt featured a diverse array of performances and displays, ranging from mesmerizing dance routines to soulful singing, captivating poster making, stunning sketching, and even culinary artistry.

The Talent Hunt was not merely a competition; it was a testament to the diverse talents and creative spirit that define our student community. As the curtain fell on this memorable event, it left behind memories of a day filled with talent, enthusiasm, and the unmistakable vibrancy that characterizes our college.





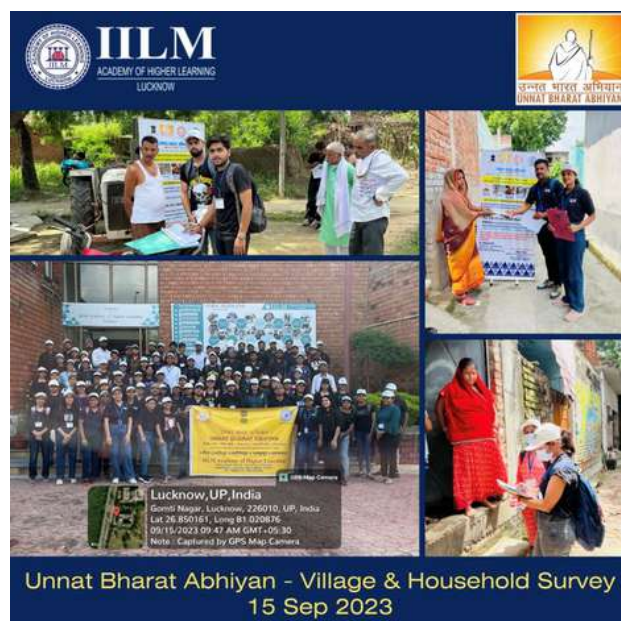
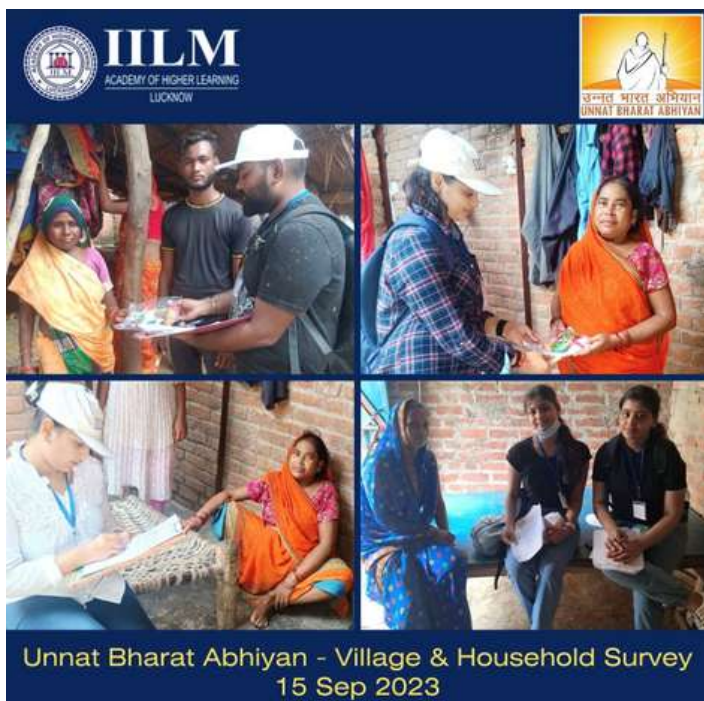


# UNNAT BHARAT ABHIYAN

15th September, 2023

## Event Details

Students and Faculty Volunteers of Unnat Bharat Abhiyan visited the cluster of 5 adopted villages for conducting household and survey of village authorities. The main aim of the survey was to provide inputs for development agenda relevant to needs of Rural India. The students also created awareness about the importance of personal hygiene among the village dwellers through distribution of personal hygiene kits.



# SCRIPTOGRAM

## CONTENT WRITING COMPETITION

19th September, 2023

On September 19th, 2023, the Book Club (ARCANOVA) at IILM Academy of Higher Learning, Lucknow organized an exhilarating Content Writing Competition titled 'SCRIPTOGRAM' that ignited the creative flames of students. This event was a testament to the power of words and the art of expression, bringing together aspiring writers for an engaging literary showdown.

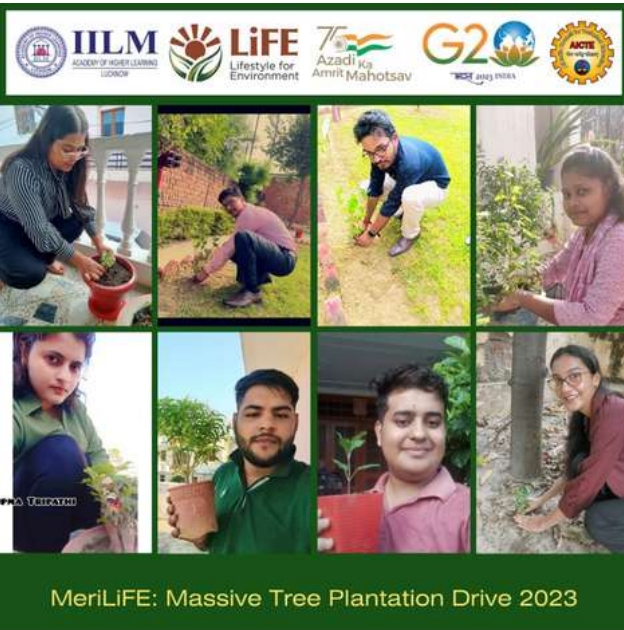
The competition was a one-hour test of wit, imagination, and eloquence. Participants had to choose from three intriguing topics, each designed to challenge their writing skills and push the boundaries of their creativity. The topics included:

- The Impact of AI on the Job Market
- The Role of Sustainable Packaging in Reducing Plastic Pollution
- The Impact of Hybrid Work Environments on Employee Productivity and Well-Being

As the clock ticked away, participants feverishly penned down their thoughts. The atmosphere was charged with the palpable excitement of these young wordsmiths as they poured their hearts and minds into their essays. At the end of the intense writing hour, the judges, comprising Book Club members and Faculty, faced the arduous task of selecting the top three entries. The judging criteria considered not only the technical aspects of writing such as grammar and structure but also the depth of thought, originality, and the ability to engage and inspire readers. The names of the winners were revealed after two days. The top three students who penned the most exceptional content were given prizes for their outstanding writing skills and unique perspectives. Their articles will be showcased on our college website, offering them a platform to share their insights and creativity with a wider audience.







# PLANTATION DRIVE

27th September, 2023

## Event Description

"Transforming Dreams into Green Reality": IILM Lucknow organised a massive Tree Plantation Drive on September 27, 2023 in which senior members from the management, faculty, staff and students joined hands to sow the seeds of change. It was an attempt to nurture our planet and watch it thrive! It was cherishing to see the active participation of all, especially the students.







# DAAN UTSAV

2nd -8th October, 2023

## Event Description

IILM Lucknow celebrated Daan Utsav with great enthusiasm during Oct 02-Oct 08. The students collected donations through a fundraising drive and donated the proceeds to a noble cause. The initiative of purchasing raw food items in large quantities and donating them to an NGO that provides free food to attendants at Ram Manohar Lohiya Hospital, Gombi Nagar. It not only addressed the immediate needs of those in the community but also reflects the spirit of giving during this special week. The fact that student volunteers executed the entire activity, and even went the extra mile to serve food to around 250-300 beneficiaries, shows their dedication and the positive impact they can have on the community. IILM Lucknow encourages and supports such initiatives and urges everyone to come forward and contribute to making the world a better place to live in. Acts of kindness and generosity like these truly make a difference in the lives of those in need.





# POSTER MAKING COMPETITION

18th October, 2023



# EVENT DETAILS

On October 18, 2023, IILM Lucknow successfully organized a poster making competition as part of the Yuvamanthan initiative by AICTE. The competition focused on the theme "Igniting India's Journey to 2047: Vision of a Developed India." This event aimed to inspire and engage students in envisioning a prosperous and developed India by the year 2047.

A total of 11 students participated in the competition, showcasing their artistic skills and conveying their vision for India's development. Ankit Singh, a first-year student, claimed the first prize for his exceptional artwork and creativity. Ayushi Gautam, a second-year student, secured the second position. Aadvika Srivastava, a first-year student, won the third prize. Every participant was acknowledged for their efforts and received a certificate of participation. This recognition aims to encourage and appreciate their enthusiasm for contributing to the vision of a developed India.

The competition not only showcased the artistic talents of the students but also served as a platform for them to express their dreams and aspirations for the nation. The posters collectively illustrated a diverse range of ideas and perspectives on G20:Y20.

This event was a great success, and the winners and participants alike deserve applause for their dedication and creativity in addressing the theme "Igniting India's Journey to 2047: Vision of a Developed India."





# ODOP

ONE DISTRICT ONE PRODUCT



1st November, 2023

## About the event

In order to uplift regional products and empower local artisans, the One District, One Product (ODOP) scheme was launched by the government. The motive of this initiative is to harness the unique skills and traditions of a particular region, thereby boosting the local economy. To understand deeper about the impact of this scheme, the students from IILM Academy of Higher Learning took a captivating journey, exploring the lives of individuals. Engaging in meaningful conversations, they unveiled the stories behind each unique product, showcasing the essence of skill and craftsmanship. They visited the Indra Gandhi Pratisthan, Lucknow; where we had the privilege of interviewing various shop owners, specializing in multiple regional products from various Indian cities



# COMMUNAL HARMONY CAMPAIGN WEEK

22nd November, 2023

Organized by Dr Vibhuti Gupta and Dr Sonal Tiwari

The National Foundation for Communal Harmony (NFCH), an autonomous organization under the Ministry of Home Affairs, Government of India, has been steadfast in its efforts to promote unity and fraternity among the diverse communities of the nation. To further this cause, the NFCH annually observes the Communal Harmony Campaign Week from 19th to 25th November.

This year, the IILM Academy of Higher Learning in Lucknow actively participated in the Communal Harmony Campaign Week. On the 21st of November 2023, a vibrant rally was organized by the institution, which saw enthusiastic participation from first and second-year students. The participants marched through the campus, holding posters that carried messages promoting communal harmony, unity, and understanding among diverse communities.

As a noteworthy initiative, a donation box was placed at the entrance gate of the college. Students were encouraged to contribute an amount of their choice towards promoting communal harmony. The response from students was overwhelming, and the collected funds were sent to NFCH.

The participation of IILM Academy of Higher Learning in the Communal Harmony Campaign Week is a testament to the institution's commitment to social responsibility and its dedication to instilling values of unity and harmony among its students.





# INTERNATIONAL YEAR OF MILLETS

29th November, 2023

On 29th November 2023, PGDM first year students and teachers from IILM Academy of Higher Learning came together to celebrate the International Year of Millets with children from a nearby slum area. This event aimed to raise awareness about the benefits of millets as a nutritious and sustainable food source while fostering a sense of community and empathy. The primary objective of the event was to educate slum area children about the advantages of consuming millets and promote their inclusion in their regular diet. Additionally, the event sought to provide a memorable experience for the children and express appreciation for their participation.

- The organizing committee at IILM Lucknow planned and arranged all the necessary materials, including informative pamphlets, posters, and a small token of appreciation.
- On the designated day, the IILM students team arrived at the slum area and set up a temporary gathering space.
- The event began with an engaging presentation by the students, highlighting the nutritional value, health benefits, and environmental sustainability of millets.
- Towards the end of the event, the team expressed their gratitude to the children for their active participation.

Each child was presented with a token of appreciation.

The celebration of the International Year of Millets by the students and teachers in collaboration with slum area children was a resounding success. The event not only raised awareness about the nutritional and environmental benefits of millets but also fostered a sense of community and empathy among the participants. By providing a token of appreciation, the team encouraged the children to adopt healthy eating habits. Such initiatives play a crucial role in empowering marginalized communities and promoting a healthier and more sustainable future.





# BLOOD DONATION CAMP

2nd December, 2023

## Event Details

IILM Academy of Higher Learning, Lucknow, joined forces with HDFC Bank to successfully organize a Blood Donation Camp on Saturday, 2nd December 2023, from 10:00 am to 3:00 pm. The event witnessed enthusiastic participation, with individuals generously contributing to this noble cause.

In collaboration with HDFC Bank, the institute not only facilitated the altruistic act of blood donation but also ensured that every donor received due recognition. Each participant was honoured with a DONOR CERTIFICATE, a gesture of appreciation from both HDFC Bank and the Blood Bank, acknowledging their selfless contribution to the community.

Moreover, the institute took a proactive step to enhance the impact of the initiative. Donors were provided with a special DONOR CARD, a unique identifier that can be exchanged in the future for any personal, familial, or friends' blood requirements. This initiative serves as a lasting reminder of the enduring impact of a single act of kindness.

The event concluded on a positive note, with all donors being treated to mandatory refreshments post-donation, fostering a sense of community and shared purpose.

The Blood Donation Camp not only succeeded in achieving its primary goal of collecting blood for those in need but also in creating a sense of unity and compassion within the IILM Academy community. The successful execution of this event stands as a testament to the institute's commitment to social responsibility and community welfare.



[www.iilmko.ac.in](http://www.iilmko.ac.in)



# SPORT ACTIVITIES

Tug of War

Volleyball

Cricket





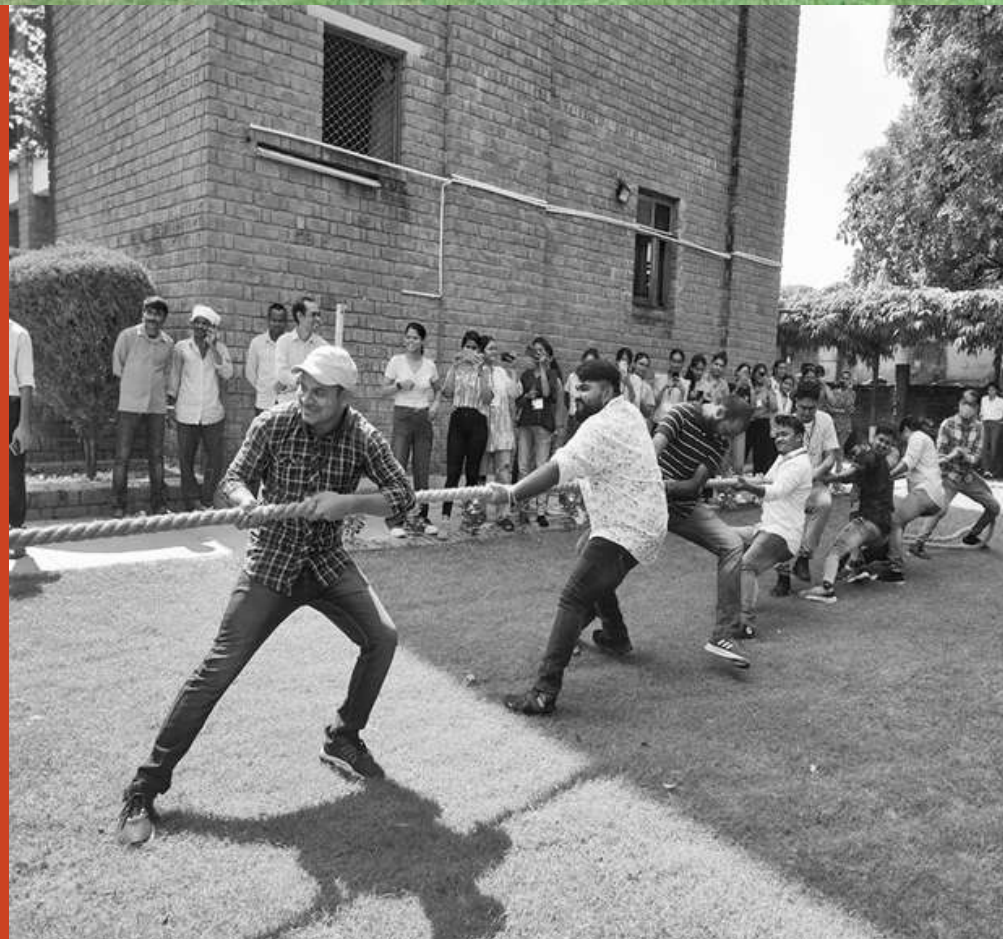
# TUG OF WAR

18th July, 2023



## Description of the Event:

IILM truly believes that learning is not limited to the classroom only but also to foster team building and collaborative attitude amongst students, to provide opportunities for students to take on leadership roles and also to encourage and facilitate the students to improve their overall health and wellbeing; hence Tug of War was organized on Tuesday, 18 July 2023. The students enthusiastically participated in "Tug of War" to understand that there are complex forces pulling us in all directions and teamwork is the only key to success.





# VOLLEYBALL

## competition

20

OCTOBER  
2023

### Event Details

Institution Innovation council & E-Cell organized an Idea Competition on Oct 12, Thursday. The main objective of the competition was to encourage innovative and critical thinking in students and find creative solutions to the problems faced by communities. Student teams pitched their idea with a brief presentation followed by a rigorous round of questions by judges. The team that bagged the third position pitched the idea of an Elderly Care app, catering to the needs of the elderly population in Urban areas. The team that secured the second position presented the idea of Eco-friendly Deity Idols to provide possible solutions to the menace of water and soil pollution. The winning team pitched the idea of commercializing Eco-friendly Tote bags that envisioned sustainability in the fashion industry. IILM Lucknow congratulates all the winners and participants.

IILM Lucknow will continue to celebrate innovation and enterprising spirit in the youths of our country to advance the vision of Aatmanirbhar Bharat.





# CRICKET MATCH

Seniors vs Juniors

18th December, 2023

## Event Details

On the vibrant and sunny morning of December 18th, 2023, the sprawling grounds of Sahara CSD, Lucknow, played host to an electrifying cricket match between the spirited seniors and the enthusiastic juniors of IILM Academy of Higher Learning. The atmosphere buzzed with anticipation and camaraderie as students gathered to witness this much-awaited clash on the cricket field.

The cricket match was a culmination of weeks of anticipation and friendly banter between the seniors and juniors, setting the stage for a thrilling encounter. The rivalry was not just about showcasing cricketing prowess but also about fostering a sense of unity and sportsmanship among the students.

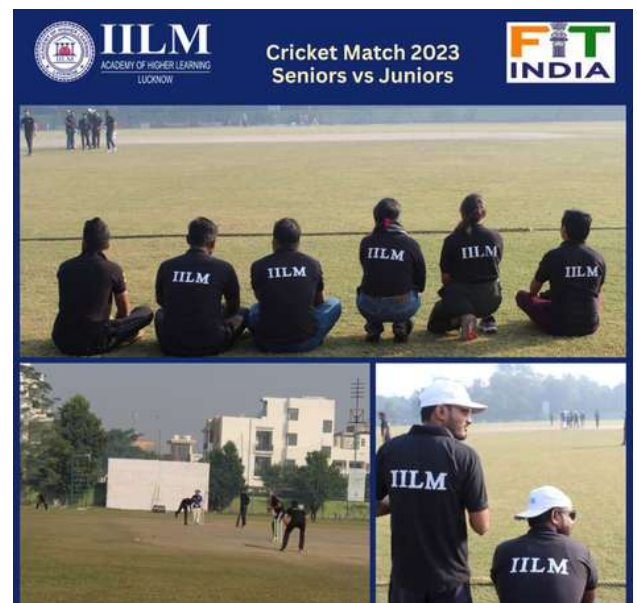
The match kicked off with a traditional toss, adding an element of suspense to the proceedings. The juniors, having won the toss, elected to field first. The opening moments of the game were marked by intense competition, with each run and wicket being cheered and jeered by the lively crowd.

The seniors, led by their seasoned captain, displayed a commendable batting performance, showcasing a mix of strategic strokes and calculated aggression. The juniors, however, were not to be outdone, with their bowlers giving their all to restrict the seniors' scoring. The ebb and flow of the game kept spectators on the edge of their seats, creating an electric ambiance around the field.

As the innings progressed, the juniors, fuelled by youthful exuberance and determination, took the field for their turn to bat. The seniors, with their experienced bowlers, aimed to defend their total and secure victory. The juniors, on the other hand, were determined to chase down the target and emerge victorious in this friendly yet fiercely contested battle.

The cricket ground echoed with cheers, shouts, and applause as boundaries were struck, wickets fell, and the match reached its climax. Both teams exhibited remarkable sportsmanship and skill, making the event not just a competition but a celebration of the spirit of cricket and unity within the IILM community. The seniors emerged victorious with Vishal Singh as the Man of the Match.

In the end, the match concluded with a handshake between the seniors and juniors, transcending the boundaries of the cricket field. Regardless of the outcome, the cricket match served its purpose of fostering a sense of camaraderie and team spirit among the students, creating memories that would be cherished long after the last ball had been bowled. The day ended with shared laughter, mutual respect, and a collective pride in being part of the IILM cricketing tradition.





# IILM ACADEMY OF HIGHER LEARNING, LUCKNOW



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