



# **IILM ACADEMY OF HIGHER LEARNING LUCKNOW**

**Quarterly Newsletter**

July-September 2018

# EDITORIAL



**Dear Readers,**

As the scorching heat of the summer season seems to be on its way out and the festival season is knocking at our door, we bring to you the first edition of the quarterly newsletter of IILM, Lucknow.

This edition features a summary of the various major activities and events that have happened at our Campus during July-September, including a number of important Guest Lectures by Eminent Personalities from Academia as well as Industry; Industry visits by the first-year students as well as a lot of Informal events like “Cooking Without Fire” and “Build the Tower”. Also included are a number of sports activities like Tug-of-War and CSR activities including a blood donation camp

We hope that you would like the current edition of the Newsletter. Your feedback is always welcome and appreciated. Feel free to write to us.

**Happy Reading!!**

**Regards**

**Editorial Team**



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# A New Journey Begins!



## Orientation Session of PGDM Batch 2018-20

The PGDM Orientation Ceremony was held on the 16th of July 2018, for the Batch of 2018-20. The ceremony started with the registration process, after which the inaugural session took place by lighting of the lamp. This was followed by the address of the Director, Dr. Naela Rushti followed by a message from the Dean, Dr. Sheetal Sharma. After this all faculty members gave their brief introductions. A cake cutting ceremony was also organized by the College, in which all the first year students participated. The students also interacted with senior personalities from Academics and the Industry and gained immensely from their wisdom. Last, but not the least, an ice breaking session was also held which helped the students to begin interacting with each other.

# “WHAT THEY DON'T TEACH AT B-SCHOOLS?”



## Guest Lecture by Dr. Prakash Singh, Professor, Finance & Accounting at IIM Lucknow

IILM-AHL organized a special guest lecture on the topic “**What They Don't Teach at B-Schools?**” on **August 06, 2018**.

**The Lecture was delivered by Dr. Prakash Singh, Professor, Finance & Accounting at IIM Lucknow.** There were more than 100 students present in the Guest Lecture. It was a great learning experience for the students as they got a chance to listen to a Professor from IIM Lucknow .

The Programme started with the welcome of the guest by **Dr. Naela Rushdi, Director IILM Lucknow.**

Dr. Prakash Singh started his lecture with a thought-provoking question that why PGDM/MBA is losing relevance in India. He then explained to the students that our PGDM/MBA model is copied from the USA but there is a difference in implementation. The B-Schools do not give much focus to the practical application of concepts. Due to lack of time they do not discuss the concepts in details. The students in India are lacking in soft skills. They are not able to communicate what they know.

He also emphasized on certain issues such as Faculty members are overloaded, fear of marks among students etc. The session went on by addressing the students on various important skills which students must learn during their course such as People Management, Communication Skills, Relationship Management and work life balance etc.

Dr Prakash concluded his session by giving some tips the students that you should be able to handle your success and failure alike. You must be able to apply your conceptual knowledge into the real world. Mugging up only bookish concepts will never help you in life. After his lecture the students asked various questions regarding what else they must do apart from reading course books and attending lectures for which they got satisfactory answers.

The lecture was really an eye opener for students. They said that, it was really a great learning experience for them and today's lecture will definitely help them to understand business scenario in a better way.

# “CORPORATE EXPECTATIONS FROM MANAGEMENT GRADUATES”



## Guest Lecture by Mr. Alok Tripathi, Cluster Head, Red FM

A Guest Lecture was delivered by Mr Alok Tripathi- Cluster Head, Red FM on “**Corporate Expectations from Management Graduates**” on July 17, 2018 during the Orientation program of PGDM Batch (2018-20). There were more than 100 students present in the Guest Lecture. It was a great learning experience for the students as they came to know about the reality of the Corporate world.

Mr. Tripathi started his lecture with a brief introduction of the students. He later described the various common mistakes made by students during their introduction. The session was made interactive by thought provoking questions posed by Mr Alok Tripathi to the student audience like what are the basic skills required for getting a job, what do you expect from your first job and do you consider yourself market ready? After getting the answers from the students, he explained to them the real picture of today’s corporate world. He told the students that the college is a place where you can make mistakes and you have a chance to correct them, but when you enter into the Corporate world, the scope of making mistakes, is very less and if you make mistakes there, you have to face the consequences.

**The session went on by addressing the students on various expectations of corporate's from management graduates like:**

1. Enthusiasm
2. Full of new ideas
3. Ready to learn
4. Hard working
5. Sincerity
6. Ready to face challenges
7. Punctuality
8. Positive attitude

In addition to the above discussion he emphasized on the fact that **never lose the trust of your boss by misrepresenting the facts.**

He concluded his session by giving some tips that students should strive to improve awareness about the Business Scenario in addition to their subject knowledge, as knowledge of this kind helps in creating a good impression about their personality.

After his lecture the students asked various questions regarding the future job scenario, various roles offered to freshers for which they got satisfactory answers.

The lecture proved to be very inspiring and informative for the students.

## "Careers in Banking" by Ms. Prabhjot Singh.



On July 24, 2018, IILM Lucknow organised a Guest Lecture on the topic "**Careers in Banking & Finance**" in the Campus. The guest speaker was Ms. Prabhjot Singh Trainer Financial Analysis Certified Financial Accountant MPHIL.

The session was very enriching. The focus of the lecture was on how students can prepare themselves for core Finance and Banking Jobs. The session started with a brief question answer round where students were asked to explain "what do they understand by the term Finance" and it was a very interactive beginning of the session. Ms. Singh explained to the students the importance of getting the right job at the very first step and also guided them the various ways by which the PGDM students can add value to their resumes and get placements in core finance domain. She enlightened the students about the various profiles for fresher's, like, Technical Analyst, Commodity Analyst, Rating Analyst, Credit Analyst, Stock Market Technician, Investment Consultant, Financial Modeling Analyst, Stock Analyst and the latest trend of today's times "Crypto Currency Analyst". She also told the students, how they can improve their resumes by doing various certifications which can open the doors for such profiles.

Students were guided as to how they can create an opportunity for themselves by constantly updating their knowledge and keeping pace with current trends. She told the students to keep themselves updated with Moneycontrol.com and also instructed them to watch CNBC and other Financial News Channels so that they get familiar with the terminologies, and enhance their knowledge accordingly.

The talk concluded with briefing the students that to be a successful professional, the most important thing for an individual is "**Focus**". Focus on identifying his/ her strengths and skills and finding some special quality which differentiates a particular person from others and for such skill development, domain related certifications play a prominent role.

## "Enhancing Employability Quotient" by Parul Darbari



A guest lecture was organized by IILM Academy of Higher Learning Lucknow on 26 July 2018. Ms. Darbari Focused on the topic of "**Enhancing Employability Quotient**". She started with Competency and skills. After that She told about the importance of "willingness to participate". For enhancing employability she emphasized on few Competencies:

- 1) **Conceptual clarity of work done in past**
- 2) **Knowledge about industry**
- 3) **Knowledge about business**
- 4) **Networking**
- 5) **Knowledge of subjects**
- 6) **Basic discipline and ethics**
- 7) **Hard work and smart work**
- 8) **Personal Grooming**
- 9) **Flexibility**
- 10) **Attitude**

## "Careers in Financial Services with special reference to Mutual Funds Industry " by Amit Kumar



Mr Amit Kumar who is a Regional Head of SBI Funds Management Pvt. Ltd. delivered a lecture on Aug,04, 2018 on the topic "**Careers in Financial Services with special reference to Mutual Funds Industry**" and enlightened the students with his knowledge and guidance.. He told the students that one should have a positive and energetic attitude along with a vast knowledge of the subjects, only then students will succeed in life.. He also shared his work experience in sales and advocated about the aspects of sales that no one takes into consideration. He said that its a misconception that sales job is tough, instead he said that Sales is a interesting job and it requires patience along with convincing power. He also advocated that students should get the basic concepts clear and should be flexible. Students should learn to take up new challenges and overcome them by their hard work and focus.





# CSR Initiatives

## BLOOD DONATION CAMP AT IILM ACADEMY OF HIGHER LEARNING, LUCKNOW ON AUGUST 6, 2018 IN ASSOCIATION WITH LIONS CLUB AND CIVIL HOSPITAL LUCKNOW



Human life is precious and the blood donated by us can save precious lives. With this passion, IILM Academy of Higher Learning in association with Lions Club and Civil Hospital of Lucknow organised a Blood Donation Camp on Monday, August 6, 2018. The event booked a huge participation from students, faculty and staff of the college.

The donors were given refreshments and Certificates of Appreciation from Lion Club Lucknow and Donor Cards were also provided to them by Civil Hospital for availing blood units of any group whenever required in future.

Brand Ambassador of the club Mr. Vineet Srivastava expressed his heartfelt good wishes for all the student donors, teachers and staff for the enthusiastic participation witnessed on Blood Donation Day. He also educated the donors about the benefits of blood donation.

The director of IILM Lucknow **Dr. Naela Rusldi** expressed happiness on the deed and said that everyone should donate blood as it shows our responsibility towards human values.



## “INDUSTRIAL VISIT: COCA COLA PLANT, BRINDAVAN BOTTLERS PVT LTD, SAFEDABAD, BARABANKI”



**An industrial visit to Coca Cola plant was organized for the newly inducted students of PGDM 18-20 batch to introduce them to the various functional areas of management.**



A batch of 48 students visited the plant on July 23, 2018. They enhanced their understanding of functions through observation of the production processes, supply chain management, and other management practices being followed in a business enterprise like Coca Cola. The students were escorted by a factory official who took them to various floors in the factory, explained the processes in detail, seriousness of quality checks, supply chain management and made them aware of the challenges. They also focused on job responsibilities of the various personnel working in the factory. The students had various queries which were effectively dealt by the Coca Cola officials. The students were excited to visit the factory and enjoyed refreshing and chilled coke.

# FUN ACTIVITIES

"People rarely succeed unless they have fun in what they are doing."

**-Dale Carnegie**

## Cook without Fire

Cook without fire activity was organized in IILM academy of Higher Learning Lucknow on 23 July, 2018. Students took active participation in this event. There were a total of nine teams. Students showed their creativity in making dishes within a time frame of 45 minutes only and a budget limitation of within 500 rupees.

There were total three winning teams.

**1) First winner was team 7 which included Ananya, Nivedita, Prachi and other team members.**

**2) Second winner was team 5 which included Meghna, Divya, Ankita and other team members.**

**3) Third winner was team 9 which included Imman, Harshita, Shivaji and other team members.**

Overall the activity was very engaging and students worked in teams efficiently.



# FUN ACTIVITIES

"People rarely succeed unless they have fun in what they are doing."

*-Dale Carnegie*

## BUILD THE TOWER MANAGEMENT GAME

An exciting and fun activity "Build the Tower" was organized for the new PGDM Batch (2018-2020) as a part of the Orientation Program.

The group was divided into 10 teams of 9 students each and they were assigned the task of building a tower using only newspapers and cello tape. The activity saw the students using their imagination to build towers of different shapes. At the end, though there was just one winning team, all the students thoroughly enjoyed the game and learned a lot about teamwork, strategizing, work allocations, working with limited resources, group conflict etc.



# Sports Club



Life is a Sport Make It Count.



# Freshers Party For the PGDM Batch 2018-20



A Fresher's Party was organised for the PGDM Batch 2018-20 on August 18 , 2018. In this party students of PGDM Batch 2018-20 were invited and they came dressed very nicely in ethnic. There was a good level of Senior and Junior interaction. Party began with a fashion walk and introduction by juniors. It was followed by few games which everyone enjoyed including seniors and juniors. Different titles were also given to the juniors based on their participation level, dressing and walk. The party ended on a very good note with a fabulous dance performance joined by all juniors and seniors. The purpose of this activity was to develop a good relationship between seniors and juniors.



The Title holders for the event were as follows:

Ms. Fresher- Saumya Dixit  
Mr. Fresher- Prakash Jacob Biswas  
Ms. Spark - Rimjhim Sahai  
Mr. Spark - Anurag Kumar Singh

# Freshers Party For the MBA Batch 2018-20



A Fresher's Party was organised for MBA Batch 2018-20 on August 28, 2018. In this party students were very excited. There was a good level of Senior and Junior interaction. Party began with many attractive dance performances by seniors. They also involved their juniors with different games. Different titles were also given to the juniors based on their participation level, dressing and walk. The party ended on a very good note with a fabulous dance performance by seniors which was later joined by all juniors. The purpose of this activity was to develop a good relationship between seniors and juniors.



# Placement Week 2018-19

IILM Academy of Higher Learning organized a Placement Week for PGDM & MBA Final Year students of batch 2017-19.

The aim of the placement week was focused learning from the point of view of placements for the final year students. Sessions were conducted by External Guest Speakers from Industry as well as Faculties in the campus.



The Week Began with an introductory session conducted by the Career Advisory Cell of IILM Lucknow in which all the students were given an overview of the placement week and its benefits and what they can achieve through it. They were also apprised of what is expected from them during the placement week.



The first Guest Speaker of the week was **Mr. Abhishek Pandey**, an E Commerce Expert from Topper.com. He explained about the functionality of E-Commerce, focusing upon the advantages of E-Commerce, its impact on the Indian Economy and how the students have to prepare themselves in order to build their career in the Industry. The next day, the first session was by **Mr. Akarshan Srivastava**, a Professional Corporate Trainer who enlightened the students regarding Interview techniques.





In the session conducted by **Mr. DDR Srivastava**, Ex- DGM SBI, he focused on the Mutual Fund Industry and its technicalities, and shared a detailed glossary with students related to the sector. The third Day commenced with a lecture by **Mr. Alok Tripathi**, Cluster Head, 93.5 Red FM and an avid media expert. The lecture was based on the Media Industry and highlighted the Corporate world's expectations from the freshers.

Another Industry expert, **Mr Surendra Mohan**, Branch Manager, Religare Securities Ltd made students understand the basics of Stock Markets and Investment and how the markets work and what kind of job roles exist in the industry.



**Ms. Richa Sinha**, a soft skills expert conducted a session on Verbal and Non-Verbal Communication and students learnt how non-verbal communication has more weightage over verbal communication in interviews.

The next day session commenced with our Alumnus **Mr. Abhishek Srivastava**, Senior Sales Executive, Himalaya Drug Company, who gave the students insights into the FMCG Industry and how they need to prepare themselves to enter into the industry.

The second session was again by our Alumnus **Mr. Anurag Chauhan**, Senior Manager, Kantar who apprised the students with the requisites of the research companies and what they look for during the time of recruitment.



The Placement week concluded with the session of Mr Abhishek, Assistant Vice President, Kotak Bank the discussion provided insights on Global Forex exchange rates and Currency conversion and creating an understanding as to how this sector is lucrative. The second part of the session was moreover an interactive session where the students who were willing to make a career in Banking & finance cleared their illusions upon the subject.



The Success Mantra given to the students was, sales is an inevitable part of any work profile because companies want to hire those candidates who have potential to generate business for the company and in this way, they are able to justify their salaries. To achieve this, students planning to enter into the financing industry must have a strong knowledge of the different financial products.

# Convocation Ceremony of PGDM Batch 2016-18



IILM Academy of Higher Learning, Lucknow, organized the 5th Convocation Ceremony for AICTE approved PGDM Batch 2016-18 on Saturday 8th September 2018. Thirty Nine successful students of PGDM Batch 2016-18 were awarded diploma certificates, while four students received medals on the basis of outstanding academic performance. The Chief Guest on the occasion was Dr. Sushil Kumar, Professor, Indian Institute of Management, Lucknow. The Guest of Honour was Mr. Daljit Dogra, Senior Vice President & Circle Head, Axis Bank.



The Chief Guest and the Guest of Honour of the day were greeted by the Director and Dean of IILM, Lucknow campus. Introduction of Chief Guest and Guest of Honour and Reading of Campus Report was done by the Director, Dr. Naela Rushdi. Dean Dr. Sheetal Sharma presented the graduating students for the award of PGDM certificates and MBA special certificate.

104 students of PGDM and MBA received their graduating certificates and medals while displaying a sense of pride and nostalgia. In the ceremony, in recognition of overall excellence in academic activities, Akansha Singh was awarded with the **Shri Kulwant Rai Gold Medal**, Aditi Sonkar was awarded with the **Chairperson's Silver Medal**; Niharika Singh was awarded with the **Director's Bronze Medal** in the PGDM programme. From the MBA Batch, Shubham Srivastava was awarded with the **Shri Kulwant Rai Gold Medal**, Eram Siddiqui was awarded with the **Chairperson's Silver Medal** & Niyanta was awarded with the **Director's Bronze Medal**.



The ceremony was extensively covered by the media and the report was published in many national and regional newspapers of Lucknow. The Convocation was well attended by educationists, dignitaries from the Corporate world, graduating students and their parents.



# Student's Corner

## HOW TO BE CREATIVE

Creativity is a skill that you can work on with time, training, and effort. There are many areas you can focus on to improve your overall creativity. Engage in creative exercises like reading, writing, and listening to music to sharpen your creativity. Learn as much as possible and open yourself up to new ideas and experiences. Make lifestyle changes like walking more, exercising regularly, and getting more sleep to give your brain the boost it needs to increase your creative skills.

### **Challenging Yourself with Creative Exercises**

**Do the 30-circle test.** You can do this test during dull moments at work. It helps you push yourself to think quickly and creatively. To start, draw 30 circles. From there, make as many circles into drawings as possible in one minute. You can do the test over and over again, trying to break your record each time.

The 30 Circle Test helps boost creativity because it forces you to embrace multiple ideas. Many people have a tendency to self-edit and pause to wonder if something is a good idea. The 30 Circle Test forces you to think fast, forcing you to experiment with ideas without rejecting them.

**Doodle in your spare time.** Doodling is sometimes thought of as a childish pastime, but it can actually help increase productivity. This can increase creativity by increasing your engagement with the world and attention span. Doodling helps you stay engaged during activities where you would otherwise zone out. The more information you're able to absorb, the more creative you will be.

**Write flash fiction.** Flash fiction means very short stories, often no more than 100 words. Writing a flash fiction story will help you become more creative as you'll be forced to tell a fleshed-out story with a beginning, middle, and end using only a small number of words. This will help you learn how to convey necessary information in a limited space.

There are many flash fictions writing communities online. Try getting involved with a flash fiction writing community and responding to prompts and participating in contests.

**Listen to music.** Simply playing music in the background can inspire you creatively. It can help you focus better and increase your overall concentration. Classical music tends to work particularly well for creativity and concentration.

Not every genre of music works for everyone. While classical music has beneficial effects for many, experiment a little to find the music that best helps you concentrate and feel creative.

***-Thank you.***

**Tarkeshwar Gupta**

**PGDM (2017-2019)**



# POWER OF PRACTICING: STOP THINKING AND START DOING

We've all heard it before. Practice makes perfect. We all have goals that we want to achieve in our lives. The goals can be anything whether it can be learning new language, earning more money, achieving more success, become a better person or buy a new house and so on.... But here the most important thing is when you need to stop thinking or planning about these goals and start working on them...

When you are trying to get up from one level of your life to the next, the most helpful things one can do is have an extended period of deep learning and practicing it continuously. The more you practice, the better you get.

You can create change in yourself by building better habits, you can create change for others by pulling them up when they are down and giving them opportunities and if you are not making anything new, you are not paying anything to live here. And there is only one method for achieving anything... that is- you have to become a doer.

Life almost never works out the way you think in your mind. Thinking long and hard about what you are going to do won't help you. In fact sometimes overthinking will keep you away from your particular goal. And for doing it in a perfect way you have to plan and work continuously.

We should remember one thing and before setting any goal ask yourself-"nobody knows who you are. How will you stand out?" And there is no formula or shortcut for standing out and being remarkable. Practice is the key to remarkable performance and an artist, athlete, actor, sportsman is the best example of it.

Let's understand this with an example-

Starting a new business:

Thinkers- Ideas, basic plan (whom to sell, where they are, how to reach them, etc.)

Doers- Building the channels, building the branding, making relationship with clients, make purchases etc.

Collectively, both the skills are equally needed. There should be appropriate balance so they can be both innovative and efficient. The only thing is that you must be aware of your weaker side and work on it.

You get better with practice. Almost nobody gets it right on the first attempt. You learn- practice-fail- repeat but don't forget the last step i.e., repeat. This is the ongoing process and everybody has to follow this to become a remarkable performer. When the process repeats itself as you practice the same activity for years, then you start getting good in life.

***-Thank you.***

**Divya**

**PGDM (2018-2020)**



# Love

Love is an emotion and probably one of the most significant emotions a human being experience. He/ she experiences this emotion until buried six feet under. It can be said that every living creature on earth experiences it, even trees express emotions. The most confusing yet amazing thing about love is, it cannot be measured.

Love is very misunderstood and the most amusing part is it seems highly overrated in movies but very underrated in real life. Every human being experiences it, whether it is towards the opposite sex or a mother's love towards her children. We all admit that it is complicated yet simple to understand if one wishes to really to do it. I also wish it was easy to express it.

There are different types of love, according to the ancient Greeks, it also studied in psychology:

**Agape** is unconditional love, very few people seem capable of feeling it long term. It can be seen in the most powerful predators. A lioness will put up a fight to death to protect her offspring. That is a mother and it is what mothers do.

**Eros** can be defined as passionate, romantic and physical love. It is an expression of sexual passion and love. It can be commonly seen in couples.

**Philautia** is self-love and probably one of the most important types of love a human need to feel. In our modern society, most people associate self-love with being narcissistic, selfish, however in reality self-love is not unhealthy or negative in any way.

**Pragma** also known as 'enduring love' is a love that has matured and developed over a long time. Very few people experience it as it is the rarest of love one can experience.

**Philia** is determined as affectionate love. In other words, it is the kind of love that we feel for our friends. It is one of the purest forms of love.

**Ludus** can be described as the feeling of infatuation. It makes you feel high and all excited to live life. The sad part about this love is it is transient in nature. It fades away.

**Mania** is not a good type of love as it is obsessive in nature. It leads you to madness, jealousy. It stems out of insecurity. Remember Sharukh Khan's character from the movie 'Darr'. Perhaps I cannot give you a more perfect example of it.



We all wait for Mr. or Ms. Right but what we don't realize is that it doesn't exist. One needs to become his/her own Mr., Ms. Right. Why do we wait for someone else to fix us, when we can do it for our self. Trying to become self-reliant is the first step towards loving oneself. Self-love is important as it is necessary to be able to give and receive love from other people, we can not give to others what we don't have. And if we don't love ourselves, how can we truly love others?

Loving and caring about oneself is the first step towards loving others.

The hardest type of love is unconditional love. It is the rarest to give and receive. Reciprocating the love, one receives needs to be understood by people as many relationships end just because the love given by one was not reciprocated by the other. Just make sure that the one you are fighting for is worth it. Love is a wonderful thing if one is lucky enough to find someone who is worth enduring hardships and fighting for. We all have seen people stuck in a suffocating endless marriage and it is truly terrifying when you think about it.

Love is about accepting each other not expecting each other.

***-Thank you.***

**Shashwat Sheron**

**PGDM (2018-2020)**



## EXPERIENCES

Life is a journey of experiences with problems to solve, lessons to learn, but most of all, experiences to cherish.

It all began in the second year of my college life, when I got a summer internship in Noida in a reputed firm named Entertainment City Limited for a tenure of 2 months. I thought to myself "Great! No college, no exams for 2 months". I was looking forward to travelling to a new city and experiencing the different work culture there.

My parents kept nagging me about the troubles one has to face in a new city and that it will not be easy but I was ardent on doing it.

I have never been away from home alone ever in my life, so I was both tensed and thrilled, for I had already made up my mind to go there. I got my tickets done and reached Delhi 3 days before my joining date as I had to look for a place to stay. And trust me, it wasn't easy at all, I was roaming around looking for a good PG, but couldn't possibly find one. After a long hunt, I somehow managed to find a decent PG to stay in as it was close to my office. There I was given a room with 4 other girls. It was a totally different experience for me sharing a room with four other people I knew nothing about. I also had to manage my food, wardrobe, travelling and everything else on my own.

Coming to my office, I was expecting a desk job, but it was more challenging than what I had thought of. Like I had to visit the mall, observe the type of people that come to the mall, and collect data about with them and also to work within the specified deadlines. A lot of times I had to deal with rude and inconsiderate people during the mall activities, but I did it with patience and made good deals. I strongly live by the quote "Experience is a good school but the fees are high" because of which I was able to cope up with the work pressure and did my job well.

So, I believe experiences are lessons in life, that can both make you and break you. It all depends upon how you take it and one should always experience things out of their comfort zone because that makes you a better person.

***-Thank you.***

**Shalini Kanaujia**

**PGDM (2018-2020)**



# IILM Academy of Higher Learning, Lucknow



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