



IILM
ACADEMY OF HIGHER LEARNING
LUCKNOW

NEWSLETTER

NOVEMBER 2024



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Editorial

Letter from Editorial team

Dear Readers,

Welcome to the latest edition of our newsletter, capturing the highlights of November 2024 at IILM Academy of Higher Learning. This issue showcases the vibrant mix of academic excellence and holistic development that defines IILM. From blog writing to essay competitions and workshops, our students have experienced a rich blend of learning and growth. We also celebrate the remarkable achievements of our faculty, whose dedication continues to inspire. We hope this newsletter gives you a glimpse of our exciting journey at IILM.

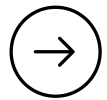
Happy reading!

The Editorial Team
IILM Academy of Higher Learning, Lucknow





Life at IILM



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MDP ON "PERSUASION AND INFLUENCING"

Dr. Sheetal Sharma, Dean Academics, conducted an interactive MDP for 30 senior medical officers organized by the State Institute of Health and Family Welfare, Uttar Pradesh, in collaboration with Johns Hopkins University, Baltimore, United States, on 7th November 2024. The session was on the topic "Persuasion and Influencing" as part of the leadership and management training course of SIHFW, Uttar Pradesh.



ESSAY WRITING COMPETITION ON "THE ROLE OF COMMUNAL HARMONY IN SUSTAINABLE GROWTH FOR THE COUNTRY"

On 25th November 2024, IILM Lucknow hosted an essay writing competition as part of the "Communal Harmony Campaign Week and Flag Day" celebrations, mandated by the National Foundation for Communal Harmony under the Ministry of Home Affairs, Government of India. The competition, themed "The Role of Communal Harmony in Sustainable Growth for the Country," encouraged students to reflect on the importance of harmony among diverse communities in fostering India's progress. This event was part of a week-long series aimed at promoting communal harmony and national integration. Sensitization campaigns educated students about the historical, social, and economic significance of communal harmony in a culturally diverse nation like India. Over 40 students participated in the essay competition, presenting unique perspectives on how communal harmony underpins sustainable development. On Flag Day, students and staff wore communal harmony flags, symbolizing their commitment to the cause. Donations from the campus community were contributed to the National Foundation for Communal Harmony to support the education and welfare of children affected by violence. The week concluded with a closing ceremony where the best essays were awarded.



BLOG WRITING ON TRIBAL ART AND CULTURE'S CONTRIBUTION TO THE INDIAN ECONOMY

On 20th November 2024, IILM Lucknow conducted a blog writing activity on the "Contribution of Tribal Art and Culture in the Indian Economy". Students participated by drafting insightful blogs that highlighted how tribal art forms contribute to India's economic growth, tourism, and cultural diplomacy. Before the activity, an interactive session was organized where faculty members shared information on prominent tribal art forms such as Warli painting, Dokra metal crafts, and Gond art.

Participants created blogs that highlighted the economic significance of tribal crafts, the challenges faced by artisans, and potential solutions to empower tribal communities. Blogs were evaluated based on creativity, research, and their impact. The selected blogs were published on the institute's website and shared on social media platforms to raise awareness about the topic. The activity aimed to foster economic awareness, encourage critical thinking, and build empathy among students, highlighting the vital role of tribal culture in India's growth.



JANJATIYA GAURAV DIVAS TRIBUTE

On 15th November 2024, IILM Lucknow observed Janjatiya Gaurav Divas to honor tribal freedom fighters and acknowledge their contributions to India's freedom struggle and cultural heritage. The tribute began with a formal ceremony attended by faculty, students, and administrative staff. The event featured keynote addresses, cultural performances, and storytelling sessions that highlighted the achievements of tribal leaders, particularly Bhagwan Birsa Munda, whose legacy inspired the occasion. The event aimed to foster historical awareness, cultural appreciation, and empowerment through knowledge for the students, celebrating the invaluable role of tribal communities in India's independence.



ESSAY WRITING COMPETITION ON CONSTITUTION DAY

IILM Lucknow conducted an essay writing competition on the topic "Values Upheld by the Indian Constitution" on Constitution Day, 26 November 2024. The activity aimed to explore the constitutional values of justice, liberty, equality, and fraternity within tribal communities. The competition began with a short briefing on the Indian Constitution's emphasis on protecting marginalized communities, including tribes. A presentation by faculty highlighted a comprehensive overview of Articles 244 and 275, which safeguard tribal welfare. Over 50 students presented essays in the competition, that analyzed the Constitution's role in empowering tribal communities. The content of the essays portrayed the socio-economic challenges faced by tribes and the importance of inclusive governance. Winners were felicitated during a valedictory session. The top essays were shared with the institution's community to inspire further dialogue on the topic. The event fostered legal awareness, analytical skills and social sensitization among the students.



CHRONIC OBSTRUCTIVE PULMONARY DISEASE (COPD) & WOMEN HEALTH AWARENESS WORKSHOP

IILM Lucknow in collaboration with the Inner Wheel Club of Lucknow and Max Super Specialty Hospital hosted an insightful workshop on COPD awareness and women's health on 29 November, 2024. Topics like lung health, cervical and breast cancer, menstrual hygiene, and nutrition were covered, sparking engaging discussions. Our students actively participated, and raised thought-provoking questions and gained valuable insights.



SUCCESSFUL SESSION ON "CREATING EFFECTIVE LESSON PLANS" AND "EFFECTIVE TEACHING PEDAGOGY"

Dr. Vibhuti Gupta, Professor and Associate Dean (Academics and Research), IILM Lucknow conducted insightful and engaging sessions at the India Literacy Board on two crucial aspects of teaching excellence: "Creating Effective Lesson Plans" and "Effective Teaching Pedagogy" on 21 November 2024.

The event was designed to train educators with practical tools and strategies for enhancing classroom effectiveness and student engagement. The sessions also focused on innovative strategies for lesson planning to ensure clarity, relevance, and time efficiency as well as activities that bridge theory with real-world applications. The faculty members actively engaged in discussions and activities, and gained valuable insights to enrich their teaching practices. Her sessions were a significant step towards empowering educators with advanced skills in lesson planning and pedagogy



NHRD CORE COMMITTEE MEETING

The NHRD Core Committee meeting was held at the IILM Academy of Higher Learning on 27 November 2024. Distinguished speakers like Dr. Kumar Lalit, Dr. Manisha Seth, Dr. Sheetal Sharma, Mr. Abhishek, Mr. Pravesh Saxena enriched the meeting with their presence and valuable insights. Discussion was held regarding the planning of forthcoming events. The meeting was coordinated by Ms Ritika Jain.



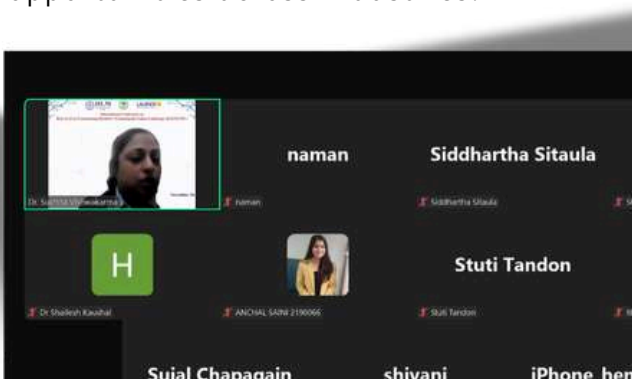
RAITB-NFL CONFERENCE ILLUMINATES AI'S TRANSFORMATIVE ROLE ACROSS INDUSTRIES LUCKNOW, (NOVEMBER 28-30, 2024) GOVERNORS MEETING

The International Conference on "Role of AI in Transforming Business: Navigating the Future Landscape (RAITB-NFL)," hosted by IILM Academy of Higher Learning, Lucknow, in collaboration with Aligarh Muslim University (AMU) and Wilfrid Laurier University (WLU), Canada, concluded successfully with its valedictory ceremony. The three-day conference, from November 28-30, brought together over 70 participants, featuring 34 research papers, engaging technical sessions, and thought-provoking discussions on the ethical, sustainable, and innovative applications of Artificial Intelligence (AI) in business.

DAY 1:

INAUGURAL CEREMONY: SETTING THE TONE

The conference began on November 28, 2024, with a traditional lamp-lighting ceremony and Saraswati Vandana by IILM students. Dr. Sheetal Sharma, Dean Academics at IILM Lucknow and the Conference Patron, introduced the conference's concept note, highlighting AI's critical role in business transformation. Keynote speakers Prof. Alok Kumar Rai (VC, University of Lucknow), Dr. Akbar Saeed (Associate Professor, Wilfrid Laurier University, Canada), and Dr. Vibhuti Gupta (Professor and Associate Dean, IILM Lucknow) discussed topics such as algorithmic bias, ethical AI practices, and AI-augmented leadership. The event set the stage for meaningful discussions on AI's challenges and opportunities across industries.



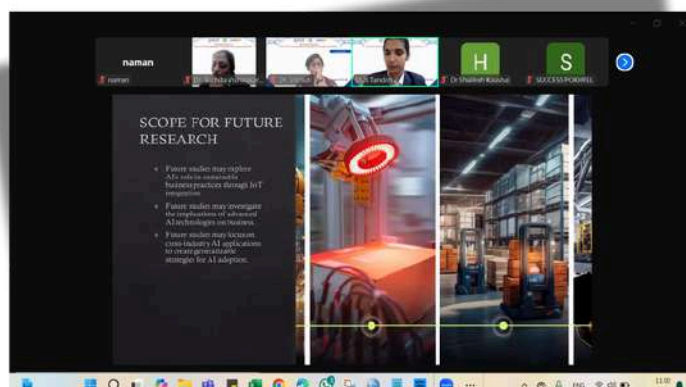
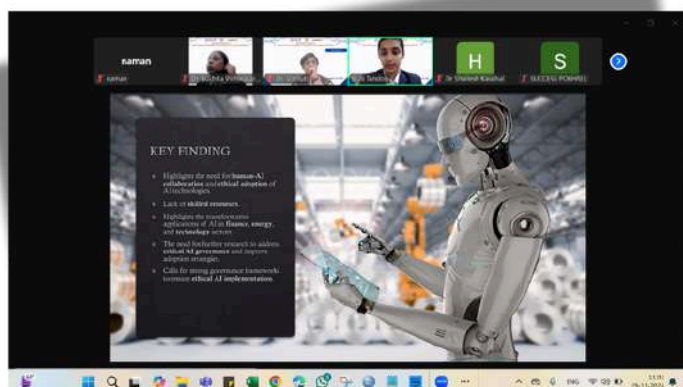
Day 1 featured Technical Session 1, chaired by Prof. Manisha Seth (Jaipuria Institute of Management, Lucknow) and moderated by Dr. Vibhuti Gupta (IILM Lucknow). Presentations from institutions like IILM Lucknow, IFTM University, University of Lucknow, St. Xavier's College Maitighar, Nepal, and Jamia Hamdard explored AI's impact on banking, recruitment, consumer engagement, financial literacy, and branding. Discussions focused on AI's ability to enhance efficiency and streamline processes while addressing ethical and privacy challenges.



DAY 2:

Day 2 included three technical sessions:

- Technical Session 2, chaired by Prof. Shailesh Kaushal (University of Lucknow) and moderated by Prof. Suchita Vishwakarma (IILM Lucknow), emphasized ethical AI and sustainable practices. Presentations from Aligarh Muslim University, NSB Academy, and IILM Lucknow, amongst others, explored themes like bias mitigation, sustainable finance, and AI's role in supply chain sustainability.
- Technical Session 3, chaired by Dr. Pavnesh Kumar (IGNOU) and moderated by Dr. Sheetal Sharma (IILM Lucknow), delved into transformative business models and customer interaction. Contributions from D.N. College, and SOIL Institute of Management, amongst others, highlighted AI's potential to enhance decision-making, cybersecurity, and business models.
- Technical Session 4, chaired by Prof. Ihtiram Raza Khan (Jamia Hamdard) and moderated by Mr. Tauseef Irfan (IILM Lucknow), examined securing business operations with AI, focusing on AI-driven threat detection, inventory management, and operational efficiency. Participating institutions included IILM Lucknow and University of Lucknow, amongst others.



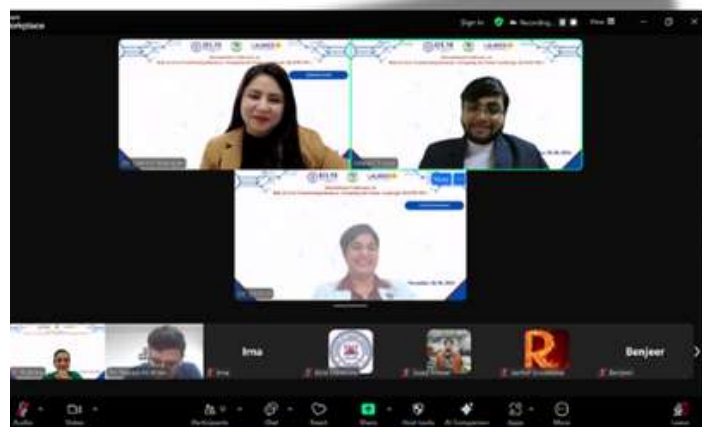
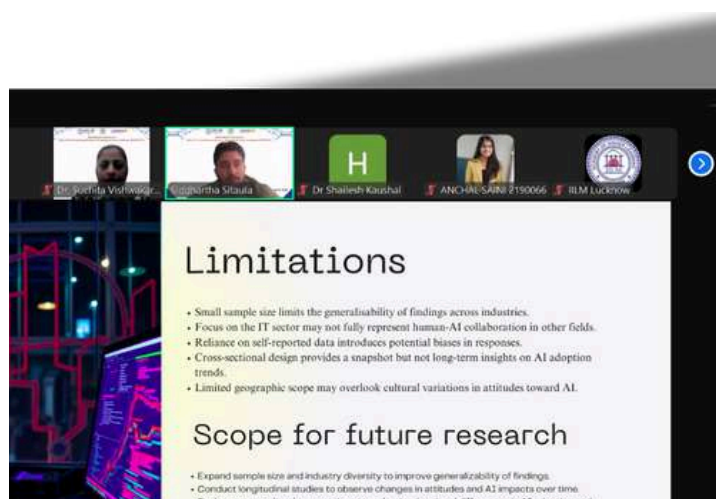
DAY 3:

Day 3 featured Technical Session 5, chaired by Prof. Samriti Mahajan (Lingaya's Vidyapeeth) and moderated by Dr. Fawad Khan (IILM Lucknow), and explored AI's transformative potential in sectors like healthcare, branding, and hospitality. Institutions like UPES and Jamia Hamdard, amongst others, presented innovative research on AI's role in branding strategies, journalism, and employee perceptions in robotics.

Valedictory Ceremony: A Fitting Conclusion

The valedictory ceremony, reflected on the conference's key achievements. Dr. Sheetal Sharma, Dean Academics at IILM Lucknow, delivered the welcome address. The Chief Guest, Prof. Arunabha Mukhopadhyay (Professor, IIM Lucknow), discussed the critical role of AI in driving business transformation and gaining competitive advantage. Keynote speaker, Prof. Ayesha Farooq, (AMU) emphasized the importance of the responsible use of AI to create meaningful and inclusive impact across industries.

Prof. Vibhuti Gupta, Conference Chair, presented the conference report, summarizing the research highlights and discussions over the three days. Best paper awards and certificates of gratitude were distributed, recognizing the outstanding contributions of participants and dignitaries. The event concluded with a vote of thanks by Prof. Tauseef Irfan (IILM Lucknow), who acknowledged the efforts of the organizing committee and participants in making the conference a success.



The RAITB-NFL Conference served as a platform for interdisciplinary dialogue, fostering collaboration between academia and industry to address the challenges and opportunities posed by AI. Across three days, the conference bridged theoretical insights and practical applications, paving the way for actionable strategies to leverage AI responsibly and inclusively.



FACULTY ACHIEVEMENT



Dr. Richa Kothari authored a book titled "Intimate Partner Violence: A Quantitative Analysis of the Causes and Outcomes" published by Springer Nature Singapore. Scopus-indexed. The book is available on: <https://link.springer.com/book/10.1007/978-981-97-6761-8>
DOI: 10.1007/978-981-97-6761-8

Dr. Hemverna Dwivedi published a case entitled "Design Clinic India: disentangling the conundrum of marketing imperative" in Emerald Emerging Markets Case Studies. Vol. 14, Issue 2. Scopus indexed. 10.1108/EEMCS-02-2024-0066



Ms. Ritika Jain won the Best Paper Award entitled "Me-time and Psychological Well-being of Gig Workers through the Lens of Identity Theory of Mind" in the track "Gig economy & AI: Opportunities and challenges" at the FORE International Management Conference 2024 held at FORE Business School, New Delhi from 28 to 30 November 2024.



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