



IILM ACADEMY OF HIGHER LEARNING LUCKNOW

Quarterly Newsletter

October-December 2018

EDITORIAL



Dear Readers,

There is a nip in the air, the season of giving and caring is here and the new year beckons eagerly. We hope that you enjoyed the last newsletter thoroughly and are looking forward to this one.

We have a tremendous variety of articles for you this time around; from the more formal and mundane to the more light-hearted.

The last three months have been extremely hectic at IILM Lucknow; a number of important activities were organized which kept students and Faculty alike, busy. The emphasis this time around was more on social campaigns like the “Swachh Bharat Abhiyaan” and “Corruption Free India” which saw active participation from all.

A number of important Guest Lectures with eminent Personalities from the Industry as well as IILM Alumni were held which were important to the students from a placement perspective. Some students made IILM proud by getting selected in prestigious companies like Ernst & Young for Internships and Projects as well by winning accolades in various college Fests.

Last, but not the least, the students went on a week-long trip to Baddi and Dharamshala as a part of the Industry Interaction Initiative as well as for leisure and thoroughly enjoyed themselves.

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

Happy Reading!!

Regards

Editorial Team



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Daan Utsav Celebration at IILM

IILM Lucknow celebrated the Daan-Utsav Week from October 2-8, 2018 with an awareness campaign by the students. Students visited NGO's, Old Age homes, Government schools and slums in groups, and encouraged people to participate and donate generously.



The students organised several charitable activities including spending quality time with elderly people in old age homes, distribution of fruits, chocolates and other eatables to needy children etc.



The students were delighted with the overwhelming response received through this drive and they took a pledge to celebrate Daan Utsav every year with the same enthusiasm. Faculty Members Ms. Manali Ghosh & Ms. Supriya Agrawal played a vital role in celebration and coordination of the activities.



HR Conclave

IILM Lucknow an HR Conclave on the theme **Talent Management Strategies for Millennials**. The main purpose of this conclave was to provide insights to students about the current HR trends in the Industry. The event was inaugurated by Dr. Naela Rushdi, Director IILM Lucknow, Ms. Kenashri-Senior HR Manager, NTPC, Ms. Jyotsana Pandey, Senior Executive – HR, Hindustan Times, Mr. Vipul Chawla, Manager-HR, Axis Bank. and Dr. Sheetal Sharma, Dean, IILM Lucknow



The conclave was moderated by Dr. Sheetal Sharma, Dean, IILM Lucknow. Speaking on the occasion Dr. Sharma said that the perception of HR is moving from being a purely qualitative domain to an analytical one. A panel discussion on the topic **'Talent Management Strategies for Millennials'** was also organized. The panelists were Ms. Kenashri, Ms. Jyotsana Pandey, and Mr. Vipul Chawla.



The panel discussion revolved around the issue about how millennials actually think. and their expectations from their jobs. The panelists also discussed the ways in which organizations encourage creativity. The only way to retain talented millennials in the organization is to understand their perceptions, provide them with training and development opportunities and increase employee engagement through fun activities, celebrations, rewards, appreciation, recognition etc.



All the students greatly benefited from the conclave and got valuable insights about the current trends of industry in the area of Human Resource Management.



Celebration of the Birth Anniversary of Late Sardar Vallabhbhai Patel as “Rashtriya Ekta Diwas”



IILM Academy of Higher Learning celebrated the birth anniversary of Late Sardar Vallabhbhai Patel as “Rashtriya Ekta Diwas (National Unity Day)” on October 31, 2018 (Wednesday) as per a circular issued by the Government of India. The main objective of this celebration was to preserve and strengthen the unity, integrity and security of our nation. On that day, a pledge taking ceremony was organized to mark the occasion and to spread the message of national integration for the betterment of the nation.

The institute also conducted a debate competition. The students of MBA and PGDM participated and shared their view points in two categories: for the motion and against the motion.

The jury members judged them on the basis of their content, communication skills and Question & Answer (Q&A) round performance. The winners in each category were:

1. Akhilesh Tiwari (MBA 2018-20), For The Motion
2. Amit Singh (PGDM 2018-20), Against The Motion

Observance of Vigilance Awareness Week from October 29, 2018 to November 3, 2018



Observance of Vigilance Awareness Week from October 29, 2018 to November 3, 2018

Under the theme “Eradicate Corruption-Build a New India”, IILM Academy of Higher Learning, Lucknow in its endeavor against corruption, organized the following activities to create awareness about corruption:

1. The students, faculties and staff of the institute participated in the integrity pledge on October 29, 2018 at 11:00 am.
2. A group of students assembled at Patrakarpuram Chauraha, Gomti Nagar along with a banner spreading the message: “Say No to Corruption.” The students distributed pamphlets on the theme “Eradicate Corruption-Build a New India” and created awareness amongst the general public about Vigilance Awareness Week and requested them to create awareness against corruption and also practice the same. Both the activities were organized on November 2, 2018.
3. On November 3, 2018, a debate competition was organized under two categories: for the motion and against the motion. Students from both the courses, MBA and PGDM participated in the debate, out of which 2 students in each category were declared the winners:
 - a. Akhilesh Tiwari (MBA 2018-20) For The Motion
 - b. Rishabh Tripathi (PGDM 2018-20) Against The Motion
4. On November 3, 2018, a human chain was formed by the students to spread a message against corruption and to signify that together we can do away with the evils of corruption.

Celebration of the Birth Anniversary of Maulana Abdul Kalam Azad as “National Education Day”



IILM Academy of Higher Learning, Lucknow celebrated the birth anniversary of Maulana Abul Kalam Azad as “National Education Day” on November 11, 2018 (Sunday). On account of National Education Day, the students of MBA and PGDM of IILM Academy of Higher Learning were encouraged to participate in two categories:

- a. Poster Making competition and
- b. Slogan Making competition

The theme was on the importance of education and the nation’s commitment on all aspects of education. Two students were declared winners in each category:

1. Deepshikha Yadav (MBA 2018-20) in Slogan Creation Category
2. Tara Chand Singh (PGDM 2018-20) in Poster Making Category

Dr. Naela Rushdi, the Director of the institute, felicitated the winning students in each category with appreciation certificates.

Alumni Meet

IILM Lucknow Campus organized a “**Dandiya Night cum Alumni Meet**” on Sunday, November 04, 2018 in the Institute premises. The purpose of this event was to build a long term relationship with the Alumni and to make them aware about the positive changes taking place in the Institute as well as to explore various ways in which IILM Lucknow and its Alumni could collaborate for mutual benefit.





During the meet, a **Dandiya Party** was organized in which the Alumni and current students participated with great zeal. One of Lucknow's most famous artists, **DJ Rahul** was invited to perform at the event and he enthralled the crowd with his explosive music.



The Alumni Meet was graced with the presence of Alumni both from MBA and PGDM batches along with their families. On this occasion various competitive events **like best dressed Alumni, best dressed current student, best dressed alumni child, best dressed IILM employee etc.** were organized in which everybody participated with full enthusiasm and won attractive prizes.

Workshop On ART OF WRITING A CASE STUDY

IILM Academy of Higher Learning, Lucknow successfully organized a workshop on the “Art on Writing a Case Study” on November 20, 2018. This workshop was organized in association with Lucknow Management Association (LMA).

The workshop was conducted by **Ms. Arohini Narain**, Founder & Proprietor of Writer’s World- a Writing Solutions Firm that provides Content writing, Case writing, and Copy editing services to Indian and international clients.



The workshop focused on the value of case method in the learning process. It was intended for all those with an interest in using case studies as a teaching tool, as well as those who are interested in research and teaching cases.

The workshop was attended by 40 people comprising academicians, research scholars, professionals, corporates etc. Participants actively participated in the workshop and got valuable insights about writing and using case studies. All the participants were provided certificates after the completion of the workshop.

Annual Industrial Tour



As a part of learning by observation and interaction with the Industry, students of PGDM Batch (2018-20) went on an Industrial Tour to Baddi Industrial Area, Himachal Pradesh from December 9 – 14, 2018. The students visited following organisations:

1] Havells India Limited – Students visited the manufacturing unit MCB's and Switches assembly line. They were briefed on the procurement of raw materials, daily production, HR practices, Good Manufacturing Practices etc.



2] Elin Electronics Limited: Elin Group of Companies is in the business of designing & manufacturing of tools, metal parts, plastic parts, motors as well as domestic home appliances. It is a third-party manufacturer for the Philips range of products. Students were shown the assembly lines of Iron, Juicer Mixer and Grinder, Hand Blender, and Hair dryer. They were further briefed on the HR practices, procurement of raw materials, training of unskilled staff etc.



3] Oxalis Labs: It is a sister concern of MacLeod's Pharmaceuticals, based at Baddi. It is an export-oriented unit specialising in the manufacturing of Anti-TB drugs. The student were shown the manufacturing unit of tablets where the production of Anti-TB drugs was going on. It was a WHO order meant for export to Nigeria. The students were briefed on the products of the company, good manufacturing practices as well on various quality control certifications.



Apart from the Industry Visits, the tour also went to Dharamshala in Himachal Pradesh for a well-deserved break and had a wonderful time there visiting various scenic spots, enjoying delicious food, dancing around a bonfire and enjoying each other's company. Everybody had a wonderful time during the entire trip and created wonderful memories.

Workshop on Six Sigma

On December 18, 2018, IILM in collaboration with the Lucknow Management Association (LMA) organized a workshop on Six Sigma-White Belt Training.

The workshop was conducted by **Dr. Dheeraj Mehrotra**, an Academic Evangelist and Vice President with Next Education India Pvt. Ltd., Hyderabad.

The workshop focused on the implementation of six sigma processes in the education sector.



Mr. Anant Jauhari, Executive Director, Lucknow Management Association was also present during the session. The workshop was attended by 50 participants from the corporate sector as well as academics. Everyone actively participated in the workshop and got valuable insights about six sigma tools. All the participants were provided certificates after the completion of workshop.



Dr. Vibhuti Gupta, Associate Professor, IILM Lucknow and the Workshop Coordinator along with Dr. Mohit Kumar, Associate Professor, IILM Lucknow coordinated the entire event.

Alumni Connect

Ms Divya Chaturvedi, HR Specialist at Deloitte, and a student of PGDM Batch (2013-15) interacted with the current batch of PGDM (2018-20) students on December 19, 2018. During her interaction, she emphasized on the importance on developing networking skills using social media tools.

She also elaborated on the key skills needed to succeed in job interviews, namely – A Positive Attitude, Confidence, Communication Skills, Interpersonal Skills and High Energy Levels.



Ms Chaturvedi further emphasised that all freshers should identify their respective strength areas and keep developing them for differentiation purposes. As a fresher one should give full importance to Summer Internships as they play a major role during job interviews.

Session on "Indian Stock Markets-Interactive Session on Regulatory Issues"



A session on the topic "Indian Stock Markets-Interactive Session on Regulatory issues" was jointly organized by NSE, SEBI, AWOKE India Foundation and the Lucknow Management Association, LMA on December 15, 2018 at Hotel The Grand JBR, Viraj Khand, Gomti Nagar.

The session was attended by **Dr. Mohit Kumar** and **Ms. Richa Gulani**.

The inaugural session was conducted by the guest speaker Dr. Dinesh Soni from the National stock Exchange who gave his inputs on the Institute of Cost Accountants of India and the DAC.

Further, he elaborated on the new developments in the field of investor service cell. The concept and provision of investor protection fund and the ever-emerging importance of the surveillance department was highlighted.

Mr. Amarjeet Singh, Executive Director, Securities & Exchange Board of India continued the session thereafter. He gave a framework of SEBI regulations and explained that the essence of the regulations was to develop, regulate and protect the emerging financial markets.

Furthermore, the importance of cyber security was also emphasized upon.

Mr. Pravin Dwivedi from Awoke India Foundation then moderated a question answer session from the participants. The session then ended with a vote of thanks by Mr. Alok Ranjan from NSE, Delhi.

Achievements Galore



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Congratulations
Mohd Zasim
Winter Internship
in
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CONGRATULATIONS
WINTER INTERNSHIP
Imman Hashmi
FGDM Class of 2020
EY

Student's Corner

Cyber Crime

In today's world, crime is one of the most prevalent problems in any society. People all over the world commit various types of criminal offences. The rate of crime is going on increasing day by day in all parts of the world. One reason behind this is that some people don't want to work for the things they want, so they find it easier to take shortcuts in order to grab things from others easily. These benefits can be of financial or non-financial in nature i.e., it can be cash, commodity, technology etc.

Cyber-crime, which is also known as computer oriented crime includes unauthorized use, access, modification, or destruction of hardware, software, data, or network resources, the unauthorized release of information, the unauthorized copying of software, denying an end user access to his/her own hardware, software, data, or network resources, using or conspiring to use computer or network resources illegally to obtain information or tangible property. One of the most popular ways of committing cyber-crime is through hacking. Hacking is the obsessive use of computers and the unauthorized access and use of networked computer systems. Cyber-crime often results in the loss of private information or monetary information. Cybercrime is any criminal activity that involves a computer, networked device or a network. While most cybercrimes are carried out in order to generate profit for the cybercriminals, some cybercrimes are carried out against computers or devices directly to damage or disable them, while others use computers or networks to spread malware, illegal information, images or other materials. Some cybercrimes do both -- i.e., target computers to infect them with viruses, which are then spread to other machines and, sometimes, entire networks. The ubiquity of internet connectivity has enabled an increase in the volume and pace of cybercrime activities because the criminal no longer needs to be physically present when committing a crime. The internet's speed, convenience, anonymity and lack of borders make computer-based variations of financial crimes, such as ransom ware, fraud and money laundering, as well as hate crimes, such as stalking and bullying, easier to carry out.

There are various ways in order to protect from cyber-crimes these days which one should strictly follow to avoid unauthorized use of their confidential files, documents etc. Using antivirus and firewall software, and updating it often to keep destructive programs away from computers, using hard –to-guess passwords that contains a mix of numbers, characters, symbols and which should be changed frequently. One should also use the most up-to-date aversion of one’s Web browser, e-mail software, and other programs and at the same time use security programs that gives control over cookies that send information back to websites.

An individual should avoid e-mail attachments unless he/she knows the source of incoming message and send credit card numbers only to secure sites. Installing firewall software to screen traffic if one uses DSL or a cable modem to connect to the internet will be also of great use to protect from cyber-crimes.

Though not all people are victims to cyber-crimes, they are still at risk. Crimes by computer vary, and they don’t always occur behind the computer, but they are executed by computer. The hacker’s identity ranges between 12 years young to 67 years old. The hacker could live three continents away from his victim, and they wouldn’t even know they were being hacked. Crimes done behind the computer are the 21st century’s problem. With the technology increasing, criminals don’t have to rob banks, nor do they have to be outside in order to commit any crime. They have everything they need on their laptop. Their weapons aren’t guns anymore, they attack with mouse cursors and passwords.

-Thank you.

Nimisha Jaya

PGDM (2018-2020)



IMPORTANCE OF DOING INVESTMENTS IN TODAY'S SCENARIO

In today's world, just earning money is not enough. You work hard for the money that you earn, but that may not be adequate for you to lead a comfortable lifestyle or fulfill your dreams and goals. To do that, you need to make your money work hard for you as well. This is why you should invest. Money lying idle in your bank account is an opportunity lost. You should invest that money smartly to get good returns out of it.

If you don't earn much and you can barely pay your bills, the idea of saving money might seem laughable. When you only have Rs 1,000 left at the end of the month, why even bother to try saving? Because everyone has to start somewhere, and if you work at it, your financial situation is likely to improve over time. Saving money is worth the effort. It gives you peace of mind, it gives you options, and the more you save, the easier it becomes to accumulate additional savings.

The Indian investor has a number of investment options to choose from. Some are traditional investments that have been used across generations, while some are relatively newer options that have become popular in recent years. There are some popular investment options available in India like **Stocks, Mutual funds, Fixed deposits, Recurring deposits, Public provident fund, Employee provident fund, National pension system.**

Economic growth can be encouraged through the use of sound investments at the business level as well. When a company constructs or acquires a new piece of production equipment in order to raise the total output of goods within the facility, the increased production can cause the nation's gross domestic product (GDP) to rise. This allows the economy to grow through increased production based on the previous equipment investment.

So, at the end of my article I just want to say **"Investing for the sake of investing is the best investment you will ever make. It will not only improve your life; it will improve the lives of all those around you"**.

"Investment is like love, the more you give, the more you get in return". !!

-Thank you.

Saurabh Singh Kanwal

PGDM (2018-2020)



THINGS STANDING BETWEEN YOU AND YOUR HAPPINESS

In our society there are several pervasive thoughts that prevent many people from finding lasting happiness. Our idea of what happiness is often misguided; many mistake lesser emotions, such as achievement, expressing feeling or excitement, for true happiness and satisfaction.

Happiness is a choice, and the things you choose to do, be, have and believe will determine whether you are happy, or not.

Some things that can get in the way of your happiness are:

Being Right

A lot of distress is caused when people choose being right over being happy. Being right causes you to feel a sense of achievement, but this is not happiness. It's important to acknowledge that everybody has a different point of view; you can spend your time in conflict, trying to convince them that they are wrong, or you can ask yourself, "Do I want to be right, or do I want to be happy?" When being happy is more important to you than being right, you're more willing to let the small stuff go and choose happiness instead.

Friends

Negative people will influence you negatively, and bring you down. Happy, positive people, rub off on you as well. Make a list of three happy people you enjoy talking to and call them up when you need a boost. Seek out happy friends and don't hang out with unhappy ones. If you have mostly surrounded yourself with unhappy people, then right now – get proactive! Try out new things and meet new people.

Judgment

When you are in a constant state of judgment, either of yourself or others, you are inducing feelings of disappointment, despair or anger. There is no way to feel happy when you are in this state. Therefore, whenever you catch yourself judging someone, realize that it is just your point of view. When you start to look things as just an interesting point of view, you lose the level of unhappiness that comes with judgment.

Love

Love means something different to every single one of us; it is impossible to determine or agree on what it actually is. You can't get love right, ever. So, stop trying. Gratitude is what really creates the level of caring and acceptance we try to get from love. The magical power of gratitude is that you can't have gratitude and judge at the same time. So, if you want to kill judgment and get happy instead, get some gratitude going! Start a gratitude journal and every day; write down 3 to 5 things you are grateful for. Include things that you are grateful for about you, your life and about others.

If you're ready to be happier, you don't have to follow the crowd and live in a world of anger, frustration, sadness and anxiety.

Simply, let go of judgment. Let go of having to be right. Let go of the idea that you are here to save everybody else. Choose to be around people who lift you up. Choose gratitude and focus on what's working in your life. In this way, you will begin to choose – and live – the happiness that is available to you.

-Thank you.

Diksha Swarnkar

PGDM (2017-2019)



FASHION

Fashion is a popular aesthetic expression in a certain time and context, especially in clothing, footwear, lifestyle, accessories, makeup, hairstyle and body proportions. Whereas a trend often connotes a very specific aesthetic expression, and often lasting shorter than a season, fashion is a distinctive and industry-supported expression traditionally tied to the fashion season and collections. Style is an expression that lasts over many seasons, and is often connected to cultural movements and social markers, symbols, class and culture (ex. Baroque, Rococo, etc). According to sociologist Pierre Bourdieu, fashion connotes "the latest fashion, the latest difference."

Even though they are often used together, the term fashion differs from clothes and costume, where the first describes the material and technical garment, whereas the second has been relegated to special senses like fancy-dress or masquerade wear. Fashion instead describes the social and temporal system that "activates" dress as a social signifier in a certain time and context. Philosopher Giorgio Agamben connects fashion to the current intensity of the qualitative moment, to the temporal aspect the Greek called Kairos, whereas clothes belong to the quantitative, to what the Greek called Chronos.

Fashion has become more than a style these days and almost has become a necessity of everyone. It has created more craze among students of schools and colleges. In this age it is the responsibility of parents to guide their children to make a decision on what to buy and what not to buy.

-Thank you.

Shriya Sinha

PGDM (2018-2020)



ENTERTAINMENT

Entertainment is something we all cherish, because it not only provides peace of heart and mind, it also acts as a relaxation agent.

We have a plethora of channels today to provide a variety of programs that cater to everyone's requirements; from movies to news to songs to sports etc. When someone comes back from work after spending a hectic day in office, entertainment works as a medicine. Entertainment can be in any form, watching TV or reading some quality books or simply close your eyes and listening to some soulful tracks. They all help bringing a change to one's mood.

Melodious music not only sets the tone but also helps one in getting solace. The Entertainment industry that records and sells entertainment products may adopt products that suit any scale, ranking from individual who chooses a private entertainment from a now enormous array of pre-recorded products to a banquet adapted for two to any size or type of party, with appropriate music and dance performances. This may be intended for thousands and even for a global audience.

Some activities which were never considered as entertaining per se have become a major audience attraction today, like cooking channels or shows where people cook, contest and prepare dishes which have a wide audience, not just nationally, but globally.

Other than music, reading is one good source of entertainment. It can help relieve stress in the mind. Reading is a very good habit. It not only helps to gain knowledge but creates a good vocabulary and helps to understand the world better.

Another source of entertainment can be sports. Sports are probably one of the most popular kinds of entertainment all over the world, and the most famous and highest-paid athletes usually come from sports teams.

In short, entertainment should be there in life to make it dynamic and exciting always.

-Thank you.

Priya Singh

PGDM (2018-2020)



IILM Academy of Higher Learning, Lucknow



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