

July & August

IILM - Lucknow
News letter



Industrial Visit- Parag

PGDM Batch 2014-16 went on an Industrial visit to Parag (Pradeshik Co Operative Milk Society) Plant on 26th July 2014. The students were guided by faculty members Mr. Azharuddin Mohammad and Ms. Saumya Rastogi. The students visited the plant and learned the process of manufacturing and packaging of various milk products of Parag. The students also got the chance to taste some of the products. It was a great learning experience for the students.



Guest Lecture - Ascezen Technical Writing Consulting

On 27th August 2014, the students of PGDM attended a guest lecture by Mohd. Qais, MD of Ascezen Technical Writing Consulting, a firm which trains management graduates to enhance their technical writing skills. The 1st year and 2nd year students were given a chance of an effective interaction with Mr. Qais and asked various queries regarding the professional writing skills. The core agenda of the session was to familiarize the students with the concept of effective technical writing skills.



Philips Trimmer Challenge

The post lunch session on 26th August 2014 was fun packed as the Philips Trimmer Challenge knocked the door of the College. The students were mesmerized by the fun filled event in the college amphitheatre. The challenge was to form a team of four boys and create special style with the help of Philips Trimmer. The judges were all the girls sitting in the amphitheater. Two teams from PGDM 1st year which got maximum votes were – Team 1 consisting of Aakash Kumar, Rahul Singh, Raveesh Rai Sharma and Shubham Rathour and Team 2, consisting of Ankur Mishra, Devbrat Mani Tripathi, Harsh Srivastava and Nitesh Singh. The 1st team was adjudged winner of the challenge.



Industrial Visit – Eveready Industries



An industrial visit to Eveready Industries, Lucknow was conducted on 23rd August 2014. All the MBA and PGDM students participated in it. The students were guided by the faculty members Ms. Richa Gulani and Mr. Azharuddin.

The students got to know about the working of the factory, primarily dealing with the production of torches and assembling of flashlights. The basic learning was team work and the co-ordination required to execute any work.

Janmashtmi Celebration

A Program on the occasion of Janmashtmi was organized by Cultural Club in which students of both MBA and PGDM performed with zeal and enthusiasm. The program was a medley of performances by the students, with musical acts performed by Dev Mani Tripathy and Raagini Kesharwani, a drama by Harshal Verma and Alok Kumar Singh and a group dance by Neha Nigam, Riya Singh, Soumya Mehrotra. The MBA students Anamika, Sanjeet, Swati and Eshita sang Janmashtmi related songs and Swati Verma and Eshita also performed a mesmerizing dance. MBA students also created a beautiful Jhanki demonstrating different stages of life of Lord Krishna. The event was enjoyed by all the students and the faculty Ms. Saba & Ms. Richa supervised the students' performance.





Live Project – Big Bazaar

The students of PGDM Batch 2014-16 successfully completed a live project in Big Bazaar from 11th of August to 17th of August. The students got to know how such a big organization works and the challenges faced by the retail industry. The students were given different departments and had to handle the customers. The focus of this project was to make the students understand the customers behavior. It was a great learning experience for all the students

