



NEWS LETTER

August 2015



Industrial Visit





The students of MBA 15-17 batch got an opportunity to go on an industrial tour to the well known brand famous for its dairy products, Pradeshik Cooperative Milk Society (Parag) plant on 6th August 2015. The students were accompanied by the faculty members Mr. Sachin Srivastava & Mrs. Pooja Bhatnagar. The students were very curious as well as excited for their 1st industrial trip. As a management students they got a chance to closely observe the various processes involved in manufacturing, packaging and distribution of the products. Students also got a chance to taste some of the scrumptious products. In total, it served as an overall learning experience





Live Project @ Big Bazar



BIG BAZAAR.
Making India Beautiful!

BIG BAZAAR
5 DAYS
MAHA
BACHAT





The opportunity to apply conceptual learning is a key feature of IILM Lucknow. Students of both MBA and PGDM were given the opportunity to go on their very first Live project at various Big Bazaar outlets of the city, the well known retail store chain of the Future Group from 10th to 16th August. The students of the institution gave an outstanding performance in making loyal customers of Big Bazaar. The two groups of students of PGDM batch were sent to Riverside Mall (coordinated by Krishna Shukla and Varsha Dixit) and to Saharaganj Mall (coordinated by Aditya Sagar and Tulika Banerjee). Likewise the two groups of MBA were sent to Shalimar (coordinated by Priyadarshni and Shivam Agarwal) and FBB (coordinated by Upasana and Shourey Bajpai). Along with the valuable experience certificates, students for their dedicated performance were also bestowed upon with 'Appreciation Certificates' and 'Gift Vouchers'. The main objective of the project was to come to grips with the reality of the market and consumer's taste and preferences.



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Guest Lecture on Impression Management

On 18th August, keeping in view the importance of impression, a guest lecture of Mr. Akarshan Srivastava, a well known Corporate trainer was organised on the topic "Impression Management". He emphasised on the need of cashing one's impression on individual as well as corporate level. In a society, it's always important to control other people's perception for a positive existence and at workplace its equally important to reflect a positive personality so as to work with others in harmony. The lecture provided a significant understanding of impression management and its usefulness in day to day life.



FMCG Seminar





FMCG

Sector of the month is a regular activity at IILM Lucknow campus, wherein a whole month is dedicated to a specific sector and all activities are organised with focus on the chosen sector. In this academic session, 2015-16, August was the first month dedicated to one particular sector, that is the FMCG sector. All through the month the students were busy researching, preparing charts and then giving presentations on the various aspects of this sector. The grand finale of the sector-of-the-month activity in August was the FMCG seminar, organised at IILM campus on August 22, 2015. The sector experts were Mr. Diwanshu shukla (Area Sales manager, Mars International India Pvt. Ltd.), Mr. Merajul Haque (Area Sales manager, Mother dairy UP East) and Mr. Apoorva Srivastava (National Manager Strategic Alliance, General Mills Pvt. Ltd.). The curiosity of the students was much appreciated by the guests. The session concluded with a very productive question-answer session where the experts keenly explained very major and minor aspects of the FMCG sector to the audience