



 **IILM UNIVERSITY**

Gurugram | Greater Noida



**IILM**  
LODHI ROAD, NEW DELHI

**NOVEMBER 2024**

**CAMPUS**

**CHRONICLES**

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## International Exposure for IILM University Students

BBA students of IILM University Greater Noida travelled to Dubai for an Immersion Programme, gaining insights into finance, entrepreneurship, and business strategy. Highlights included a session with Arrow Capital CEO, Mr Sumit Mehta, discussing global market strategies, a visit to Dr Linen's distribution centre to explore business efficiencies, and talks from entrepreneurs such as Mr Narayanan Raghavan and Mr Sidharth on the UAE's role in global trade. A skills session at the Creative Zone, led by Mr Lorenzo Jooris emphasised resilience and adaptability, concluding with awards that left students inspired and globally equipped for their careers.



## PRESSPSYCH PALOOZA 2024

### A Thought-Fest of the School of Liberal Arts and Social Sciences

PressPsych Palooza 2024, hosted at IILM University Greater Noida was a vibrant five-day celebration themed "Cultivating Happiness through the Lens of Media and Mind". Organised by the School of Liberal Arts and Social Sciences, the festival brought together media professionals, mental health advocates, and students to explore the intersection of psychology and journalism. The event was sponsored by APS Judicial Academy and Co-sponsored by Primus Publications and Pahuja Law Academy.

The festival featured thought-provoking panels on topics like the happiness myth, alternative media, digital personas, and Gen Z's cultural impact, with insights from experts such as Mr Aaron Pereira, Ms Anshuma Kshetrapal, and Dr Nayan Mitra. Workshops by Ms Kaveree Bamzai focused on storytelling in film journalism, while Ms Tanvi Bajaj showcased the therapeutic power of rhythm and dance. Interactive activities like poster-making and live art sessions with Ms Vrinda Gupta added creativity to the mix.



Cultural highlights included performances by Swaraag, Aarambh Dance Society, and Thespian Theatre Society, alongside food and craft stalls and the Happiness Walk. By blending intellectual, cultural, and community engagement, the festival embodied interdisciplinary learning.



## Inspiring Innovation: IILM Hosts Conference on Student Entrepreneurship

IILM University proudly hosted the ICSSR-Sponsored Conference on "Creating a Supportive Ecosystem for Student Entrepreneurs" under the Viksit Bharat Scheme.

The event gathered industry experts and thought leaders to explore strategies for fostering innovation and entrepreneurship among students, reaffirming IILM's commitment to developing future changemakers.



## Honouring Dr Kulwant Rai: A Lecture on India's Economic Journey

To mark the 100th birth anniversary of Dr Kulwant Rai, the visionary founder of IILM University, a distinguished lecture was delivered by Shri Anand Sharma, the former Union Minister of Commerce and Industry. Titled "India's Economy: Opportunities and Challenges," the session delved into the factors contributing to India's sustainable growth.



## IILM University Greater Noida Collaborates with IIT Ropar for ₹60 Lakh CPS Research Lab

The School of Computer Science and Engineering at IILM University Greater Noida has received approval to set up a Cyber-Physical Systems (CPS) Research Lab in collaboration with AWaDH-IIT Ropar.

The project has been allocated funding of ₹60 lakh, with 60% designated for infrastructure development. An additional ₹50 lakhs has been made available for research activities involving students, faculty, and other academic groups.



## Team ProVask to Represent IILM at Smart India Hackathon 2024 Grand Finale

We are delighted to announce that Team ProVask from the School of Computer Science & Engineering has been selected to participate in the Smart India Hackathon 2024 Grand Finale. This outstanding achievement highlights the team's dedication and technical expertise as they prepare to represent IILM University Gurugram at this prestigious national level event.

The team members, Punit, Om Rohilla, Ritu Raj, Sushri Sangita Swain, Kamlesh Mishra, and Varun Chaudhary, have worked tirelessly to reach this milestone. This opportunity not only allows them to showcase their innovative skills but also brings immense pride and recognition to our University. We extend our best wishes to Team ProVask.



## School of Management Ranked 3rd in Emerging B-Schools by Outlook 2024-25

IILM University Greater Noida celebrates a major milestone this month as its School of Management secures 3rd place among Emerging Private B-Schools in "Outlook India's Best B-School Ranking 2024-25".

## Dr Taruna Gautam Speaks at CRB's ISS 2024 Summit on Sustainability 2.0

Dr Taruna Gautam, Vice-Chancellor of IILM University Greater Noida was invited as a Guest Speaker for the closing plenary session at the 11th Annual Sustainability Summit (ISS 2024), organised by the Centre for Responsible Business at the India Habitat Centre, New Delhi. She shared the panel with distinguished speakers, including Prof Vasanthi Srinivasan from IIM Bangalore and Shri Nitin Desai, Chairman of TERI and Former UN Under-Secretary-General for Economic and Social Affairs.



## Standing Strong Together: Marking International Day for Disaster Risk Reduction

IILM University Gurugram proudly participated in a transformative workshop organised by the National Institute of Disaster Management (NIDM) on "Building Resilient Learning Spaces and Empowering Youth Through Disaster Risk Reduction in Education."

The event brought together leaders and experts to discuss youth-centric policies and the integration of disaster resilience into education. Our faculty returned with innovative ideas to create a resilient learning environment.





## Masterclass on "Sticky Habits": Unraveling Psychology and Behaviour Change

Prof Nigel Holt from Aberystwyth University, UK, conducted an engaging session on "Sticky Habits: Psychology and Behaviour Change" with the psychology students at IILM University Greater Noida. The event provided valuable insights into behaviour change and explored opportunities for research collaborations.



## Strategic Marketing Workshop: Lessons from NYU Shanghai



A comprehensive Strategic Marketing workshop was recently held for MBA students, led by Dr Lan Ma from NYU Shanghai. The session delved into essential marketing concepts, including mission, vision, segmentation, value proposition, branding, and pricing.

## Advancing Technology: Dr Seema Sahai and Prof Nitasha Barara Secure Landmark Patent

We are thrilled to recognise Dr Seema Sahai and Prof Nitasha Barara for their remarkable achievement in securing a patent for "An Integrated Machine Learning, Internet of Things, and Data Analytics System for Autonomous Control and Cybersecurity."

This cutting-edge system combines Machine Learning, IoT, and Data Analytics to revolutionise smart environments, offering real-time insights, robust cybersecurity, and intuitive, scalable solutions. A proud moment for the IT & Analytics department at IILM!

## Biotechnology Students Explore Coca-Cola's Operations

The Department of Biotechnology, School of Engineering at IILM University Greater Noida organised an industrial visit to Coca-Cola. Students observed the precision involved in bottling, labelling, and packaging while learning about Coca-Cola's commitment to hygiene, quality, and security. The plant manager provided insights into the company's history and initiatives, followed by a Q&A session where students actively engaged.



## National Seminar on Digital Competition Law

The School of Law at IILM University hosted a One-day National Seminar on “Digital Competition Law: Need or Abundance,” organised by the Centre for Corporate Law and Dispute Resolution (CCLDR). The event featured Shri Ashok Kumar Gupta, former Chairperson of the Competition Commission of India, and Mrs Bhavana Mahadew from the University of Technology, Mauritius. The school also launched “Law Cognitive: Legal Bites and Fights.”



## Guest Lecture on Entrepreneurship for Students



The E-Cell School of Computer Science and Engineering IILM University Greater Noida organised a guest lecture for students on “Exploration of Start-up /Entrepreneurship as a Career Option.” Dr Rajeev Tiwari, Dean, highlighted the importance of innovation and adaptability in entrepreneurship, citing examples such as Jio’s competition with Starlink.

Mr Mahendra Kumar Gupta, CEO of iNurture Incubation Foundation, shared strategies for developing an entrepreneurial mindset, achieving financial independence, and navigating the start-up journey, including ideation, team formation, and pitch deck creation.

## Highlights from the Novice Moot Court Competition

Our students showcased their advocacy skills at the Novice Moot Court Competition with compelling arguments, powerful speeches, and insightful debates. Each participant demonstrated passion and dedication, tackling complex legal issues with poise.



## Recognising Excellence: Shri Rajeev Dubey Awarded Lifetime Achievement Honour

We are pleased to celebrate Shri Rajeev Dubey, Chairperson of the Board at IILM Lodhi Road, on being honoured with the Dr Pritam Singh Corporate Lifetime Award.



## When Academia Meets Industry: The Finance Conclave

The School of Management at IILM University Gurugram hosted the Finance and Economics Conclave on "Bridging the Gap Between Academia and Industry." Esteemed panellists, including Mr Ankit Chugh, Mr Gaurav Seth, Mr Vikram Vasal, and Mr Vishal Chowdhry, discussed the skills essential for thriving in the finance sector.

Key discussions centred on aligning academic curricula with industry needs, integrating emerging technologies, and fostering adaptability and critical thinking. This initiative empowers students to excel in the ever-evolving business landscape.



## School of Law Hosts International Counselling Session

The School of Law, IILM University Greater Noida recently hosted an insightful counselling session with esteemed delegates from the University of the Pacific – McGeorge School of Law. This engaging session offered law students valuable guidance on pursuing higher education abroad and exploring pathways to international legal careers, fostering global knowledge and opportunities.



## Strengthening Global Partnerships

On 12th November 2024, IILM University Gurugram welcomed a delegation from the U.S. Embassy and EducationUSA. Our distinguished visitors included Ms Adelle Gillen, Public Diplomacy Officer, U.S. Embassy; Ms Sonal Kapoor, Programme Coordinator, EducationUSA; and Dr Bhavvna Jolly, Senior Advisor, EducationUSA.

The visit also featured meaningful discussions with our Vice Chancellor, Prof (Dr) Padmakali Banerjee, and explored avenues for international collaboration.



## Guiding Tomorrow's Legal Experts

IILM Law School, Gurugram recently hosted an enlightening session for CLAT aspirants, offering valuable insights into the career prospects of a law degree. The session covered the diverse range of law courses available, equipping participants with the knowledge to embark on their legal journeys. Adding a fun twist, the event featured an engaging Pictionary quiz and interactive Q&A, exploring legal concepts and renowned figures.



## International Men's Day: A Tribute to the Men Who Inspire and Lead

The Psychology Department at IILM University Gurugram celebrated International Men's Day with thoughtful initiatives focusing on mental well-being, inclusivity, and the contributions of men in our community. Through engaging activities and meaningful discussions, the event challenged stereotypes and promoted mental health awareness, fostering a supportive and balanced environment.



## A Big Step Forward: Our Collaboration with Loughborough University



IILM University Gurugram recently welcomed a delegation from Loughborough University. This visit facilitated the exchange of ideas and discussions on teaching methods, research collaborations, and student exchange programmes. The partnership signifies a shared commitment to academic excellence and global education.

## STAY CONNECTED

Keep in touch! Follow our Social media handles to stay updated on the latest news, upcoming events, and exciting opportunities.

[www.iilm.edu](http://www.iilm.edu)



SCAN OR CLICK

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