SHARING INFORMATION ON PROGRESS REPORT

IILM INSTITUTE FOR HIGHER EDUCATION
NEW DELHI

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INTRODUCTION

It gives me immense pleasure to place before you, on this very important occasion, our Progress report for the period 2017-18. This report is testimony to our deep-seated belief in the principles and values of responsible management education. We are perpetually guided by our vision that “IILM will be a leader in values based management education and business focused research”.

Dr. Bhaskar Chatterjee, Senior Director IILM

The IILM mission focuses on:
   a) A deep commitment to sustainable development and a green environment,
   b) An appreciation of the cultural heritage and socio-economic diversity of India.

As an Institute, we are committed to take the case for responsible management to educational institutions and corporate across South Asia and beyond. It is in recognition of this deep and abiding commitment that we have been chosen by the U.N Global Compact as a PRME Champion Business school – only one of two in India and one of three in Asia. IILM’s first International Conference on Responsible Management Education and Practice was organized in January 2014, the second in January 2015, the third in January 2016 and the fourth in February 2017.

Taken together, they set key milestones in the journey of IILM along this vitally important path. IILM is one of the leading business schools in north India with three campuses in National Capital Region of Delhi. These are located at Lodhi Road New Delhi, Golf Course Road Gurugram, and Knowledge Park, Greater Noida. Established in 1993, IILM offers management programs at undergraduate and graduate level with curriculum benchmarked against the best in the world. IILM has over 1500 students and 100 faculty members. Our Gurugram and Greater Noida campuses also offer Fellow Program in management (equivalent to Ph.D). Our Gurugram Campus has also applied for a University status in 2017.

Some of our strengths include but are not limited to: delivering globally benchmarked curriculum with experiential learning; presence of over 100 full time faculty all across 3 campuses with rich academic and industry experience; personalized attention to each student through strong one-on-one mentoring program; student exchange facilities with foreign partner universities; 9000+ well-placed alumni etc.

Among the highlights of this report, we want to draw attention to the following amongst many others:

• Conferring the 11th Global Thinker Award on Prof. Jagdish Sheth, Emery University, U.S.A. in the field of Management Education on January 15th, 2018 in New Delhi;
On the occasion of the International Day of Democracy the Hon’ble Vice President of India, Mr. M. Venkaiah Naidu released the book titled ‘लोकतंत्रकेउल्लस की अनकही कहानी’ ("The Untold Story of the Celebration of Indian Democracy").

In collaboration with UNGC’s PRME Initiative, IILM hosted its 4th International Conference on “Sustainability and Innovation: Key Drivers of Responsible Management” on 9th - 11th February, 2017 at IILM Lodhi Campus, New Delhi.

I also had the special privilege to attend the PRME Champions Working Meeting, convened at the Fordham University, Lincoln Centre campus, by Mr. Nikolay Ivanov, Coordinator PRME, UN Global Compact (UNGC) from 17th – 19th July, 2017. The main purpose of the meeting was to discuss the plan of action for next two years. On behalf of IILM as amongst the 3 Champion Business school of India, I shared how a significant role is being played by IILM in India, focusing on aspects that incorporate the values on Responsible Management: running the on campus ICHHA (IILM Community Harboring Hopes for All) Club – Practicing Social Responsibility; teaching children from financially weaker sections of the society at the Roshni Rai School; conducting Faculty Development Programmes and Inculcation of Human values in Management students; Conferment of Global Thinker Award; including in the curriculum the aspect of Responsible Business Practices; and holding of 5th International PRME Conference on “Sustainability Practices in Industry and Education” with focus on specific issues and Sustainable Development Goals (SDGs) and their execution in the context of Quality (higher) education (SDG 4) and Industry, Innovation and Infrastructure (SDG 9).

In continuation of, and consistent with, our efforts to focus on responsible management and its contribution to the achievement of global sustainable goals, we are committed to making even greater efforts in the years to come.

Dr. Bhaskar Chatterjee
Senior Director
IILM Institute for Higher Education New Delhi
Developing our students as responsible, socially and globally aware members of society - A Legacy of our Founder Chairman

Dr. Kulwant Rai
Founder, IILM (1924 – 2011)

IILM is a result of the vision, leadership, exceptional achievements, and human qualities of the founder of the IILM group, Dr. Kulwant Rai. His effort was focused to develop students as responsible, socially sensitive, and globally aware members of society who are able to contribute towards international development and transmit the rich and deep rooted Indian values to the rest of the world.

An entrepreneur, industrialist, philanthropist, and an educationist, Dr. Kulwant Rai was a self-made man. Born on 4th November 1924, in a family of wealthy landowners, he lost his father at the age of 12. After completing his graduation from Hailey College of Commerce, Lahore, in 1946, he moved to Delhi to venture out on his own. Over a period, Dr. Rai built a business empire with interests in steel, textiles, and electronics.

After 40 years in business, Dr. Kulwant Rai decided to devote his life to education and to service under the Sri Sathya Sai Organization. Dr. Rai truly believed his success in business was made possible only because of the Grace of God and that he must devote his life in the service of those less fortunate.

Dr. Kulwant Rai’s abiding passion was education. The Rai School (now known as the Banyan Tree School) was set up in 1986 and the Institute for Integrated Learning in Management (IILM Graduate School of Management) in 1993. Dr. Kulwant Rai explained his goal in education based on the teachings of Sri Sathya Sai Baba: “The process of education is to render the individual a happier and more useful person; it must also make him a better citizen, able and willing to further the progress of the nation to which he belongs.”

In 1992, Dr. Kulwant Rai received the National Award from the President of India, in recognition of his contributions to the Social Cause. Dr. Rai was President of the All India Organization of Employers, the Indo American Chamber of Commerce, among others. He was a member of the Board of Directors of the State Bank of India and the Industrial Development Bank of India. In 2000, the University of Bradford UK honored him with the Degree of Doctor of Philosophy.
IILM Vision and Mission

**Vision:** IILM will educate and develop innovative, entrepreneurial and responsible business leaders.

**Mission:**

We will offer with wider access, and in an inclusive and responsible manner:

- An academically rigorous, practice and research supported, management education based on principled and ethical values, which maximizes the value add from entry to exit.
- An inspirational learning environment which fosters the understanding of disruptive, technological changes; challenges current assumptions, and encourages continuous innovation and learning.
- An outstanding practice based and work related learning experience which focuses on the application of knowledge and skills and is globally relevant.
- Personal mentoring which respects individuality and inspires students to become responsive and responsible business leaders.
- We will facilitate business and management research that leads to the creation of actionable knowledge, improves the understanding of management practices and provides inspiration for entrepreneurship and innovation.

**Values:**

- A people’s policy that allows flexibility, understands individual needs, promotes respect, values integrity and teamwork, and is committed to employee development.
- A culture of continuous improvement and total quality that encourages creativity and innovation through collaboration and trust.
- A deep commitment to the values of global social responsibility and sustainability putting larger interests above our own.
- An appreciation of the cultural heritage and socio-economic diversity of India.

**Key Themes:**

- Commitment to an exceptional student experience Proactive alumni engagement
- International linkages that promote understanding and sensitivity to diverse markets and culture
- Safe environment and enabling infrastructure

**Enablers:**

- People strategy and operational effectiveness.
- Safe environment and enabling infrastructure.
- Communicating transparently and seamlessly with students and parents, faculty and staff, alumni, and employers
- Raising the IILM profile
- Social Media
### Programs Offered at IILM

#### Full Time Programs

<table>
<thead>
<tr>
<th>Program</th>
<th>Duration/Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post Graduate Programme in Management – PGDM</td>
<td>Two Year program</td>
</tr>
<tr>
<td>BBA in Entrepreneurship in collaboration with SBS Swiss Business School, Switzerland</td>
<td>Three Year program</td>
</tr>
<tr>
<td>B.Sc. in Business and Management in collaboration with University of Bradford, UK</td>
<td>Three Year program</td>
</tr>
</tbody>
</table>

#### Executive Education Programs

<table>
<thead>
<tr>
<th>Program</th>
<th>Details</th>
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</thead>
<tbody>
<tr>
<td>Short Term in Service Training Programs for IAS and IPS officers</td>
<td>in collaboration with Department of Personnel and Training, Government of India</td>
</tr>
<tr>
<td>Management Development Programs for SMEs</td>
<td>jointly with PHD Chamber of Commerce and Industry, and CII</td>
</tr>
<tr>
<td>Executive PGDM Program for working executives</td>
<td>(with at least 5 years’ experience) One Year duration</td>
</tr>
<tr>
<td>IILM-IBM, Foundation Management Program</td>
<td>a customized 6 month program for Band 5 IBM executives</td>
</tr>
<tr>
<td>Customized Programs for Executives of Public Sector Undertakings</td>
<td>(One to two weeks duration)</td>
</tr>
<tr>
<td>Advanced Management Program</td>
<td>(Spread over 15 months)</td>
</tr>
</tbody>
</table>

#### Short Term Programs for Visiting Foreign Students

<table>
<thead>
<tr>
<th>Program</th>
<th>Details</th>
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</thead>
<tbody>
<tr>
<td>Two to four weeks duration Short Term Programs for visiting International students</td>
<td>Include one or two academic modules, and visits to industry, and places of tourist and cultural interest</td>
</tr>
</tbody>
</table>
Program Level Goals

We take forward our mission to the program level learning goals that ensure the implementation of this vision through the program structure. These goals are now incorporated into each module which is delivered in the PG curriculum. The learning goals of the PG program are designed to ensure students develop:

L1 - An understanding of organizations, their external context and their management.

L2 - An understanding of appropriate management techniques to allow investigation into business and management issues.

L3 - The ability to acquire, analyze and understand data and information.

L4 - Critical thinking and informed judgment leading to problem solving and decision making skills.

L5 - Cognitive flexibility which enables adaptability to uncertainty in a rapidly changing world.

L6 - An understanding of disruptive and technological change and the ability to seek innovative and entrepreneurial solutions.

L7 - Be able to effectively communicate and negotiate.

L8 - Demonstrate emotional intelligence and people’s skills in working in teams and with people.

L9 - Be cognizant of the impact of their individual and corporate actions on society, recognize responsible and inclusive business practices and be sensitive to the social, economic and environmental responsibilities of business.
Program Design & Delivery

Post Graduate Diploma in Business Management (equivalent to MBA)

IILM PGDM curriculum is benchmarked against the best in the world. Each of these courses is delivered by a team of AQ (academically qualified) and PQ (professionally qualified) faculty. This team teaching ensures a balance of conceptual and practice input in the module.

The program has a strong focus on ‘work based experience’. Students are encouraged to take up ‘Live Projects’ and internship with industry. Credits accrued through work based learning are highly valued within the program framework. IILM Post Graduate Program helps students to make a smooth transition from academic life to a career in business.

The program modules provide knowledge and skills valued by employers, and a work related learning experience. Students learn Finance, Marketing and Human Resources Strategy as actually used in companies. The second year of the program provides students in depth knowledge in the selected area. They also get to work as an intern in a company, and go through hands on job experience, while continuing to acquire knowledge and skills that will be relevant either as an employee or as entrepreneur.

B.Sc. (H) in Business and Management (in collaboration with University of Bradford, UK)

IILM Undergraduate Business School has, over the years, strived to ensure that today’s graduates are prepared for tomorrow’s workplace. We at IILM not just help our students to manage a smooth transition from school to college, but also ensure that they imbibe the right values and hone the skills that help them become successful managers and entrepreneurs. Over the years we have seen our young graduates pursue higher education, manage their family business or start their own entrepreneurial ventures.

BBA in Entrepreneurship (in collaboration with SBS Swiss Business School, Switzerland)

The SBS undergraduate curriculum is designed to provide maximum degree of choice and flexibility, while providing insights into all the major fields and functions of management. The course provides an overview of many different disciplines, offering students the opportunity to concentrate in one or several major fields. In the second year of study, students are required to choose their field of specialization. The study period is spread across six semesters, with the advanced options being offered in the later semesters. The Specialization in Entrepreneurship inspires students to take up entrepreneurial route.
Principle 1: Purpose

We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

IILM modules provide significant exposure to students on issues related to sustainable growth. Their focus on economic goals is balanced with the overriding concerns for achieving inclusive growth. All modules taught in the college are mapped according to contribution made to meeting each of the Program Level (L1 to L9) goals. Such mapping ensures a clear link between Module level teaching and Institute level goals.

The term 'inclusive growth', refers to 'broad-based' growth, 'shared growth' and 'pro-poor growth'. It is widely acknowledged that Inclusive growth analytics has a distinct character focusing on both the pace and the pattern of growth. 'Sustainable Development' is another key area frequently referred to throughout the modules and workshops carried out from time to time.

Module Level Interventions:

All Modules taught at the Postgraduate level are mapped to each of the 9 level goals. In particular, our L9 goal that stands for "Be sensitive to the social, economic and environmental responsibilities of business", closely corresponds to the "purpose" highlighted above. These modules are - Employee, Operations Engine, Competitor, Negotiation, Global Macro Economy, Basics of Accounting, Introduction to Marketing, Innovator, Responsible leadership, State & Society, Business data mining, Operations Analytics, Marketing of Services, CSR and Sustainability, Leadership fundamentals, Human Resource Information System, Strategic sales and management, Customer relationship management. Most of the modules taught in the graduate program are linked to the Level 9 goal related to developing sensitivity to environmental, social and economic issues.

Operation level Interventions:

Students are at a vantage point to observe IILM’s operational model. The operational practices that cater to achieving the goal of sustainable development and inclusive growth are briefed below. These practices relate to energy conservation, paper-optimization drive, discouraging use of plastic.

Paper Optimization

As far as possible, minimum required prints are taken that is necessary for effective decision making. Class calendars, announcements, and all communication between the Institute and the students is done through email and social media. Online submission of assignments is
encouraged. Cases, lecture material etc. are uploaded on the portal "NEO" accessible to students and faculty.

Our journals, the Edge, Management and Change, and IILM Management Review (IMR), all are available electronically.

**Safety and Security**

IILM gives utmost importance to safety & security of students, especially of the women, IILM also deploys lady security guards. The Institute also has complaints committee as per the Supreme Court guidelines.

Even though the campus is centrally located with two metro stations in vicinity of walking distance, the Institute further facilitates by providing shuttle service between the campuses for the smooth and safe traveling of the students and faculty. The Institute employs two women drivers, providing additional safety to female faculty and staff. These women drivers pick & drop faculty and staff to the nearest metro station.

The gates at the Institute are earmarked for students’ entry and exit and all entry/exit of the guest visitors are marked separately. The timings of vendors and visitors are defined as per security procedure. This makes IILM one of the safest campuses in NCR.

**Equipments and Installations**

IILM conducts regular fire drills, at least one in three months. The Institute has CCTV cameras, and has proper provision for entry/exit to campus. There are displays on notice boards about the steps to be taken in case of fire and there is up-to-date information on work in progress and about the proper usage of elevators. IILM is also well connected to local police stations and has provision for unobstructed and fast ambulance service in case of any emergency.

**New Technology Infrastructure**

IILM believes in usage of technology in dissemination of knowledge. IILM has a centralized management network structure that utilizes high-end unified threat management firewall, and control architecture for campus Wi-Fi using Zone Director controlled Ruckus Dual band with 800Mbps Wireless connection speed.

Secure guest access with Integrated Captive Web Portal is deployed at IILM. As part of its technology infrastructure, a fast and secure roaming and identity-based security is implemented at the Institute. For the internet access, the Institute uses state-of-the-art internet with 16 MBPS speed line to ensure high reliability and speedy internet. IILM has also installed speedy new desktops as part of its technology infrastructure.
IT Infrastructure

IILM provides a laptop/notebook/iPad to each of its students in order to facilitate learning and sharing of resources. To promote a culture of reduced paperwork, each student is provided an email account along with a Learning Management Software (LMS) account on NEO which enables exchange of course documents, files and resources.

IILM is shifting to a cloud based environment. In this regard, the Institute uses cloud based platform like HIGHRISE, NEOLMS and PB Works. This requires a robust internet connectivity which serves as the backbone of IILM. In order to support the same, there are dedicated technicians available for ensuring proper connectivity throughout the campus.

All classrooms are provided with LCD/standard projectors to facilitate plug and play mechanism for the faculty to use laptops/ iPads for teaching.

Software at IILM

Technology has always played a very pivotal role in smoothing of the operating procedures of any organization. Keeping in pace with the technological advancement, The Institute makes use of various software that are very relevant for the students and faculty. The Institute uses open-source like Ubuntu and Office Libre. The Institute also utilizes free stock-trading softwares that are used as teaching tools.
Principle 2: Values

We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

IILM PRME Conference: “Sustainability and Innovation: Key Drivers of Responsible Management”

IILM Institute for Higher Education, in collaboration with UN Global Compact’s PRME (Principles for Responsible Management Education) Initiative hosted its 4th International Conference on “Sustainability and Innovation: Key Drivers of Responsible Management” on 9th - 11th February, 2017 at IILM Lodhi Campus, New Delhi.

The inaugural session began with the welcome address by Dr. Bhaskar Chatterjee, Senior Director, IILM. Mr. Bibek Debroy, Member, Niti Aayog, H.E. Nadir Patel, High Commissioner of Canada and H.E. Melba Pria, Ambassador of Mexico presided over the inaugural session and shared their thoughts. H.E. Nadir Patel highlighted the number of ways in which Canada is willing to support the PRME initiatives in Indian corporate sector in addition to educational institutions. Highlighting the important role played by educational institutions as a catalyst to innovation, he urged the audience to think along the lines of – Innovation gap continues to be a challenge; Disruptive innovation in entrepreneurship; Linkages across all 17 SDGs; and Making CSR more mainstream in organizations.

H.E. Melba Pria brought out the importance of this UN Agenda and also underscored the need for innovation to overcome the challenge of inequality, by bringing innovation to solve problems in rural areas and among the under privileged. Reiterating the role of companies, she stressed that the idea of CSR has changed from “Companies should do no harm” to “Companies should contribute positively to society” giving back to the community creating social impact.
The IILM PRME Research Awards 2017 entitled ‘A Life of Significance – Leading Responsibly – The way forward for a sustainable Inclusive World’ was won jointly by two papers and were given away to the winners by Mr. Kamal Singh. The paper titled “Kshamtaa: Empowering Lives, Envisioning Sustainable Inclusive Socio-Economic Development” by Dr. Smitha Banerjee, Dr. Shalini Saksena, Mrs. Neeru Ailawadi and the case study on “Goonj: Essence of Sustainability & Scalability of Social Venture” by Prof. Sriparna Basu and Prof. Rakesh Gupta were selected for the award by the jury comprising of Mr. Kamal Singh, Mr. Raj Nehru and Prof. A.B. Chakraborty.

The conference continued on the next day with an avid audience eager for more in-depth discussion on the topics of Innovation, Sustainability, and CSR. The first plenary session on the topic “Innovation Drives Entrepreneurship” was envisioned with SDG 8 (Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all) in mind. Eminent speakers, Mr. Ashutosh Chadha - Group Director, Microsoft; Mr. Santhosh Jayaram - Partner, Sustainability and Climate Change, KPMG, and Prof. Sergio Janczak, Management Studies Director, Kings College at Western University Canada addressed the gathering on the topic. They shed light on the centrality of innovation and ideation to the success and sustainability of organizations, while emphasizing the need for social entrepreneurship in the current world.

The discussion continued with the session on “Sustainability: The new business excellence Mantra – Top leadership perspective” focused on how the role of corporations in society has changed significantly in the recent years. This session revolves around the implementation of SDG sub-goal 12.6 - Encourage companies, especially large and trans-national companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle. The panelists Mr. Rajpal Duggal - Head Group Strategy & Corporate Planning, Oxigen Services India Pvt Ltd, Mr. Subodh Kumar, General Manager, Alternate Energy and Sustainable Development, IOCL, and Mr. Aladiyan Manickam, Country head of the Finnish Technology Major Chempolis Ltd enlightened the gathering on the topic. Each speaker brought in aspects of their experience in creating sustainable enterprises that contribute to people and the planet simultaneously.

The next session entitled “Innovations for meeting the national sustainability goals” centered on the United Nations’ 2030 agenda for achieving sustainable development is into the rural areas in order to know the ground reality and to make a difference there. The ensued the discussion on “CSR provisions in the companies act: Implications for corporate sustainability” revolved around the requirements of Section 135 of the Companies Act of 2013 and the practicalities attached to it. This session focused on the enactment of the sustainability agenda within the Indian legislature with special emphasis on the National Voluntary Guidelines, MOCA, Government of India, 2011.
Mr. Anurag Kapoor, General Manager - Corporate Social Responsibility, Schneider Electric, Dr. K. K. Upadhyay, Advisor, National Skills Foundation of India, Lt. Gen. Rajender Singh, CEO DLF Foundation, and Prof. Gayatri Subramaniam, Chief Programme Executive & Convener, NFCSR, Indian Institute of Corporate Affairs discussed the topic. This session witnessed a dialogue on the implementation of the Companies Act from the perspectives of the government representative and the corporate. They agreed unanimously on the need to integrate CSR as part of the mainstream organization rather than just a department.

The last day of the conference commenced with a panel discussion on “Social Innovations for the bottom-of-the-pyramid” wherein experts elaborated on how start-Ups and social innovators are penetrating the market base consisting of the lower socio-economic customers. This session aimed at discussing SDG 10 (Reduce inequality within and among countries) and how it is being implemented in India. Mr. Anirban Roy, Director SEED, Mr. Sameer Kochhar, Director Skoch Group, Mr. Vipin Malhotra, CEO, Kegg Farms and Mr. Jeevan Talegaonkar General Manager, Industry and Society Vertical (Smart Cities Initiative) at Ericsson India Ltd were the eminent panelists for this session. The speakers deliberated on different ways in which innovations are being used for social causes to benefit the bottom of the pyramid with relevant examples.

The last plenary session of this international conference focused on “Sustainable supply chains: A Business Imperative”. SDG 12 (Ensure sustainable consumption and production patterns) draws attention to the necessity to look into creating and maintaining sustainable habits. More and more companies today are grasping the reality that in order to extend their commitment to responsible business practices they must do so to their supply chains as well - right from their subsidiaries to their suppliers. Mr. Gaurav Bansal - Head Supply Chain, Hughes Communications, Mr. Avinash Mathur - Director - Supply Chain & Planning at Whirlpool India, Mr. Sanjay Vyas - Business Process Senior Consultant at SAP India Global Delivery Centre and Prof. Dorthe Bohlbro, Senior Lecturer, Business Academy Aarhus, Denmark shared their views on the subject. The panelists discussed the various challenges faced by organizations when looking into sustainable supply chain management and measures to overcome these challenges.
The conference concluded with closing remarks by Dr. Bhaskar Chatterjee, Senior Director, IILM, Mr. Dilip Chenoy- Independent Advisor, CSR, Mr. Rajdeep Sahrawat, Global Head, Buisness Development (TCS), Mr. G K Chaukiyal, Executive Director, Airports Authority of India and Dr. Smitha Girija- Director IILM. The distinguished members of the closing plenary once again urged the students to step out, identify problems that are prevalent in India and come up with innovative solutions that are applicable in the current Indian context to overcome those problems. The 4th IILM PRME international conference was a great success and provided a platform for industry experts, Diplomats and academicians from different parts of the world to interact and dialogue on aspects of Sustainability and Innovation that are extremely important drivers of responsible management in the current business context.

We create awareness of the inherent trade-offs between economic development goals and the welfare-of-society & environment-goals by involving our students in various NGO clubs and activities. The NGO clubs and activities are a vital part of our core curriculum. For Instance - The ICHCHA club created by IILM faculty and students manifests through its initiatives our value of social responsibility.

**ICHHA (IILM Community Harboring Hopes for All) Club - Practicing social responsibility**

Ichha, an acronym for 'IILM Community Harboring Hopes for All' is a volunteer driven program at IILM Institute for Higher Education. It was born with a belief that business is not only a profit making opportunity but also a means to give back to the society. Students at Ichha club contribute through various projects which are undertaken by the club. These projects aim at identifying the needs of the unorganized and underprivileged social sector, understand the key functional processes of NGOs and thus provide them with management-based solutions for their organization and work processes.
Its activities are directed towards creating awareness, educating students about an NPO/NGO, promoting community participation, and providing platform to students to transfer their theory knowledge into practical experience. Some of the key projects undertaken by Ichha in the recent past include training on grooming for slum women. This training was imparted to educate women about the importance of cleanliness and hygiene to maintain health and beauty.

**Skill building** - Vocational training for women of low income families is conducted to impart skills in making products out of sarees that are discarded or not wearable. It enables them to step out of their daily drudgery and acquire additional skills to make useful products of day-to-day use. The occasion also is a source of entertainment for them as the training is given in a group setup. Another vocational training on block painting on dupattas is conducted for the same group of ladies.

**Vocational Training** Ichha organizes vocational training for the slum children where they are taught to make paper bags and baskets from old newspapers. The main objective is to teach these children to produce objects that are not only useful, but also entertaining and rejuvenating for participants.

**Other Donations Drives**

The great feeling of giving back to the society, thereby helping the ones who need it more than us, is a tradition which is very dear to IILM. Every year as a part of efforts to help the needy and bring a smile on their faces, the ICHHA club runs Donation Drives. Donation Drive was organized by IILM Undergraduate Students from 20th March through 27th March 2017. Students, faculty and staff members contributed clothes, books, school books and bags during the drive. Donations received were distributed in-house among those who needed it.

The last Donation Drive took place from September 25th – 30th 2017. The students, staff and faculty members whole heartedly donated clothes, warmers, food items and stationery. The overwhelming collection was distributed among the helping staff. And the gleam in their eyes said it all.

Few other initiatives are listed below:

- Every year, during the winters blankets are distributed amongst the underprivileged people.

- IILM facilitated the Kashmir Relief work in 2014 by sending materials required for reconstructing the damaged houses and shelters.

- IILM in association with FICCI sent blankets and medicines to Nepal, as a part of Earthquake Relief.
IILM and The Banyan Tree School have donated office and school furniture and desktop computers to government schools.

**Roshni Rai School**

Roshni Rai School is an afternoon school run by IILM for the underprivileged children of society. These students are not charged any fees and are also provided books and supporting materials. IILM faculty and students also help in conducting computer training programs for these children who do not have access to computers and internet at home.

**Helping the needy: Blood donation camp**

IILM organizes blood donation camp every year. IILM believes that donating blood is a social act that helps to save many lives. Number of faculty members and students actively participate in blood donation camps. IILM Students take initiative, contact the Red Cross society, and schedule a date for organizing the camp. Posters put up at the campus and on social media generate awareness and motivate blood donors to come forward.

**Cleanliness drive: Swacchta Pakhwada**

In alignment with the principles of Swacch Bharat Abhiyan, a monumental initiative of the Government of India, IILM led Cleanliness Drive at its Lodhi Road Campus from 1st through 15th September 2017. The objective of the drive was to create awareness amongst students and staff members about the necessity of cleanliness and proper sanitation. Various sessions were conducted on the subject highlighting the following points:

1. Diligently using three categories of dustbins to dispose off dry, wet and recyclable garbage.
2. Encouraging friends, family members and acquaintances to abide by cleanliness practices.
3. Planting a tree in the neighborhood.

4. Faculty took out time to conduct awareness regarding important issues pertaining to the cleanliness before the class. Inspired by what the students had learned in the class, they participated in poster making and painting competitions. Extempore on the subject “Practicing cleanliness is within reach of everyone” was also held in the class to discuss various methods of adopting cleanliness.

5. The students took oath to pledge to maintain and spread word for clean surroundings and environment.

*IILM PGDM Students took the pledge to maintain and spread word for clean surroundings and environment*
Students shared their views and action through creative means; sharing about Swacchta pakhwada with students in the class

6. IILM, Lodhi Road has also decided to spread awareness about cleanliness through social media.

It is noteworthy to mention that IILM Lodhi Road Campus believes, lives and breathe in a lush green campus where swacchta (cleanliness) is the motto.

October 2017 Social Innovation Week

Second Innovation Week for the current Academic Year was scheduled for Undergraduate and Postgraduate Students of IILM Institute for Higher Education from 9th October through 13th October 2017 at Lodhi Road Campus. The focus of the Innovation Week was on Innovation, Creativity, Entrepreneurship, Leadership, Project Management, Impact and Future Focus Day One – On the first day, Prof. Lagan Kochhar, introduced the objective of Innovation Week to the students, which was to expand their knowledge on the subjects of Social Innovation and Social Entrepreneurship, followed by group work on a plan which students would want to propose to create a sustainable social impact. Prof. Kochhar launched the dialogue with the students by discussing how Social Entrepreneurship can change the world while implementing real business models. The session concluded with the audience broadly noting that Social Entrepreneurship is motivated by social gains as against financial gains.
There is high level of focus on innovation, creativity and risk-taking. In this regards, Social Innovation aims at creating business models and innovations for the betterment of the society and Social Entrepreneurship aims at rewarding ordinary people for making extraordinary impact on peoples’ lives.

The second session was led by social entrepreneur Mr. Gaurav Mehta, Founder and CEO of Dharma Life. Dharma Life, a Forbes Featured social enterprise is dedicated to poverty alleviation through rural entrepreneurship. Mr. Mehta mentioned that the vision of his organization is to create “An India, rising from within” and to achieve this objective, their team follows an innovative approach of value creation that combines rural entrepreneur development and multi-product distribution.

Mr. Mehta shared that since 2009, Dharma Life has created a network of more than 11000 rural entrepreneurs who have positively impacted more than 2.5 million consumers in more than 35000 villages across 12 states in India. The areas of focus of Dharma Life are livelihood, education and digital literacy, health, hygiene and sanitation, indoor air pollution, access to clean energy and nutrition.

The final leg of Day One’s session was focused on making the students understand the expectations of the Live Project. The students were given the choice to select their area of work from various categories ranging from livelihood, education, digital literacy to health, hygiene and sanitation to access to clean energy, food and nutrition. The Entrepreneurship Development Centre (EDC) Team at IILM then explained to them how to form groups, conduct background research, prepare project plan and then deliver it to show visible social impact on the targeted group. Focus on learning outcomes and the most profound life-changing experience was the key to run the project.
Day Two of Social Innovation week saw the students closely working on one the themes opted by them along with the mentors of EDC Team to create social awareness and impact. The students brainstormed and put their ideas on paper and decided their way ahead.

Day Three of the Social Innovation Week viewed the students discussing their project with their respective mentors and discussing previous day’s field visit outcomes on creating social awareness and impact. They also decided the strategy for the day and geared up for the next field visit.

Day Four of the Social Innovation Week noticed the students bringing together their findings, giving structure to their work, drawing conclusions, making presentations and practising delivery of their work to be presented on Day Five.

Day Five nine groups composed of a total of sixty students presented to the audience how they worked during the last three days to create social awareness and impact. It was interesting to see how young minds came together to create and implement ideas to cause impact in various areas ranging from hygiene, sanitation and cleanliness to poverty alleviation and education to producing light through clean energy. The groups were assessed on four criterion – namely creativity, project plan, impact and learning.

The Winning Team presented their thoughts on use of Clean Energy. They developed a model of producing light at home by use of LED bulbs and water bottle. They demonstrated the procedure to people in slum areas and made them learn how in low cost they could produce light for themselves, thereby reducing their expenditure on electricity and also teach others how to make the model. Their work was commended by not only the reviewing committee composed of Mr. Gaurav Mehta, Dr. Daisy Mathur Jain (Dean, Undergraduate Business School and Prof. Lagan Kochhar, but was also applauded by the entire audience comprising of other participating groups, students and faculty members. Mr. Gaurav Mehta, and Dr. Shuchi Aggarwal, Director Undergraduate Business School awarded the winners. The winners also received reference letter from Dharma Life for twenty hours of community service. The Winning Team was constituted by Manjot Nagi, Riya Kakkar and Surabhi Khullar from Lodhi Road Campus and Adarsh Laienjam, Aditya Mittal and M.P. Poovanna from Gurugram Campus.
The air was filled with joy and nostalgia as the students of Banyan Tree School and members of the IILM family came together to celebrate the 92\textsuperscript{nd} birth anniversary of Dr. Kulwant Rai, the founder and chairperson emeritus of the institutions. Founder’s day 2017 was celebrated with much enthusiasm in the school. The day began with a school assembly where the Head Boy and the Head Girl shared the vision of Dr. Kulwant Rai with the students. Tribute was paid through a Saraswati Vandana and the shloka (verses) chanting. The students were given a chocolate each while returning to their classrooms. To add fun and excitement to the day, Spectrum was organized where each child participated in an activity of his/her interest and showcased their talent.

A special programme was organized in the auditorium. Ms. Nimmi Kanwar was the guest of honor. The programme started with the lighting of the lamp accompanied with shloka invoking the blessings of the Almighty. Mrs. Ranjana Negi, former Principal, Banyan Tree School, Lodhi Road in her welcome address paid tribute to Dr. Kulwant Rai. Welcoming all on the 92\textsuperscript{nd} Birth Anniversary of Dr. Kulwant Rai she mentioned Dr. Kulwant Rai’s abiding passion for education and his vision to take education to all.

The students at Banyan Tree School, Lodhi Road put up a spectacular cultural event to pay tribute and honor his Vision. The celebrations included a heartwarming performance by the tiny tots invoking the blessings of Lord Ganesha and hailing his auspicious presence through a dance. Krishna Janamleela was displayed through a soulful and graceful Kathak (Indian Classical dance form) performance. Indian Music choir paid tribute by singing Bhajans (Indian musical prayers) close to Dr. Kulwant Rai’s heart.

The guest of honour Mrs. Nimmi Kanwar, a Bal Vikas Guru and close family friend who has had a long association of working alongside Dr. Kulwant Rai. Ms. Nimmi Kanwar, esteemed guest of honor, for the day remembered him as one of the pioneers in establishing educational set up
with the motto- ‘Let each child excel in his/her own way’. She shared her memories of her association with the journey of Banyan Tree School over the years.

Ms. Nimmi Kanwar shared how Dr. Kulwant Rai encouraged everyone and his involvement and participation in every programme that were put up in school and also events organized by Sri Sathya Sai Organization. She recalled his work in setting up the Roshini Rai School for the underprivileged and her own days of having participated in the school activities as a Bal Vikas Guru. Mrs. Kanwar emphasized Dr. Kulwant Rai’s generosity, and humility for the less fortunate and how this touched every one he met.

The programme closed with the chanting of ‘Om Sai Namoh Namah’, and paying tribute to Dr.Kulwant Rai for his remarkable leadership, integrity, deep devotion and magnificent generosity which we all acknowledge with profound gratitude and respect.

**Book Launch by Hon’ble Vice President Mr. M. Venkaiah Naidu**

On the occasion of the International Day of Democracy the Hon’ble Vice President of India, Mr. M. Venkaiah Naidu released the book titled ‘लोकतंत्रकेउत्तर्वकीअनवक्षीकहानी’. It is the Hindi version of the book “An undocumented wonder: The making of the great Indian Election authored by Dr. S.Y.Quraishi, Former Chief Election Commissioner of India and Chairman of IILM Board of Governors. The book was released in the presence of Chief Election Commissioner, Mr. A.K. Joti and other dignitaries at IILM, Lodhi Road on 15th September 2017. The event begun with Dr. S.Y. Quraishi addressing the audience regarding the importance of election process in India and added how his book pens down the insights and undocumented experiences that captures the challenges and achievements of election management.

Mr. A. K. Joti, Chief Election Commissioner of India congratulated Dr. Quraishi and spoke about the remarkable journey of election commission as stated in Dr. Quraishi’s book. He mentioned about the impeccable role and responsibility of election commission during the electoral process which starts right from promotion campaigns to voting to counting and finally ends at declaring the results.

Mr. M. Venkaiah Naidu gave an insightful address to the audience after releasing the book. He emphasized on 4 positive Cs – ‘Character, Calibre, Capacity and Conduct’ to consider before voting instead of three negative Cs – ‘Caste, Community and Cash’. Mr. Naidu further mentioned about the importance of each individual and how each vote counts in a democratic country like India, he added that there should be a debate on electoral reforms that can transform India into a more vibrant democracy which recognizes liberty, equality and fraternity as the principles of life. The day 15th September, 2017 also marked the onset of ‘Swachh Hi Sewa” Campaign and IILM Chairperson Mrs. Malvika Rai concluded the event with a pledge to support for a new India which is clean, skilled, educated, healthy, prosperous and inclusive as envisioned by Mr. M. Venkaiah Naidu.
Mrs. Malvika Rai, Chairman IILM, pledges support towards “Swachta Hi Sewa” (cleanliness is service) in the presence of Hon’ble Vice President Mr. Venkaiah Naidu, Dr. S.Y. Quraishi, Former Chief Election Commissioner and Mr. AK Joti, Chief Election Commissioner of India
Principle 3: Method

We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

Module Review Process

Module Review Process is adopted to review the methodology and effectiveness of teaching a particular module. The module review is carried out within three weeks from the completion of the module. The review format consists of:

- Introduction to the Module Learning Goals
- Assessment Package
- Aligning learning goals with Program level goals Assessment summary
- Industry feedback
- Suggested Action Plan
- Comments by Area Chair
- Review by the Dean and the Director

The Review Process is carried out in a group comprising of faculty members, and other key personnel among the faculty and management.

Psychometric Testing

Students at IILM have the option to take a psychometric test to map their personality. These instruments are used usually during the first or second term at IILM. Subsequently, profiling is followed by analysis and a one-to-one meeting with faculty counselors. Students get information about themselves, scientifically analyzed, and are offered an opportunity to share their views with a professional counselor. This is generally very useful for the students, and steers them effectively on their chosen path of development. The Psychometric profile helps students to become aware of hidden traits in their personality.

One-on-one Mentoring Program

Each student is assigned a mentor on campus to guide him/her throughout their program on campus. The one-on-one mentoring program helps students to adapt to the new environment, helps them in their subject choice decisions, and is an arrangement whereby a student feels comfortable in approaching the mentor for all issues. On an average, each faculty member mentors around 6 to 8 students.
NEO LMS at IILM

NEO LMS is one of the best learning management system which is being used by numerous universities worldwide. IILM uses NEO LMS as a virtual learning environment. Its usage varies from faculty members to students to management. For students it is used as a platform for accessing all the course material and assignments. Faculty members use it to share the course material as well as other useful resources with students. It is also a common email system used in the organization for resource sharing and acts as a single platform for all the information for students.

Blackboard Portal

On similar lines, a Blackboard portal provides the relevant study material to students studying the undergraduate programme in B.Sc. (Honours), being taught in partnership with our academic partners - The Bradford University, U.K.

PB Works Portal

Students aspiring for placement have access to our portal PB works on a regular basis. This provides information about company visits to the campus for pre-placement, or for the final interviews. IILM has a strong placement cell focused upon providing promising and appropriate placement opportunities to our students.

Career Trek

We have introduced a course on Career Trek. The main purpose of this course is to connect students directly with the employers. Groups of students visit different industries for informational interviews. Treks are designed to give students a practical understanding of both daily life in their field of interest and the best way to successfully find a career in that field. Students have the opportunity to expand their professional network, learn more about potential jobs and internships, and find out whether a particular career field matches their interests, skills, and values. These treks provide a valuable professional learning experience to students and they have an opportunity to become familiar with companies expectations.
Field Trips

IILM organizes field trips for students on a regular basis. Students thus gain exposure to different cultures and projects. At times such trips are used for sporting events in a camping style. Often the sports activities based camps are an equivalent of Adventure training, and are used as a basis to draw inferences about one's personality and one's management style.
Industry Visits

IILM regularly organizes Industrial Visits for its students to factories and organizations in the vicinity of Delhi. Such visits offer an excellent opportunity to students to imbibe firsthand, the concepts taught in the class rooms. The tour of the factory is often followed by a Company sponsored presentation, where students have the opportunity to ask questions and clear their doubts. Some of the Industry visits closely relate to the objective of supporting the cause of Global Social Responsibility.

Visit at the manufacturing unit of Imperia Decor

Learning from the One of the Best Education System in the World- Finland

Prof. Nidhi Piplani representing IILM and Ms. Shibani Ghosh representing Banyan Tree School New Delhi visited our partner Lapland University of Applied Sciences, Finland. The purpose of the visit was to understand the education system in Finland from the kindergarten to University education. Visits were made to local neighborhood schools. The school visits entailed class
observations, meeting the Rector and teachers. Banyan Tree School also signed the MoU for cooperation in teacher training programs. In addition, the visit to the university entailed understanding of the Business Academy model and functioning of the Inno Barents lab.

Career Development Center, IILM - Placement Week 2017

The only source of knowledge is Experience – Albert Einstein

One of the chief constituents in determining success of a management student hovers around his/her ability to transcend academic learning in securing a promising placement. Undoubtedly, this has remained a major consideration for virtually every student from the moment he decides to venture into a management program. Abiding by this rationale, IILM has maintained a reputation of providing an incubator to address such needs of young, aspiring minds by providing a platform to learn & grow.

Thanks to the commendable efforts of college management, the objective of conducting a Sectoral Talk for the benefit of students was adequately achieved. Renowned representatives of different companies like Octo Connect, BMW, Shuttl, Blackrock, etc. from varied backgrounds discussed about their respective sectors in detail during the Placement Weeks which were organized between August and October 2017 across the three campuses of IILM.

Students, on the other hand, contributed significantly by actively participating and conducting all the sessions. It was mesmerizing to see the enthusiasm in future managers who were eager to learn about opportunities from noteworthy speakers – Mr. Keshav Bajaj, Mr. Kamal Sahdev, Mr. Jones Joseph, Ms. Rachita Dutta, Ms. Saumya Shukla, Mr. Anupam Pahuja, Mr. Ajit Singh, Mr. Paramjit Lambha, Mr. Nikhil Radha, Mr. Nischal Mittal, Mr. Prateek Mehta, Mr. Rajeev Shukla, Mrs. Sonva Singh, Mr. Akash Agarwal, Mr. Vishal Grover and Mr. Munish Bhatia (a brief profile of each is shared below). During the week, experts from various firms, delivered their talk and oriented IILM students in taking an informed decision about their future career goals.

Some beneficial excerpts from the placement weeks are discussed as under:

**Mr. Keshav Bajaj** (IILM Alumnus-2002), Co-Founder and Head of Operations from Octo Connect spoke about Data Analytics and Telecommunications sectors. The highlight of the session was the indication towards the upcoming era of Artificial Intelligence along with the qualities one needs to inculcate in order to outshine during the 4th Industrial Revolution.

**Mr. Kamal Sahdev** (IILM Alumnus-2007), Head- Talent Management from Delta India, pitched the growing concern for utilizing the natural resources to produce maximum energy and how Delta India has been playing an imperative position in building up solar tracking solutions across the globe.
Mr. Jones Joseph, The Group Business Director from Kantar IMRB International highlighted that the research sector is in need of a more diverse ecosystem of valued research outputs that go beyond just economy of any nation in this world. He introduced IMRB International as a market research, survey and business consultancy firm.

Ms. Rachita Dutta, EVP from Leo Burnett, Skilled in Digital Strategy, Customer Insight, Advertising, Integrated Marketing, and Business Development spoke about Leo Burnett Worldwide being a globally active advertising agency based in Chicago, with their Indian Headquarters in Bangalore. She explained to the students how the advertising industry plays an inevitable role in the era of branding.

Ms. Saumya Shukla (IILM Alumna-2005) Manager-Operations at HSBC, Gurugram shared how HSBC holds the 88th rank on Fortune Global 500 list and briefed about the growth of the company. Sharing her versatile career, she took the students of IILM through her journey of reaching and holding such vital role in one of the leading banks in the world.

Mr. Anupam Pahuja (IILM Alumnus-2005), Deputy Vice President IndusInd bank represented the banking sector. He presented himself and his experience in Financial Services domain with vast exposure into Compliance, Audit, AML, KYC and Business Process.

Mr. Ajit Singh (IILM Alumnus-1996), Country HR Leader and VP, Encore Capital Group took the last session of the day. It was altogether a different experience to meet and listen to senior most Alumnus of the institution. Mr. Singh is a senior and accomplished HR professional with 20+ years of experience in World’s leading and most admired companies. He explained the importance of economic empowerment and further development attached to it. He was very enthusiastic to mingle with the future managers at IILM.

Mr. Paramjeet Lambha from Orient Craft narrated about the robustness and efficiency level that has helped the company sustain such peak position. He also affirmed that every employee associated with Orient Craft can be rest assured of an exciting career.

Mr. Nikhil Radha from BlackRock talked about the kind of skill sets required to thrive in the Financial sector and explained the various job profiles that one can fit in depending upon the knowledge & interest.

Mr. Nischal Mittal from Shuttl enriched the audience with amazing concept that his organization functions on. The company was founded to resolve the issue of overcrowding & over pricing in public transportation such as cabs & metros. Talking about different verticals of his company, he explained how different it is to work in a startup. Besides this, he also discussed about the several engagement opportunities for management graduates in Shuttl.
Mr. Prateek Mehta from HT Media engaged the students as he spoke about the very prevalent Media & Advertising sector. According to him, advertising possesses immense power & capabilities to capture the minds of target audience. To support this, he used the example of NEXA showrooms that Maruti has come up with to showcase its premium segment cars.

Mr. Rajeev Shukla from Resonance Consulting was effective in moving the audience with his insights on advertising industry. He described Advertising as “branding & communication”. He was extremely optimistic about the future of his industry as he touched upon the nitty gritty of the same.

Mrs. Sonva Singh from BMW explained how open the company is to adopting changes and also explained that the company aims to beat Mercedes and gain the number 1 position over a time horizon of one year.

Mr. Vishal Grover, Vice President Sales and Marketing from Tradeindia.com, spoke about growth of internet for business and how the same is helping companies grow their footprints in India and overseas. His session was focused on primarily benefits of internet for SMB’s- Small & Medium Scale Businesses, which are the backbone of Indian economy and as per recent estimates contributes around 40% to Indian GDP. Vishal talked about how services offered on internet are touching businesses and making them grow business with ease. Vishal during the talk focused on how B2B websites and B2C platforms are offering business cost effective solutions to list products and sell to the millions of buyers visiting these platforms. During the session Vishal talked about how his company launched their popular website tradeindia.com in 1996 which over the years has become a cost-effective solution for SMB’s in India & overseas to find reliable business partners for trade expansion in India and overseas.

Mr. Munish Bhatia, General Manager of Radisson Blu Hotel Greater Noida, spoke about hospitality sector. Munish during his interaction talked about what to expect and what not to for those who are looking forward to being part of the industry. He clarified this that in various operations related with hotel graduates besides Hotel Management also get considered. Departments such as Human Resource, Finance, Sales & Marketing has people who are not purely Hotel Management Graduates or have experience of working with hotels only. Munish stressed on the fact that working in hospitality industry needs lot of hard working as the focus of each working employee is to make sure the guests get the best of service and great stay at their properties which involves long working hours as well as diligently discharging of duties by each manpower unit.

Mr. Akash Agarwal, Deputy General Manager Marketing, PAYTM. Paytm is the poster boy of Digital Wallets which though have arrived in our lives much earlier but gained much faster acceptance and popularity post Demonetization in November’16. Akash connected with students to give them insights of what made Paytm click and how they have become market leaders in wallet space. He gave students an understanding of what kind of candidates Paytm generally seek and in next few years where the company would be standing and what kind of manpower resources they would be seeking in near future.
Overall, the placement weeks focused on the following important aspects of career building:

- **Introduction to internships**: The week kick started with the lead of placement cell elaborating about the several internship avenues and stressing on the importance of finding the right company for training.

- **Session on excel & resume building**: A resume gives a bird’s eye view of the potential employee’s background and much more. Thus, it could be inferred that the resume must abide by the accepted standard as it makes a first impression. It is equally important to brush up excel skills to upgrade one’s operational proficiency.

- **Session on adapting to workplace**: An astute employee knows the importance of mixing with the corporate environment. A session was thus conducted that envisaged on delivering tips & techniques to perform smartly at workplace.

- **Group discussion (GD) & personal interviews (PI)**: As a mandate, every organization conducts a GD & PI to scan to best fit for their company. This gives them a chance to understand an applicant from different viewpoints. It was thus an integral component of the placement week schedule and was aptly conducted by able faculties.

- **Session on pathways**: Changing trends call for clever actions to make the best use of the approaching opportunities. A session introducing ‘pathways’ was planned to apprise student about the mix of subjects they can choose to get the best out of their specialization(s).

- **Alumni on campus**: Thanks to the amount of efforts IILM put in every student, it is certain that our esteem alumnus are bound to showcase them and take the college pride to the next level.

Sessions by Mr. Keshav Bajaj, Mr. Kamal Sahdev, Ms. Saumya Shukla, Mr. Anupam Pahuja and Mr. Ajit Singh, captivated attention and managed to engage maximum students. In totality, the objective of delivering meaningful information through well conducted sessions was adequately achieved.

**Clubs**

Our clubs are an integral part of our educational framework. These are primarily student driven initiatives. The key benefit of the clubs is the broad exposure offered to students to manifest their ideas creatively and purposefully.

The list of clubs at IILM include Creativity Club, IT Club, Finance Club, Entrepreneurship Club, Research Club, Quiz Club, Book Worm Club, Photography Club, Library Club, Bloggers Club, Healthy Managers Club, Strategy Club, Sports Club, Debating Club, NGO Club, Cultural Club, Adventure Club, Marketing Club, Theatre Club, Film Making Club and the Environmental Club.
In all, there are 23 clubs. Every club has objectives of creating awareness, generating interests, and organizing related events and programs. For instance some of the activities conducted by IILM environment club include - Tree plantation drive, Clothes and books Donation, Traffic Regulations drive, NGO fair, AIDS awareness campaign, Blood Donation and the Carbon Footprint awareness campaign.

Cultural Events at the IILM campus- Dandiya Dance Festival at IILM

The Utsav - The Cultural Club with Tinker club celebrated the dandiya festivities at IILM GSM, Gurugram lawns on 28th September, 2017. Garba and dandiya (Indian dance forms from Gujarat) performances marked the celebrations here. Students picked up their traditional dresses i.e. ghaghra cholis and got on the dance floor to swirl to the Dandiya Raas. Dance moves, decorative dandiya sticks, lights, candels, chaat stalls and sumptuous food all were the part of the dandiya night. Students enjoyed this event thoroughly and learned joyfully about the Indian culture and spirit of unity and diversity.

![Students and faculty joyfully gathered to celebrate and play dandiya](image)

i-Fest

i-Fest is an annual students’ festival celebrated at the IILM, Lodhi road Campus. The event is organized by students and engages students across all the Undergraduate programs in various events like dance, singing, business quiz, sports, so and so forth. The annual fest took place this year on 17th and 18th of February. A variety of events formed a part of the fest, which attracted enthusiastic participation of not only IILM students, but also various colleges across Delhi.

Cricket

Cricket is an all-time favorite. There was an overwhelming response from participating teams. The number of final teams participating in the match was limited to four. FDDI, Trinity and Venkateshwara college students took part in the match, apart from IILM, LR. The team from Venkateshwara College was the winner, and IILM took the runner up position.
Runner-up scorers from IILM were Utsav Mehla, Laksh Bhambry and Sarthak Aggarwal from UG program, and Harshit Sachdeva, Prateek Mishra, Shubham Goel, Shubham Jain and Vineet Vats from PG program.

Nukkad Natak
One of the TRPs of IILM fest is Nukkad Natak. During this street play, students are required to present their views and opinions on various social issues. This event too amazed the audience and the performance of each group tended to outshine the other groups. Finally Lady Shri Ram and Atma Ram Colleges were awarded first and second positions respectively.

Vivekananda Memorial Debate

Swami Vivekananda is regarded as the patriot saint of modern India. His mission was beyond national boundaries. He strove to promote peace and brotherhood among all nations.

IILM’s ‘Vivekananda Memorial Debate’ (VMD) is our flagship event. This event invites large participation from leading institutions (IIMs, IITs etc) from all over India. The multi-tier ‘Vivekananda Memorial Debate’ involves an elaborate process of screening at various stages before finals are conducted. The prestigious and much awaited inter collegiate debate competition, the Annual Vivekananda Memorial Debate was organized by Sansad, Debating Society of IILM, Lodhi Road on 17th and 18th of February, 2017. The competition unfolded through three rounds, eliminating and short-listing teams in each. The topics selected for the all the rounds were contemporary and related to the most important issues concerning our society as a whole. The debating society of IILM, Lodhi Road had invited distinguished judges from different industries such as Electronic Media, Journalism, Hospitality, IT Services and Marketing.
The qualifying teams after 2 rounds for the finals were - Gargi College, IILM-GSM, Noida, FMS and IILM, Lodhi Road. These teams debated on whether Donald Trump reflects the concerns of an average American or not. The judges for the final round were: Mr. Abhishek Tiwary, Executive Director, Human Resource at KPMG, Gurugram; Mr. Rajesh Grover, an expert in a number of areas of Brand Management and Advertising; Mr. Gaurav Sadana, a Management Consultant. The winning team represented by Mr. Kartik and Mr. Kunal from Faculty of Management Studies, University of Delhi won the VMD Trophy for 2017. Mr. Kartik also won the prize for the Best Debater in 16th VMD. Ms. Firdaus from IILM-GSM, Noida won the Best Interjector award. The first runners up were the team from IILM-GSM, Noida and second runners up were the team from IILM, Lodhi Road.

**IILM HR Conference**

**“HR & Fourth Industrial Revolution: Dealing with People in the age of Artificial Intelligence”**

**Greater Noida, October 28, 2017:**

IILM Graduate School of Management, Greater Noida is in continuous pursuit of all-round excellence in Management Education by narrowing the gap between academia and industry. To that end, IGSM, Greater Noida organized a day-long HR Conference on the theme **“HR & Fourth Industrial Revolution: Dealing with people in the age of Artificial Intelligence”** on Saturday, 28th October, 2017 at its Greater Noida Campus. A dynamic era of change in the world of work has introduced Fourth Industrial Revolution, which will be shaped by a range of new technologies and innovations like virtual reality, the internet of things, smart robots and artificial intelligence. Advent of machines powered by artificial intelligence has already strongly influenced the work. There are three possibilities in future – machines will replace humans; or it can make people better in what they are doing; or it can invent entirely new jobs. The conference covered a wide range of different horizons related to AI.
Dr. Singh during his Inaugural session discussed about the challenges that India is facing such as, firstly, Challenge of leadership – India faces a problem of leadership and we need to work hard to fill the deficit that we are facing today. Secondly, Challenge of Technology Innovation – Technology is changing every second, e.g.; earlier libraries were the only source of information but today google has taken over all sources of information. Thirdly, Challenge of Uncertainty – Uncertainty makes us think differently. We should be prepared for before for the uncertainty strikes us causing more adverse situations to deal. Fourthly, New Changes – Today countries like China, Taiwan, Japan and Korea are among the countries which are advancing in the technologies especially in the area of Artificial intelligence. He also mentioned that the current technological revolution need not become a race between humans and machines but rather an opportunity for work where people recognize their full potential.

The Keynote Speaker of the Conference Mr. Satyakki Bhattacharjee, Executive Council and CPO, ABP News, elaborated on the broad idea about Artificial Intelligence with its definition and examples. Both the speakers concluded that in order to get adapted with the change of new technologies we need to explore the impact of technology and advent of machines powered by Artificial Intelligence on work. The session was very interactive and students took deep interest in exchanging ideas with the speakers.

IILM Marketing Conference

“A Customer’s Journey into Life and Work in a Digital World”

New Delhi, October 6, 2017:

The theme of the conference was centered on the role of digitization in the Marketing space of organizations, through its logical touch point approach as a new age game changer to create end to end customer satisfaction.

The objectives were to gain an insight on:

To bring together the industry practitioners, academicians and students to discuss and debate on the unique challenges and opportunities for Indian companies, the way forward and incorporating the best practices from around the world.

The key note session was chaired by Prof Sujit Sengupta introducing the topic and the objective of the conference. The key note speaker was Mr. Parijat Chakraborty, Executive Director Head of Public Affairs & Loyalty. He spoke upon the experience of customer satisfaction and to tap the customer needs at the right moment by giving a quote “In business if you don’t do it, someone else will”.
The topic for the first Panel discussion was “Designing a customer experience: from touch point to journey’s” and the panel consisted of Mr. Satvinder Singh- ABVP HDFC, Mr. Anirban Sarkar- General Manager- Country Inn & Suites – Gurugram, Dr. Swati Pal- Principal Janaki Devi Memorial College and Mr. Nomit Joshi- Director Marketing- Gionee India. Mr. Satvinder Singh spoke on the role of digital technology in the banking sector stating that customer has moved to a digital interface for all kinds of banking related work. Mr. Sarkar spoke of how digital intervention is taking place in hospitality by stating that Air BNB & OYO Rooms (aggregators) are giving competition to leading hospitality brands and how the current market valuation of Air BNB has surpassed the current valuation of Marriott which is an 80 year old property. Ms. Pal also cited that education industry per se is also centered on customer touch points and how a mobile app is being launched to undertake counseling as students do not have time to wait in a queue for their turn for counseling. Mr. Joshi spoke of how behavior change in society as disruption is happening rapidly. In the case of mobile phones, he touched upon “Opportunity to see the brand” through the customers eyes by understanding the customers’ needs through the digital world and delivering the product accordingly.

The second panel discussion focused on “Redesigning the business from the Customer’s back” in which the panelists were Mr. Chandra Shekhar - AGM-Business Development, Airports Authority and Mr. Yashdeep Bali- Co-founder Furniture Gully.com.

They expressed their views on the topic encouraging a healthy discussion. Mr. Chandra Shekhar gave a broad perspective of how a wow factor was created at the airport. Through digitization, AAI is effectively taking care of arrival sequence being customer centric and being a service delivery leader for “On Time performance”.

Mr. Bali took the discussion forward by sharing that digitization is a platform and how actively everyone is engaged in this medium. The essence of the marketing conference was well received by the students and they interacted with the speakers asking them relevant questions upon the topics of the panel.

IILM Executive Education Programs

IILM Executive Education offers programs at varied platforms, which have been divergent and inclusive of all forms. Our Executive Education programs have been offered in following platforms like training Programs for Public Sector Undertakings, training Programs for IAS/IPS officers and other Government Departments, management Development Programs/Workshops, customized Programme for Corporate for IBM & Concentrix, IILM Advanced Management Programme for Working Executives and training program for Non Profit Organizations.
Management Development Programs/Workshops

IILM has been convening program for management development with many organizations on need basis. Designed as short term 1 day programs, they address the functional needs and current trends of the industry. The faculty at IILM actively engages as resource persons and ensures that they design program to update knowledge on new techniques, development and advancement on issues and thinking. All functional areas have consistently contributed with MDP’s over the years. Some of the popular topics of MDPs conducted in the last year have been:

- Operations: Applications of Spreadsheets for Decision Making, Business Intelligence
- Marketing, Marketing in a Virtual World and Leveraging Social Media for Business, CRM
- HR: Competency Mapping for Organizational Success, Selecting the Right Person through Psychometric Assessment
- Strategy: Beyond the Line of Sight

Apart from this, some faculty members have been engaging on an individual basis for contributing for such development program for diverse organizations.

Conducted For Sales & Marketing Team For Pullman Hotels

On 11th December 2017 fifteen middle to senior level executives came to IILM Institute of Business Management, Gurugram to attend a one day Management Development Program – Negotiate to Win. The executive were from middle to senior level management cadre from the Sales & Marketing Team.

Accor Hotels, one of the largest international hotel chains, had launched Pullman Hotel in Aerocity Hospitality District (AHD) near Indira Gandhi International Airport in Nov 2015. The initial challenge of the sales team from that period to December 2017 was to create client base to generate business opportunities for the hotel, which the sales team was able to handle successfully. However, the hotel needed to revise its pricing policy upwards, that was more suited to a brand of Pullman’s stature, and was expecting resistance from the sales team. After detailed discussion with the Sales Leadership Team at Pullman, IILM created a Management Development Program called – ‘NEGOTIATE TO WIN’ to smoothen the transition process.
The eight hour program was designed to use the knowledge and skill sets of already experienced sales team to its full potential. Program covered topics like Introduction to Negotiation, Different Types of Negotiation, Game Theory, Winning Customers, Relationships in Sales and Building Winning Teams. Focus was to resolve real time challenges in the market environment, with the problems and solutions being generated from within the Sales & Marketing Team, under guidance of the Program Trainers.

The program was conducted by Dr Vidhisha Vyas, Professor Priyanka Anand, Professor Sangeeta Sumbly and Professor Ruchi Shah. The participants gave very positive feedback with comments like “Very useful sessions”, “Session helped us get ready for customer barriers”, “Loved the interactions”, “Helped us be more result oriented” and “We need more of such sessions !!”.

Basis the response from this one day session, IILM Institute of Business and Management is already developing a few more Management Development Programs for employees of Pullman Hotel.
Game Theory Session

Importance of Relationships in Sales Session
IILM Short Term Programmes

IILM offers 1-2 weeks short term Program to International students, at our campuses in New Delhi and the National Capital Region. The program is aimed at providing an understanding of the region’s business, cultural, and political environment; including, a perspective on local business practices, insight into the Economy, and Culture of our country. Professors from leading business schools across the globe are invited to deliver these sessions. The program encapsulates academic modules, industry visits, insights into Indian business, economic environment and working with NGO’s. The participants also have an opportunity to experience the potpourri of culture, heritage and enigma of India. Our location close to the golden triangle Agra-Rishikesh-Jaipur poses an exciting chance for each participant to explore.

Short Term Programmes Offered at IILM, India

1. Experience India/Doing Business with India

   An immersion program for young business leaders

2. Social Entrepreneurship & Indian Business

   Making sense of the Bottom of the Pyramid

3. Responsible Business Leaders Program

   Leading responsibly-Building a sustainable enterprise in India

4. Bespoke Program

   Designed to suit specific needs to participants & partners
**Principle 4: Research**

We will engage in conceptual and empirical research that advances our understanding about the role, dynamics and impact of corporations in the creation of sustainable social, environmental and economic value.

Knowledge creation, assimilation and dissemination are key research objectives at IILM.

Research and publications at IILM, focus on integration of research into teaching-learning process. At IILM we try to nurture, inculcate and develop a vibrant research culture in all functional areas viz., Accounting, Finance, Marketing, OB, HR, CSR, IT, Economics, International Business etc. and provide an opportunity for Research, Consultancy and Training.

**IILM Faculty Development Programs**

IILM has been regularly organizing PRME related Faculty Development Programs by eminent professors.

IILM believes in continuously developing its faculty and staff members and thus values Faculty Development Programmes as an investment, rather than a cost. A monthly FDP calendar is prepared and all sessions are conducted as per the schedule. The topics for the FDP are aimed at sharing the best practices in Teaching and Learning, Responsible Management education, Area specific topics and FDP by the Career Development Center. A detailed plan of each session is made by the in-house resource person. The plan along with the necessary readings is then shared with the faculty. The objective of the program is to provide faculty and staff members, the necessary skills required to be better performers and improving their operational efficiency.

Faculty participation in Seminar, Workshops, FDPs nationally and internationally - Faculty members were encouraged to participate in various conferences and seminars both within the country as well as outside. These forums form an excellent platform for networking for sharing of ideas with various subject matter experts and professionals from across the globe.

**Summer Faculty Development Programme (FDP) 2017**

*“Education is the Kindling of a flame, not the filling of a vessel”*- Socrates

IILM has always endeavoured to continuously nurture a culture of scholarship, discussion and dialogue among its faculty members. One such instance has been the in house FDPs,
conducted every Friday, especially in the areas of Teaching and Learning and impact of emerging technologies. This summer IILM topped it up with a 3 week long Faculty Development Programme for faculty members from its campuses at New Delhi, Gurugram & Greater Noida, from 10th to 23rd May, 2017. The major objective of the programme was to develop the pedagogical and research skills of the participants. The second batch of the FDP for the remaining faculty members was conducted in June, 2017.

The FDP consisted of 5 modules consisting of 8 sessions of 75 minutes each. The participants were also divided into groups for class participation as well as group assignment assessments. Each participant was assessed individually and in groups for every module. The five modules were – Qualitative Methods, Research Methods and Design, Case Method in Management Education, Communication for Management Teachers, and Information Technology for Management.

Prof. Shailesh Gandhi of IIM Ahmedabad conducted a one day workshop on Case Method Teaching and writing at the IILM Lodhi Road Campus for the faculty members from all three campuses on May 20, 2017. This fell in the middle of the 1st FDP conducted in May 2017.

Prof Shailesh Gandhi started the session with a discussion on the different roles in the case and highlighted the role of the decision maker in the case on Kanpur Confectioneries. Prof Gandhi asked all to contribute to arrive at the correct decision by writing the numbers and comparing them with the exhibits mentioned at the end of the case. The decision sheet led to the decision tree which culminated in the decision to be taken based on the highlighted facts. The second case discussed was on Mayaderm which was to throw light on the marketing angle as a potential problem in the Pharma case. The same process was repeated, wherein he asked all members present as to which role they would play and to substantiate the same with reasons. The participants had to evaluate the challenges (what went right/wrong, why) and
suggest recommendations. Prof Gandhi indicated that the roles could be summarized as: Initiator, Builder, Challenger, Integrator, and Listener.

He discussed the three important characteristics of the recommendations of a case:
1) It should be concrete, backed by numbers
2) It should be feasible to implement
3) It should be consistent

The third case discussed was the Liquid Chemical Company which was a Financial Accounting Case. The case was facilitated by Prof. Raju Majumdar along with Prof Gandhi as it involved coming to a decision integrating the principles of Strategy, Operations and Accounting.

The participants had to consider the period of analysis while the board design was formed to consider the depreciation and the business mix to arrive at the recommendations.

The case method teaching and writing was very comprehensively summarized at the end of the session as follows:

• The students/ participants should have thoroughly read the case and come to the class prepared with the decision sheet.
• The role of the teacher should be that of a facilitator to guide the discussion in the right direction with the case facts.
• There should also be a post case teaching reflection on what could have gone right and how to improvise the session better.

Prof. Gandhi emphasised that the entire learning from the case should be captured on the board to capture the memory. Therefore, the board design should be carefully written to capture the entire discussion which happened over the hour and a half (the length of the session).

Research Methods & Designs

This module intended to deepen the understanding of basic research concepts and develop skills for conducting research in management. This module was facilitated by Dr. Smitha Girija with the support of Dr. Vidhisha Vyas and Dr. Taruna Gautam. The sessions were interactive, with case discussions and emphasis on practical application.

This session was an effective refresher for those who have a background in research and a great learning for those who are new to research. The sessions covered all major stages of research, starting with the defining of the research problem and choosing the research approach that is appropriate to the problem. This was followed by formulation of the research questions and objectives and then arriving at the hypotheses for the research.

Case Method in Management Education

This module was included to help the uninitiated to foray into the time tested technique of case method in management education & to cajole the already baptized ones to rediscover and dig deeper into the case method, both in terms of case teaching and case writing. The module was
delivered by Prof. Rajkishan. The pedagogy was participant centric with discussions and group activities peppering brief interventions from the facilitator. Every session was followed with a case discussion to apply the learning outcome of the session.

**Communication for Management Teachers**

The objective of the course was to reiterate and elaborate the need for effective professional communication in management classrooms in the digital age. The module was delivered by Prof. Shuchi Agarwal and Dr. Gargi Sandilya. As teachers in a management school, it becomes imperative to practice effective communication and be worthy role models for the students. The sessions provided a direction to participants to take their skills to the classroom.

This module was designed to expand the awareness of what makes the difference while communicating with people and to take the communication and teaching skills to the next level. The interventions were designed to cater to all learning styles – visual, auditory and kinesthetic, to ensure maximum learning and retention. Pedagogy included a combination of discussion, activities, self-assessment questionnaires, audio visuals and role plays.

Once again this was a participant centred module interspersed with activities to keep the audience engaged. Though this session was called “Communication for Management Teachers”, it involved several aspects of teaching methodology such as Experiential learning, Bloom’s Taxonomy, Instructional Design, Storytelling and Presentation skills in addition to verbal and non-verbal communication.

**Qualitative Methods**

The course was aimed for participants to understand the different aspects of qualitative research methods and how these methods are used to do business research. The intention was also to gain a broad understanding of how quantitative and qualitative methods help to make research more relevant and how qualitative research helps researchers to develop theory. The module was delivered by Prof. Rahul Mishra.

The pedagogy used in teaching this module was mainly through reading of the articles for each session followed by discussions and application of the issues raised in the article. Small caselets were also used to demonstrate the application. The group discussion on interviewing anyone and transcribing it in words was very interesting. The teaching in this module was mainly through class participation. Various topics like grounded theory, research design and sampling, interviews and observational methods were discussed. Various ethical issues to be considered while conducting qualitative research were also discussed in details.

**Information Technology for Management**

The aim of the module was to introduce the participants to using spreadsheet for solving managerial problems. It familiarized the participants to a variety of important features of the spreadsheet package Microsoft Excel. The course aimed at skill building in modeling the problems on spreadsheet and in performing sensitivity analysis so that the participants can
derive significant decision support from the computer. There was a considerable emphasis on hands-on problem solving and in actually using the spreadsheet software. The module was delivered by Prof. Raju Mazumdar and Prof. Richa Bhargava.

The course consisted of ten sessions. For each topic, a problem was discussed in one or two in-class sessions. Then the same problem along with supplementary problems would be solved by participants as home-work. The problem for in-class discussion, and the supplementary problems for homework ranged from preliminary spreadsheet formulas like SUM, MAX, Data table etc. to functions for investment analyses like NPV, IRR and also many other topics which we as faculty require in our daily routine to compile data of students like HLOOKUP, VLOOKUP, Sorting etc. The participants were required to come fully prepared to the classes. In some of the sessions, the instructor would choose participants randomly and ask them to make an in-class presentation of the work done by them as class preparation.

**FDP on Artificial Intelligence (AI)**

A faculty development programme (FDP) on Artificial Intelligence (AI) was conducted at IILM Lodhi Road campus on 26th and 27th of October 2017. 60 faculty members from the IILM campuses at Lodhi Road, Gurugram and Greater Noida attended the two day long programme. The programme was conceived and coordinated by Prof Rajkishan Nair. As a pre-requisite to attending the FDP, all the participants had to audit the edX course on AI.

The FDP was divided into three sessions, spread over two days. The first day kick started with a summary of the edX course on AI. The first session revolved around a discussion on the first 100 years report on AI from Stanford University. It discussed the growth and evolution of AI and its impact on our lives and specifically on business. A lot of short videos interspersed all the sessions which were highly interactive. The pre-lunch session ended with two case-study discussions from one of the pre-readings.
The second session, post-lunch, discussed the impact of AI on education & specifically on management education. Participants shared their perceptions and concerns regarding how AI and the Fourth Industrial Revolution is already changing the nature of jobs and the required skills sets of the 21st century workforce and how it would possibly impact the education system. The various aspects of challenges that management educators are likely to face subsequent to the aforementioned changes were discussed in detail.

The third session on the second day morning was delivered by Mr. Pankaj Bhardwaj from TCS. He shared his experiences with Business Intelligence and discussed how AI is changing the business intelligence landscape.

The fourth session was on Blended Learning Models and how blended learning courses enhance learning better. The FDP ended with an assessment exercise based on a brief case analysis on AI.

**Rules for Society**

The individual is the microcosm of society, which is the macro. The individual is present everywhere and is expected to discharge his/her duty in a responsible manner to the functional unit (e.g. a business school, corporate) of which the person is a part of.

It is only when individuals do their duty properly that the various systems in the society function properly. Society for its part must take care of the individual in every possible way, so that the functional units and the various systems operate the way they should.

**Inculcating Human Values in Management Students**

Humans are not hardwired as the lower species are, but endowed with a very special capability, which is that of making choices.

Operationally, this capability may be viewed as resting in a (subtle) CPU which needs to be loaded with a genuine ‘Operating System’ and not a corrupted one.

Thus conduct and the guiding principle, which are the collective name given to an entire set of codes of conduct, must be embedded in students at various stages in life.

**Best Practices in teaching and learning**

In order to learn and implement best practices in teaching and learning, our faculty members interact with the academic team of partner Universities like Fanshawe College, Canada, HEC Belgium, EM Normandie, France, Montpille Business School, France and ISM, Germany during the Global Study programme. These interactions facilitate faculty development and helps them learn the best practices of their partner institutions.


Principle 5: Partnership

We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

IILM 11th Distinguished Global Thinker Award: Prof. Jagdish Sheth, Emory University

The 11th IILM Distinguished Global Thinker Award was conferred on Professor Jagdish Sheth, Emory University, an exceptionally renowned academician in the field of Management Education on January 15th, 2018 in New Delhi. The Award was presented to Mr. Jain by Mrs. Malvika Rai, Chairperson, IILM.

Welcoming Dr. Sheth, Dr. Smitha Girija, Director IILM, shared that IILM launched the Global Thinker Award in 2006, to celebrate and honour those distinguished individuals who have contributed substantially to the global stream of consciousness, ideas, and knowledge, and have made a long lasting impact.
In the past years, IILM has conferred the Global Thinker Award on Lord Bhikhu Parekh, Dr. M.S. Swaminathan, Professor C.K. Prahalad, Mr. Sam Pitroda, Lord Meghnad Desai, Dr. Shashi Tharoor, Professor Andre Beteille, and Professor Soumitra Dutta

Jagdish N. Sheth is the Professor of Marketing at the Goizueta Business School of Emory University. Professor Sheth is widely known nationally and internationally for his scholarly contributions in consumer behavior, relationship marketing, competitive strategy, and geopolitical analysis. Professor Sheth has over 50 years of combined experience in teaching and research at the University of Southern California, the University of Illinois, Columbia University, MIT, and Emory University.

He has published more than 300 research papers and more than 30 books on various disciplines and topics. His insights on global competition, strategic thinking, geopolitics, and emerging markets are considered revolutionary.

As a thought leader, Professor Sheth has made hundreds of presentations to business leaders, academic scholars, and public policy makers from around the world. He is frequently quoted and interviewed by Fortune, Financial Times, The Economic Times, The New York Times, and The Wall Street Journal. He is also a regular guest and frequent commenter for major news networks: BBC, CNBC India, and CNN.

IILM has been inducted in the leadership group of the United Nations Global Compact PRME initiative - Principles for Responsible Management Education. This leadership group works on planning and implementing the framework of responsible management and leadership education. IILM is one of the two business school from India to be a part of this lead group of champion business schools. IILM, along with Babson College, USA, and Copenhagen Business School, Denmark, is also the co-lead for the faculty development initiative for PRME.

International Faculty on Campus

In January 2017, IILM had two foreign faculty visiting their Lodhi Road campus to address students on relevant topics. Prof Margaret Osborne from Seneca College, Canada, has over 30 years if rich and varied experience. At present she is the Acting Chair, School of Marketing, Seneca College. In India at IILM, she addressed students on the topic - Marketing of Services.

Prof Dorthe Bolhbro from Aarhus Academy, Denmark, describes herself as a highly engaged lecturer in the areas of supply chain management, organizational behaviour and leadership, project management and change management with a background in business consultancy and ERP. She has several years of experience as a business consultant in logistics and SCM, has also worked as a project manager in IT implementation projects. She has spent the last 4 years as a people manager at the Business Academy Aarhus. In India, at IILM, she is taking Supply Chain Management classes for our PGDM students.
Both international faculty conducted FDPs at the Lodhi Road campus. Both sessions were well received by the faculty.

In November 2017, IILM had the privilege of hosting two international faculty at the Lodhi Road Campus to address students on various topics.

Prof. Vinod Lall, Co-chair and Professor of Operations and Supply Chain Management, Paseka School of Business, Minnesota State University, Moorhead was at IILM from November 7th – 9th, 2017. He delivered lectures on various supply chain strategies that the organizations can adopt to gain competitive advantage in the market.

On the first day, professor started with introduction to basics of supply chain, then continued to describe drivers and metrics to measure supply chain performance. On the second day, he explained about network design and optimization strategies using Linear Programming method and how to use Microsoft Excel's Solver feature to optimize the supply chain network. The students could revisit their learnings related to linear programming from first year of PGDM and apply that to complex business situations such as network optimization. Other topics covered were various types of supply chains such as Efficient and Responsive supply chains, postponement strategy, supply chain risk management and total cost analysis. On the last day, the lectures concluded with some contemporary developments like disaster management and humanitarian supply chains and an assessment test of 30 minutes. All the lectures of professor Lall were enriched through examples of world class organizations such as Amazon, Seven Eleven Japan, Asian Paints, etc. In his busy schedule, Professor Lall also interacted with IILM faculty and explained how he uses the online platform to deliver his lectures in his home university.
Prof. Ville Veikko Saarikoski, Principal Lecturer, Laurea University of Applied Sciences, University of Oulu, Finland delivered a full 3 credit course at the Lodhi Road Campus on Enabling Technologies with a focus on Internet Economy and Innovation.

During the two weeks of course delivery, professor discussed various theories that help organizations develop and thrive in the age of internet. These theories included Wise Crowds and Information Cascades, The Strength of Weak Ties, Earning with Information, Interdependence, Game Theory, Measuring Networks, Value Capturing in a Networked Environment, How does Google Search Work, Matching Markets, Six Degrees, The Logic of Flat Rate, The Long Tail, The Re-allocation of Rights, Diffusion of Innovations, Use Methods when Innovating, The Innovator’s Dilemma, Creating Market Space, Groundswell, Dilemma of the Commons and 6 Thinking Hats. In a seemingly theoretical subject, the class was always bustling with various activities like developing innovative business ideas, development of a business model, etc. conducted as part of the course. Prof. Ville also had a two-day intellectual discussion with the faculty and students at IILM Gurugram Campus.

Dr. Bhavini Desai, Head of Programme, MSc Digital Marketing and Analytics, Regent’s University, London delivered a lecture on “The Impact of Digital Marketing on Brand Recognition and Customer Loyalty”. She gave insights on how digital marketing is captivating the world today. The word e-commerce was discussed by her at length, with the application of various e-commerce models in business. She further discussed how customer loyalty involves a commitment on the part of the customer to make a sustained investment in an on-going relationship with a brand or company. She made the students comprehend how the marketing has become customer centric with special focus on communication through social media where the shift of promotion from Facebook to snap chat and instagram keeping in mind the segmentation, targeting and positioning. The different ways in which digital technologies are
supporting marketing with the applications of digital marketing were conversed. She concluded the session with the most important aspect that binds everything in this Digital Age that is Data as in, how businesses are using this data in creative manner to get an edge in competitive market.

International Students on Campus

IILM hosted 5 International Students from IILM’s partners Institutions in France and Netherlands, who are pursuing an exchange semester at IILM for academic year 2017-2018:

- Mr. Raphael Thierry - EDC Paris Business School, France
- Mr. Gabriel Deschodt - EDC Paris Business School, France
- Mr. Nicolas Guerlet - EDC Paris Business School, France
- Mr. Thomas Janovitsj - Hanze University of Applied Sciences, Netherlands
- Mr. Leroux Etienne - ECSE International Business School, France
A Major IILM INITIATIVE

PRME Meet at Slovenia, Bled

The 3rd PRME Meet at Slovenia, Bled with the PRME Secretariat and other PRME Champion Business Schools happened from 30th January, 2017 till 1st February, 2017. It was attende by Dr. Moumita Accharya, Assistant Professor representing IILM.

The meet started with this informal gathering among all the participants of the PRME Meet. This was followed by Day 2nd discussions with the PRME Secretariat and other participants. The Points of Discussion included:

1. In the first part of the day, the PRME Secretariat informed about the ongoing projects and the presentation of the same in the upcoming Global Forum in July, 2017. Few ongoing projects shared were:
   a. Shared vocabularies for value driven business
   b. SDG Roadshows: Dialogue between PRME Secretariat and Global compact companies.
   c. Online education on SDG’s
   d. Breakthrough Innovation Challenge

2. The project coordinators presented their idea and progress till date. The project on Shared Vocabularies was presented by Ms. Mollie Painter - Morland, IEDC-Bled School of Management and Prof. Sally Hibbert, University of Nottingham, UK. They were keen to collaborate with IILM, India to work on the case from India. I too volunteered for the same.

3. The second half of the day focused on understanding the role of PRME Champions. Here, the participating business schools shared their insights on the ongoing activities and initiatives for PRME. The audience was very happy to see IILM PRME Fourth International Conference poster. With MNC’s listed on the page, everyone could relate to the same. They were happy to learn about the conference and expressed their interest to know more.

The day 3 started with round table discussions on how PRME Champion schools can collaborate and work together. To this, Dr. Accharya shared that it is important to update and communicate our activities regularly on the PRME website so that information on the projects or any other collaboration can be instantly offered and worked upon. The second half of the day emphasized the importance of the PRME Global Forum in July, 2017 in New York, marking the 10th anniversary of the PRME (as attended by Dr. Bhaskar Chatterjee representing IILM; report shared below). It was mentioned that the achievements of the individual PRME signatories and its impact will be celebrated in this global forum. All the ongoing projects and their status will be discussed in the meeting.
In the evening Dr. Accharya connected with many professors from Columbia, Brazil, Costa Rica, Slovenia, Germany and Mexico for the global study exchange of students. They were very keen to collaborate with IILM, India for student exchange. A brief mention of the visiting faculty program was also mentioned to which many had shown interest.

When asked about the details of the Faculty Development project with HTW CHUR, Switzerland it was mentioned that nothing have been received from their end yet. And Nikolay would be initiating the project again when he is back. However, a brief discussion on the topic of Faculty development was initiated with few interested participant at the end of the formal conference. In the meeting I expressed our interest to collaborate for this project. However, Dr. Accharya mentioned the need to check on the implementation of the proposed model earlier but they focused more on first understanding the current status of faculty development around PRME in the Champion schools. The meeting ended with an understanding on the current practices and problems being faced for exercising PRME vision in the organization.

It was shared by Dr. Accharya that it was a very effective interaction with all the PRME signatories and Champions. These interactions made us understand the need to collaborate, network and represent ourselves in the global forums

**PRME Champions Working Meeting**

From 17th – 19th July, 2017, a PRME Champions Working Meeting was convened at the Fordham University, Lincoln Centre campus, by Mr. Nikolay Ivanov, Coordinator PRME, UN Global Compact (UNGC). This meeting was attended by Dr. Bhaskar Chatterjee, Senior Director IILM representing IILM as a Champion Business School with UNGC.

The purpose of the meeting was two-fold:

a) To have an informed discussion about the next two-year cycle of PRME champions (2018-2019); and

b) To prepare for the PRME Champions Focus Session scheduled to be held on the following day i.e. 18th July, 2017.

On the first day, an over-all strategy was arrived at by consensus on the approach for the ensuing PRME Champions Focus Session to be held the next day. The next day began with an introductory session called the ‘Essentials of Engagement’ which was conducted by Mr. Brendan Pastor from the PRME Secretariat. This was followed by the formal Inauguration where addresses and remarks were made by a galaxy of speakers including Mr. Jonas Heartle, Head, PRME Secretariat, Sir Mark Moody-Stuart, Vice Chairman of the UN Global Compact Board, Mr. Chris Laszlo, Executive Director, Case Western Reserve University among others.

Thereafter, an interactive session was conducted on “The Impact of PRME around the world”. Here various representatives from Business Schools were given a chance to present their activities over the last year relating to initiatives taken by them.
Dr. Chatterjee was able to make an effective intervention on the pivotal role played by IILM in India focusing on:

- The addition of a Module on Responsible Management and a Workshop on CSR in all Graduate and Undergraduate Programs;
- IILM’s focus on values – celebration of the International Day of the Girl Child;
- ICHHA Club – Practicing Social Responsibility;
- VastraSamman Campaign;
- Roshni Rai School;
- Short term programmes;
- Faculty Development Programmes and Inculcation of Human values in Management students;
- Special Lectures and Partnerships;
- Conferment of Global Thinker Award
- Our Study of Responsible Business Practices;
- Our holding of International Conferences on “Responsible Management Education” with focus on specific issues.

This was followed by a Special Ceremony where the Formal Announcement of the start of the PRME India Chapter was announced. Each of the representatives from India i.e. Dr. Bhaskar Chatterjee, Ms. Nirja Matto from the SP Jain Business School and Mr. Kamal Singh, Executive Director of the UN Global Compact India – were given a chance to speak on the occasion. They outlined their hopes, aspirations and action plans for taking the India Chapter forward in line with the vision and mission of the PRME.

Further, Mr. Jonas Heartle and Ms. Florencia Librizzi scheduled a special meeting with Dr. Chatterjee, Ms. Nirja Matto and Mr. Kamal Singh and expressed their great happiness on the launch of the India Chapter. Various strategies and modalities for establishing the India Chapter on a firm footing were discussed. This was followed by breakout sessions on “Educating for Responsible Management” and a Special Session for PRME Champion Business Schools.

The following day began with a stakeholder reflection on the state of the world by looking at the overarching challenges in select countries based on the “GAP FRAMEWORK” and the “Outside-in” perspective. The moderator introduced these concepts and thereafter followed a collaborative dialogue among specially invited stakeholder representatives from government, business, management schools and young students about opportunities, threats and concerns regarding burning issues illustrating the “inside-out” and “outside-in” perspectives. The moderator spoke of the goal of together identifying new prototype ideas that each stakeholder can contribute towards solving these issues. Gap Frame issue maps for various countries & regions were made available. Participants reflected at each of the 26 tables as to how they could apply such dialogues in their own communities in their regions, and shared their ideas and observations.
Dr. Bhaskar Chatterjee with Mr. Kamal Singh

Dr. Bhaskar Chatterjee attending one of the sessions in the PRME meet

- This session was followed by an interactive round table which explored the impact of Business Schools on the SDGs in the areas of:
  - Community & stakeholder engagement;
• Teaching and learning (undergraduate, graduate & executive education);
• Applied research & consulting to relevant organizations;
• Institutional transformation (governance, culture & mindset).

The Guiding questions to the discussion were:

1) What are we doing/could be doing to integrate the SDG topics?
2) What new / additional competencies does the faculty & staff need to create and implement an SDG culture / mindset?

3) How do we / might we assess our impact and how might we 'scale' our initiatives?

The facilitators to the discussion were Prof. Katrin Muff, Business School Lausanne and Prof. Joanne Lawrence, Professor of Business & Global Society, Hult, International Business School.

Finally, the Closing Session focused on "PRME's Next Decade". Here the feedback from Focus Sessions and Roundtables and comments from Michael Leeds, President, Flight Star Inc., Pamsy Hui, Associate Dean, Faculty of Business, the Hong Kong Polytechnic University, Jessica Ying, Student University of Toronto, St. George Campus, Prof. Stuart Hart, Professor, Steven Grossman Endowed Chair in Sustainable Business, Co-Director SEMBA Program, Jen Strong, Senior Project Officer, Department for Sustainability, National Union of Students(NUS), and Thomas Gass, United Nations Assistant for the Secretary General for Policy Coordination and Inter-Agency Affairs were discussed.

Later that day, there was a meeting at the UN Head Quarters of “The Higher Education Sustainability Initiative” (HESI) which was created in 2012 in the run-up to the United Nations Conference on Sustainable Development (Rio+20) by a consortium of UN Entities (UNESCO, UN-DESA, UN Global Compact’s Principles for Responsible Management Education (PRME) initiative, UN Environment, and UNU.
**Principle 6 - Dialogue**

We will facilitate and support dialogue and debate among educators, business, government, consumers, media, civil society organizations, and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

IILM is committed to the Principles of Responsible Management Education in letter and spirit. IILM’s Vision states “IILM will be a leader in values based management education and business focused research”. Our values that stand out are:

a) A deep commitment to sustainable development and a green environment,

b) An appreciation of the cultural heritage and socio-economic diversity of India.

As an institute we hope to take the case of responsible management to educational institutions and corporate across India. IILM’s First International Conference on Responsible Management Education and Practice, in January 2014, set an important milestone in the journey of IILM.

IILM’s Second International Conference was scheduled from 8th – 10th January 2015 is inspired by the Proposed Sustainable Development Goals (SDGs) of the United Nations Global Compact.

This Conference with support from United Nations Global Compact PRME Initiative is organized in January every year. This Conference is attended by renowned academicians, industry captains, policy makers, senior representatives from NGOs, and members of the diplomatic corps. IILM’s Third International Conference “Responsible Management Education, Training and Practice”, was scheduled from 7th to 9th January 2016 and was inspired by Sustainable Development Goals (SDGs) of the United Nations.

United Nations Sustainable Development Goals (SDGs) represent universal transformative agenda, focusing on well-being and sustainability of all countries for the present and future generations. A highly connected world means that policies in any country can make a major impact across the globe.

**IILM Second International Conference on “Responsible Management Education Training and Practice”**

The IILM Second International Conference on Responsible Management Education Training and Practice began on 8th January 2015. Prof. Rakesh Chaudhary, Senior Director, IILM, opened the conference and shared "Responsible Management Education are a timely global
call for business schools worldwide to adapt their curricula, research, teaching methodology and institutional strategy to the new business challenge.”

Mr. Jonas Haertle, Head - PRME Secretariat, United Nations Global Compact Office, New York gave a brief on framework of PRME and United Nations Global Compact. During the session Jonas also discussed the Proposed Sustainable Development Goals (SDG’s) of the United Nations. He also shared the seven sins highlighted by Mahatma Gandhi.

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The mission of Principles for Responsible Management Education (PRME) initiative is to inspire and champion responsible management education through research and enhancing leaders globally. IILM Institute for Higher education is one of the 30 Champion Business Schools inducted by PRME Initiative of UN Global Compact.

IILM Third International Conference on "Responsible Management Education Training and Practice"

New Delhi, Delhi, India

IILM Institute for Higher Education, in collaboration with UN Global Compact’s PRME (Principles for Responsible Management Education) Initiative organized its Third International Conference on “Responsible Management Education Training and Practice” on 7th, 8th and 9th January 2016 at IILM Lodhi Road Campus New Delhi 110003.

IILM is one of the 22 business schools from around the world that were accorded awarded champion business school status at the UN Global Leaders Summit in New York on 19th and 20th September 2013.

The Conference was inaugurated by the EU Ambassador to India, His Excellency Mr. Tomasz Kozlowski on 7th January 2016.

In his welcome address, Prof. Rakesh Chaudhry, Senior Director IILM highlighted the active role IILM plays in executive education. He also shared the various Global Study Programs IILM provides to its students. He referred to a great quote by Nelson Mandela in his speech – “Education is the most powerful weapon for changing the world”. The key focus of this Conference is to create awareness of United Nation’s Sustainable Development Goals (SDGs) among companies, policy makers, NGOs, and to initiate activities for focus on SDGs related issues in business schools courses and research.

In the Opening Plenary session, Ms. Florencia Librizzi of UN Global Compact, New York, Dr. Bhaskar Chatterjee, Director General & CEO, Indian Institute of Corporate Affairs, Ministry of Corporate Affairs, Government of India and Mr. Nitin Seth- Managing Director, Fidelity Worldwide Investments shared their initiatives and the challenges faced in implementation of Sustainable development Goals.
The three days conference Agenda covers sessions on Equitable Education and Lifelong Learning, Gender equality, empowering women and girls, Skills Development for Employment & Sustainable Economic Growth, Sustainable consumption and production patterns, Actions to combat climate change and its impacts, and Build effective, accountable institutions at all levels.
IILM Fourth International Conference on “Sustainability and Innovation: Key Drivers of Responsible Management”

IILM Institute for Higher Education, in collaboration with UN Global Compact’s PRME (Principles for Responsible Management Education) Initiative hosted its 4th International Conference on “Sustainability and Innovation: Key Drivers of Responsible Management” on 9th - 11th February, 2017 at IILM Lodhi Campus, New Delhi. The PRME values form an integral part of activities and curricula at the IILM Institute for Higher Education. We believe we have an obligation to act for the benefit of society at large. Social responsibility is a duty every individual or organization must perform to maintain a balance between the economy and the ecosystem.

*Mrs. Malvika Rai, H.E. Nadir Patel, H.E. Melba Priya and Mr. Anil Rai (Left to Right)*

The focus of the conference was on Responsible Management practices and how these can be developed by use of ‘Innovation and Sustainability’ efforts undertaken by organizations, individuals and the like.
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New Delhi – 110003

IILM Institute for Business and Management

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