IILM UNIVERSITY

Greater Noida

SEPTEMBER 2026

EDITION

CAMPUS CHRONICLES

OFFICIAL UNIVERSITY NEWSLETTER









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ECHOES OF EFFORT

Every campus runs on the efforts of people we often overlook. Echoes of Efforts is a segment that highlights the voices of those who work quietly behind the scenes, keeping things moving and making everyday campus life easier.

"Our campus is not just about students; it is about ideas, initiatives, and inclusivity. IILM's IT team is committed to improving campus connectivity without disruption. By providing seamless digital connectivity, the team serves as the silent backbone supporting all our events and digital student engagement. Working tirelessly across buildings, they ensure that every interaction remains uninterrupted."

Mr. Madhur Deshwal
Network Administrator
IILM University (GN)

Momentum 2026: Leadership, Learning and Campus Spirit



From 17 to 19 September, the School of Management at IILM University, Greater Noida, turned its campus into a working marketplace of simulations, stages and sports courts. Momentum 2026, convened by Dr Dheeraj Narang, opened at the IGSM Auditorium with an address by Officiating Dean Dr Neeta Mathur, the unveiling of the mascot MOMO, and an inauguration by Vice-Chancellor Dr Jayshankar Variyar. Three flagship events ran across all three days. In Market Masters, participants managed a virtual ₹5,00,000 portfolio across ten stocks while news broke around them. The Scamsters placed teams inside a bank where two secret saboteurs worked against them. Brand Auction had teams bid for brand assets, build a new brand with AI tools, and defend it through a live crisis and investor pitch.

Day one added the HR Courtroom, the Executive Murder Files treasure hunt over a missing ₹10 crore, and Business Bet.The Boardroom and the Table No. 25 escape room. Solo Sutra, Open Mic and a Legal Aid Clinic nukkad natak filled the cultural side. Day two broadened the field: Competitor Wars, Corporate Catalyst, Bullwhip, and Battle of Brands, alongside Awaaz street theatre, a BGMI tournament, Folk Fiesta, Raag Rang, a flash mob, and a run of sports.

Day three opened with Open Floor: Founder's Edition, where four entrepreneurs discussed "From Campus to Corporate". MindVault and Corporate Runway, a sustainable fashion showcase, followed. Battle of Bands closed the festival at the Centre Stage.







Recognitions & Publications

Managing Viral Misinformation and Digital Brand Crises: Leadership, Apology, Speed, and Trust Recovery

Published in *European Journal of Prosthodontics and Restorative Dentistry (2026),* 34(9s), 161–175

Author details: Prof. Dr. Tosendra Dwivedi, Professor of Psychology, IILM University GN;
Dr Charu Chugh, Associate Professor, IILM University, GN

Bridging the symbolic-structural gap in entrepreneurship education

Published in *Journal of Global Entrepreneurship Research (2026) 16:81*

Author details: Dr Sushant Saklani, Assistant Professor, School of Management, IILM University, GN

Prof.Dr.Tosendra Dwivedi felicitated by Education Minister of Delhi, Shri Ashish Sood, with an Excellence Award in Psychology at the Shikshak Samman Samaroh on 26 September 2026 at Vigyan Bhawan, where he spoke on "Mental Health in Education" as an invited speaker and guest of honour.



Microhistories on Screen: Film, Memory, and the Politics of the Small



The School of Humanities and Social Sciences, IILM University Greater Noida, successfully organised the International Conference "Microhistories on Screen: Film, Memory, and the Politics of the Small" on 16–17 September 2026, in partnership with London Metropolitan University and Emerald Publishing. The two-day conference brought together distinguished academicians, researchers, filmmakers, scholars and students to explore cinema as a space for recovering everyday histories, memories, marginal voices and overlooked narratives.

The inaugural session was graced by Prof. (Dr.) K. G. Suresh as Chief Guest and Mr Chaitanya Kumar Prasad as Guest of Honour. Ms Sangeeta Menon delivered the keynote address, while Dr Clelia Clini represented London Metropolitan University.

The academic deliberations spanned seven technical sessions, addressing themes including displacement and migration, cinema and power, everyday life and audiences, informal archives, marginal histories, gender, caste, queer and subaltern narratives, and regional cinema. The conference also featured a student panel titled "Women's Stories: From the Margins to the Mainstream," a masterclass by Dr Gauri Chakraborty on informal archives and memory, and the screening of Ruuposh (Veiled).

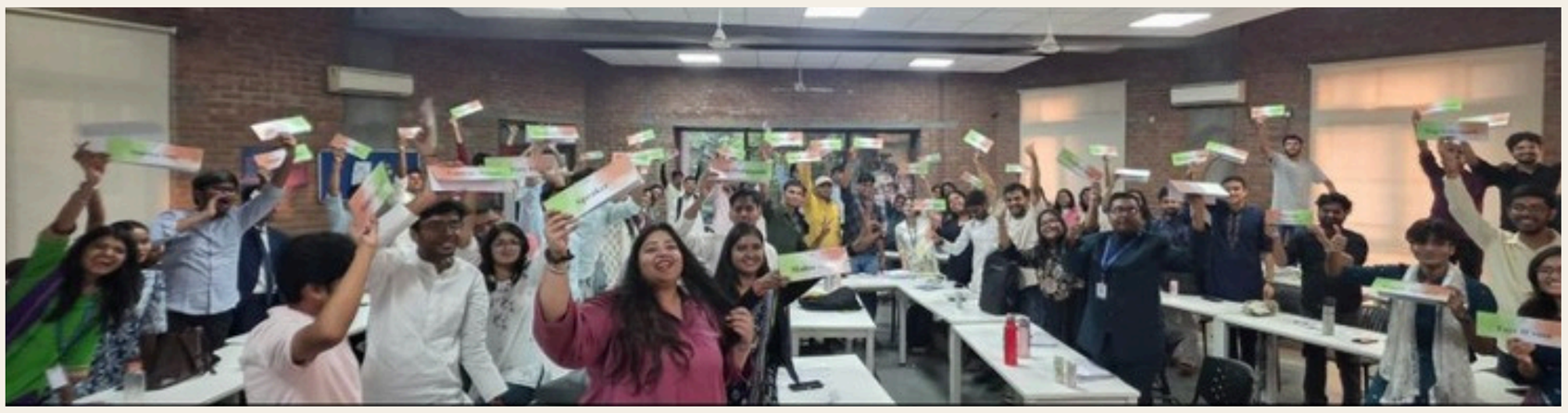
The valedictory session featured Prof. Tarjeet Sabharwal as Chief Guest and Dr Sunny Singh as Keynote Speaker. Overall, the conference created a vibrant interdisciplinary platform for examining how cinema preserves personal memories, foregrounds lesser-heard voices and transforms seemingly small stories into significant cultural and historical narratives.







Yuva Sansad





Yuva Sansad 2026, a parliamentary simulation initiative, was organised at IILM University, Greater Noida, bringing together student delegates from IILM, Delhi University, and Bennett University. The event featured three committees—Lok Sabha, Rajya Sabha, and the All India Political Parties Meet (AIPPM)—to deliberate on contemporary national issues. The inaugural session featured Chief Guest Dr S. Y. Quraishi, who spoke with Prof. Ankita Mukherji about his book, India and I: A Hundred Memories, Not a Memoir. It was followed by a simulation focused on India' Legislative set-up that focused on three key agendas: reforming India's reservation framework for social justice and equitable representation; ensuring transparency, equity, and academic integrity in public

examinations and higher education entrance processes; and addressing delimitation, federal equity, and democratic representation. Delegates received individual portfolios and background guides to facilitate informed participation and evidence-based discussions. The programme began with registration at 9:00 AM, followed by the inaugural session, procedural briefing, and committee proceedings from noon onwards. The programme concluded with the closing ceremony, announcement of winners, and felicitation of speakers. Yuva Sansad 2026 provided participants with practical exposure to parliamentary procedures, constitutional principles, negotiation, public speaking, and policymaking. It also encouraged inter-university collaboration and constructive engagement with national policy challenges. The Department acknowledges Dr S. Y. Quraishi, Dr Aswani R. S., Dr Manmeet Kaur, the Civil Lens team, and the Department of Liberal Arts students for their valuable contributions to the successful execution of the event.

The Civil Lens' launched



The 12th Edition Launch of The Civil Lens, the Department of Liberal Arts' monthly newsletter,, celebrating one year of publication. The event featured guest lectures by Dr Ajey Lele of MP-IDSA and Mr Raj Valmiki, who offered students valuable insights into public policy. With over 90 students and faculty members attending, the session explored think tanks' role in policymaking and the challenges of implementing policies in marginalised communities, encouraging meaningful academic engagement and strengthening connections between students and policy practitioners.

Coordinated by Dr Madhvi Singh, the event brought together students from BA Political Science, BA Economics, and MAMC Semester I, along with faculty members. Dr Ajey Lele discussed how think tanks shape public policy through research, advocacy, and institutional engagement. Mr Raj Valmiki shared experiences of translating policy frameworks into practical interventions within marginalised communities, highlighting the challenges of grassroots implementation. Mr Valmiki commended the newsletter's editorial vision and student-led efforts. He also suggested introducing a bilingual publication in English and Hindi to expand its readership. Overall, the launch celebrated the newsletter's first anniversary, promoted policy awareness, and strengthened the Department's engagement with practitioners.

MONTAGE

Photos : Md. Ausaaf
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Fields all eyes.
Country Side, London



Red reflect.
Sky (March 2026)



Trails of white.
Gulmarg, Kashmir

Photos :

Abhinav Sharma
Student, Btech (Sem V)Bioinformatics
IILM University, Greater Noida



Where history glows.

The Gaiety Theatre, Shimla, HP



Winter's Silence.

Chitkul, Himachal Pradesh



Beyond the visible.

Rural NCR

LIT LENS

My Master

BOOK REVIEW

‘Swami Vivekananda’s My Master is a short but meaningful book about his spiritual teacher, Sri Ramakrishna. What I liked about the book is that Vivekananda does not simply describe his Master’s life. He describes the qualities he observed in him and the lessons he personally received. His writing makes it clear that Sri Ramakrishna deeply influenced how Vivekananda understood life, spirituality, and service.

While reading the book, I found myself thinking about how I usually define success in my own life. Like most people, I often connect success with completing responsibilities, achieving professional goals, receiving appreciation and moving ahead in my career. These things matter, but the book made me realise they cannot be the only measure of a successful life. A person can achieve many things and still feel dissatisfied if they lack a sense of purpose.

One particular idea that stayed with me was the importance of ‘simplicity and sincerity’. In our daily lives, we sometimes try too hard to impress others or compare our progress with people around us. Vivekananda’s account of Sri Ramakrishna made me reflect on how much unnecessary pressure comes from constantly seeking approval. I felt that being comfortable with who we are and doing our work honestly can bring a different kind of satisfaction.

I also connected strongly with the book’s message of tolerance. Sri Ramakrishna respected different religious paths instead of treating differences as reasons for conflict. This made me think about everyday situations where we are quick to judge someone simply because they think differently from us. I feel that listening before judging is a small but practical way of applying this lesson.

Another reflection I had was about service. We often think about our goals in terms of what we will gain from them. The book encouraged me to think about how my knowledge, skills, or professional work can also help other people. Even small acts, like helping a student, listening patiently to someone, or sharing knowledge, can give ordinary work greater purpose.

Overall, ‘My Master’ made me reflect on the person I want to become, not just the things I want to achieve. Its biggest lesson for me is that career growth and personal achievements are meaningful, but they become more valuable when they are accompanied by kindness, humility, tolerance and a willingness to contribute to others. It is this balance between achievement and character that I found most relevant to my own understanding of a positive and purposeful life.

Ms. Arushi Srivastava

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Main Vaapas Aaunga: home and belonging

MOVIE REVIEW

Main Vaapas Aaunga is a new film that has been added to the body of Hindi movies concerning the Partition of 1947; rather than focusing on the politics or the major stories of the Partition, it emphasises the theme of home, the idea of belonging, and the emotional effects of having to leave one's usual environment. The film achieves this through its characters and their personal experiences.

The film asks a question common to all refugees: What does it really mean to return? Is returning merely a physical act, or does it involve reconnecting with people, memories, and parts of ourselves that we may have left behind? The film explores these questions through relationships, separation, and the complicated emotions that accompany change. One of the film’s biggest strengths is its storytelling. Its characters feel human with their flaws rather than idealised, allowing the audience to recognise their uncertainties and contradictions and connect with them. The restrained performances further complement the narrative’s reflective nature.

For the audience, Main Vaapas Aaunga offers an opportunity to reflect on identity, relationships, migration, and the idea of home in an increasingly globalised world. Overall, Main Vaapas Aaunga stays with the viewer long after the credits roll.

Dr Prachi Ratra,

Assistant Professor, Department of Liberal Arts

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The Last August

I do remember the last August,
Because August would be just about us.
I do remember the rain
And the grey cloud,
Wanna get wet together again
And scream our names out loud.
I do remember the music,
The one you sang for me.
Oh, it was full of ludic,
definitely not basic.
Your voice was a tidal wave of glee
that completely washed over me.
I do remember our b'day present,
Not rare, but filled with love in abundance.
Hope you still have that in your closet,
Yours was an intangible, indescribable glance.
All done in secrecy,
Never can it be unfolded by others.
Because the key belongs just to you and me.
Maybe that August is now vanished by a curse.
A lot was done in the last August,
How many millions of years will it take to forget?
Wish I could break the curse,
If memories were flowers,
My garden would be the endless overflowing field.
Maybe such thoughts get buried beneath.

Ananya Aastha
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IILM University Greater Noida



॥धैर्यं सर्वस्य साधनम्॥

Nishta Rawat
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PHOTO CAPTION

The Pursuit

The one who I am
An ordinary self, pursuing my land.
There is nothing more melancholy in life
Than to compare myself
To the one who knows everything
They flew towards the sky
So did I,
Not knowing
Until I found - that wasn't me
I saw the beauty of the land
And now my “wings have turned to feet.”
To run...To pursue my land.

Soni Kumari Gupta
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FRESH INK

STAY

Some days collapse under their own weight, not because they bring catastrophe, but because they carry nothing. A slow, colourless drift. You wake up hoping for lightness, whispering small promises to yourself like spells: Maybe today will be kind. But the day unfolds in reverse. Suddenly, even existing feels like a performance. Still, I ask gently, earnestly, to stay. Step outside for a moment. Let the evening air wrap around you like a second skin. Let the wind speak, even if you don't understand its language. You don't have to go far. Just enough to feel the earth beneath your feet again. Something sacred lives in motion, however slight. Sometimes, all life asks of you is one foot in front of the other. Perhaps music no longer stirs you. Perhaps silence sits heavier than any sound. But even then, the world still offers you fragments of grace. The sea still breathes. The sun still spills gold across the waves, shimmering like something from memory. You once watched that sky with wonder. You can again. Look up. The sky is ablaze again. As the sun descends, it sets the clouds on fire and paints the horizon with impossible colours—colours that exist only when day kisses night. That, too, is love. The last burst of beauty before darkness. Not a farewell. A promise. Change is the universe's most faithful thing. It arrives whether you're ready or not. It dismantles you, reshapes you, reminds you that stillness isn't the same as death. Even now, even in this—your most fragile moment—you are becoming something else. Something stronger. Something truer. You don't have to commit to a lifetime. Just to this breath. And the next. Give life the space to surprise you. There are still pages unwritten. Still hands you haven't held. Still versions of yourself waiting to be discovered, softer, braver, and more luminous than you can yet imagine. You are not alone in your ache. Nor are you broken beyond repair. You are a story still unfolding. So please, don't go.

Stay, for you have made it through all the days you thought would take your life. Stay, for this world is where poetry still exists; somewhere among them, you also do.

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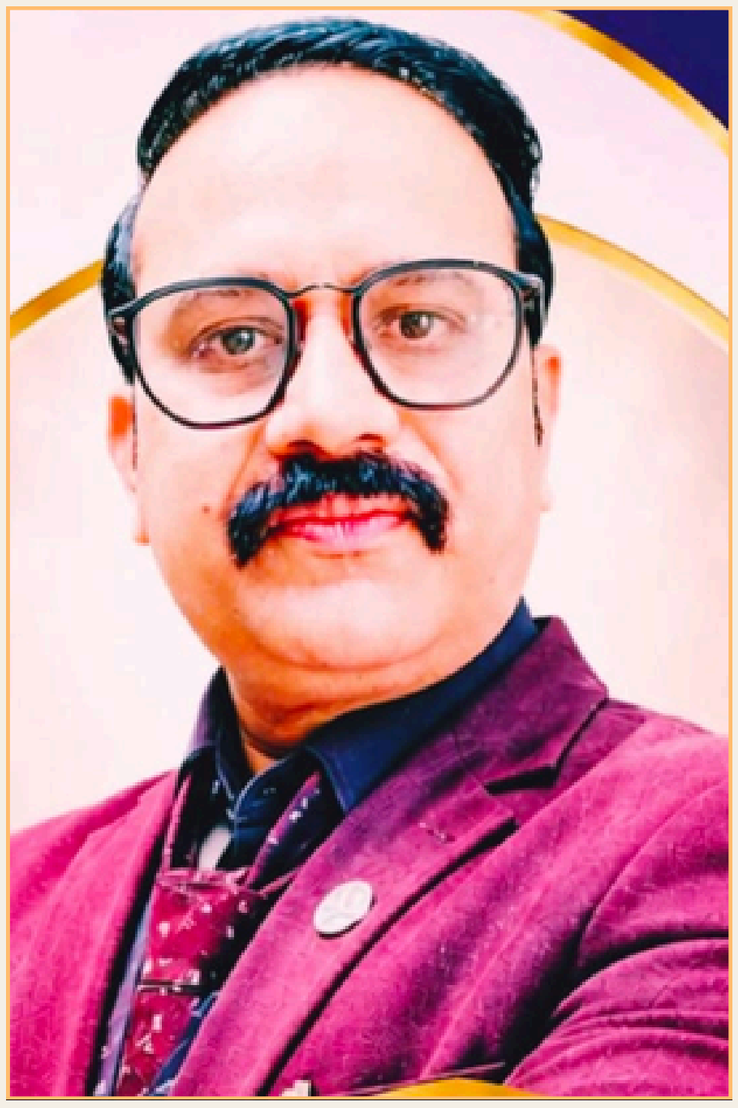
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Psychology & the Indian Knowledge System

Rediscovering the science of the self: why India's ancient wisdom on the mind matters more than ever for today's students.



MODERN PSYCHOLOGY is little more than a century old, yet India's inquiry into the mind spans thousands of years. Long before laboratories and questionnaires, the Upanishads, the Bhagavad Gita, Patanjali's Yoga Sutras and Buddhist Abhidhamma were mapping consciousness, emotion, attention and the human search for meaning.

The Indian Knowledge System (IKS) offers more than remedies for disorder; it offers a blueprint for flourishing. Patanjali defined yoga as chitta vritti nirodha, the stilling of the mind's fluctuations, an idea that closely mirrors what contemporary research confirms about mindfulness, emotional regulation and stress reduction.

The Gita's teaching of nishkama karma, acting without anxiety about outcomes, is a powerful guide to resilience in a competitive, results-driven age. The triguna framework of Sattva, rajas and tamas present a subtle, dynamic model of personality, while the Panchakosha concept describes the self in five layers, from body to bliss, anticipating today's holistic, biopsychosocial view of health. The National Education Policy 2020 calls for integrating IKS into higher education. For psychology students, this is a rare opportunity: to combine scientific rigour with traditional insight and to build a culturally rooted psychology rather than merely borrowing Western models. At IILM, we embrace this vision wholeheartedly.

Today we live in a VUCA (volatile, uncertain, complex, ambiguous) world. Rising anxiety, digital addiction and burnout among young people demand solutions that resonate with who they are. Our heritage offers time-tested tools: pranayama for breath regulation, svadhyaya for self-inquiry, purposeful action, and the strength of community belonging. These practices cost nothing, yet they can transform classrooms, campuses and lives.

The future of psychology lies not in choosing between East and West but in integrating them thoughtfully, testing ancient wisdom through modern research methods. As Indian scholars, we are not merely inheritors of this knowledge; we are its custodians and its next authors.
Let us study the mind with both the microscope and the mirror.



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EDITORIAL

We Turned Burnout into a Personality Trait

Somewhere between submitting assignments at 11:59 p.m., surviving on coffee, and casually saying, “I haven’t slept properly in days,” exhaustion became normalised. In college, asking someone how they are doing can almost resemble a competition over who has endured the worst week. Gradually, we have begun wearing fatigue like a badge of honour.

College is meant to involve self-discovery, memory-making, and understanding what we want from life. Instead, many students find themselves caught between assignments, internships, extracurricular commitments, and the persistent pressure to remain ahead. Even hobbies can begin to feel like another item to add to a CV. Rest then appears unproductive, especially when everyone around us seems to be achieving more. This relentless demand for productivity is often connected to self-worth becoming tied to achievement. When we measure our value by grades, certificates, and accomplishments, doing nothing can produce guilt instead of relaxation. Social media intensifies this pattern. We see peers reach milestones and compare our private struggles with their public highlights. Without fully recognising it, we begin to interpret rest as falling behind.

More troubling is how casually we joke about burnout. We laugh about sleepless nights, stress-related breakdowns, and functioning on limited energy. Although humour can help us cope with pressure, it can also make exhaustion appear so ordinary that we stop noticing when we are genuinely struggling. We become accustomed to functioning while tired and forget that we are allowed to feel well, too.

Burnout does not always arrive as a dramatic collapse. Sometimes it shows up as difficulty concentrating in class, irritability over minor matters, declining interest in activities that once mattered, or guilt about taking an afternoon off. Psychological research associates chronic stress with reduced attention, emotional fatigue, and diminished motivation. Our minds require rest as much as our bodies do, yet we often wait until we have nothing left to offer before permitting ourselves a pause.
Ambition is not the problem. Wanting strong grades, meaningful careers, and successful futures is entirely reasonable. The difficulty begins when we assume that continual exhaustion is the price we must pay to deserve them.

We came to college to build our futures, but somewhere along the way, we began treating our present selves as obstacles to that future.

Perhaps success should not be measured by how little we sleep, how much we juggle, or how often we say, “I’m so tired.” Perhaps it should also include knowing when to pause, seeking help when necessary, and recognising that our worth does not disappear on an unproductive day

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