



**Department of Commerce & Business Management**

**Integral University**

Ref. No: 10/DCBM/2018/004

Date: 20.03.18

**NOTICE**

All the faculty members and students are hereby informed that **Department of Commerce & Business Management** is organizing a seminar under the theme “**Industry Academia Innovative Practices**” on the topic “**Business Sustainability**” by Prof Badar Alam Iqbal, Adjunct Professor, Monarch University, Zug, Switzerland on 23<sup>rd</sup> March, 2018. The seminar will start at 10:00AM sharp in the **Departmental Seminar Hall**, BNLT Building, Integral University, Lucknow.

The seminar intends to provide a platform to gain knowledge in the area business sustainability. We believe that it will provide enrich experience for all of the participants.

Yours Sincerely

*Asma*  
20/03/18  
(Dr Asma Farooque)

Head, DCBM  
HEAD

Department of Commerce & Business Management  
Integral University, Lucknow

*A.K. Saxena*  
20/3/18  
(Prof A.K.Saxena)  
Dean, FCM



Department of Commerce & Business Management  
Faculty of Commerce and Management  
Integral University

Attendance Sheet

Seminar Under the theme "Industry Academic  
Innovative Practices" on the topic "Business Sustainability

Date: 23/03/2018

S. No.	Name of Participants	Affiliation	Signature
1	Haleem Siddiqui	Integral Univ.	Haleem
2	Mansoor Hasan	IU, Ludhnow	Mansoor
3	Shahryar Adi	IU, Lko	Shahryar
4	Kashish Raini	IU, Lucknow	Kashish
5	Faisal Ali	Integral, Lko	Faisal
6	Mohammad Hasan	IU, Lko	Mohammad
7	Trohad Ali	Integral Univ	Trohad
8	Sameer Siddiqui	IU	Sameer
9	Ashfaq Jabal	Integral Univ	Ashfaq
10	Haleem Mohd Khan	IU, Lko	Haleem
11	Faiz Alam	Integral, Lko	Faiz
12	Arsal Adi	IU, Lko	Arsal
13	Jamshed Ahmad	IU, Lko	Jamshed
14	Fuzail Ahmad	Integral, Lko	Fuzail
15	Mohammad Beg	Integral Univ.	Mohammad
16	Atabul Hussain	IU, Lko	Atabul
17	Rakesh Seeni	Integral	Rakesh
18	Shifa Khan	IU, Lko	Shifa
19	Sameer Verma	Integral Univ	Sameer
20	Anam Mirza	IU, Lko	Anam
21	Titiklesh Kumar	Integral, Lko	Titiklesh
22	Meraj Khan	IU, Lucknow	Meraj
23	Shoeb Farooqui	Integral Univ.	Shoeb
24	Khusboo Khan	Integral Univ	Khusboo
25	Ashfaq Jabal	IU, Lko	Ashfaq
26	Suliyah Ahmed	Integral Univ	Suliyah
27	Jabul Raza	IU, Lko	Jabul
28	Haniya Farooqui	Integral Univ	Haniya
29	Fuzail Ahmed Raza	IU, Lko	Fuzail
30	Ali Qureshi	IU, Lko	Ali
31	Hussain Ahmed	IU, Lko	Hussain
32	Maniya Farooqui	Integral Univ	Maniya
33	Fazlur Rahman	IU, Lk	Fazlur





**DEPARTMENT OF COMMERCE AND BUSINESS MANAGEMENT  
INTEGRAL UNIVERSITY, LUCKNOW**

**REPORT**

**Date: 28. 03.2018**

Department of Commerce & Business Management has successfully organised one day seminar under the theme “**Industry Academia Innovative Practices on the topic “Business Sustainability”** by Prof.BadarAlamIqbal, Adjunct Professor , Monarch University, Zug, Switzerland on 23.03.2018 at 10:00 AM in Seminar Hall, Third Floor, BNLT Building.

The one day seminar was a great opportunity for the students as they got the chance to listen the learned speaker of the event Prof. BadarAlamIqbal, the topic he chose for the seminar was very significant seeing the dynamism of the business world. He enlightened the participants with world view of the business and economy along with this he also shared his vision about the same.

Prof. BadarAlam is an internationally acclaimed academician and researcher; He talked in the event that sustainability is the key for the businesses now.

He advised the faculties attending the event that students should made aware about the sustainability issues and goals while delivering the lectures on various topics of their courses.

With his sheer knowledge and experience Prof. Badar co- related the topic of the seminar with the different branches of the management by quoting numerous examples.

Students from all the programs like MBA, MCOM, and BBA& BCOM along with research scholars attended the event and had interaction with the speakers about the current challenges the business world is facing and also asked the speaker about their solutions.

Prof.Badarsummarises the event having said that sustainability is a major challenge, one that matters beyond individual companies. But reassuringly a number of large companies are developing forward-thinking sustainability policies. It is really becoming clear that sustainability is a megatrend that simply isn't going away!

Dean, Prof A K Saxena& Head, Dr.AsmaFarooque appreciated the faculties who were engaged in organising the seminar. And, also paid thanks to Prof. Iqbal for being kind enough to enlighten the student participants, research Scholars and faculties on this topic.





**DEPARTMENT OF COMMERCE AND BUSINESS MANAGEMENT**

*Certificate of Participation*

Dr./Mr./Ms ..Mr..Noor.Alam.Khan.....  
from ..... Integral University.....

Participated One Day Seminar  
on

**Business Sustainability**  
(Under Industry Academia Initiative)

March 23, 2018

**Prof. A.K. Saxena**  
Dean, FCM

**Dr. Syed Shahid Mazhar**  
COORDINATOR