



LALA LAJPATRAI INSTITUTE OF MANAGEMENT

Approved by AICTE New Delhi, Govt. of Maharashtra & Affiliated to University of Mumbai.

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LLIM Newsletter

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“Our aspiration is to provide dynamic high caliber management education to serve business and industry and bring about social transformation.”

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LLIM Journal of Research is a multidisciplinary journal published bi-annually in print version. Articles are authored by various eminent industry experts and experienced academicians, teachers and research scholars. Current journal incorporates variety of articles such as -

- Impact of effective management control : An in-depth study – Live Case
- Riding the cycles
- Perception towards online shopping of college going students in Mumbai region
- Role of neuroscience in emotional marketing
- Implications of NPAs on profitability of banks
- A study on perception of investors towards mutual funds with reference to SBI and ICICI mutual funds
- Influencer marketing and the impact of digitalization on retail chain values

EVALUATION AND RANKING

Lala Lajpatrai Institute of Management occupies important place in Mumbai as well as among all India management institutes. Based on students' preference, Lala Lajpatrai Institute of Management is 6th amongst Top 10 B-schools in Mumbai, as well as 10th amongst 100 Business Schools in India.

LLIM Ranking 2022

1. Lala Lajpatrai Institute of Management has been ranked 56th amongst Top 100 Private Institutes across India in the Times B-School Survey in February, 2022 conducted by The Times of India.
2. Lala Lajpatrai Institute of Management has been ranked 9th amongst Top Private B-Schools in Mumbai in the Times B-School Survey in March, 2022 conducted by The Times Group.
3. Lala Lajpatrai Institute of Management has been ranked 17th amongst Outstanding B-Schools of Excellence in India in CSR-GHRDC B-School Survey in November, 2022 conducted by Competition Success Review-Global Human Resource Development Centre.
4. Lala Lajpatrai Institute of Management has been ranked 78th amongst India's Top 1000 in Rest of India's Best B-Schools A BT - MDRA Survey in November 2022, conducted by Business Today.

BLOOD DONATION DRIVE

LLIM in collaboration with HDFC Bank organized a Blood Donation Drive on December 7, 2022, in the Audi Foyer. Doctors (from KEM Hospital) and their assistants first checked the blood samples of potential donors for their suitability of reuse. Upon confirming the suitability, blood was extracted from the donor. The response was excellent, around 102 donors donated blood.

BONE MARROW REGISTRY IN ASSOCIATION WITH MARROW DONOR REGISTRY OF INDIA (MDRI)

LLIM in association with Marrow Donor Registry Of India (MDRI) organized a Bone Marrow Registry Camp on January 10, 2023, in the Audi Foyer. Doctors from Marrow Donor Registry India (Tata Memorial hospital Initiative) and their assistants collected the swab of cheek cells. The swab sample was collected to test for transmissible diseases and for tissue typing which then would be included in the registry of potential donors. The response was excellent, around 207 participants registered themselves as donors.

INDUCTION PROGRAMME & FOUNDATION COURSE



Lala Lajpatrai Institute of Management (LLIM) organized an Induction Programme & Foundation Course for the first year MMS students [Batch 2022 – 2024] on November 26, 27, 28 and 29, 2022, to welcome first year students. A formal inauguration was done by Dr. Kamalji Gupta-Chairman of Governing Council and the Chief Guest Dr. Anil Kumar Garg (Motivational Speaker – Sales Guru) addressed the students. Dr. Anil Kumar Garg stressed that the focal area for a successful corporate depends on hard work and smart work. He summarized, “hard work as doing things rightly” and “smart work as doing right things”. In his interaction with the students, he also mentioned that, “failures are the highway for success” and highlighted the need to have positive attitude and confidence to reach the aim of professional growth and development.

STORM 2022 - CASE STUDY AND BUSINESS PLAN COMPETITION



An Intra-college Case Study and Business Plan competition “STORM - 2022” was conducted at LLIM which spanned over 5 weeks. The Judges were :-

Mr. Rituraj Bidwai - A Google Certified Professional with more than 16 years of experience in Marketing and Brand Communication with a specialization in Digital Marketing.

Mr. Shannon Chavan Roque - An accomplished Corporate Trainer and Consultant. A Customer Specialist with a rich corporate experience of more than a decade, working with Hospitality, Aviation and Logistics industry in Sales and Marketing with well-known companies like, Taj & Hyatt, Delta Airlines and Lee & Muirhead.

Mr. Abhishek Katre - Practicing Independent Chartered Accountant since July 2013. He is the Founder and Managing Partner at Katre Barwe & Associates (A CA Firm).

The finale was conducted on December 10, 2022, which consisted of two rounds : Presentation on the case / business plan was prepared by each team and on the spot case analysis was also done by the qualifying teams.

FACILITATING START-UP CELL



“UDAAN” was conducted on January 13, 2023, by Entrepreneurship Development Cell

An Innovative Business Idea Competition was held at LLIM in which around nine groups presented their ideas. More than 100 students attended the event and they found the event very informative and interesting. It comprised of events on How to Spot Entrepreneurial Opportunities, Understanding the Basics of Business Planning and Developing a Business Model.

FACULTY DEVELOPMENT PROGRAMME



A Faculty Development Programme on NBA process was conducted on December 26, 2022, at Lala Lajpatrai Institute of Management, Mumbai, by Dr. Pradip Mitra, Professor at Vivekananda Institute of Management. He covered different topics like; difference between course outcome and course outline, discussion on goals, course objectives, and learning outcomes, essentials of course outcomes, components of course outcome and CO-PO attainment.

Faculty members participated with diligence and dedication and they found the session to be interesting and informative.

WORKSHOP ON LMS



A Workshop on LMS was conducted on January 6, 2023, at Lala Lajpatrai Institute of Management, Mumbai, by Ms. Poonam Salunkhe-Trainer from ERP Systems. She covered different topics related to the services offered by system, different icons available on home page, course icons, my course icon consisting of attendance marking, course plan (course outcomes, CO-PO attainment, and course file), assessment and course exit survey. Faculty members participated and they found the session to be interesting and informative.

CERTIFICATION PROGRAMME



“Compensation Training and Certification Programme” was organized on December 17, 2022, from 9.30 a.m. to 5.00 p.m. at Lala Lajpatrai Institute of Management. This Certification Programme was aimed at strengthening the skill set needed for aspiring HR professionals and students for improving the ability to Design CTC,

calculation of Income Tax on salary and Design benefits (long term benefits and retirement benefits). The expert Speaker was Mr. Surya Mukherjee, Vice President –Incred Financial Services.

CORPORATE INTERACTIONS / GUEST LECTURES

“Investment and Tax Planning” was conducted on December 2, 2022, by Finance Department

CA Dr. Bharat Patel founder of B N Patel & Associates distinguished speaker enunciated the difference between Financial Planning and Investment Planning and 7 steps approach to create wealth (Savings, Loan Management, Insurance, on Investment, Tax Planning, Retirement Plan and Estate Plan). Different sections explanation (80C, 80CCC, 80CCD, 80D, 80U, 80G, 80GGB, 80GGC, 80 TTA, 80TTB), ITR filing, Old and New Tax slab were discussed.



“Importance of Investor Behavior in Wealth Creation” was conducted on December 17, 2022, by Finance Department



A guest lecture was organized by finance department on 17th December, 2022, by Mr. Sudarshan Roongta, Director of Roongta Corporate Services Pvt. Ltd. He gave a very insightful session on different aspects of investments and personal finance, he also used examples from the Epic Mahabharat’s Chakravyuh. In his lucid language and engaging way, he gave all the students an insight into building personal wealth by investing.

**“Leveraging Technology to cope with Global Supply Chain Disruptions”
was conducted on December 19, 2022, by Operation Department**



Mr. Nagendra Aswatha, Managing partner in NS4 Management Solutions LLP, was the keynote speaker. He discussed difference between Domestic and International Logistics and Supply Chain, role of CFS/ICD, basics of Ocean, Air Freight and MMT.

**“Data Analytics and Digital Marketing”
was conducted on January 25, 2023,
by Marketing Department**

Mr. Sachin Sadare, Founder and Director of Digital Dojo, was the keynote speaker. He discussed pillars of digital marketing, concept of data analytics, tools used in data analytics, social media and email analytics.



ACHIEVEMENTS AND AWARDS



The event ‘Markophilia’ was organized by IBS College, Mumbai on December 16, 2022. MMS-I Students: Pankaj Khairnar, Krish Jain, Shravani Narkar, Shraddha Padhi, Hussain Punawala, Gaus Salmani, Vivek Pandey, Aditya Rajgor participated in the same. Out of the 4 finalists, 2 groups were from LLIM. Both the teams managed to secure 3rd and 4th position.

Mr. Manjeet Singh Saini (MMS-II) has started K.R. Consultancy Services which is registered on 22nd October, 2022. His venture provides services related to tax planning, financial reporting, business registration, investment planning etc. Their vision is to provide a cost effective commitment and to be continually accessible. Their mission is to provide businesses, entrepreneurs and individuals with the highest quality accounting, auditing, tax planning and business advisory services delivered in a timely, efficient and innovative manner by a professional team that clearly enjoys working together to exceed their client's needs and expectations.

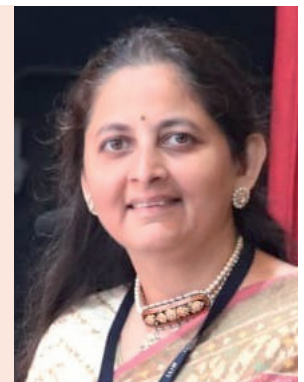


PATENTS



Dr. Alok Chandra, Professor at LLIM and his team has received an Indian Patent publication on December 30, 2022, which was published in The Patent Office Journal. "Impact of Social Media Promotion Strategy on e-commerce", was his patent research topic.

Dr. Kinjal Shah, Assistant Professor, LLIM and her team has received an Indian Patent publication on October 25, 2022, which was published in The Patent Office Journal. "Analysis of financial crisis faced in banking sector during pandemic period", was her patent research topic.



Dr. Priyadarshini Nidhan, Assistant Professor, LLIM and her team has received an Indian Patent publication on August 19, 2022, which was published in The Patent Office Journal. "Study on incentive payment of employee influence the overall work performance", was her patent research topic.