



LALA LAJPATRAI INSTITUTE OF MANAGEMENT

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

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LLIM Newsletter

JUNE 2023

LLIM Newsletter

Volume IV

Issue 2



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



LLIM Journal of Research [ISSN No. 2229-4740] Volume XV, Issue No. 1 January - June 2023

LLIM Journal of Research [ISSN number -2229-4740] volume XIV, Number I, January – June, 2023, is a peer reviewed, multidisciplinary journal published bi-annually in print version. Articles are authored by various eminent industry experts and experienced academicians, teachers and research scholars.

RANKINGS

1. Lala Lajpatrai Institute of Management has been ranked 65th in Top 100 ROI - India's Best B-Schools (Return on Investment) & 184th India's Best B-Schools 2023 & by Business Today–MRDA Survey 2023
2. Lala Lajpatrai Institute of Management has been ranked in the A5 category in Business Standard B-School Survey 2021 in February 2022, Special Issue conducted by Business Standard.
3. Lala Lajpatrai Institute of Management has been ranked 56th amongst Top 100 Private Institutes across India under the Times B-School Survey in February, 2022 conducted by The Times of India.
4. Lala Lajpatrai Institute of Management has been ranked 16th amongst Outstanding B-Schools of Excellence in India under CSR-GHRDC B-School Survey in November, 2021 conducted by Competition Success Review-Global Human Resource Development Centre.
5. Lala Lajpatrai Institute of Management has been ranked 98th amongst India's Top 100 for Return on Investment in India's Best B-Schools A BT-MDRA Survey in Nov. 2021, conducted by Business Today.

HIGHLIGHTS AT LLIM

A Postal Cover was released by the Department of Posts, Government of India, on the occasion of **50th Golden Jubilee Year Celebration of Lala Lajpatraiji** on March 11th, 2023.



LLIM welcomed its new **Director Dr. Harvind J. Bhasin** in May, 2023. He is the most admired marketing professor with more than 17 years of corporate experience and 30 years of experience in the teaching industry.

Dr. H. J. Bhasin and Dr. Neelam Arora congratulated and felicitated our new Vice Chancellor, University of Mumbai - Dr. Ravindra D. Kulkarni.



MEMORANDUM OF UNDERSTANDING

- LLIM has signed MoU with Dhurakij Pundit University (DPU), Thailand on January 31st, 2023
- LLIM has signed MoU with Academy of Science Technology and Management Limited (ASTML), London on March 8th, 2023
- MoU has been signed between LLIM, Mumbai and University of Udayana, Indonesia on June 23, 2023
- MoU has been signed between LLIM, Mumbai and Veterans India, New Delhi on May 2, 2023
- LLIM and Multi Commodity Exchange of India, Mumbai and had Signed an MoU on June 1, 2023



These educational and industrial connect will aide industrial visits and study tours by students, providing internship opportunities to students, conducting joint CSR activities, conducting seminars & workshops, conducting various courses etc.

EVENTS AND ACTIVITIES



SYNERGY 2023

The MMS students of Lala Lajpatrai Institute of Management (LLIM) hosted its Annual Alumni Meet 'Synergy 2023' in splendid fashion on February 25th, 2023. It was an evening filled with emotions, abundant joy and a strum on the heartstrings of LLIM's proud Alumni.

Mr. Ajay Tiwari, popular Singer and Music Composer, started the evening with a bang and continued with favorite and popular songs throughout the evening. The students of LLIM performed the iconic Bhangra dance, a duet and a western fusion dance. The performances were electrifying and was greeted with thunderous applause by the audience. Alumni who are senior corporate personnel, entrepreneur and renowned musicians were felicitated by the Chairman – Dr. Kamalji Gupta. The past and present students were overwhelmed with emotions and felt that they should meet twice in a year.

CONVOCATION [BATCH 2020 - 2022]

The Annual Convocation at Lala Lajpatrai Institute of Management for its Master of Management Studies [MMS] students for the batch [2020 – 2022] was held on

March 25th, 2023. The Chief Guest Dr. Uday Saha, emphasized students to possess mobility, accessibility and affordability for innovation. In this connection, he spoke about Innovation and habits which requires self-confidence. He also highlighted that students should be nurtured in innovation, perseverance and continuity. He pointed out success is not a journey, but a destination for transformation in tackling challenges from a dynamic corporate environment. Meritorious students were felicitated by the dignitaries on the dais.



WORLD ENVIRONMENT DAY



LLIM celebrated World Environment Day on May 25th, 2023. LLIM aims to engage the staff in a meaningful activity that not only educates them about the importance of protecting the environment but also empowers them to take positive actions in their daily lives. Jute bags were distributed to the staff with the message, ‘Say no to Plastic’.

INTERNATIONAL YOGA DAY



LLIM **Socially Relevant Services** Committee organized a yoga workshop on June 21st, 2023. The workshop was conducted by Mr. Ameya Naykodi an expert in Traditional Ancient / Patanjali Yoga. During the workshop certain yogic practices were demonstrated (matching the general protocols as per AICTE) which could be practiced regularly even in hectic schedule.



A study tour was organized by LLIM on May 13th, 2023, under the guidance of Dr. H.J. Bhasin, to Piano Presitel in Bhayandar (E), Thane District; to gain learning on how a manufacturing company works along with interaction with industry experts. Faculty Members Prof. N. Balasubramanian, Dr. Kinjal Shah and Dr. Neetu Singhwal accompanied the students of MMS I.

Students understood the importance of business practices in manufacturing critical components like brakes, clutches and assembly etc. of highest durability and quality.



Twenty-five students of second semester of LLIM along with two faculty members, Dr. Kinjal Shah and Dr. Suresh Suvarna went on a study tour to MCX, Andheri (east), Mumbai, on June 13th, 2023 to gain exposure on how commodity exchange works and also interaction with industry experts. Students learned about the concepts of future and options, derivatives and importance of derivatives, difference between future and forward contract.

MANAGEMENT DEVELOPMENT PROGRAM



A Two-day **Management Development Program** on “**An Introduction to Business Analytics using Power BI tool**” was successfully conducted by Operations and Marketing Department of LLIM on 6th and 7th May 2023. Thirty-two management professionals from different domains like Banking, Retail, Information Services, Power and Telecom etc. along with three faculty members Prof. N. Balasubramanian, Dr. A. Balasubramanian and Dr. Shilpa Shinde participated in the program conducted by LLIM alumnus Mr. Abhishek Belkar (batch 2013-15).

MANAGEMENT DEVELOPMENT PROGRAM



LLIM conducted MDP/EE on “Transforming Organizations through Proactive People Management Strategies” at Ashutosh Rubber Pvt. Ltd. Rajkot, Gujarat on 27-06-2023 from 10.00 a.m. - 5.00 p.m. It was successfully conducted by LLIM’s Director - Dr. H. J. Bhasin and faculties Dr. Arati Kale and Dr. Kinjal Shah. The training programme was developed for middle level managers in domain specific modules of Strategic Management, Marketing, Finance and Human Resource Management. Around 25 participants including Mr. Rajesh Kothari (M.D, and CEO of Ashutosh Rubber Pvt. Ltd.) attended and appreciated the program.



FACULTY DEVELOPMENT PROGRAM



LLIM IQAC and Research Cell organized a 5-Day National Level Faculty Development Program on Art of Writing Case Studies and Quality Research Papers from June 14th to 18th, 2023. Dr. Ravindra Dey and Dr. Krunal K. Punjani conducted comprehensive sessions on important aspects of writing case studies, academic writing and meeting expectations of reviewers of SCOPUS / ABDC indexed journals. Over 50 academicians attended the FDP, and they found the content and its presentation to be very intriguing and relevant.



Three days Certificate Course on E-Commerce organized by Gaurang Publishing Globalize Pvt. Ltd. was conducted on 27th, 28th and 29th March, 2023, at Lala Lajpatrai Institute of Management, Mumbai, by Mr. Priyesh Joshi (E-Commerce and Digital Marketing Expert trainer), Prof. Kavita Patil and Prof. Nitu Nair.



A four day Certificate Course on “Managerial Decisions with Business Analytics” was conducted from 7th to 10th June, 2023, at Lala Lajpatrai Institute of Management Studies, Mumbai by Mr. Shreesh Bodas and Dr. Vikram Hande, Prof. Aditya Khandwe and Dr. Asmat Ara Shaikh



“FINANCIAL FRAUDS AND ANTI-MONEY LAUNDERING LAWS”

The Finance Department organized a two-day National Seminar on the theme “Financial Frauds and Anti-Money Laundering Laws” in LLIM Auditorium from 10:00 am to 5:00 pm on February 11th and 13th, 2023. More than 300 participants

including students and faculty members attended the event.

Mr. Anantnag Katkar, AGM- Offline Surveillance, BSE; was the chief guest. Other eminent speakers Ms. Ushma Zunzavadiya, Mr. Pramod Shetty, Ms. Miti Chakraborty from SBI, CA Shripad Vaidya, Mr. Jaidev Joshi also gave their opinions and sights on the theme.



“CUSTOMER EXPERIENCE ... THE NEXT COMPETITIVE BATTLE GROUND”

LLIM Marketing Department had organized the National Seminar on “Customer Experience ... The Next Competitive Battle Ground” on April 1st, 2023 in the institute auditorium.

Chief Guest of the seminar- Dr. Vivek G Mendonsa – Group Director, Marketing, Lawrence & Mayo Group highlighted buzz words of retailing.

Mr. Sachin Sadare – Founder & Director of Digital Dojo presented the three layers of Customer Experience consisting of UI, UX and CX for building customer preferences. Mr. Rituraj Bidwai, Digital Marketing Consultant discussed the dimensions of customer journey through technological innovations in the era of digitalization.



Dr. C. Satyanarayana, Professor, LLIM and his team received an Indian Patent Publication on June 30th, 2023, for **'Green HRM: Integrating Environmental Sustainability into Human Resource Practices'**. He has co-authored a book titled, **'Financial Institutions and Banking'**.



Dr. Alok Chandra, Professor, LLIM is a certified Inclusion & PoSH Practitioner. He has co-authored 3 books titled:

- Strategic Marketing Management
- Management and Marketing in Pharmacy
- Principles, Practices and Solutions for the Internet of Things

He has been awarded Canadian Government Copyright for his publication titled: **'Deep Neural Networks to Analyze Stock Market Trends and Assess the Accuracy of Market Predictions'**.



Dr. Asmat Ara Shaikh, Associate Professor, LLIM and her team has received an International Patent Publication on title **'A Method for Enhancing Educational Leadership and Management in An International School Context'**.

Her team and she has also received an International Patent Publication on title **'Innovation Practices for Survival of Small and Medium Enterprises (SMEs) In the Covid-19'**.

Prof. Vikas Sharma, Course Co-ordinator and HOD Finance Dept.- LLIM, and his team has received an Indian Patent Publication on March 24th, 2023, which was published in Indian Research Patent Journal **'Analysis of How Financial Sector Impacts Growth Of Indian Economy'**.

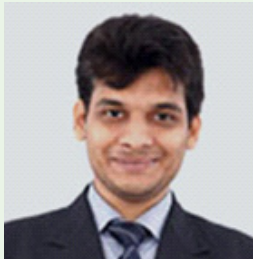
He and his team also received an Indian Patent Publication on May 5th, 2023, for **'Analysis Of How ITC Shares Increased In Stock Market'**.



Dr. Neetu Singhwal, Assistant Professor, LLIM is conferred doctorate degree for her research work on March 14th, 2023 for her research on **'A Study Of Role Of Demonetization On Business Mom And Pop Stores (Kirana Stores) In The City Of Mumbai'**.

Prof. Makarand Balaji Thakoor, Assistant Professor, LLIM has been awarded with Best Research Paper at the International Commerce and Management Conference on March 10th, 2023, by Department of Commerce, University of Mumbai. His paper was on **‘A Comparative Study of the Digital Banking System in Nationalised and Private Banks in India’**.

He and his team also received an Indian Patent Publication on May 5th, 2023; for **‘Analysis Of How ITC Shares Increased In Stock Market’**.



Prof. Aditya Khandwe, Assistant Professor, LLIM and his team received an Indian Patent Publication on May 5th, 2023; for **‘Analysis of How ITC Shares Increased In Stock Market’**.

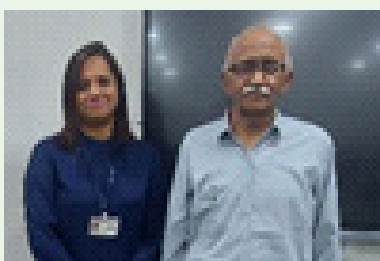
Dr. Kinjal Shah, Assistant Professor, LLIM and her team received an Indian Patent Publication on May 5th, 2023; for **‘Analysis of How ITC Shares Increased In Stock Market’**.



Prof. Nitu Nair, Assistant Professor, LLIM and her team has received an Indian Patent Publication on May 5th, 2023; for **‘Prediction Analysis of Digital Buyers in Online Shopping for forthcoming years’**.



Prof. Anjali Kulkarni, Assistant Professor, LLIM, has co-authored a book titled, **‘Investment Analysis & Portfolio Management’**.



Prof. Kavita Patil, Assistant Professor, LLIM, has attended the **workshop on Research Methodology** organised by Vivekanand Education Society’s Institute of Management on April 10th and 11th, 2023.



Dr. Suresh Suvarna, Assistant Professor & HOD (Carrier & Guidance Cell), LLIM, has authored a book titled, ‘Talent Management Practices in Service Sector’.



STUDENTS' ACHIEVEMENTS AND AWARDS



LLIM Cricket Team Participated in IMPACT-2023, showcasing the immense talent and spirit of our college cricket team. In the semi-finals we faced the defending champions and the tournament organizers, Welingker Institute of Management (We School) and won the match. Advancing to the finals, our team faced K.J. Somaiya Institute of Management in yet another closely contested battle. The match was a true spectacle, with our team securing the runners-up position in the IMPACT 2023 tournament.

LLIM Box Cricket team won the Inter-College Box Cricket Tournament organized by BMS and MMS Dept. of Sheila Raheja Institute at their Annual Fest SVAGAM 2023, held on 17th March.



Yash Kiran Patil, Dheeraj Badjate and Aniket Ruikar, First year MMS students, took home the first prize in Shark Tank event held at Thakur College of Science and Commerce on February 17, 2023. They impressed the judges with their innovative idea of premium A2 Ghee. Their pitch included a detailed business plan, market research and a new product idea. The judges appreciated the team's creativity and attention to detail.

Jayesh Nimbalkar, First year MMS student secured place among top 5 in two events viz.,

- Institute of Chartered Accountant of India (ICAI) Think Tank 3.0: The International case study competition held on April 1st, 2023
- Union budget analysis Indian Institute of Management–Kashipur (IIMK) held on February 19th, 2023

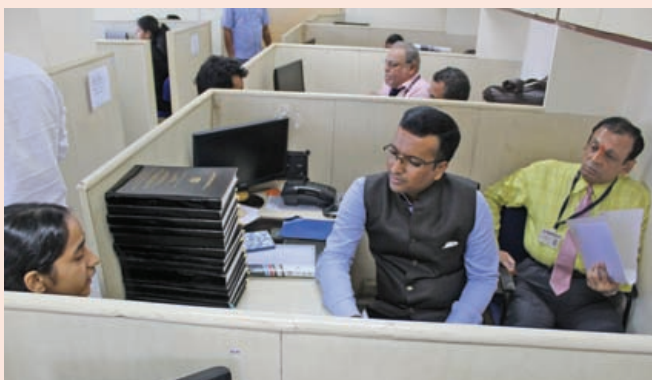


LLIM Alumni Association creates and maintains a life-long connection between the Institute and its 2000 + alumni. In collaboration with the institute, the members of the Alumni Association works to connect alumni, support students and build an unforgettable Institute experience through diverse events, engagement and prescribed programs.

LLIM Alumni works in top MNC's like Accenture, Deloitte, TCS, KPMG, Amazon, Reliance Retail, Publicis, Unilever etc. all across the Globe in Leadership Roles like Director- HR, Sr. Vice President, Vice President, Director- Marketing across the world. Our Alumni conducts extensive session interacting with the current batches giving them tips and guidance for their corporate journey.

Our Alumni in prestigious organizations at senior levels conducted viva for the current batch in April, 2023.

Sr. No.	Name of the Alumni	Company	Designation
1	Sushant Shivhare	Kotak Mahindra Bank	Assistant Vice President
2	Isha Khot	Publicis Media	Manager- Talent and Culture
3	Janardhan Narode	Morgan Stanley	Associate- Business Analyst
4	Hrishikesh Deshmukh	Axis Bank	Deputy Manager- Control and Governance Assurance
5	Neerata Prabhakar	Black Raven LLP	Director
6	Pooja Tandon	Ignited	Content Developer
7	Sahil Nayar	KPMG	Senior Associate Director
8	Kannan Thevar	Standard Chartered Bank	Relationship Manager
9	Tanuj Kotia	Capgemini	People Analytics
10	Farhan Khan	Food Service India	OD & L&D Specialist
11	Tripurari Panda	IDBI	Deputy General Manager





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