



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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“Freedom of Spirit” is what Lala Lajpatrai Institute of Management wishes to equip in its students, to carry forward the spirit of our culture that enables one to dream and believe not only to be effective and efficient leaders, but also visionaries with the faith and courage to redefine limits and rise above the ordinary.



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Lala Lajpatrai Institute of Management Journal of Research.

LLIM Journal of Research is Multidisciplinary published bi-annually in print version. Articles are authored by various eminent industry experts and experienced academicians, teachers and research scholars. We accept multidimensional approach to management and research article pertaining to finance, operations, marketing and human resource to be included in the journal.

EVALUATION AND RANKING

1. Lala Lajpatrai Institute of Management has been ranked 16th amongst Outstanding B-Schools of Excellence in India in CSR-GHRDC B-School Survey in November, 2021 conducted by Competition Success Review-Global Human Resource Development Centre.
2. 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 November 2021, conducted by Business Today.
3. 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.
4. 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.
5. 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.

CAMPUS ACTIVITIES

HAR GHAR TIRANGA

Lala Lajpatrai Institute of Management (LLIM), Mumbai had organized "Har Ghar Tiranga"; a campaign under the aegis of "Azadi Ka Amrit Mahotsav" to encourage people to bring the Tiranga Home and to hoist it to mark the 75th year of India's Independence" on August 10, 2022 in the institute seminar hall. The idea behind the initiative is to invoke the feeling of patriotism in the hearts of the people and to promote awareness about the Indian National Flag. In this inaugural address, the Chief Guest - Dr. Ghanshyam Mhatre enlightened the audience with his motivational talks on different aspects of life and emphasized the need to concentrate on their careers rather than jobs.

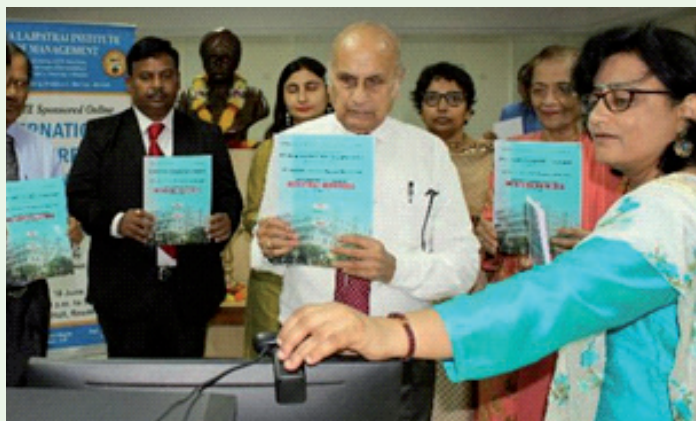


INTERNATIONAL YOGA DAY WORKSHOP

Lala Lajpatrai Institute of Management celebrated International Yoga Day on June 21, 2022. The workshop was held in LLIM Seminar Hall, Room No. 610. The trainer was Mr. Amey Naykode (Specialist in Lifestyle Transformation Modules). The Participants were the Faculty members, non-teaching staff and students.



THE TWO DAYS AICTE SPONSORED INTERNATIONAL CONFERENCE ON SUSTAINABLE WORKSHOP



The Human Resources Department of Lala Lajpatrai Institute of Management organized the Two - day AICTE Sponsored International Conference on Sustainable Workforce on June 17 & 18, 2022. The conference was online mode from 9.00 am to 6.00 pm.

The key speakers were :

Dr. Shanmukh Kamble, Professor & Renowned Collaborative Researcher, Karnatak University, Dharwad, Karnataka.

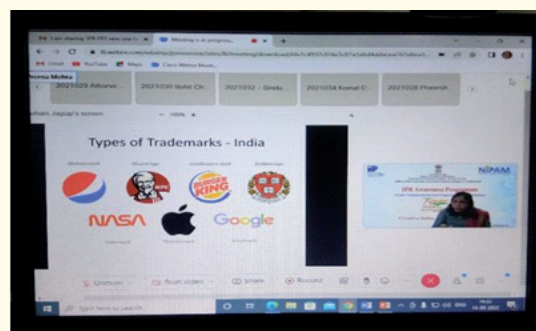
Ms. Payal Nanjiani, Globally Acclaimed Leadership Expert & Founder of Success Within Leadership, New York, USA.

Ms. Isha Khot, Assistant Manager-HR, Organization Effectiveness, Marico Limited, Mumbai.

Ms. Priya Sawhney, Senior Analyst- Human Capital Deloitte US-India. The highlight of the workshop was the ways of overpowering the Stockholm syndrome and discriminating between expectations and irrational demands.

Virtual Workshop on International Property Rights

A virtual workshop on Intellectual Property Rights-Patents & Designs Filing was organized by the Human Resources Department of Lala Lajpatrai Institute of Management jointly in association with Rajiv Gandhi National Institute of Intellectual Property Management, Nagpur (RGNIIPM) under NIPAM scheme of Ministry of Commerce and Industry, Government of India, New Delhi on September 14, 2022 from 2.50 p.m. to 5.50 p.m. The expert speaker was Mrs. Pooja Vishal Maulikar-Examiner of Patents and Designs. She gave an overview of Intellectual Property Rights, the different forms of intellectual property rights and the process of filing for patents and designs.





Success of Effective Management

Research and professional practice in the year 2020-2021 by Lala Lajpatrai Institute Of Management. 90 research papers were published, Each faculty member was asked mandatorily to prepare good research papers. All papers are accepted and published in journals, which are recognized as research oriented quality journals, out of which 16 papers were published in Scopus, 25 papers were published in Web of science, 2 papers were

published in ABDC, 47 research papers in UGC care and other journals. The country wise break up reveals that as many as 61 research papers have been published in international journals, the remaining 29 were published in national publications. The mandate to publish one book by each department has helped four good books written by faculty members of each departments.

Digital Marketing Certification Course

The Marketing Department of Lala Lajpatrai Institute of Management organized a Three – day Digital Marketing Certification Course on August 7, 21 and 28, 2022, from 09.00 AM to 04:00 PM. It was conducted by Mr. Priyesh Joshi - Digital Marketing Expert trainer with more than 10 years' experience in Marketing of Technological products. He is expert in digital and traditional marketing medium. The Topics covered were:

How to do SEO :

- On page SEO Techniques
- Off Page SEO Techniques
- Keyword Research
- Title Tags
- Description Tags
- Link Building Techniques



Sustainability Virtual Field Trip

Sustainability Virtual Field Trip 2022 was organized by Coventry University, United Kingdom in association with Lala Lajpatrai Institute of Management, Mumbai & Hanson College, Canada on July 13 2022 from 5.30 p.m. to 6.30 p.m. The theme was 'Sustainability – Companies, Society and You' where students from the participating institutions had to share their perspectives.

