



# 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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LLIM Newsletter

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



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## EVALUATION AND RANKING

### LLIM Ranking 2024-25

1. Lala Lajpatrai Institute of Management has been ranked 88th amongst Top MBA Colleges in India in The IIRF - Indian Institutional Ranking Framework B-School Survey in February 2024 conducted by The IIRF - Indian Institutional Ranking Framework.
2. Lala Lajpatrai Institute of Management has been ranked 95th amongst India's Top 100 B-Schools in Mumbai in the Times B-School Ranking Survey in February, 2024 conducted by The Times Group.
3. Lala Lajpatrai Institute of Management has been ranked 36th amongst Top B-Schools West-Zone in The Week-Hansa Research B-School Survey in November, 2024 conducted by THE WEEK Magazine.
4. Lala Lajpatrai Institute of Management has been ranked 14th in Top-B-Schools of Eminence in CSR B-School Survey in November, 2024 conducted by Competition Success Review.





## EVENTS AND ACTIVITIES

## DEGREE DISTRIBUTION CEREMONY

The Degree Distribution Ceremony for the Batch 2021-2023 held on April 6<sup>th</sup>, 2024, was a grand celebration of academic achievement and the beginning of a new journey for the graduating students. The event was meticulously organized and executed to honour the hard work and dedication of the graduating class.



The ceremony commenced with an aura of dignity as the procession of dignitaries and the top 13 achievers marched in, accompanied by the solemn strains of the graduation walking arch. This set the tone for the auspicious occasion.

The highlight of the ceremony was the address by the esteemed Chief Guest of Honor, Mr. Arun Bansal, whose words of wisdom resonated with the graduating students, inspiring them to embark on their future endeavours with courage and determination. To evoke nostalgia and reminisce about the cherished moments of their academic journey, an audio-visual presentation curated by the digital team captivated the audience, showcasing memorable moments of the batch. This was followed by heartfelt introductions and felicitations of the esteemed guests and dignitaries.

## CELEBRATION OF 10<sup>TH</sup> INTERNATIONAL DAY OF YOGA, 2024

1st June is observed as the International Day of Yoga since 2015. The theme for this year is ‘Yoga for Women Empowerment’. LLIM encourages its staff members and students to understand benefits of practicing meaningful Yoga.



The International Yoga and Meditation Workshop was organised with an aim to promote holistic well-being through yoga and meditation practices and enable participants to learn techniques to enhance physical health, mental clarity, and emotional balance. The workshop will foster a sense of community and support among attendees. Ultimately, it seeks to inspire lifelong wellness and inner peace.

In celebration of International Day of Yoga, the institute aegis to Brahma Kumaris Rajyoga Meditation Centre, Gamdevi Mumbai has organised Yoga and Meditation Workshop synchronizing with this year's theme “Yoga for Women Empowerment”.



## VIVA VOCE – FINAL RESEARCH PROJECT – BATCH 2022-2024

On 13<sup>th</sup> April, 2024, viva voce examination was conducted at LLIM for Summer Internship Projects of MMS Semester IV students as a part of the academic evaluation process at LLIM. The viva was conducted in a formal setting with the Internal Examiner, Candidate, and appointed External Examiner present. During the viva, the Candidate was assessed on various parameters including:

1. Knowledge of the subject matter.
2. Clarity and coherence in communication.
3. Ability to defend arguments and respond to questions.
4. Understanding of relevant theories, concepts, and methodologies.
5. Critical thinking and analytical skills.

The Examiners provided constructive feedback throughout the viva, highlighting areas of strength and suggesting potential areas for further development. The Candidate was receptive to feedback and demonstrated a willingness to engage in scholarly discourse.



## GUEST LECTURES

### MEDIA PLANNING

The guest lecture organised on 18<sup>th</sup> April, 2024, 11 am onwards, aimed to provide students with insights into the evolving landscape of media consumption and effective strategies for planning and executing media campaigns. The lecture featured seasoned industry expert Mr. Parag Pandya – Founder, Salt Worldwide who shared practical experiences and valuable perspectives on navigating the complexities of media planning in today's digital age.



The lecture emphasized the importance of understanding audience behavior and preferences across different media channels. Students learned about the significance of audience segmentation, targeting, and persona development in crafting tailored media strategies.



## INTRAPRENEURSHIP - WHERE OPPORTUNITY MEETS TALENTS

The guest lecture delivered on by Mr. Rajnish Kadam was an insightful exploration into the realm of intrapreneurship. Mr. Kadam, an esteemed expert in the field, adeptly navigated through various facets of intrapreneurship, shedding light on its significance, challenges and indispensable strategies for success.



Throughout his discourse, Mr. Kadam emphasized the fusion of experience and the imperative need for change. Central to his narrative was the pivotal role of relationships, networking and the establishment of trust which serves as highlights to foster a conducive intrapreneurship environment. He also stressed the importance of nurturing passion alongside capacity and capability, urging the audience to envision clear roadmaps for their professional trajectories spanning 3, 10 and 20 years.



## ISK AUTO INDUSTRIES

**MDP / EE on “Implementing Proactive Human Resource Strategies for Organizational Transformation” at ISK AUTO INDUSTRIES, Rajkot, Gujarat on 20-04-2024 from 10.00 a.m. – 5.00 p.m.**

The MDP on Proactive Human Resource Strategies for Organizational Transformation delivered an all-encompassing understanding of proactive HR methodologies and their pivotal role in steering organizational evolution. By exploring critical topics such as the Leaking Bucket Theory by Dr. H.J.Bhasin, Fintech Opportunities and Challenges by Dr. Kinjal Shah, Leadership and Team Building by Dr. Arati Kale, participants acquired invaluable insights and practical expertise to effectively spearhead HR endeavors. The program underscored the significance of perpetual learning, adaptability, and ingenuity in navigating the intricate modern business terrain. Armed with newfound knowledge, attendees departed primed to implement proactive HR approaches that propel organizational advancement, resilience, and enduring prosperity.



## JSK AUTO INDUSTRIES

**MDP / EE on “Implementing Proactive Human Resource Strategies for Organizational Transformation” at JSK AUTO INDUSTRIES, Rajkot, Gujarat on 21-04-2024 from 10.00 a.m. – 5.00 p.m.**

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## SOCIAL RESPONSIBILITY

### WORLD ENVIRONMENT DAY

The world environment day is celebrated every year on 5<sup>th</sup> June to show our commitment to protecting and preserving our environment. A tree plantation drive is organized at Lala Lajpatrai Institute of Management on 5<sup>th</sup> June 2024, Wednesday to commemorate the theme which is “Land Restoration, Desertification and Drought Resilience”. Director Dr. H.J Bhasin presented his views on how the plantation of trees can help to counter the increasing average temperature of the earth year on year. The students, faculties and non-teaching staff of the institute participated wholeheartedly in planting the saplings and took an oath to plant more trees in future.

