LALA LAJPATRAI INSTITUTE OF MANAGEMENT
Approved by AICTE New Delhi, Govt. of Maharashtra and Affiliated to the University of Mumbai
MMS Programme Accredited by National Board of Accreditation (NBA)
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Knowledge is power

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."

LLIM PUBLICATIONS

LLIM Journal of Research [ISSN No. -2229-4740] Volume XVII, Number 2,

JULY – DECEMBER, 2025

LLIM Journal of Research 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.

EVALUATION AND RANKING

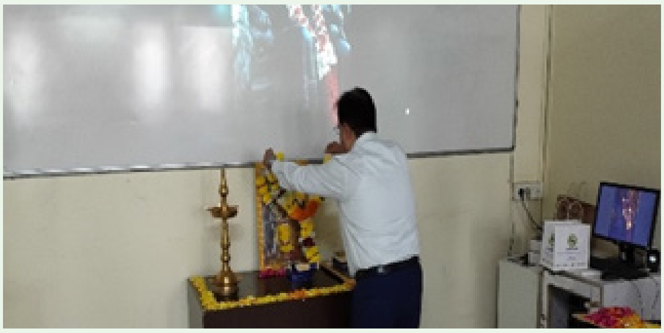
LLIM Rankings

1. Lala Lajpatrai Institute of Management has been ranked 3^{rd} amongst Top B-Schools of Eminence in the CSR B-School Survey in November, 2025 conducted by Competition Success Review.
2. Lala Lajpatrai Institute of Management has been ranked 10^{th} amongst Top Private B-Schools West-Zone in The Week-Hansa Research B-School Survey in December, 2025 conducted by THE WEEK Magazine.
3. Lala Lajpatrai Institute of Management has been ranked 15^{th} amongst Mumbai Metro-wise in the Business Today - MDRA B-School Ranking Survey in December, 2025 conducted by Business Today.
4. Lala Lajpatrai Institute of Management has been ranked 65^{th} amongst India's Top 100 B-Schools in Mumbai in the Times B-School Ranking Survey in January, 2026 conducted by The Times Group.
5. Lala Lajpatrai Institute of Management has been ranked 45^{th} amongst Top 50 Private Institutes in Mumbai in the Times B-School Ranking Survey in January, 2026 conducted by The Times Group.

HIGHLIGHTS AT LLIM

CELEBRATIONS OF CHHATRAPATI SHIVAJI MAHARAJ JAYANTI UNDER THE AEGIS OF MINISTRY OF YOUTH AFFAIRS GOVT. OF INDIA

With the objective to honour the valour of Chhatrapati Shivaji Maharaj, a symbol of resilience and leadership and to pay tribute to his enduring legacy, Chhatrapati Shivaji Maharaj Jayanti was commemorated with pride and respect at the Lala Lajpatrai Institute of Management. The festivities commenced with the presentation of a garland at the portrait of Chhatrapati Shivaji Maharaj, followed by the distribution of sweets. Faculty members and 70 students took part in the celebration. The event featured presentation on books written on Chhatrapati Shivaji Maharaj and a POWADA dedicated on his valour . Concluding the occasion, all attendees offered flower petals as a mark of respect. The celebrations were very engaging and enjoyed by everyone present.



TRIBUTE TO SWATANTRYAVEER SAVARKAR ON 60TH DEATH ANNIVERSARY UNDER THE AEGIS OF DTE

A program to pay tribute to Swatantryaveer Savarkar on his 60th the death anniversary, his valiant spirit and unwavering dedication to our nation's freedom and integrity was organized at Lala Lajpatrai Institute of Management on 26th February 2026. Dr. Darshan Pagdhare was the guest speaker on the occasion. The program started with the offering of garland to the portrait of Swatantryaveer Savarkar by Director Dr. H.J Bhasin and the Guest on the occasion. The speaker presented his views with proper reference based on various books written on Savarkar. The speaker specifically covered various management lessons he extracted from the life of Swatantryaveer Savarkar. 50 people were present for the occasion who actively participated in the session. Also various books written by Swatantryaveer Savarkar and books written on him were displayed. The session ended with vote of thanks by Dr. Shakti Awasthi. The session was equally liked by one and all present on the occasion.

DEGREE DISTRIBUTION CEREMONY [2023-2025 BATCH]

The Degree Distribution Ceremony for the MMS Batch of 2023-2025 was held at Lala Lajpatrai Institute of Management. The event was graced by esteemed dignitaries, faculty members, parents, and the graduating students.

The ceremony commenced with the welcoming of dignitaries, followed by the National Anthem, Rashtra Geet and Rajya Geet. A nostalgic video showcasing the journey of the 2023-2025 batch was played, capturing the memories and experiences of the students during their time at LLIM.

To mark the significance of the occasion, the traditional lamp-lighting ceremony was conducted by dignitaries, including the Chairman, Director, Guest of Honour, and other key members, followed by Saraswati Vandana.

The institute's legacy and values were highlighted, emphasizing its commitment to nurturing management professionals. The introduction of key dignitaries, including Chairman Dr. Kamalji Gupta, Director Dr. H.J. Bhasin, COO of Career & Guidance Cell Mr. Rajeev Gupta, and Student Counsellor Dr. Asha Agarwal, was followed by their felicitation and inspiring addresses to the graduating batch.

Guest of Honour, Mr. Govind Sharma- Co founder -HRPA, motivated students to embrace change, strive for excellence, and apply their academic knowledge in the professional world. The most awaited segment of the event the Degree Distribution began with the felicitation of toppers from each specialization.

ANNUAL ALUMNI MEET - SYNERGY 2026

Lala Lajpatrai Institute of Management (LLIM) organized "Synergy – A Musical Evening" on 7th March 2026 at the Lala Lajpatrai Auditorium, Mahalaxmi, Mumbai, as part of its Alumni Connect. The event was graciously hosted under the leadership of Dr. Kamal R. Gupta. Alumni, faculty, and students gathered to celebrate shared memories and strengthen institutional bonds through music and fellowship. Two outstanding alumni Mr. Ranjyot Singh - Business Head - Skites Pharma and Shreya Upadhyay - HRBP - Colgate Palmolive were felicitated during the event. The evening featured lively musical performances by Dr. Rahul Joshi & his team. Nostalgic interactions, and networking opportunities, followed by dinner. The event successfully fostered alumni engagement and reinforced the institute's strong sense of community and belonging.

UDAAN - 2026

The EDC of LLIM presents UDAAN Fest, a dynamic platform designed to promote learning, growth, and innovation among students. Marking the beginning of a leadership and entrepreneurship journey, UDAAN Fest provides aspiring builders and changemakers with an opportunity to connect with industry experts, gain practical insights, and nurture an entrepreneurial mindset where bold ideas can take flight. The fest aims to foster leadership, entrepreneurship, and innovation by creating an engaging and interactive environment for students. It also seeks to bridge the gap between theoretical knowledge and practical application through exposure to industry professionals and real-world entrepreneurial experiences. Furthermore, UDAAN Fest strives to cultivate an entrepreneurial mindset by encouraging creative thinking, problem-solving, collaboration, and initiative among participants, empowering them to become confident future leaders and innovators.

NATIONAL SEMINARS

"START-UP REVOLUTION 4.0: LEVERAGING ARTIFICIAL INTELLIGENCE FOR INCLUSIVE GROWTH"

Lala Lajpatrai Institute of Management successfully organized the ICSSR Sponsored One-Day National Seminar on "Start-up Revolution 4.0: Leveraging Artificial Intelligence for Inclusive Growth" on 10th January 2025 from 9:45 A.M. to 4:45 P.M., under the coordination of Dr. Muppavarm Gowri Shankar, Prof. Priyanka Mourya, and Prof. Asha Varma Khandelwal. The seminar brought together 132 delegates comprising academicians, researchers, entrepreneurs, industry professionals, and policy-oriented stakeholders for a rich exchange of ideas on AI-driven entrepreneurship and its socio-economic impact. Five technical sessions were conducted by eminent speakers including Dr. Ankur Rajan Verma, Mr. Ashish Bobade, Mr. Angad Singh Anand, Dr. Navin Punjabi, and Mr. Abhijit Sanzgiri, covering themes ranging from the start-up ecosystem and AI disruption to inclusive entrepreneurship, human capital development, and AI governance. Each session was followed by interactive discussions, fostering vibrant academic-industry dialogue. The seminar deepened participants' understanding of the AI-enabled start-up landscape, inspired research-oriented thinking, and motivated delegates to pursue responsible, innovation-driven entrepreneurial initiatives aligned with India's national development goals.

HR 5.0: RETHINKING PEOPLE, TECHNOLOGY AND THE FUTURE OF TALENT MANAGEMENT

A National seminar on the topic, "HR 5.0: Rethinking People, Technology, and the Future of Talent Management" was organized on 31st Jan 2026. The world of Human Resource Management is experiencing a paradigm shift driven by technological innovation, digital ecosystems, artificial intelligence, and rapidly evolving people expectations. HR 5.0 is the emerging vision of a workplace where technology, analytics, human creativity, and well-being coexist to shape smart, human-centric organisations.

Key takeaways are:

1. HR 5.0 is not about technology alone, but about purpose.
2. The session highlighted that technology should augment human capability, not replace it.
3. The focus is no longer only on speed and optimization, but on building sustainable careers and organisations that can adapt to constant disruption.
4. AI increases the value of human skills rather than diminishing them.
5. As routine and technical tasks become automated, skills such as critical thinking, ethical judgement, empathy, collaboration, and problem-solving become increasingly important.
6. The critical role of leadership and HR initiatives in shaping employee experience was emphasized.

WEALTH CREATION AND FINANCIAL MANAGEMENT IN AN EVOLVING ECONOMIC LANDSCAPE

The Finance Department organized a National Seminar on "Wealth Creation and Financial Management in an Evolving Economic Landscape" on 12th March 2026. The seminar witnessed enthusiastic participation from over 100 students. Expert speakers shared valuable insights on retirement planning, disciplined saving, portfolio diversification, and long-term investment strategies. The sessions emphasized the importance of financial awareness and informed decision-making in today's dynamic economy. The event concluded with engaging student paper presentations, making the seminar an enriching learning experience that strengthened participants' understanding of practical financial planning and sustainable wealth creation.

PHYGITAL INDIA: NAVIGATING THE NEW CONSUMER LANDSCAPE

The Marketing and Operations Departments jointly organized a seminar on "Phygital India: Navigating the New Consumer Landscape" on 15th March 2026. The session featured insightful talks by Mr. Sameer Nanjangud, Manager, Lubrizol, and Mr. Aditya Lakotia, CEO, Vikrant Logistics, who shared industry perspectives on integrating physical and digital channels to meet evolving consumer expectations. The speakers highlighted emerging trends, operational challenges, and innovative strategies shaping the phygital ecosystem. The seminar concluded with engaging student presentations, providing a platform for learners to showcase their ideas and enhancing their understanding of the rapidly transforming consumer landscape.

NAVIGATING INDIA'S FOREIGN TRADE POLICY, FTAS AND GLOBAL MARKET OPPORTUNITIES

The Lala Lajpatrai Institute of Management (LLIM), in collaboration with the Office of the Additional Directorate General of Foreign Trade (DGFT), Mumbai conducted a workshop titled "Navigating India's Foreign Trade Policy, FTAs and Global Market Opportunities" on 20th January, 2026 from 10.30 a.m. to 1.30 p.m. The session aimed at providing students with a clear understanding of India's foreign trade framework and the growing opportunities in global markets.

The workshop was facilitated by Mr. Vishwajeet Chimankar, Deputy Director General of Foreign Trade, who clearly explained key aspects of India's Foreign Trade Policy, the role of Free Trade Agreements, and emerging global market opportunities. He shared practical examples drawn from his professional experience, offering valuable insights into export procedures, policy incentives, and recent developments in international trade, thereby enabling students to connect theoretical concepts with real-world trade practices.

Overall, the workshop was highly informative and impactful, strengthening students' understanding of India's position in global trade and equipping them with practical knowledge relevant to the evolving international business environment.

DIGITAL MARKETING CERTIFICATE COURSE

The Marketing Department of Lala Lajpatrai Institute of Management (LLIM) successfully conducted a 30-Hour Certificate Course on Digital Marketing across multiple sessions from January to March 2026, under the instruction of Mr. Bhavesh Vaity and the coordination of Prof. Manisha Sayani. The course was designed to equip students with practical, industry-relevant knowledge in areas including SEO, Google Ads, Meta Ads, social media marketing, email marketing, and web analytics delivered through live demonstrations, campaign simulations, and hands-on tool training. A highlight of the programme was that students went on to successfully earn Google Certifications, including the Google Ads Search Certification, Google Ads Display Certification, and Fundamentals of Digital Marketing industry-recognised credentials that significantly strengthen their professional profiles. Participant feedback was overwhelmingly positive, with students appreciating the balance of conceptual clarity and real-world application. The course stands as a testament to LLIM's commitment to bridging the gap between academic learning and marketplace demands, empowering students with skills and certifications that matter.

SAMVAD: A SYMPOSIUM ON SECURITIES MARKET

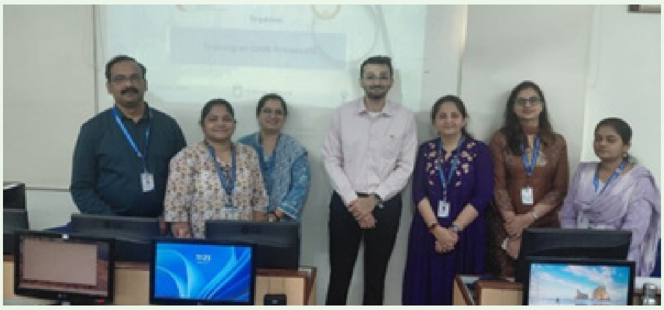
The Finance Department of Lala Lajpatrai Institute of Management (LLIM) participated in Samvad: A Symposium on Securities Market, organized by the Securities and Exchange Board of India (SEBI) and National Institute of Securities Markets (NISM) in association with National Stock Exchange of India (NSE), Bombay Stock Exchange (BSE), National Securities Depository Limited (NSDL), and Central Depository Services Limited (CDSL) at the Jio Convention Centre on 16th January 2026.

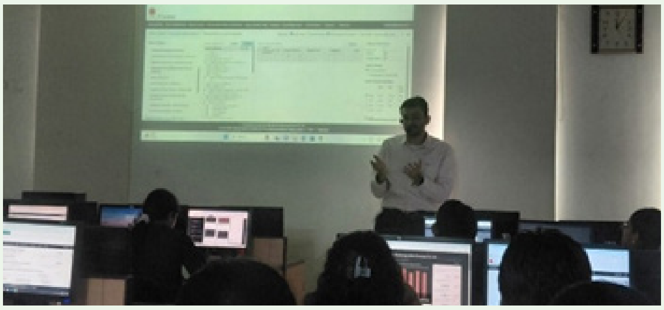
GUEST LECTURES / EXPERT SESSIONS

Dr. Kinjal Shah, along with 10 students, attended the symposium, which aimed to foster meaningful discussions on the future of the Indian securities market by bringing together leading experts and key stakeholders from across the financial ecosystem.

TRAINING SESSION ON CMIE PROWESSIQ

The LLIM Finance Department and the Library collaborated to conduct a Training Session on CMIE ProwessIQ for second-year finance students. The session took place on January 30th, from 11:00 AM to 12:30 PM, at the Computer Lab. The training focused on the ProwessIQ software, which provides comprehensive financial data on companies, including key financial ratios, financial statements, dividend history, and stock split details.CMIE ProwessIQ is a comprehensive financial database and analysis tool developed by the Centre for Monitoring Indian Economy (CMIE). It is widely used by financial professionals, analysts, researchers, and students to access detailed financial data of publicly traded companies in India. The software helps in understanding the financial health of companies, analyzing trends, and making data-driven decisions.





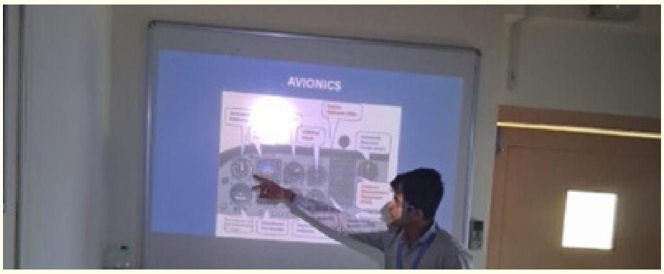
MENTORING OF THE STUDENTS ON HOW TO CRACK AN INTERVIEW

On 24th March 2026, Lala Lajpatrai Institute of Management (LLIM) organized a workshop titled "Mentoring of the Students on How to Crack an Interview," strategically conducted ahead of the placement season. The session commenced with the felicitation and introduction of alumni Karan Khanna by Dr. Suresh Suvarna. The speaker introduced the A.S.K. Framework (Attributes, Skills, and Knowledge), emphasizing multidisciplinary knowledge, a growth-oriented attitude, and essential professional skills such as strategic thinking and effective communication. The interactive Q&A session addressed practical interview strategies, making the workshop a valuable and confidence-building experience for students preparing for placements.

GUEST LECTURES / EXPERT SESSIONS

FLIPPED CLASSROOM UNDERSTANDING FROM TODAY'S YOUTH-TECH & TRENDS

On 9th February 2026, from 3:00 P.M. to 5:00 P.M., the Marketing Department of Lala Lajpatrai Institute of Management (LLIM) organized an engaging event titled "Flipped Classroom Understanding from Today's Youth-Tech & Trends." The session followed a student-led flipped classroom approach, where seven students took on the role of knowledge facilitators and trained faculty members on the fundamentals of mobile applications, digital platforms, AI tools, and other emerging technologies. This initiative promoted bidirectional learning, strengthened digital adoption among faculty, and fostered a collaborative academic technology ecosystem, highlighting the importance of continuous learning in today's evolving digital landscape.



FACULTY DEVELOPMENT PROGRAMME

ADVANCED QUANTITATIVE DATA ANALYSIS, TECHNIQUES & ETHICS FOR SOCIAL SCIENCE RESEARCH

With the objective to equip the academiciens and research scholars a strong foundation in research data preparation and validation, enabling participants to apply appropriate multivariate statistical techniques in empirical research along with the ability to use advanced data analysis methods, including factor analysis and Structural Equation Modelling enabling to solve research relationships, including mediation and moderation. The FDP was organized by the HR Department in association with IQAC & IIC on a Hybrid mode. Total 104 participants registered for the five days faculty development program.

On 14th February 2026, Lala Lajpatrai Institute of Management (LLIM) organized an educational study tour to Bisleri International Pvt. Ltd. from 10:00 A.M. to 3:30 P.M. The visit was conducted under the guidance of faculty members Dr. Radha Iyer, Dr. Kavita Patil (HoD Operations), and Prof. Madhu Duggal, with Sujal Utekar serving as the resource person.

Guest Lectures / Expert Sessions

The tour provided students with first-hand exposure to large-scale FMCG operations, quality management systems, and sustainability practices. Students gained valuable insights into innovation, quality assurance, and regulatory compliance, enhancing their industry awareness and professional orientation toward contemporary business practices

Social Initiatives

मराठी भाषा संवर्धन

From 21st to 23rd January 2026, Lala Lajpatrai Institute of Management (LLIM) celebrated the Marathi Language Conservation Fortnight with great enthusiasm and cultural spirit. The inaugural day featured Marathi poems, skits on social themes, and traditional Powada performances reflecting Maharashtra's rich heritage. The second day included a documentary screening on Dadasaheb Phalke, pictorial presentations on eminent Marathi personalities, and student discussions on the importance of mother tongue education. The concluding day showcased vibrant dance and Bharud performances, along with an engaging Marathi vocabulary activity. The celebration fostered pride, cultural awareness, and appreciation for regional language and heritage among students.

STEM CELL DONOR REGISTRATION DRIVE

Demonstrating a strong commitment to social responsibility, Lala Lajpatrai Institute of Management (LLIM) organized a Stem Cell Donor Registration Drive on 8th April 2026 under the guidance of Faculty In-charge Dr. Shakti Awasthi. The drive was conducted in association with Marrow Donor Registry India and S. L. Raheja Hospital. Experienced doctors guided participants and highlighted the importance of stem cell donation in treating diseases such as Leukemia and other blood disorders. A total of 60 students and faculty members registered as potential donors, making the initiative highly impactful and informative.

DAWAT-E-LALA'S WOMEN'S DAY OUTREACH AT ANDHAKSHI ASHRAM

The Women Development Cell of Lala Lajpatrai Institute of Management (LLIM) organized a community outreach visit to Andhakshi Ashram on 10th March 2026 from 4:00 PM to 6:00 PM, as part of its International Women's Day celebrations. The initiative was led by faculty members Prof. Usha Kukreja and Dr. Shakti Awasthi. A total of 17 students and 4 faculty members participated in the visit, bringing with them the spirit of Dawat-E-Lala LLIM's flagship CSR initiative dedicated to providing food, care, and essential support to communities in need. True to its mission, the team distributed snacks and essential supplies to the residents of the Ashram, turning the occasion into a heartfelt gesture of giving. Students engaged with the residents through warm interactions and shared celebratory moments, gaining a deeper understanding of the daily experiences and challenges faced by visually impaired individuals. The visit beautifully exemplified Dawat-E-Lala's core ethos that education and empathy go hand in hand and reinforced LLIM's enduring commitment to social responsibility and inclusive community engagement.

"THE BOND MARKET REVOLUTION: SMARTER, SHARPER AND STRATEGIC"

Fixed income securities, such as government bonds, corporate bonds, and debentures, are considered safe investments. But some recent trends have changed the entire scenario related to fixed income securities. As a finance student, it is vital to analyze these trends in order to make informed decisions.

Towards Income Stability

At present, people are more concerned about generating a continuous stream of interest income from their investments rather than realizing capital gains. Because interest rates are quite high, fixed income securities are once again providing income stability to investors. Thus, they have become popular among investors who do not want to take much risk.

High Yield but Higher Volatility

With inflationary pressures being persistently high and fiscal considerations, bond yields have risen globally, including in India. The rise in yields is creating new opportunities for fixed income investors; at the same time, volatility levels have increased because bond prices move opposite to the yields.

Change in Central Bank's Stance

Both the Reserve Bank of India (RBI) and the Federal Reserve are changing their stance gradually. In the past couple of years, both central banks had hiked interest rates aggressively to curb rising inflation. Now they are contemplating interest rate cuts in the coming months.

Need for Change in Portfolio Strategy

Previously, stocks and bonds were always used by investors to balance their portfolios. Today, this strategy does not work in many instances because of the change in market dynamics. Investors are looking for alternative portfolio strategies and assets.

Investment Preference

During tough times, investors prefer safe investments. Therefore, fixed income investors have started considering more government bonds as well as AAA rated corporate debentures. Instruments with lower credit ratings, such as junk bonds, are now unpopular among fixed income investors.

Short-Term Duration Bonds

In the current market scenario, investors are preferring short-to-medium duration bonds. It means they can minimize interest rate risk through investing in shorter duration fixed income securities.

Global Factors Impacting Fixed Income Securities

Fixed income markets are getting more interconnected today. Some factors influencing bond yields, including crude oil prices and inflation expectations, are now determining fixed income security returns.

Emerging Trends in Fixed Income Securities

Other changes in fixed income markets include:

- The emergence of indexation in fixed income securities in the form of inflation linked bonds
- Creating securitized products like mortgage backed securities
- Adoption of technology for efficient transaction processes

–Dr. Trushna Kandalkar

(Finance Department)

WE MADE AN IMPACT!!!

We are proud to announce that the LLIM Cricket Team of Lala Lajpatrai Institute of Management (LLIM) emerged as Champions at Impact – An Intercollegiate Cricket Tournament hosted by Prin. L. N. Welingkar Institute of Management Development and Research (WeSchool). The Grand Finale of Impact 2026 was held on 25th March 2026 from 1:00 p.m. onwards at the Matunga Gymkhana, where the LLIM Cricket Team delivered an outstanding performance to secure the championship title.

The team displayed outstanding sportsmanship, teamwork, and determination throughout the tournament, competing against strong teams from various colleges. Their remarkable performance and dedication led them to secure the championship title, bringing great pride and recognition to the institute.

Heartiest congratulations to the entire team for this remarkable achievement and for upholding the spirit of excellence in sports at LLIM.