



LALA LAJPATRAI INSTITUTE OF MANAGEMENT

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

Flagship Program MMS Accredited by NBA

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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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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 3rd 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 10th 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 15th 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 65th amongst India's Top 100 B-Schools in Mumbai in the Times B-School Ranking Survey in January, 2026 conducted by The Times Group.

HIGHLIGHTS AT LLIM

HR TALENT CONTEST EMPLOYER BRANDING CHALLENGE 2025

The HR Club organised a two-phase academic initiative titled "Employer Branding Challenge 2025" to help students understand how Human Resource Management shapes an organization's employer brand.

The contest focused on key HR concepts such as Employee Value Proposition (EVP), employee engagement, organizational culture, and internal communication. It aimed to strengthen students' analytical thinking, creativity, and presentation skills while helping them connect HR practices with employee perception and organizational identity.

The Intra-College Round was conducted on 4th December 2025 (Thursday) and was exclusive to in-house students.

Teams presented employer branding concepts for real or fictional organizations and were evaluated by two in-house academic experts on clarity, HR relevance, creativity, feasibility, and presentation effectiveness.

All participants received certificates of participation, and the winning team qualified for the Inter-Collegiate Round. The initiative contributed to holistic student development and aligned with NBA Criterion 5 – Student Quality and Performance.



MYSTERY SHOPPERS CHALLENGE PRIVATE LABELS IN RETAIL

The Marketing Department of Lala Lajpatrai Institute of Management (LLIM) organised an experiential learning event titled “Mystery Shoppers Challenge – Private Labels in Retail” on 6th November 2025, under the guidance of Faculty In-charge Prof. Manisha Sayani. The event was judged by Ms. Akansha Anil, an industry professional.

The field-based challenge aimed to bridge classroom learning with real-world retail practices. Students acted as mystery shoppers and visited selected retail outlets to study how private label brands are positioned and experienced. They evaluated product placement, packaging, pricing, promotions, in-store communication, and staff interactions, and compared private labels with national brands on visibility, value perception, and overall shopper experience.

Teams supported their analysis with real-time data, photographs, and shopper insights. In the presentation round, they highlighted key gaps and opportunities and proposed practical recommendations to improve shopper engagement and sales. The teams were evaluated on clarity, depth of analysis, application of marketing concepts, creativity, and presentation quality. The event concluded with feedback, announcement of winners, and reflections on how such activities build strong analytical and professional skills.



MARKETING OLYMPICS: LEARNING MARKETING THE FUN WAY!

LLIM’s Marketing Department organized the Marketing Olympics for first-year MMS students, where “brand teams” competed in creative, fast-paced rounds on branding, positioning, pricing, and promotion. The event blended theory with practical challenges, encouraging teamwork, creativity, and strategic thinking. It proved to be a fun, engaging, and memorable learning experience.



FACULTY DEVELOPMENT PROGRAMS

NATIONAL LEVEL FDP ON “COMMODITY DERIVATIVES AND RISK MANAGEMENT: TOOLS, STRATEGIES, AND APPLICATIONS” (HYBRID MODE)

A National Level Faculty Development Program (FDP) on “Commodity Derivatives and Risk Management: Tools, Strategies, and Applications” was organised on 27th and 28th November 2025, in association with the Multi Commodity Exchange of India (MCX). The program was conducted in a hybrid mode and was coordinated by Prof. Asha Varma and Prof. Madhu Duggal.

The FDP featured expert sessions by Mr. Ashutosh Vashisht (AVP, Functional Head – Training & Education, MCX), Mr. Saurabh Khanna (Manager, Training & Education, MCX), and Mr. Anish Vyas (Assistant Manager, Training & Education, MCX). Faculty members from across the country participated both in person and virtually.

The sessions focused on the functioning of commodity



derivatives markets, trading mechanisms, and key risk management tools. Through interactive discussions, live demonstrations, and case-based learning, participants gained practical insights into trading and hedging strategies. The program successfully bridged academic concepts with real-world market practices, enabling faculty members to update their knowledge and integrate contemporary financial market applications into their teaching and research.

FIVE-DAY NATIONAL LEVEL FDP ON “INNOVATIVE RESEARCH METHODOLOGIES: INTEGRATING AI FOR ACADEMIC EXCELLENCE AND ETHICAL PRACTICES”

A Five-Day National Level Faculty Development Programme (FDP) on “Innovative Research Methodologies: Integrating AI for Academic Excellence and Ethical Practices” was organised from 8th to 12th December 2025 in hybrid mode and coordinated by Dr. Puja Gope.

The FDP focused on strengthening research competencies by integrating Artificial Intelligence into contemporary research practices while emphasizing ethical standards. It covered the complete research lifecycle, including literature review techniques, quantitative and qualitative data analysis, AI-assisted academic writing, statistical analysis, and publication ethics. Sessions were conducted by eminent resource persons including Dr. Yogesh Sharma, Dr. M. Gowri Shankar, Dr. Kinnarry V. Thakkar, Dr. Kuldeep Shivprasad Sharma, Dr. Sandeep Singh, and Dr. Bhavesh Vanpariya.

The programme equipped participants with practical exposure to AI-driven research tools, enhanced their understanding of ethical research practices, and improved their confidence in developing quality research proposals and publications. Certificates were issued upon successful completion.



WORKSHOP ON “ADVANCE EXCEL FOR HR”

LLIM conducted a skill-enhancing workshop on “Advanced Excel for HR” on 29th October 2025, led by Prof. Pradeep Singh. The session empowered students with practical Excel tools essential for data-driven decision-making in HR and business.

The workshop covered advanced formulas such as VLOOKUP, INDEX–MATCH, PivotTables, PivotCharts, and the basics of automation through Macros. Students learned how to manage large datasets, create meaningful reports, and streamline repetitive tasks for improved productivity. The training also emphasized secure data handling and effective spreadsheet design.

The interactive session helped participants strengthen their analytical abilities and build confidence in using Excel for both academic and professional applications, making it a highly valuable learning experience for the HR specialization.



TABLEAU CERTIFICATION WORKSHOP – FINANCE & OPERATIONS

The Finance & Operations Department of Lala Lajpatrai Institute of Management (LLIM) organised a two-day offline Tableau Certification Workshop on 9th and 10th November 2025 to introduce students to the fundamentals of data visualization and business analytics.

The workshop covered concepts such as Exploratory Data Analysis (EDA), an overview of analytics tools like Power BI, Tableau, MATLAB, and Google Analytics, and a detailed understanding of Tableau. Students were guided through the installation and configuration of Tableau Public, differences between Tableau versions, and the creation of dashboards. They learned to upload and analyse Excel and CSV files, work with single and multiple datasets, create calculated fields, generate charts and graphs, use filters and slicers, and publish results online.

The workshop provided hands-on exposure to an industry-relevant business intelligence tool, enabling students to strengthen their analytical skills, understand data-driven decision-making, and enhance their career readiness for roles in analytics-driven business environments.



GUEST LECTURES / EXPERT SESSIONS

GUEST LECTURE: FINANCIAL INTERVIEW MASTERY

LLIM's Finance Department organized an insightful guest lecture on "Financial Interview Mastery" on 4th October 2025, conducted by Mr. Hansil Shah, Deputy Manager at Anand Rathi, and coordinated by Dr. Neetu Singhwal and Dr. Kinjal Shah.

Mr. Shah guided students through key financial concepts, essential ratios, stock market terms such as pledging and borrowing, and the fundamentals of Wealth Management and Research roles. He also shared practical tips to tackle interview questions and understand market behavior with confidence.

With around 60 students participating, the session proved highly engaging, informative, and industry-focused equipping students with the clarity and confidence needed to excel in finance interviews.



YOUTH ENGAGEMENT & MENTAL HEALTH AWARENESS

LLIM organized an impactful guest lecture on “Youth Engagement and Collaboration in Mental Health” on 7th October 2025, conducted by Ms. Riddhi Doshi Patel, Corporate Trainer and Founder of LAJA & EmOcean. The session was coordinated by Dr. Suresh Suvarna and Mrs. Radha Iyer, under the guidance of Director Dr. H. J. Bhasin.

The session focused on helping students understand perception gaps, manage stress, and build healthy peer relationships. Through group discussions, presentations, and reflective activities, students explored key concerns such as peer pressure, academic stress, and cyberbullying, along with practical coping strategies.

Ms. Patel emphasized emotional awareness, mindful time management, supportive friendships, and the importance of spending a few minutes daily on self-reflection. Students gained valuable insights into nurturing their mental well-being and contributing to a compassionate, collaborative campus environment.



DIGNITY OF DIVERSE EMPLOYEES IN THE WORKPLACE

LLIM organized an insightful Guest Lecture on “Dignity of Diverse Employees in the Workplace” on 3rd November 2025, conducted by Dr. Aruna Vinay Deshpande, an industry expert with over 30 years of experience in teaching, research, POSH, and gender audits. The session was coordinated by Dr. Suresh Suvarna and Mrs. Radha Iyer under the guidance of Director Dr. H. J. Bhasin.

Dr. Deshpande highlighted how today’s workplaces thrive on diversity across gender, age, culture, abilities, and

perspectives. She emphasized that ensuring dignity and respect is essential not only for ethical functioning but also for building inclusive and productive organizational cultures.

The session included interactive activities, real-world examples such as Lemon Tree Hotels and TCS, and practical insights on diversity, equity, inclusion, and belonging. Students learned about workplace biases, strategies to prevent discrimination, and key legal compliances related to diversity in India.

The lecture offered strong awareness and actionable understanding, preparing management students to foster inclusive and respectful workplaces in their future careers.



GUEST SESSION: MEDIA PLANNING

The Marketing Department at LLIM organized an insightful guest session on “Media Planning” on ----- 2025 with Mrs. Puja Kumar, Former VP – Communication & PR at Passion 4 Communication Pvt. Ltd. The session aimed to bridge classroom learning with real-world industry practices.

Mrs. Kumar introduced the concept of media planning, highlighting its role in crafting effective marketing communication and balancing traditional and digital media for maximum impact. She shared real-life campaigns and examples from her professional journey, making the session highly interactive. Students actively engaged, asking questions about media selection, campaign evaluation, and career opportunities in media, advertising, and PR.

By the end, students gained a practical understanding of media planning, industry insights, current trends, and motivation to explore careers in marketing communications.



BOOT CAMPS

ALGORITHM TRADING MASTERING SYSTEMATIC INVESTING

The Finance Department at LLIM organized an engaging boot camp on “Algorithm Trading – Mastering Systematic Investing” on 6th October 2025, led by Mr. Ashwar Gupta, Founder of Kalpi Capital. The session was coordinated by Dr. Kinjal Shah.

Mr. Gupta introduced students to the world of algorithmic trading, highlighting how technology, data analytics, and quantitative models are reshaping modern financial markets. Through real-life examples and practical insights, he explained model optimization, risk management, and how systematic strategies outperform traditional trading methods.

With nearly 80 enthusiastic participants, the boot camp offered classroom concepts with real-world financial applications.



AWARENESS SESSION: TOBACCO-FREE CAMPUS

LLIM conducted an awareness session on “Tobacco-Free Campus” in line with directives from the Ministry of Education and Ministry of Health & Family Welfare on 29th October 2025. The session highlighted the health risks of tobacco, the importance of a tobacco-free educational environment, and the role of students as change agents in promoting public health.

Interactive elements such as posters, videos, and visual aids enhanced engagement. The session concluded with a Tobacco-Free Pledge, with students and faculty committing to maintain a healthy, tobacco-free campus and spread awareness in their communities.



READING INSPIRATION DAY – CELEBRATING THE LEGACY OF DR. A.P.J. ABDUL KALAM

LLIM marked Reading Inspiration Day (Vachan Prerna Din) on 15th October 2025 at the institute library, honouring the birth anniversary of Former President Dr. A.P.J. Abdul Kalam. The event, coordinated by Dr. Shakti Awasthi and Dr. Manisha Sayani, aimed to ignite a love for reading and highlight its lifelong impact.

Students participated enthusiastically in a Marathi Essay Competition on “वाचनाचे महत्त्व”, a reflective book-reading session, and the distribution of books authored by Dr. Kalam. With 24 students presenting thoughtful perspectives on the value of reading, the event created a warm, inspiring atmosphere.

The celebration not only paid tribute to Dr. Kalam’s vision but also encouraged students to embrace reading as a habit of growth and self-discovery.





SPECIALIZATION SPOTLIGHT

MEETING SANTA BETWEEN DEADLINES

As the year comes to an end, it brings with it new goals, new plans, and fresh beginnings. Between submissions, presentations, exams, and year-end reflections, we are reminded of a familiar figure Santa Claus. But beyond childhood stories and chocolates, Santa represents something far deeper: kindness.

The idea of Santa traces back to Saint Nicholas of Myra, known for his quiet acts of generosity. Over time, Santa evolved into a symbol not of gifts, but of selfless giving. And as we grow older, Santa no longer arrives in red suits he appears in people around us.

For MBA students at Lala Lajpatrai Institute of Management, Santa shows up in everyday college life: in long commutes, intense lectures, language lab and grooming sessions, Sunday classes, exam pressure, event hustle, and placement preparation. He is the friend who helps with a presentation, the senior who guides you through placements, the faculty member who pushes you to improve, and the mentor who believes in you when pressure is high.

Santa exists in small acts of kindness that expect nothing in return encouragement before an exam, support during event chaos, or reassurance during stressful times.

This season, don't wait for Santa Claus.

Recognize him. Thank him. And more importantly be one.



– Prof. Usha Kukreja
(Marketing Department)

CHAKRAVYUH 2025



The Annual Inter-Collegiate Cultural and Management Fest of Lala Lajpatrai Institute of Management, was held on 11th and 12th October 2025 to commemorate 20 years of the fest's legacy. The theme "20 Saal Bemisaal" celebrated the institute's journey, achievements, and future aspirations.

Day One commenced with an inaugural ceremony attended by distinguished guests, including Mr. Suhas Khamkar and institute dignitaries. The day featured multiple management competitions across various domains, along with sports events and creative campus installations, fostering strategic thinking, teamwork, and student engagement.

Day Two hosted final competition rounds and vibrant cultural performances. Special appearances by Bollywood artists Mr. Mihir Ahuja and Ms. Bhargavi and an energetic DJ session by DJ Alex heightened the celebratory spirit. Alumni participation added a nostalgic dimension to the milestone celebration.

The fest concluded with a felicitation ceremony recognizing the Core Committee's efforts. Chakravayuh 2025 successfully upheld its tradition of excellence and concluded as a truly "Bemisaal" celebration.







STORM – 2025

The intra-college Case Study Competition, "STORM – 2025 Finale," was held on 16th November 2025, after a 5 months competition period which commenced from June 2025. The first round required participants to write a case study, for which they received feedback. In the semi-final, each group presented their case study to the STORM organizing team.

For the finale Round 1: The shortlisted candidates presented the case study to the Panelists who carefully evaluated it, and feedback was provided to each team. In the Round 2 of the finale, the participants were given case study to evaluate and provide insights and solutions for the same. The winners were assessed based on originality, clarity of thought, language, presentation skills, and case analysis.



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