



Knowledge is power

LALA LAJPATRAI INSTITUTE OF MANAGEMENT

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

Lala Lajpatrai Marg, Mahalaxmi, Mumbai - 400 034.

Tel.: 022-2351 3874, E-mail: info@llim.edu, Website: www.llim.edu

LLIM Newsletter

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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.



LLIM VOLUME XIII NUMBER 1 JANUARY - JUNE 2021

Lala Lajpatrai Institute of Management Journal of Research.

LLIM Journal of Research is multidisciplinary, published bi-annually in print version. Articles authored by various eminent industry experts and experienced academicians, teachers and research scholars.

EVALUATION AND RANKING

1. Lala Lajpatrai Institute of Management is ranked 82nd among Business Schools private institutes across India in the Times B-School Survey in June 2021 conducted by The Times of India.
2. Lala Lajpatrai Institute of Management is ranked 12th amongst Outstanding B-Schools of Excellence in India in CSR-GHRDC B-School Survey 2020 conducted by Competition Success Review in November 2020.
3. Lala Lajpatrai Institute of Management is ranked in the A category in the 59th amongst India's top 75 B-School in the Civil Services Chronicle B School Survey conducted by Civil Services Chronicle Magazine in February 2020.
4. Lala Lajpatrai Institute of Management is ranked 82nd amongst India's Best B-Schools The Week-Hansa Research Survey in November, 2020 conducted by THE WEEK Magazine.
5. Lala Lajpatrai Institute of Management has been ranked 82nd amongst India's Top 100 B- Schools in The Times B School Survey conducted by THE WEEK magazine.

CORPORATE SOCIAL RESPONSIBILITY



FREE VACCINATION DRIVE FOR NON-TEACHING STAFF

Institute excellent initiative to get vaccination for all employees of LLIM at Cricket Club of India, on June 16, 2021. The gesture of bearing vaccination expenses of deserving staff was truly appreciated.

CONVOCATION DAY

The Annual Convocation of Lala Lajpatrai Institute of Management for Master of Management Studies (MMS) students for the Batch 2018-2020 was held on March 6, 2021. Guests of Honour were Dr. K. J. Satyasai, (CGM, NABARD) and Chief Guest Col. Venkat Raman (Retd.) and they gave key note addresses and felicitated meritorious students.



INDUCTION PROGRAMME & FOUNDATION COURSE

Lala Lajpatrai Institute of Management organized an Online Induction Programme & Foundation Course for the first year MMS students for the Batch 2020 – 2022. Chief Guest Squadron Leader Toolika Rani, Ex Indian Air Force Officer, first Woman of UP to climb Mt. Everest gave the induction address.



FACULTY DEVELOPMENT PROGRAMME, MANAGEMENT DEVELOPMENT PROGRAMME AND CERTIFICATE PROGRAMES



On June 19, 2021, Finance department conducted FDP on “**Research Methods and Tools of Data Analysis**”. Dr. Anjali Panigrahi covered the research methodology, sampling and testing of hypothesis and Dr. Vinay Kumar covered central tendency, data normality, SPSS and Excel, measurement of scale, selection and rejection of hypothesis.

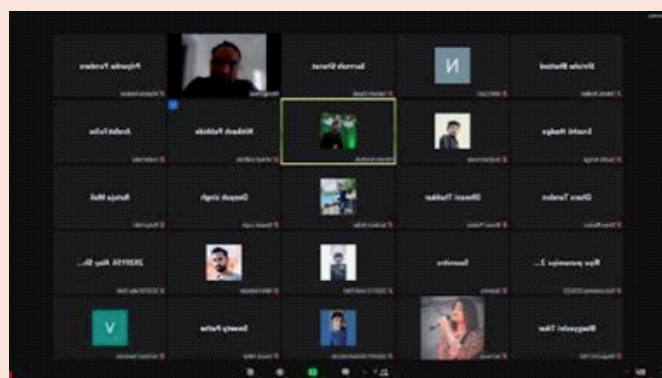
An online FDP under the theme **“Navigating the Rigours of Academic Research and Publication”** was organized on June 26, 2021 from 9.00 a.m. to 5.00 p.m. by Department of Human Resources of LLIM.

Dr. Shiji Lyndon Professor, KJSIM spoke about ‘Doing Impactful Research’. Prof. Tanmay Pant, GIMS, Delhi shared his expertise on ‘How to Choose the Right Research Methodology’. Dr. Yogesh Upadhyay, Dean, Jiwaji University, Gwalior enlightened the audience on ‘How to Reduce Plagiarism in Research Paper’. Dr. Shekhar Singh, Senior Researcher, Jaypee University of Engineering and Technology enlightened the audience on ‘Ways to Enhance Citation’



Under the aegis of the Marketing Department of Lala Lajpatrai Institute of Management (LLIM), Mumbai had organized the Online FDP on **“Successful Writing of a Research Paper in SCI, Scopus, ABDC Indexed Journals”** on July 17, 2021 in the institute seminar hall. The FDP was conducted by Dr Alok Chandra with assistance of Dr Gowri Shanker.

MDP on **“Demystifying Digital Marketing”** was held online, dated August 28, 2021 from 10.00 am-1.30 pm. The key trainer was Mr. Rituraj Bidwai, Digital Marketing Head, Sobha Ltd. He covered different aspects of digital marketing.



On the July 18, 2021 under the aegis of Lala Lajpatrai Academy of Management, Mr. Rajan Gunabalan conducted the certification course **“HR Compliances and Practices”**. Participants from Aditya Birla Capital Limited belonging to HR fraternity attended the course. Labour Legislations and Labour Compliances to create risk matrix and to offer solutions to minimize Risks.

NATIONAL SEMINARS



SEMINAR ON “RETAINING CUSTOMER LOYALTY IN COVID TIMES”

Lala Lajpatrai Institute of Management (LLIM), Mumbai had organized the Online National Seminar on “Retaining Customer Loyalty in Covid Times” on April 3, 2021.

Mr. Anand Rao, Senior Director - Business Development Delivery Pvt Ltd, Ex Senior Global Manager – FedEx, Mr. Prashant Pradhan, CEO, Warriors Inc., Ex Trade India.Com and Mr. Anuj Modgil, Consultant - KPMG, ex Capgemini France were the key speakers.



SEMINAR ON “THE SMARTER SUPPLY CHAINS FOR INDIA’S FUTURE”

This National Seminar was held under the patronage of the Operations Department on July 31, 2021 on the contemporary and pertinent topic of “The Smarter Supply Chains for India’s Future”. Mr. Anil Damle, Sr. President – Corporate Projects & Supply Chain, Bharat Serums and Vaccines Limited. Mr. K.L. Bhaskaran, CEO, SCM Vision, and Retired Senior Consultant, TCS and Mr. Shripad Vaidya, Global Head of Banking Domain and Competency, Hexaware Technologies, were the key speakers.



SEMINAR ON “TRANSITION MANAGEMENT: THE HR PERSPECTIVE”

Lala Lajpatrai Institute of Management (LLIM), Mumbai had organized the Online HR National Seminar on “Transition Management: The HR Perspective” was conducted on Saturday, August 7, 2021.

The dignitaries of the seminar consisted of Mr. Shekhar Shukla, Executive Director Personnel (Retd.) Air India Airport Services, The Ground Handling Subsidiary of Air India, Mumbai; Ms. Sunita Shukla I/C Executive Director – HR, Rashtriya Chemicals and Fertilizers Limited, Mumbai; Ms. Hema Pande, Global Head – HR and Administration, Petrochem, Dubai; Ms. Natasha Pereira, Senior. Business System Analyst, Wells Fargo, USA



SEMINAR ON “GROWTH OPPORTUNITIES AND CHALLENGES IN CRYPTO CURRENCY”

The Online Finance National Seminar on “Growth Opportunities and Challenges in Crypto Currency” was conducted on Saturday, August 14, 2021, Dr. Aditya Shrinivas, COO and Chief Economist at BSE Brokers Forum, Head International Business division. Mr. Mahir Shah, Lead Associate BFSI at Nexdigm Pvt Ltd and Mr. Pranav Shastri, Course Lead at Wiley NJA consultant, were the key speakers.

CORPORATE INTERACTION SESSIONS AND GUEST LECTURES



Guest Lecture

BSE BROKERS FORUM

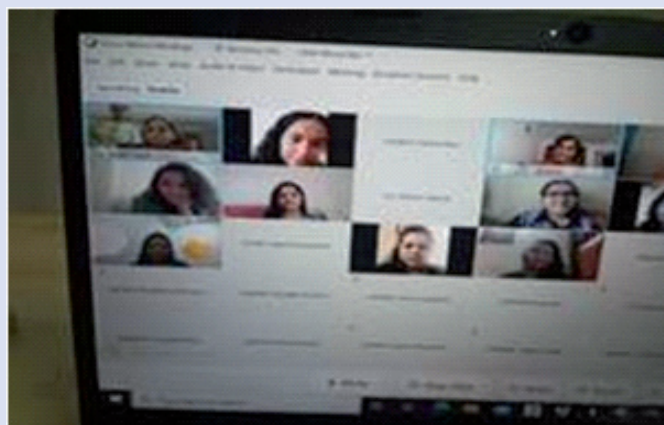
On February 15, 2021 Finance Department had organised a Guest Lecture on Budget 2021.

The Speaker for the Lecture was **Dr. Aditya Srinivas CEO & Chief Economist of BSE Brokers Forum**. The speaker explained all the aspects of Budget and also focused on the main sectors. 240 students from MMS 1 attended the Guest Lecture.

Guest Lecture

'WOMEN EMPOWERMENT'

Ms. Shakila, Founder Director - Bromide Entertainment Pvt Ltd, and proprietor of Orane Intelli was organized on March 8, 2021 in the Institute's Seminar Hall from 12.00 pm to 1.00 p.m.



Guest Speaker

Mr. Nagendra Aswatha, Managing Partner, NS4 MANAGEMENT SOLUTIONS LLP Former Chief Operating Officer - Shipping and Logistics, FORBES & COMPANY LIMITED. On July 17 2021, Mr. Nagendra, distinguished speaker of the guest lecture enunciated the major differences between Domestic and International Logistics and Supply Chain by giving live examples.



CORPORATE INTERACTION SESSIONS AND GUEST LECTURES

**Guest Session**

Mr. Sumeet Nagar - Interactive session on **“Demystifying Investments”** was held on August 10, 2021 from timing 11.00 a.m. to 12.30 p.m. Mr. Sumeet Nagar, Promoter and MD of Malabar Investments LLC; addressed the students of MMS 1. He gave a very insightful session on different aspects of investments including some interesting concepts.

Guest Session

Mr. Sudarshan Roongta - A guest lecture on **“Importance of Investor Behavior in Wealth Creation”**. was organized by finance department on August 21, 2021. by Mr. Sudarshan Roongta, Director of Roongta Corporate Services Pvt. Ltd.; addressed the students of MMS 1 year on the topic.

**Guest Session**

Ms. Batul Barodawala - Guest Lecture was spread over two sessions on the Topics **Legal Nuances of Investment Cycle and Doctrine of Frustration and Force Majeure in the light of Covid-19**, conducted by Ms. Batul Barodawala, Legal - International Finance Corporation from July 1 to 10, 2021.



LLIM PLACEMENT DEPARTMENT

Conducted various
Skill Development Sessions
Which can shape the Career of the students
from campus to corporate

Knowledge Mould

Knowledge Mould, Aptitude Test and Advanced Excel.

“Knowledge Mould and Advanced Excel”
the session was conducted by industry expert
Mr. Regan Homavazir to all the students of
MMS.



Aptitude Test Session

Conducted by **Mr. Rishi Chourasia**. The sessions
were very helpful to the students to develop their
skills and get ready for corporate career.