



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](mailto:info@llim.edu), Website: [www.llim.edu](http://www.llim.edu)

# LLIM Newsletter

JANUARY 2021

LLIM Newsletter

Volume II

Issue 1



*“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.*



### A Successful Journey of 25 years

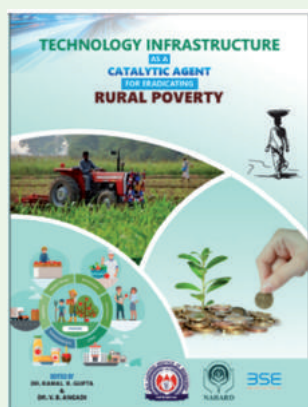
Dr. Kamalji Gupta became the Founder Chairman of the Management Institute which was started in 1995. His dedication and concerted efforts helped the institute to grow from a raw novice to a full-fledged state of the art institute. He undertook the cumbersome process of revamping the institute by creating appropriate infrastructural facilities, improving course content, introducing new and contemporary courses, establishing appropriate linkages between courses offered and the job markets.

## EVALUATION AND RANKING

1. Lala Lajpatrai Institute of Management has been ranked in the A category in the 10<sup>th</sup> Chronicle B-School Survey in February, 2019 conducted by Civil Services Chronicle Magazine.
2. Lala Lajpatrai Institute of Management has been ranked 17<sup>th</sup> amongst Outstanding B-Schools of Excellence in India in CSR-GHRDC B-School Survey in November, 2019 conducted by Competition Success Review-Global Human Resource Development Centre.
3. Lala Lajpatrai Institute of Management has been ranked 203<sup>rd</sup> amongst India's Best B-Schools A BT - MDRA Survey in November 2019, conducted by Business Today.
4. Lala Lajpatrai Institute of Management has been ranked 114<sup>th</sup> amongst Top Private Business Schools in India in BW-Businessworld B-School Survey in November, 2019 conducted by Businessworld Magazine.
5. Lala Lajpatrai Institute of Management has been ranked 26<sup>th</sup> among Business Schools Private Institutes across India in the Times B-School Survey in October, 2020 conducted by The Times of India.
6. Lala Lajpatrai Institute of Management has been ranked 82<sup>nd</sup> amongst India's Best B-Schools in The Week-Hansa Research Survey in November, 2020 conducted by THE WEEK Magazine.

## LLIM PUBLICATIONS

### “Technology Infrastructure as a Catalytic Agent for Eradicating Rural Poverty”



We profoundly thank National Bank for Agriculture & Rural Development (NABARD) and Bombay Stock Exchange (BSE) for their financial support and assistance. As a part of Institute's Social Responsibility, Lala Lajpatrai Institute of Management is committed to promotion and publication of research work having great relevance to academics, planners and policy makers. The 11<sup>th</sup> one is the above book with ISBN number 978-81-946614-0-5. This book is edited by Dr. Kamalji Gupta and Dr. V. B. Angadi. This book signifies the need for Technology Infrastructure to usher in the growth of Indian Rural Development.

### Lala Lajpatrai Institute of Management : Journal of Research

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



Jan – Jun 2020, Volume XII  
Number 1



Jul – Dec 2020, Volume XII  
Number 2

### CAMPUS ACTIVITIES



#### Community Initiative: Daawat-e-Lala

Community Services Cell organized 'Daawat-e-Lala' as a community service initiative on January 11, 2020 at Western, Central and Harbour Lines railway stations. The purpose behind 'Daawat-e-Lala' is to feed home-cooked hygienic food to needy Mumbai citizen. The initiative gave great learning experience to our students as a society member.



### Convocation Day

LLIM organized Convocation day on January 11, 2020 for the MMS student batch 2017 – 2019. On the occasion of the day Prof. Manoj K. Tiwari, Director, National Institute of Industrial Engineering (NITIE), addressed our MMS II students. In his speech, he emphasized on necessity to learn and deploy new technologies while facing new challenges.



### Workshop on Traditional Ancient / Patanjali Yoga

LLIM Community Service Cell organized yoga workshop on January 12, 2020. The workshop was conducted by Mr. Ameya Naykodi an expert in Traditional Ancient / Patanjali Yoga.

Workshop included Theory of Yoga, Yoga Asanas with meditation techniques to calm and relax and combat stress.



### Blood Donation Drive

LLIM Community Service Cell organized Blood Donation Drive on January 16, 2020 in collaboration with HDFC Bank and KEM Hospital (Blood Transfusion Dept). The Drive was inaugurated by Director Dr. V. B. Angadi.

### Free Medical Check Up

LLIM Community Service Cell organized Free Medical Check Up on January 16, 2020 in collaboration with leading health chain Health Spring Family Health Experts. The medical checkup was inaugurated by Director Dr. V. B. Angadi. The basic health tests were conducted and immediately reports were provided to participants.





### National Seminar on Technology Infrastructure As A Catalytic Agent For Eradicating Rural Poverty

LLIM organized National Seminar sponsored by NABARD on January 18, 2020. The seminar topic was “Technology Infrastructure As A Catalytic Agent For Eradicating Rural Poverty”.

Mr. B. D. Nayak, DGM, NABARD; Mr. Pankaj Kumar, DGM, NABARD; Mr. Rajesh Shet, VP Manipal Technologies Limited; Mr. Jaysing Patil, CEO, Shriram Fortune Solutions Ltd; Mr. Mayur Tambe, Sr. Executive (Supply Chain) - Farm Operations, SAHYADRI FARMS were the keynote speakers. The importance of technologies and how it can galvanize the rural development was emphasized by the speakers.



### National Seminar on Value Creation through Leadership

LLIM organized National Seminar on February 8, 2020. Seminar theme was ‘Value Creation through Leadership’.

Prof. David Selvanathan - Retd. HR Director, Air India; Dr. Narayan Iyer - CEO, Indian Development Foundation; Ms. Payal Nanjani - International Executive Coach and Mr Sahil Nayar- KPMG Senior Associate Director – HR were the keynote speakers.



### Guest Lecture on ‘Sources of Data Collection : Information Management’

Mr. Bhaskar Birajdar, Assistant Adviser, Data Warehousing Division, Reserve Bank of India gave a guest lecture on February 15, 2020. Students understood the need for different types of data collection and from diverse areas of business.



### Expert Talk on Union Budget 2020-21

An expert talk was delivered by Mr. Chandrashekhar Tilak, Chief Risk Officer and Executive Vice President, NSDL e-Governance Infrastructure Limited on February 15, 2020. He analysed the Union Budget 2020-21 and gave insights about the positive aspects of the Union Budget and also about the importance of budgeting exercise.



### STORM: Intra-College Case Study Competition

LLIM organized intra-college case study competition "STORM" on February 24 & 29, 2020. Renowned corporate members scrutinize participants' performance. Judge Panel members include Dr. Ravindra Dey, Director, XIMR, Mr. Nachiket Marathe, Manager, Market Research, Mahindra and Mahindra, and Mrs. Malavika Sahasrabudhe, Managing Partner, Gokhale-Sathe Associates.

This entire competition proved to be of immense learning experience for our MMS students to look into business issues with a new dimension.

### MDP on Digital Marketing

LLIM organized MDP on February 25, 2020, for marketing managers from various organizations. Mr. Aaryender Rajpurohit addressed participants about the various dimensions of digital marketing, its importance for the same and future growth aspects and scope of digital marketing. Mr. Aaryender is a renowned APAC region corporate trainer, and he is Head of Clever Tap and also authored a book titled "Bullock Cart to e-Cart".



### Unnat Bharat Abhiyan : Village Visits

LLIM Unnat Bharat Abhiyan Cell organized visits to 3 villages: Shelu, Damat, and Bhadvalon on February 26, 2020. The purpose of the village visits was to enhance the social, economic, and personal development activities for the local women and children living nearby. The visits helped to understand the opportunities and overall developmental possibilities for the students.

### Guest Session on Impact of FIIs on Indian Stock Market

Dr. Aditya Srinivas, Chief Operating Officer & Chief Economist at Bombay Stock Exchange Brokers Forum Head International Business Division delivered a session on February 27, 2020. He discussed Impact of FIIs on Indian Stock Market and also discussed on inverse relationship between Equity Markets and Commodity Markets.



### MDP on Performance High Sales Training

LLIM organized MDP on February 28, 2020 for executives, CEO, COO and Marketing Managers from various corporates. LLIM Faculty Dr. Alok Chandra, certified trainer of CPSCM™ and GDSCP™, conducted MDP for Performance High Sales Training.

It was attended by “C” level executives of Corporates; program included training on latest digital technique, discussion on changing consumer behavior patterns.

### Session on ‘Emerging You: Emergence from the Exponential Future’

Session was delivered by Mr. Sameer Soni, Director, International Business, Times Group and Dr. Narayan Iyer, CEO, Indian Development Foundation on March 03, 2020. Students gained valuable knowledge and need for self-insight.



### Training on Self Defense Techniques

A self-development, leadership and motivation training known as “Self Defense Techniques” was arranged for the female students on March 3, 2020. Mr. Rajendran Nair, known as one of the ‘leading corporate trainers’ in India, dwelt at length the training on “Self Defense”.



### Industrial Visit at Bombay Stock Exchange Broker's Forum

LLIM organized industrial visit on March 12, 2020 for MMS I students at Bombay Stock Exchange Broker's Forum, Mumbai. Dr. Aditya Srinivas, Chief Operating Officer & Chief Economist at Bombay Stock Exchange Brokers Forum Head International Business Division addressed the students.

### National Seminar on "Value Driven Marketing: Challenges & Opportunities"

LLIM organized National Seminar on March 15, 2020. Seminar theme based on "Value Driven Marketing : Challenges & Opportunities". Mr. Sailesh Mishra – Founder President – Silver Innings Group, Mr. Gaurav Agarwal – Senior Manager – Sales & Operations, Directi, Ms. Pankhuri Kumari, Co-Founder & CEO, Black Swan Creative were keynote speakers, who addressed the seminar. The seminar brings rich leaning experience to our MMS students.



### Online Faculty Development Program on Indian Economy Post COVID 19

LLIM organized online FDP on May 26, 2020 for faculty from various institute, program highlights about Impact of COVID 19 on Indian Economy and the steps taken by the government to revive the economy. Dr. Aditya Srinivas, COO of BSE Brokers Forum addressed the program and spoke about the impact of COVID-19 on global markets.



### Corporate Talk on 'New Era in Marketing'

The talk is conducted by Mr. Vivek Nikhleje, Director, COATS India on September 21, 2020. He gave an extremely good insights about the catalysts that navigate the business in various dimensions.

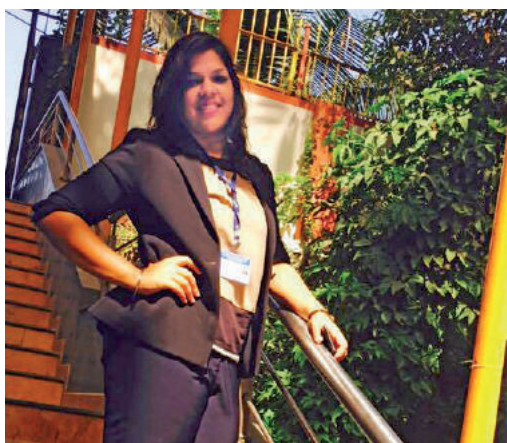


### Workshop on 'Technology in Marketing'

The workshop was conducted by Mr. Rituraj Bidwai, Digital Marketing Head, SOBHA Ltd on October 24, 2020. He spoke about the critical aspects which are essential for a digital marketer and explained this with the help of real-time examples of audience data, Search Engine Optimization (SEO), Google Analytics, Hot Jar, SEM rush, and Page Speed Insights, etc.

### Guest Lecture on "Various Innovations of the Banking Industry in a Comprehensive Digital Landscape"

The guest lecture was conducted online on October 24, 2020. Mr. Shripad Vaidya, FCA, CIPSP, Consulting Practices Director, Oracle spoke about new innovations in technologies and covered use cases of the banking industry of leading countries including India. The students understood the importance of digital technologies and how banks are moving forward in deploying the technologies and change in business models.



### Workshop on 'Transition Management - An Empowered Role of HR'

Session was delivered by Ms. Isha Khot, Vice President, Training and Development, BookMyShow on November 05, 2020. The speaker traced the developments in the HR field during the COVID 19 pandemic and shared the best HR practices in business sustainability across multiple sectors.

### Guest Session on Financial Markets and Analysis

The following guest sessions were conducted by BSE Broker Forum for the finance specialisation students.

DATE	TOPIC
September 11, 2020	Working of stock Market
September 16, 2020	Fundamental Analysis
September 22, 2020	Mutual Funds
September 28, 2020	Monetary Policy and its Implications



### **The Entrepreneurship Summit 2020 – A Brio Break Through**

LLIM MMS 1 students visited The Entrepreneurship Summit 2020 / The E-Summit 2020; it was annual flagship event of Entrepreneurship Cell, IIT Bombay on February 01 & 02, 2020. The students got the opportunity to connect with so many investors and like-minded people over global platform. The E-summit was able to motivate students to start building their own start up business.



### **Interactive Session: Dream More, Do More & Become More!**

LLIM Entrepreneurship Development Cell organized session on February 04, 2020 related to Dream More, Do More & Become More.

Ms. Ralsi Sharma, Founder and CEO of People Q addressed on various topics like work life balance, corporate life, preparation for interview, start up or established company, issues faced as one starts working, how to stay motivated, emotional quotient, how to deal with distraction, how to know your worth. Speaker spoke on the acronym ace-authentic, competence, energy.

### **Skill Development Session: CASI Model United Nations**

LLIM Entrepreneurship Development Cell organized session on February 13, 2020 session topic was CASI Model United Nations. Dr. Mitez Sheth Global Head, Strategic Initiatives Government Relations & Treasury, CASI Global, New York. Speaker had an interactive session on various topics Model United Nations (Model UN or MUN). MUN is a simulation of the United Nations where students of different countries meet and discuss global issues and come out with innovative solutions. Students learnt about diplomacy, international relations, and the United Nations.



### **Visit to TECHFEST 2020**

LLIM MMS I students visited Techfest 2020 on February 26, 2020. Techfest 2020 is the annual science and technology festival of Indian Institute of Technology Bombay (IITB). The students gained entrepreneurship skills through this science and technology festival.



### Session on 'Personal Branding on Linked In'

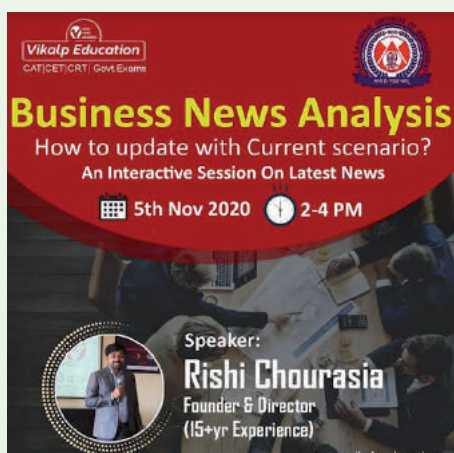
Session was delivered by Prof. Jinal Shah, NMIMS, Mumbai on October 15, 2020. She said how social networking can help student on personal branding during this pandemic situation.

### Workshop on 'Cracking Campus Interviews'

Mr. Manish Fadnavis, Director Dell Technologies conducted workshop on 'Cracking Campus Interviews' on October 24, 2020. This workshop enabled students to understand and prepare themselves for succeeding in interviews.



### Session on Business News Analysis and Training Series for Aptitude Test



Mr. Rishi Chourasia, Founder of Vikalpa Education conducted session on November 5, 2020 for Business News Analysis. It helps students to gain current business updates.



Mr. Rishi Chourasia, Founder of Vikalpa Education conducted session on December 25, 2020 to January 21, 2021 for Aptitude Test preparation.

- MMS I student Mr. Meet Khara won 1<sup>st</sup> prize for DJ on January 17, 2020 at Springz organized by Nagindas Khandwala College, Malad.
- MMS I student Mr. Meet Khara won 1<sup>st</sup> prize for DJ on January 23, 2020 at RCHC Hinduja Carnival organized by Hinduja College, Charni Road.
- MMS I student team Mr. Saurabh Jondhale, Mr. Rohit Doranam, Mr. Suyash Devrukhkar, Mr. Marwah Navjyot Singh, Mr. Yash Iswalkar and Mr. Ajay Gupta, won 1<sup>st</sup> prize for Box Cricket on February 01, 2020 at Cosmos Jallosh organized by Valia College Andheri.



### **Dr. M. Gowri Shankar**

LLIM Faculty Dr. M. Gowri Shankar received Excellence in Educational Delivery Award 2020 on March 4, 2020 by Mr. Ambarish Datta, Managing Director & CEO, BSE Institute Ltd [Fully Owned Subsidiary of Bombay Stock Exchange Ltd.]



### **Dr. Priya Sengupta**

Dr. Priya Sengupta is conferred doctorate degree for her research work on “Effects of Psychological pricing on consumer and retailers behaviour”. She is assistant professor at Sasmira institute of Management studies and research.