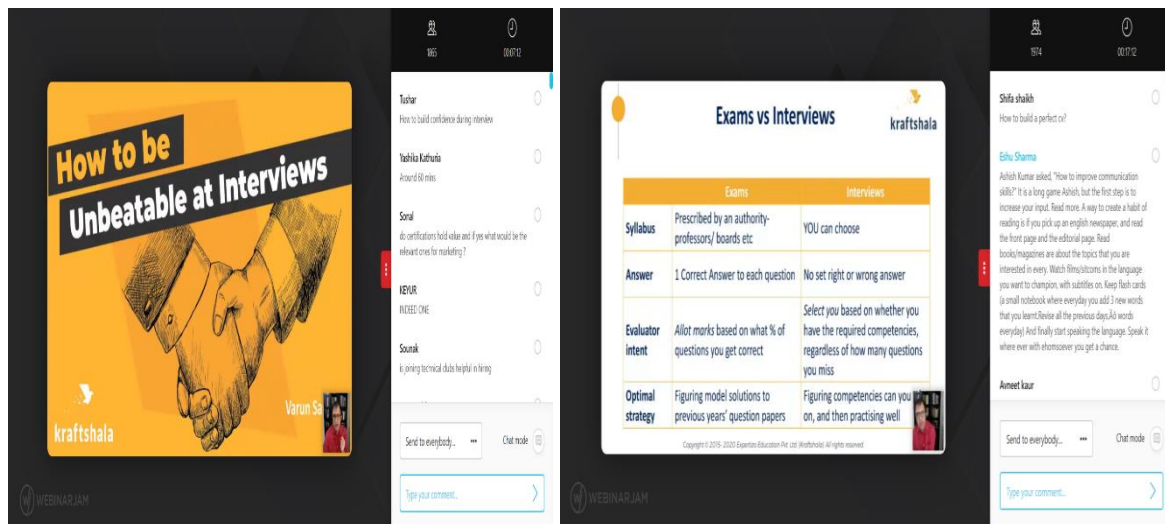


BFM DEPARTMENT

WEBINAR ON HOW TO BECOME UNBEATABLE AT INTERVIEWS



DATE OF EVENT

: 08th Aug 2020

NAME OF EVENT

Interviews

: Webinar on How To Become Unbeatable At

NAME OF RESOURCE PERSON

and Ms. Eshu Sharma, Co-Founder

: Mr. Varun Satia, Founder & CEO of KRAFTSHALA

NUMBER OF PARTICIPANTS/BENEFICIARIES

: 120 Nos.

OBJECTIVES OF THE PROGRAM

:

1. To create understanding in the minds of students about the importance of the role played by personal interviews during selection process
2. To provide an opportunity to the students to learn various methods working on their skill sets and personality to be able to overcome interview stress
3. To provide the students an opportunity to self-assess and identify their own weakness and work on developing them



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Accredited 'A' Grade by NAAC

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BRIEF REPORT OF THE ACTIVITY

The **BFM Department** of Lala Lajpatrai College organized this essential webinar on HOW TO BECOME UNBEATABLE AT INTERVIEWS on **08th August 2020**. The BFM Department in collaboration with KRAFTSHALA organized this much needed webinar for students of all streams to make the students aware of the methods of presenting themselves at interviews and outthinking the interviewer and presenting a good account of themselves at job interviews which would enable them to land their dream jobs. The webinar was conducted by Mr. Varun Satia, Founder & CEO of KRAFTSHALA and Ms. Eshu Sharma, Co-Founder of the company and both speakers very effectively and successfully drove home the understanding of this fact in the students and the students gained a valuable skill of how to make the right impression and right preparation while appearing for job interviews

OUTCOME OF THE PROGRAM

1. The student participants came back with a appreciation of how important a personal interview is in the job selection process
2. The students were also able to understand their own potential strengths and weaknesses to accordingly choose their own development goals
3. The students also got an idea of how to they can work on themselves for developing their own individual personalities & skills at becoming experts at giving a highly satisfying interview

Rajesh L. Mankani

Dr. Rajesh Mankani
HOD – Bachelor of Commerce (Financial Management)

Neelam

Dr. Neelam Arora
Principal





LALA LAJPATRAI COLLEGE OF COMMERCE & ECONOMICS

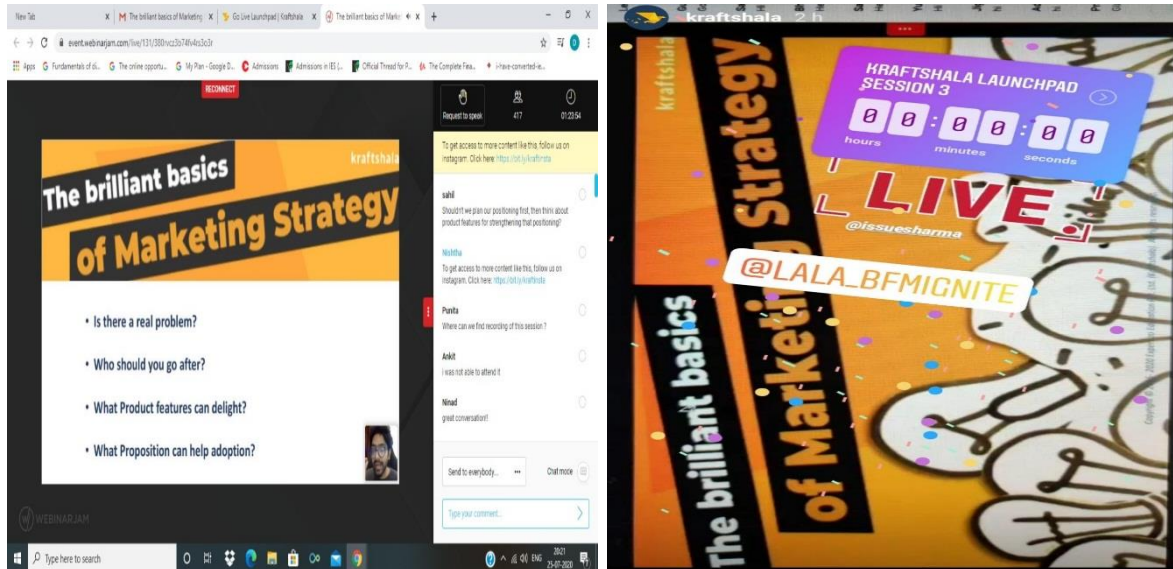
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BFM DEPARTMENT

WEBINAR ON THE BRILLIANT BASICS OF MARKETING STRATEGY



DATE OF EVENT	: 28 th July 2020
NAME OF EVENT	: Webinar on The Brilliant Basics of Marketing Strategy
NAME OF RESOURCE PERSON	: Mr. Varun Satia , Founder & CEO of KRAFTSHALA
NUMBER OF PARTICIPANTS/BENEFICIARIES	: 356 Nos.
OBJECTIVES OF THE PROGRAM	:
	<ol style="list-style-type: none">1. To create understanding in the minds of students about the importance of marketing strategy in business2. To help the students differentiate between ordinary strategies & out-of-box marketing strategies3. To enable students to imbibe the basics of marketing skills

BRIEF REPORT OF THE ACTIVITY

The **BFM Department** in collaboration with **KRAFTSHALA** organized this unique webinar for students of all streams to drive home the importance of a marketing strategy in all walks



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of life, be it personal or business. No task can be accomplished successfully without having a strategy in place and this becomes all the more important if one is trying to sell a product or a skill or trying to get selected for a job, having the right strategy makes the difference between success and failure. The webinar was conducted by **Mr. Varun Satia**, Founder & CEO of KRAFTSHALA and he very successfully drove home the understanding of this fact in the students and the students gained a valuable understanding in this very important aspect

OUTCOME OF THE PROGRAM

1. The student participants came back with great learning as to importance of study of marketing basics in business
2. The students learnt of the various creative ways of thinking and coming up with brilliant marketing strategies which can lift an ordinary organization to become a successful one

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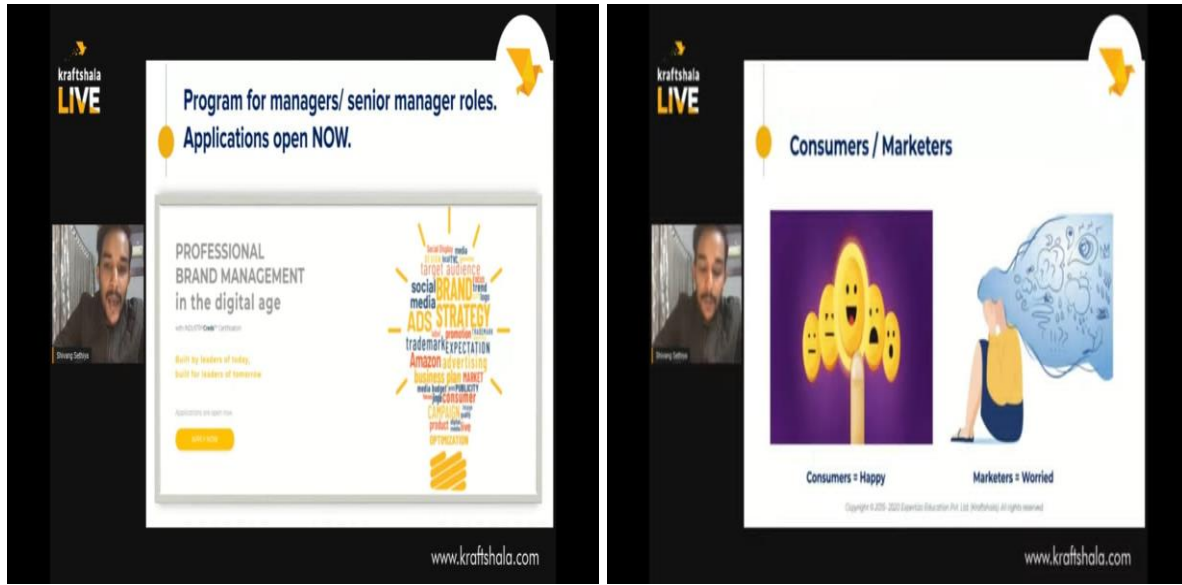
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BFM DEPARTMENT

WEBINAR ON “PROFESSIONAL BRAND MANAGEMENT IN DIGITAL AGE”



DATE OF EVENT	: 24 th Nov 2020
NAME OF EVENT Digital Age”	: Webinar on “Professional Brand Management in
NAME OF RESOURCE PERSON	: Mr. Shivang Sethia, Co-Founder of KRAFTSHALA
NUMBER OF PARTICIPANTS/BENEFICIARIES	: 189 Nos.
OBJECTIVES OF THE PROGRAM	:
	<ol style="list-style-type: none">1. To create understanding in the minds of students the importance of professional approach in brand management2. To create understanding in the minds of students about the current changes happening in the digital age3. To enable students to develop an appreciation of the changes face of brand management



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BRIEF REPORT OF THE ACTIVITY

The BFM Department in continuation of their collaboration with KRAFTSHALA organized this unique webinar for students of all streams to create awareness about the importance of brand management and particularly so the process of doing it in a professional manner due to the demands of the digital economy in which we are currently functioning. The webinar was conducted by Mr. Shivang Sethia, Co-Founder of KRAFTSHALA. The speaker very successfully drove home the understanding of this fact in the students and the students gained a valuable understanding in this very important aspect.

OUTCOME OF THE PROGRAM

1. The student participants came back with a detailed understanding of the importance of adopting a professional approach in the brand management function of an organization
2. The students were also able to understand the need for adapting to new ways of brand management in the digital age prevailing
3. The students also got an out of the box perspective of the brand management function in its latest avatar

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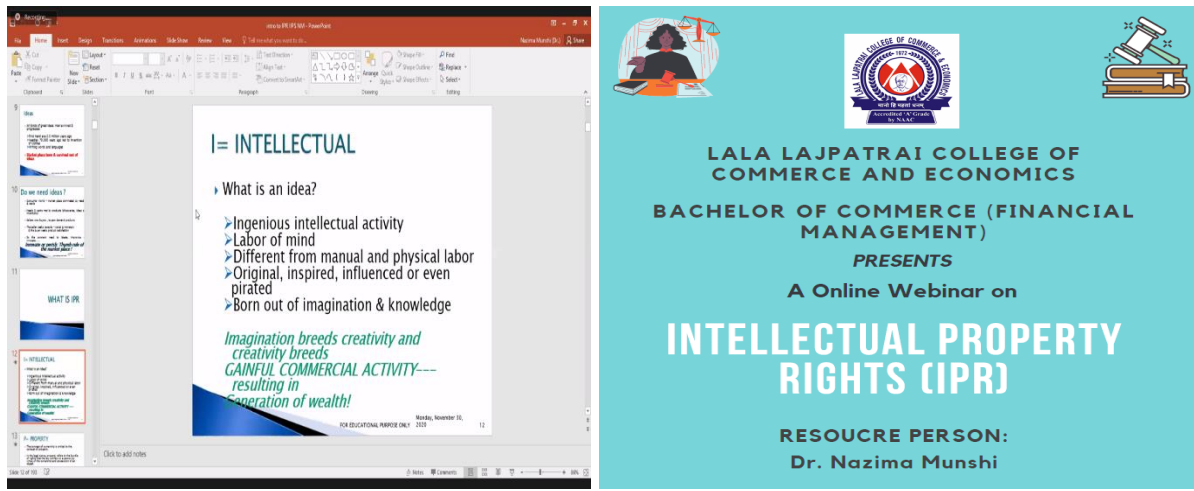
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BFM DEPARTMENT

WORKSHOP ON INTELLECTUAL PROPERTY RIGHTS



DATE OF WORKSHOP : 30th November 2020

NUMBER OF PARTICIPANTS/ BENEFICIARIES : 158 Nos.

NAME OF RESOURCE PERSON : Dr. Nazima Munshi – SVKMs NMIMS

OBJECTIVES OF THE PROGRAM :

1. To create awareness about Intellectual Property Rights among teachers, students, researchers who are directly or indirectly involved in the innovation process
2. To gain knowledge & insight on creating strong patents as valuable assets of the institution
3. To use IPR information relating to patents & copyrights for further research and development in developing new processes

BRIEF REPORT OF THE WORKSHOP

The BFM Department organized & hosted this very significant webinar on importance of Intellectual Property Rights where the resource person Dr. Nazima Munshi focused attention on the importance of Intellectual Property Rights of various different types and how they need to be



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safeguarded and how these rights are frequently violated in the process of research by research scholars without the original authors being given any credit for their original work. The webinar went a long way in inculcating the spirit of honouring original works among the students and other participants of the webinar. The webinar was very well received and the students requested for repeat sessions to gain more knowledge and understanding on the subject.

OUTCOME OF THE PROGRAM

1. The participants of the webinar will be able to understand the procedures to convert the research outcome into patents/technologies to license.
2. Knowledge about different types of innovations patentable & how to test your patentability of your innovations.
3. Importance and scope of IPR in Academic Researches and Innovation.
4. Knowledge about how to provide legal defence and offers the creators the incentive of their work.
5. Understanding the working of copyrights, patents, trademarks, trade secrets, etc.

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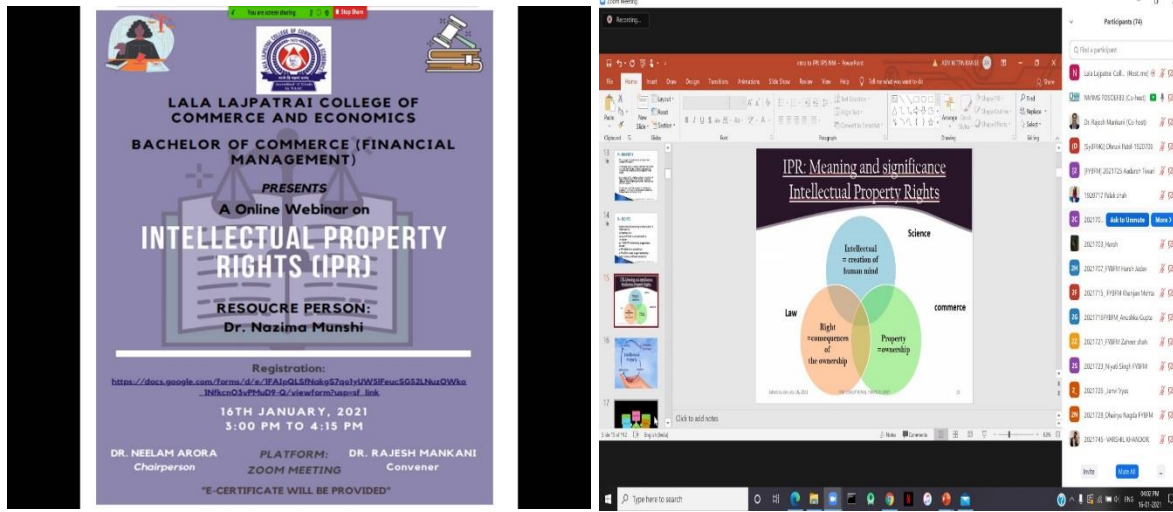
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BFM DEPARTMENT

WORKSHOP ON INTELLECTUAL PROPERTY RIGHTS



DATE OF WORKSHOP : 16th January 2021

NUMBER OF PARTICIPANTS/ BENEFICIARIES : 133 Nos.

NAME OF RESOURCE PERSON : Dr. Nazima Munshi – SVKMs NMIMS

OBJECTIVES OF THE PROGRAM :

1. To create awareness about Intellectual Property Rights among teachers, students, researchers who are directly or indirectly involved in the innovation process
2. To gain knowledge & insight on creating strong patents as valuable assets of the institution
3. To use IPR information relating to patents & copyrights for further research and development in developing new processes

BRIEF REPORT OF THE WORKSHOP

The BFM Department organized & hosted a second event on this very significant webinar on importance of Intellectual Property Rights where the resource person Dr. Nazima Munshi who



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had earlier delivered a talk on the same subject in Nov 2020, was called back to deliver a further seminar on the same topic on popular demand by students. The resource person focused attention on the importance of Intellectual Property Rights of various different types and how they need to be safeguarded and how these rights are frequently violated in the process of research by research scholars without the original authors being given any credit for their original work. The webinar went a long way in inculcating the spirit of honouring original works among the students and other participants of the webinar. The webinar was very well received and the students requested for repeat sessions to gain more knowledge and understanding on the subject

OUTCOME OF THE PROGRAM

1. The participants of the webinar will be able to understand the procedures to convert the research outcome into patents/technologies to license.
2. Knowledge about different types of innovations patentable & how to test your patentability of your innovations.
3. Importance and scope of IPR in Academic Researches and Innovation.
4. Knowledge about how to provide legal defence and offers the creators the incentive of their work.
5. Understanding the working of copyrights, patents, trademarks, trade secrets, etc.

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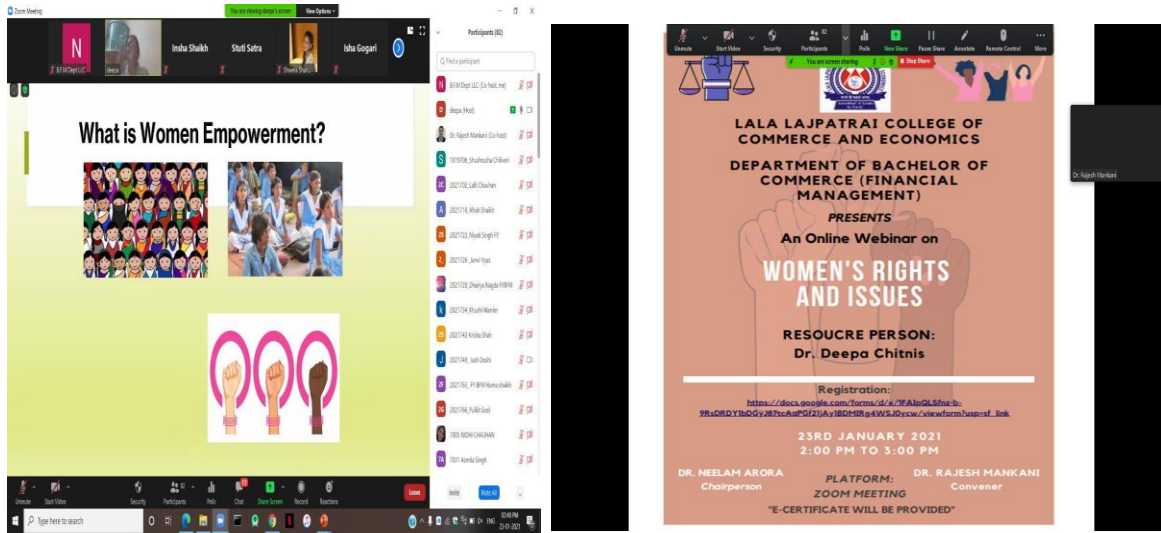
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BFM DEPARTMENT

WEBINAR ON “WOMEN’S RIGHTS & ISSUES”



DATE OF EVENT	: 23 rd Jan 2021
NAME OF EVENT	: Webinar on “Women’s Rights & Issues”
NAME OF RESOURCE PERSON	: Dr. Deepa Chitnis – HOD Dept. of Law, NMIMS
NUMBER OF PARTICIPANTS/BENEFICIARIES	: 198 Nos.
OBJECTIVES OF THE PROGRAM	:

1. To create understanding in the minds of students the importance of gender equality
2. To create understanding in the minds of students about the rights that women are entitled to on par with men in the society
3. To enable students to develop an appreciation of the struggle for gender equality prevailing in modern Indian society

BRIEF REPORT OF THE ACTIVITY



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BFM Department organized this webinar on women's rights & issues which was delivered by resource person Dr. Deepa Chitnis. This particular topic was chosen for the webinar since women, even though all prevalent in every sphere of life, are much ignored and trampled over by the male-dominated Indian society. Also due to illiteracy, poverty and sometimes out of sheer ignorance, majority of the women are not aware of their legal rights under many circumstances and as a result of which, many are exploited and are not able to stand up to such exploitation due to lack of awareness of their legal rights. To enlighten the women about these rights, this was a small initiative by the BFM Department to lead the way. The webinar saw an enthusiastic response of over 190 students – female and male both and the resource person was flooded with enthusiastic & curious questions during the Q&A session. Indeed the webinar was well received and a success in true spirit.

OUTCOME OF THE PROGRAM

1. The student participants came back with a detailed understanding of the importance of women's rights
2. The students were also able to understand the various issues faced by the women in the Indian society
3. The students also got an understanding of how such issues need to be addressed so that gender parity is promoted

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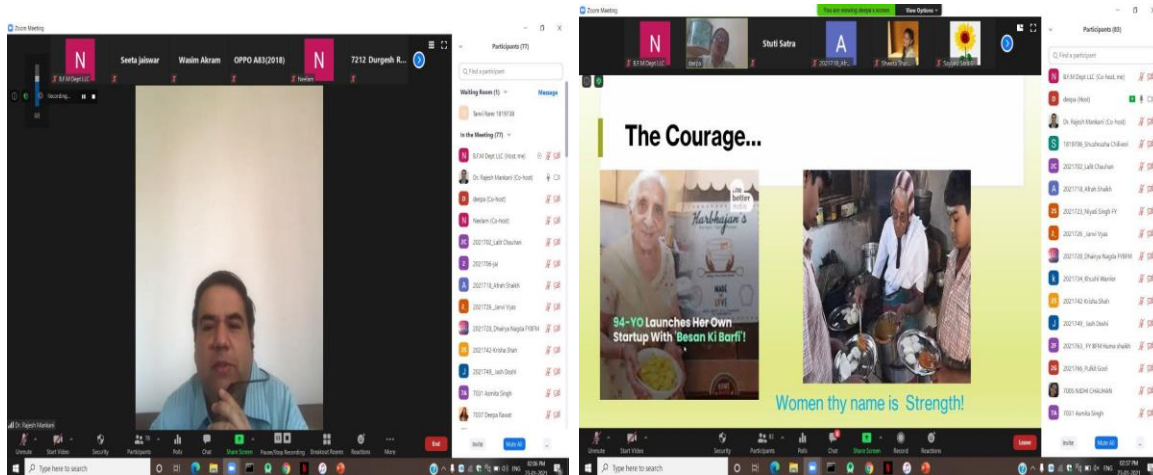
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BFM DEPARTMENT

WORKSHOP ON PERSONALITY DEVELOPMENT



DATE OF EVENT	: 31 st Jan 2021
NAME OF EVENT	: Workshop on Personality Development
NAME OF RESOURCE PERSON	: Mrs. Shubha Dixit – Target Consultants
NUMBER OF PARTICIPANTS/BENEFICIARIES	: 85 Nos.
OBJECTIVES OF THE PROGRAM	:

1. To create understanding in the minds of students the importance of having a well developed personality in corporate life
2. To create understanding in the minds of students about the importance of grooming & other basics which add to the overall personality
3. To enable students to develop an appreciation of their own strengths & weaknesses and personality deficiencies and chart out their own course to success

BRIEF REPORT OF THE ACTIVITY

The **BFM Department** in collaboration with Target Consultants organized this much needed workshop for students of all streams to make the students aware of the importance of having a well-rounded



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personality for achieving success in personal and work lives. The resource person was very emphatic and stressed on the aspect of cultivating well-rounded personalities as a person's importance and dealings in personal and professional lives depended on the extent and attitude of their respective personalities.

Various practical examples were shown via audio-visual mode and the students participated enthusiastically in live classroom exercises. Overall the workshop was well received and served the purpose it was supposed to achieve.

OUTCOME OF THE PROGRAM

1. The student participants came back with a detailed understanding of the importance of personality development
2. The students were also able to understand the various issues they themselves are facing in the process of their own personality development
3. The students also got an understanding of how such issues need to be addressed so that they can become the owners of good corporate personalities

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BFM DEPARTMENT

WEBINAR ON CAREERS IN FINANCE & INSURANCE INDUSTRY



DATE OF EVENT	: 06 th Feb 2021
NAME OF EVENT	: Webinar on Careers in Finance & Insurance
NAME OF RESOURCE PERSON	: Mr. Gautam Kasargod, CEO of Rampant Riches Ltd
NUMBER OF PARTICIPANTS/BENEFICIARIES	: 80 Nos.
OBJECTIVES OF THE PROGRAM	:

1. To create understanding in the minds of students about the various career options available to them in the field of finance
2. To create understanding in the minds of students about the various career options available to them in the field of insurance
3. To enable students to analyse their own potential and accordingly choose a career options

BRIEF REPORT OF THE ACTIVITY

The **BFM Department** of Lala Lajpatrai College organized this webinar on CAREERS IN FINANCE & INSURANCE INDUSTRY on **06th February 2021**. BFM Department organized



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this very crucial workshop for the benefit of the Third Year Students especially, who are on the verge of passing out of college and are looking at starting new careers in different fields. The fields of Finance & Insurance are wide and welcoming and promise good opportunities to graduates of the department. The webinar was conducted by resource person Mr. Gautam Kasargod, CEO of Rampant Riches Ltd. Mr. Kasargod is a professional in this field and has had a successful career himself in the insurance field. He guided the students very meticulously and appraised them of various opportunities which are available nowadays in these industries and what are the ways to approach companies and to apply for the various jobs and determine an appropriate career pathway for themselves in the chosen field. The webinar was very well received by students of all three years of the course as all students wanted this guidance for their future planning

OUTCOME OF THE PROGRAM

1. The student participants came back with a detailed understanding of the various career options available to them
2. The students were also able to understand their own potential strengths and weaknesses to accordingly choose a future career option
3. The students also got an idea of how to approach companies for jobs in these fields and what can be the starting point in their careers

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BFM DEPARTMENT

WORKSHOP ON TRAINING IN SOFT SKILLS



DATE OF EVENT	: 16 th Feb 2021
NAME OF EVENT	: Workshop on Training in Soft Skills
NAME OF RESOURCE PERSON	: Ms. Aarti Rao, Target Consultants
NUMBER OF PARTICIPANTS/BENEFICIARIES	: 50 Nos.
OBJECTIVES OF THE PROGRAM	:

1. To create understanding in the minds of students about the importance of soft skills along with other skills
2. To drive home the message that soft skills are equally important as technical and other skills in careers
3. To enable students to test themselves of their current levels of soft skills and work on themselves for further development

BRIEF REPORT OF THE ACTIVITY



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The **BFM Department** of Lala Lajpatrai College organized this workshop on TRAINING ON SOFT SKILLS on **16th February 2021**. BFM Department looks and aims at all round development of their students and towards this end, the importance of soft skills in today's world cannot be undermined. Therefore to achieve this objective, the department tied up once again with Target Consultants to deliver training on Soft Skills to the students. The trainer was Ms. Aarti Rao, who very aptly and professionally imparted valuable lessons on the subject to the students in two sessions spread over 3 hours. The outcome was that the students learned the importance of Soft Skills and understood the role it can play in their careers in future lives

OUTCOME OF THE PROGRAM

1. The student participants came back with a greater appreciation of the role that soft skills play in a student's career
2. The students were also able to understand their own level of soft skills through the various exercises carried out
3. The students also got an idea of how and in what direction they needed to work to develop their soft skills

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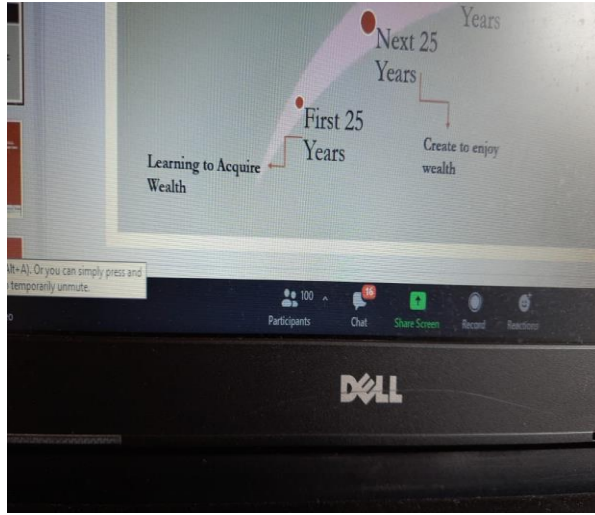
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BFM DEPARTMENT

WEBINAR ON IMPROVING FINANCIAL IMMUNITY



DATE OF EVENT	: 11 th March 2021
NAME OF EVENT	: Webinar on Improving Financial Immunity
NAME OF RESOURCE PERSON	: Mr. Vikas Agarwal of Ark Primary Advisors Pvt. Ltd
NUMBER OF PARTICIPANTS/BENEFICIARIES	: 188 Nos.
OBJECTIVES OF THE PROGRAM	:
	<ol style="list-style-type: none">1. To create understanding in the minds of students the importance of having a financial plan in their personal and professional lives2. To create understanding in the minds of students about the importance of developing immunity to financial problems by undertaking proper financial planning3. To enable students to develop an appreciation of their own strengths & weaknesses and deficiencies and chart out their own course to success

BRIEF REPORT OF THE ACTIVITY



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BFM department in collaboration with BMS department organized this webinar, with resource person Mr. Vikas Agarwal of Ark Primary Advisors Pvt. Ltd. The webinar was attended by over 180 students. The resource person introduced the concept of financial planning to the students from a very early age. He emphasized to the students that financial planning is not a once in a lifetime activity but a continuous process and that they need to take steps to ensure that their financial prowess remains immune in face of life's adversities and ups & downs of the economy. He explained to the students in a systematic manner, how each one can easily take steps to plan their financial security. The webinar was well received by students.

OUTCOME OF THE PROGRAM

1. The student participants came back with a detailed understanding of the importance of personal and professional financial planning
2. The students were also able to understand the various issues they themselves need to act upon in order to have an assured future which is financially cushioned
3. The students also got an understanding of how issues related to financial management need to be addressed so that they can lead assured independent retired lives in the future

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