



LALA LAJPATRAI COLLEGE OF COMMERCE & ECONOMICS (AUTONOMOUS)

AFFILIATED TO UNIVERSITY OF MUMBAI
NAAC ACCREDITED - 'A' GRADE (CGPA-3.20)

Lala Lajpatrai Marg, Mahalaxmi, Mumbai - 400 034. Tel.: 2354 8240 / 2354 8241
E-mail : principal@lalacollege.edu.in | principal.llc@gmail.com | Website : www.lalacollege.edu.in

Date of event: 7th August 2025

Name of event: Orientation Program

No. of students present: 45

Objectives of the programme:

- To welcome the newly admitted FYDMA students and help them transition into college life.
- To familiarize students with the DMA curriculum, academic regulations, college facilities, and support services.

Brief Report:

The DMA Department organized an Orientation Programme for the newly admitted FYDMA students on 7th August 2025. The programme commenced with a warm welcome by the faculty members, followed by an introduction to the DMA course structure, examination pattern, and departmental activities.

Students were acquainted with the college's academic policies, facilities, and opportunities for overall development. Interactive sessions encouraged students to engage with faculty members and peers, creating a comfortable and positive learning environment for the beginning of their academic journey.

Programme Outcome:

- Students gained a clear understanding of the DMA programme, academic expectations, and college regulations.
- The programme helped students build confidence, interact with faculty members, and integrate into the college environment.

Dr. Miloni Kapadia
BBA Co-ordinator



Prof. Dr. Harmeet Kaur Bhasin
Principal



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Date of event: 10th September 2025

Name of event: Basic & Advance LinkedIn Training

No. of students present: 35

Objectives of the programme:

- To help students build a strong and professional LinkedIn profile.
- To enhance students' networking, personal branding, and career development skills.
- To familiarize students with LinkedIn features for internships, job opportunities, and professional connections.

Brief Report:

The Department of Digital Marketing & AI (DMA) organized a workshop on **Basic & Advanced LinkedIn Training** for its students on 10th September 2025. The session focused on profile optimization, personal branding, networking strategies, and effective job search techniques using LinkedIn.

Students were guided on creating impactful professional profiles, building meaningful industry connections, and leveraging the platform for internships and career opportunities. The interactive workshop provided practical insights into establishing a strong digital professional presence.

Programme Outcome:

- Students learned how to create and optimize a professional LinkedIn profile.
- Students developed a better understanding of using LinkedIn as an effective platform for internships, placements, and professional growth.

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Date of event: 3rd January 2026

Name of event: Tsunami Day 1 – Sports Day

No. of students present: 200+

Objectives of the programme:

- The objective of organizing Day 1 of Tsunami was to conduct multiple sports events efficiently.
- The event aimed to promote teamwork, sportsmanship, and organizational skills among students while providing a platform for intercollegiate engagement through sports-based activities.

Brief Report:

Day 1 of Tsunami held sports events across three different locations. The Treasure Hunt event was organized in college, while the Pickleball event was conducted at a designated pickleball court. Additionally, various turf-based events, including football, were held at turfs.

The Tsunami Committee members were strategically divided and assigned to different locations based on event requirements to ensure efficient management and coordination. The team actively handled responsibilities across venues, maintaining discipline and smooth execution.

Programme Outcome:

- The event enhanced organizational, time-management, and multitasking skills while ensuring a seamless experience for participants across all venues.

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Date of event: 4th January 2026

Name of event: Tsunami Day 2 – Carnival Day

No. of students present: 1000+

Objectives of the programme:

- The objective of Day 2 of Tsunami was to engage participants in interactive carnival activities, promote creativity and participation and ensure smooth coordination of multiple stalls at college.

Brief Report:

Day 2 of Tsunami, was celebrated as Carnival Day with various PR activities conducted within the college premises. Multiple stalls were set up, each offering different interactive games and activities for participants from various colleges.

The Tsunami Committee members actively managed and coordinated the stalls, ensuring smooth functioning and engagement throughout the day. The event witnessed enthusiastic participation and contributed to a vibrant and energetic atmosphere.

Programme Outcome:

- The event strengthened coordination, communication, and management skills among the Tsunami Committee members while providing participants with an enjoyable and memorable experience.

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Date of event: 5th January 2026

Name of event: Tsunami Day 4 – Cultural Day

No. of students present: 1000+

Objectives of the programme:

- The objective of Day 4 of Tsunami was to provide a platform for cultural expression and performance while ensuring fair evaluation and recognition of talent across participating colleges.

Brief Report:

Day 4 of Tsunami, marked the final day and was dedicated to cultural events conducted within the college premises. Various performances were organized, with judges present for evaluation. The Tsunami Committee ensured smooth coordination and execution of all activities throughout the day.

Participants from different colleges actively showcased their talents, contributing to a vibrant and competitive atmosphere. At the conclusion of the event, a prize distribution ceremony was conducted, where the winning colleges were awarded podium positions.

Programme Outcome:

- The successful execution of the final day highlighted strong coordination and effective event management by the Tsunami Committee.
- The event recognized and celebrated talent across colleges, while enhancing participants' confidence, teamwork, and performance skills through a competitive cultural platform.

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Date of event: 21st February 2026

Name of event: Educational Tour - RBI Visit

No. of students present: 25

Objectives of the programme:

- To provide students with practical exposure and bridge the gap between theoretical concepts in banking and finance and their real-world application.

Brief Report:

The DMA Department organized an educational visit to the **Reserve Bank of India (RBI)** on 21st February 2026. During the visit, students gained valuable insights into the functions and responsibilities of the RBI, including currency management, monetary policy, financial regulation, and the role of the central bank in maintaining economic stability.

Students also explored exhibits and interacted with officials, enabling them to connect classroom concepts with practical institutional practices. The visit proved to be an informative and enriching learning experience.

Programme Outcome:

- The visit enhanced students' understanding of banking, finance, and the country's monetary system.

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Date of event: 23rd February 2026

Name of event: AI Art Arena – Intra-Departmental Business Plan Competition

No. of students present: 30

Objectives of the programme:

- To provide a platform for students from various Self-Financed Course (SFC) departments to showcase their creativity and technical skills.
- To promote innovation, healthy competition, and the responsible use of AI tools in digital media.

Brief Report:

The DMA Department successfully organized **AI Art Arena**, an inter-departmental digital art competition, on 23rd February 2026. Students from various Self-Financed Course (SFC) departments enthusiastically participated by creating digital artworks using Artificial Intelligence tools based on topics assigned during the event. An external judge evaluated the entries on creativity, originality, relevance to the theme, and effective use of AI technology.

The event provided participants with an excellent opportunity to demonstrate their artistic abilities while exploring the growing role of AI in digital content creation.

Programme Outcome:

- Students enhanced their creativity and developed practical skills in using AI-powered design tools.
- The competition fostered innovation, interdisciplinary collaboration, and awareness of the responsible use of Artificial Intelligence in the creative industry.

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Date of event: 24-25th February 2026

Name of event: Hope and Annual Distribution

No. of students present: 200

Objectives of the programme:

- To provide a platform for students to showcase their artistic and cultural talents.
- To encourage holistic development by promoting excellence in academics, creativity, and extracurricular participation.

Brief Report:

The college celebrated **HOPE – Talent Day** along with the **Annual Prize Distribution Ceremony** on 24th and 25th February 2026. Students from various departments enthusiastically participated in cultural performances, including singing, dancing, instrumental music, and drama, showcasing their diverse talents.

The celebrations also included the Annual Prize Distribution Ceremony, where students were honoured with awards and certificates for their exceptional achievements in academics and co-curricular activities. The event fostered a spirit of appreciation, creativity, and healthy competition while celebrating the accomplishments of the student community.

Programme Outcome:

- Students were recognized and motivated for their excellence in academics and co-curricular activities.
- The celebrations promoted holistic development, teamwork, and a vibrant campus culture.

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Date of event: 27th April to 6th May 2026

Name of event: Google Ads

No. of students present: 22

Objectives of the programme:

- To introduce students to the fundamentals of Google Ads and digital advertising.
- To develop practical skills in creating, managing, and optimizing online advertising campaigns.
- To familiarize students with industry-relevant digital marketing tools and techniques.

Brief Report:

The DMA Department organized a **Google Ads Workshop** from 27th April to 6th May 2026 to provide students with hands-on knowledge of digital advertising. The workshop covered key concepts such as campaign creation, keyword research, audience targeting, bidding strategies, ad optimization, and performance analysis.

Through practical demonstrations and interactive sessions, students gained valuable insights into planning and managing effective online advertising campaigns using Google Ads. The workshop enhanced their understanding of search engine marketing and its role in today's digital business environment.

Programme Outcome:

- Students acquired practical knowledge of creating and managing Google Ads campaigns.
- Participants developed an understanding of keyword planning, audience targeting, and campaign optimization techniques.
- The workshop enhanced students' digital marketing competencies and improved their readiness for careers in the digital advertising industry.

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Date of event: 8th – 9th April 2026

Name of event: Prompt Engineering

No. of students present: 25

Objectives of the programme:

- To introduce students to the fundamentals of Prompt Engineering and the effective use of Artificial Intelligence tools.
- To familiarize students with the applications of generative AI in content creation, design, research, and problem-solving.

Brief Report:

The DMA Department organized a two-day **Prompt Engineering Workshop** on 8th and 9th April 2026. The workshop introduced students to the principles of writing effective prompts for generative AI platforms and demonstrated techniques for obtaining high-quality and relevant outputs.

Students explored the applications of AI in content creation, digital design, research, and creative problem-solving through practical examples and hands-on activities. The session emphasized the responsible and ethical use of AI while equipping students with future-ready digital skills.

Programme Outcome:

- Students gained practical knowledge of designing effective prompts for generative AI tools.
- Participants developed a better understanding of AI applications in digital media, content creation, and research.
- The workshop enhanced students' AI literacy and prepared them to use emerging technologies responsibly in academic and professional settings.

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Date of event: 10th to 17th April 2026
Name of event: WhatsApp Marketing
No. of students present: 20

Objectives of the programme:

- To familiarize students with WhatsApp Business as an effective digital marketing and customer engagement platform.
- To develop practical skills in creating marketing campaigns, audience segmentation, and customer communication.

Brief Report:

The DMA Department organized a **WhatsApp Marketing Workshop** from 10th to 17th April 2026 to introduce students to the growing role of WhatsApp in digital marketing. The workshop covered topics such as creating business profiles, campaign planning, audience segmentation, broadcast messaging, automation features, and customer relationship management using WhatsApp Business.

Through practical demonstrations and interactive sessions, students gained valuable insights into leveraging the platform to build customer relationships and execute effective marketing campaigns.

Programme Outcome:

- Students acquired practical knowledge of using WhatsApp Business for digital marketing and customer engagement.
- Participants developed skills in planning marketing campaigns, audience targeting, and business communication through messaging platforms.
- The workshop enhanced students' industry-relevant digital marketing competencies and prepared them to apply these strategies in real-world business environments.

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