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ISSUE

LBS SPACE

E NEWS ISSUE

LAL BAHADUR SHASTRI GIRLS COLLEGE OF
MANAGEMENT

FASHION SHOW 2022

MANGO FEST

RESEARCH PAPER

Aam Mahotsava 2022

on the Surge of Indian
Technical Startups



CREDITS

EDITORIAL TEAM

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LAL BAHADUR SHASTRI GIRLS COLLEGE OF MANAGEMENT (L.B.S.G.C.M)
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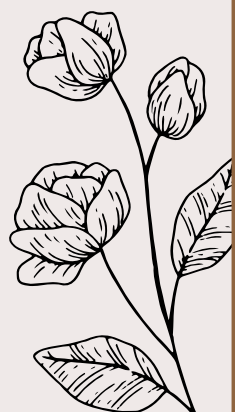
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ABOUT LBSGOI



Campus **LBSGCM**

Established in the year 1982, Lal Bahadur Shastri (LBS) Group of Institutions is one of the oldest institutions in Northern India for imparting professional education, with a strong network of 22,000 alumni. Located in Lucknow, LBS Group has carved a niche for itself and has successfully groomed and prepared thousands of management students for professional education. The institute values learning through innovation and experiential learning with over 65 Management Development Programs to choose from.

The institute has a well-organized Training & Placement Division, which keeps a constant touch with the industry. LBS Group of Institutions has an excellent placement record with over 5000 students placed in MNCs.

We have a rich and diverse base of technical and management experts, highly reputed in their respective fields. The faculty is highly skilled, experienced and are PhD or NET qualified.

LBS faculty is actively engaged in research work, book writing, publishing papers in leading journals, organizing and partaking in faculty development programs

ABOUT LBSGCM

Associated college of Lucknow University established in year 2010 to promote girls in the field of Management and Information Technology. It provide a dynamic learning environment that is fast changing in response to new technology and paradigmatic shift in business arena. It would be committed to high quality education, research and service to the nation.

Learning can never be limited to attending lectures, working on projects and reading books. Lal Bahadur Shastri Girls College of Management is a medley of numerous events of incredible experiences of people.

VISION & MISSION



Vision

The group aspires to be a catalyst for transformation- calling for the best in students, preparing them as engaged citizens and enabling them to realise their dreams.

Lal Bahadur Shastri Group of Institutions (LBSGOI) aims to work towards its vision through:

Academic Environment

LBSGOI demonstrate an appreciation for a scholarly environment where students, faculty and staff members are all self-motivated for commitment towards academics.

Holistic Approach

To prepare students for the life itself, to be independent and optimize their potential, to handle conflicts, adapt to change, overcome setback, sadness and bad chance.

Innovation

The group strives to be the best in all spheres of activity by continuously looking for better ideas & inventions

Responsibility

All members of the group are expected to take responsibility of notifying appropriate authority if they witness any conduct that violates the group's values or policies

Strategic Extension

The Group extends its services in the field of training and capacity building of Government, semi- government and private institutions and personnel.

Mission

Lal Bahadur Shastri Group of Institutions fosters educational & global citizenship through a student-centric culture. The culture which marked by knowledge creation & innovation and that it anticipates & responds to the needs of all its stakeholders.



MESSAGE FROM THE CHAIRPERSON

A professional education can be a valuable investment in a student's future. And, the right learning experience returns value in ways that go well beyond the monetary. At LBSG01, our emphasis is not merely on studying but learning. We provide a broad, well balanced and relevant education and encourage positive social behavior so that students not only do well in their career but also turn out to be dynamic leaders & responsible citizens.

We recognise that every student is a different individual & his/her aptitude & interests are also different so beyond class we provide them with a varied bouquet of curricular & co curricular activities like seminars, plant visits, sports, arts, crafts, dramatics, music and dance.

I invite students who aspire to be leaders of tomorrow to visit us & be a part of us. The education you receive at LBSG01 will empower you with the knowledge, skills and long-term vision that lead to innovation and growth.

MRS. MONA SRIVASTAVA
Chairperson - LBSGCM

Mrs. Mona Srivastava is an MBA, M.A. & B.Ed. and has a rich work experience of over 3 decades in the sphere of academic administration



MESSAGE FROM THE GROUP DIRECTOR

At LBS, we understand that every student is unique, and hence, we have a customized approach in dealing with every student. I follow a democratic leadership style by maintaining a two-way channel of communication. I believe that my strength lies in my team, and I try to be a people-oriented leader by being empathetic and understanding. Also, I am always open to questions, suggestions, and criticism. I believe in the leadership of ideas rather than the leadership of a person or leadership of hierarchy.

We have always believed in being proactive, futuristic, and aiming towards excellence in all spheres of activities. This requires paying attention to the details, putting in place a good metric for each dimension of progress, and ensuring that it is measured with actual versus estimated results. We benchmark ourselves with the best in each of the dimensions of progress and learn from those practices and improve.

KUMAR SAUMY

*Group Director (Development) –
LBSGOI*

Mr. Kumar Saumy holds a B.Tech. degree in computer science and has pursued General Management Programme for Executives (GMPE) from IIM Lucknow.

He holds a work experience of ten years.



MESSAGE FROM THE PRINCIPAL

The past couple of years have been exceedingly challenging for all of us on account of COVID-19. However, there is always a silver lining in every dark cloud and the same is true for the current pandemic, which necessitated a world-wide rethinking and reassessment of the strategies for, and approaches to higher education. As goes the age-old adage – necessity is the mother of invention. Also, crisis inspires creativity, critical reflection, transformation, and renewal. In the new normal, the challenge is to adapt, regenerate, and position ourselves for a strong and sustainable future.

Striving for a vibrant and dynamic academic and professional atmosphere is a wholesome and holistic exercise. This calls for the integration of students in the qualitative processes of the College. It necessitates the adoption of an innovative ecosystem so as to hone the skills of students in diverse programmes, in order to mould them into becoming notable change-leaders in the society. The aim is to make learning an enriching, fulfilling, and enjoyable experience through a multipronged approach, combining theory and practice in pedagogy. The focus should not only be on 'what is taught' but also on 'the way it is taught'.

The importance of research as an important pillar of academic growth cannot be overstated. The thrust must always be on socially relevant, local need-based, nationally important, and globally significant research initiatives. Creating fertile ground for effective synergies between research and teaching skills, nurturing and fostering critical thinking and problem-solving skills among students is imperative. Hence, our persistent efforts towards leveraging the intellectual and emotional capabilities of our students, and encouraging the free and spirited exchange of ideas to celebrate diversity, while ensuring inclusivity. It has always been and continues to be our collective endeavor to promote an inspirational, motivational, value-based academic, and administrative environment.

Our earnest attempt should be towards upholding academic integrity, accountability, sustaining open and transparent systems, along with being sensitive to social responsibilities. This could be possible only through a collaborative, shared, and consultative work culture. Building on the strong foundation of the College, let us all strive for cautious, consistent, and catalytic improvement in the overall development, paving way for innovative ideas and thinking. Let us all strive to march ahead and gear up to myriad managerial, economic, societal, and environmental challenges.

As George Bernard Shaw famously opined:

"The reasonable man adapts himself to the world; the unreasonable one persists in trying to adapt the world to himself. All progress has been brought about by such unreasonable men."

May our college be catalytic in bringing forth a generation of such 'unreasonable' lifelong learners, who devote their lives to changing the world around them for the better.

This spirit should guide our intent and actions in shaping the destiny of our college and its fraternity.

DR. ANURAG SRIVASTAVA

Principal, LBSGCM

Dr. Srivastava is a post graduate in management and PhD. He has over 20 years of Academic, Research & Administrative experience.

LBS Summer Breeze Fashion

About Our Event

LBSGCM organized a Fashion Show on the theme "Summer Breeze". Both first and second year students participated in the fashion show. Each look presented by students mesmerised the audience members. Nidhi Mishra of B.COM 1st Year was presented with the title "Miss Glamorous" for her unique sense of styling and confidence in her walk.



LBS Summer Breeze Fashion

FASHION



LECTURE MEET



A lecture meet was organized at LBSGCM. The speaker of the lecture meet was Mr Pramod Dixit, the former director of PNB-IIT who is also an experienced IT professional & Trainer. He presented his views and concept about the latest blockchain technology. He also addressed students' various queries.

Dr Anurag Srivastava, Principal LBSGCM, also presented his views on the topic.

RESEARCH PAPER



Dr Jyoti Joshi is an Assistant Professor working with Lal Bahadur Shastri Group of Institutions. Her area encompasses Human Resource Management, Finance and General management. She has teaching and research experience of 9 years. She has actively participated in National and International seminars and conferences organised by Indian Commerce Association, Indian Institute of Management, MNIT and other academic bodies and institutions and contributed papers in many reputed research journals.

Miss Vishakha Gupta is an Assistant Professor working with Lal Bahadur Shastri Group of Institutions. She is a Post Graduate in Management with specialisation in HR and Marketing. She has also qualified UGC-NET in Management. She has a teaching experience of 4 years and has got her research papers published in reputed national and international journals. Besides this, she also has hands on field experience in corporate and entrepreneurial sector.



Dr Jyoti Joshi along with Miss. Vishakha Gupta recently got their research paper published titled WHAT IS BEHIND THE SURGE IN INDIAN START-UPS, PECULIARLY TECHNICAL START-UPS? in International Research Journal of Management Sociology & Humanities (IRJMSH) with an Impact factor of 7.81. The paper highlights the growth of start-ups in India. The scholarly piece aims to explore the growth drivers of Indian start-ups and concludes that government initiatives, Aatma Nirbhar Bharat Abhiyaan, new social infrastructure, shift to open innovation paradigm and technological advancement are key growth drivers of Indian start-ups.

MANGO FESTIVAL



Chief Minister Yogi Adityanath inaugurated 'Aam Mahotsav-2022' (mango festival) on 4th July at Awadh Shilpgram, Lucknow. It concluded on 7th July 2022. The festival was an opportunity to increase the production of mangoes & the income of farmers by bringing various stakeholders on a common platform. The farmers were made aware of marketing strategies during the festival. The student of LBSGCM voluntarily participated in the promotion and management of the festival with full enthusiasm. The faculty also visited Aam Mahotsav.



गुरु पूर्णिमा

13 जुलाई 2022

गुरु महत्व

गुरु ज्ञान का अमृत रस है, जो सबको कराता पान है...
इनका अनादर करना, स्वयं ईश्वर का अपमान है...
माता-पिता ने धरा पर लाया, आपसे मिला सारा ज्ञान है...
मेरे गुरु सा कोई नहीं, ये मेरा अभिमान है...
कांटों में भी फूल खिला दे, आपका वैभव स्वर्ण समान है...
धीर-वीर-गंभीर बनो, आपने सिखाया स्वाभिमान है...
आपकी महिमा मैं क्या बताऊँ, आप मेरी शान है...
आपके पावन चरणों में, मेरा शत-शत प्रणाम है....

हर्षिता शुक्ला
(बीकॉम प्रथम वर्ष)





LAL BHADUR SHASTRI
GROUP OF INSTITUTIONS



✉ info@lbsgcm.ac.in

🌐 www.lbsgcm.ac.in

☎ +91 7309299955 +91 7007077500