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ISSUE

# LBS SPACE

E NEWS ISSUE

LAL BAHADUR SHASTRI GIRLS COLLEGE OF  
MANAGEMENT



**RESEARCH PAPER BY  
MS. SHIKHA SINGH**

A study on consumer  
perception towards E-  
Vehicle

**75TH INDEPENDENCE  
DAY  
CELEBRATION**

**SELFIE WITH TIRANGA**



# CREDITS

EDITORIAL TEAM

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# ABOUT LBSGOI

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## *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

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## 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*





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**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.*

# FACULTY KNOWLEDGE SHARING PROGRAMME



**Mrs. Arpita Saxena attended a one-day Faculty Knowledge Sharing Programme (FASP) organised by ICFAI Business School, Gurgaon. The topic of the FASP was "Beyond Professorship - 21st Century Academician". The speaker of the programme was Mr. Vipin Khurana, faculty IBS Gurgaon. The aim of the FASP was to brainstorm - what changes have been inculcated in teaching methodology post-covid scenario**

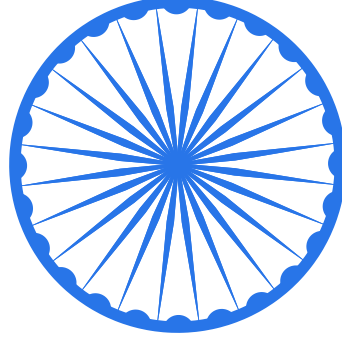


# RESEARCH PAPER



*Ms Shikha Singh is currently working as Assistant Professor at Lal Bahadur Shastri Girls College of Management. She specialises in areas such as Finance, Human Resource Management, General Management and Marketing. She has 7+ year teaching experience and has qualified UGC NET in both Management and Commerce. She is a Research Scholar and actively engages herself in various academic conferences and seminars.*

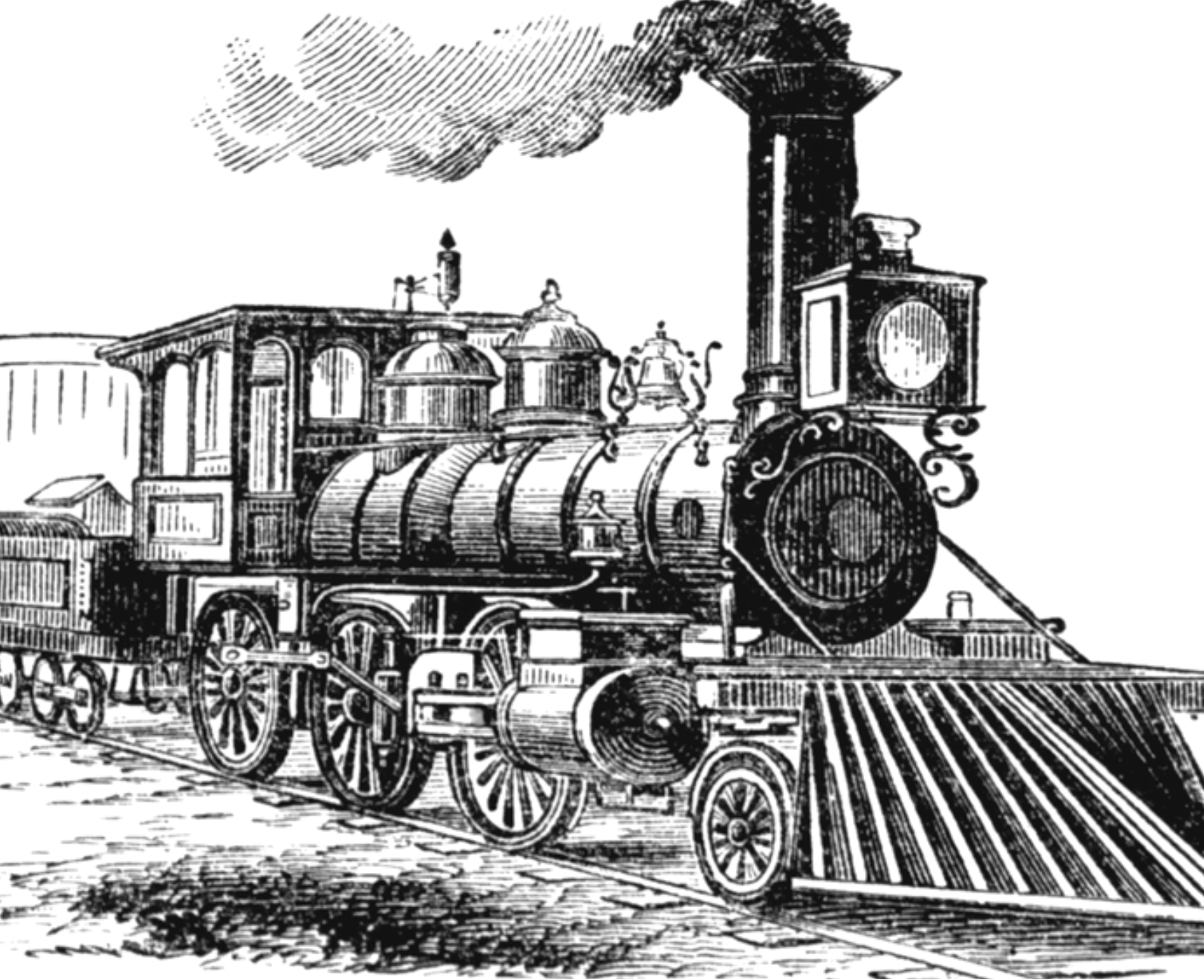
**Ms. Shikha Singh recently presented her research paper titled “A study on consumer perception towards e-vehicle” (‘special reference to Lucknow city’) in a two days national conference “Emerging Trends in business and Management” organised by School of Business Management (Chhatrapati Shahu Ji Maharaj university, Kanpur, UP). Since climate change have become a big and an emerging problem for whole world, this paper gives a contribution towards finding reasons and passing suggestions, so that this climate change problem could be handled. This paper focused on the consumer’s perception and behaviour towards electronic vehicle like electric car, e-scooter, e-rikshaw etc. This paper has contributed to the additional research work on how the consumer is choosing these vehicles and why they are not choosing them and also have passed suggestions to increases their demands specially focused in Lucknow city.**



75  
Azadi Ka  
Amrit Mahotsav

स्वतंत्रता दिवस

का हार्दिक शुभकामनाएं



# KAKORI KAND

*Kakori conspiracy*

*9th August, 1925*



**LBSGCM organised an essay, slogan and sketch competition on the theme of 'Kakori Kaand' on 8th August 2022. Students participated with full enthusiasm. The event was judged by Mrs. Arpita Saxena & Ms. Zoya Kazmi. Anjali Gupta of BBA-I won the prize for slogan writing, Kritika Kumari of BCA-I for sketch competition and Deepti Singh of BCA-I for essay competition.**

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# काकोरी KAKORI 1925



## KAKORI TRAIN ACTION DAY KARYAKRAM

"We will never forget the sacrifice  
our freedom fighters had made.  
Now it's our turn to reform the  
country! Salute to these  
freedom fighters...."

Kakori conspiracy is also known as Kakori  
and, Kakori conspiracy case or the  
Kakori Train Robbery. It was an armed  
robbery, which took place on August 9,  
1925, on a train in central Uttar  
Pradesh. The robbery occurred at the town  
of Kakori, about 16 km from Lucknow  
which was the train was headed.  
The raiders in Kakori conspiracy were  
known to be members of the newly  
formed Hindustan Republican Association,  
a revolutionary organisation, whose  
mission was to liberate India from  
British colonial rule through a

460L रुपये

सजा - बिस्मिल, राजान सिंह, लखी और अशफाक हुल्ला खाँ को  
कानूनी बाकि क्रांतिकरियों को कालापानी की सजा

### सरकारी खजाना लूटने का निर्णय -

राष्ट्रीय आंदोलनों को गति देने के लिए अत्यधिक धन की  
आवश्यकता थी, 7 मार्च 1925 को उसे से धन प्राप्त न  
होने की स्थिति में रामप्रसाद बिस्मिल और उनके साथियों ने  
दो लूट को मंजाम दिया परन्तु दो व्यक्ति मौके पर मारे गए  
इसके बाद ही उन्होंने संकल्प लिया कि सरकारी पैसों और  
खजानों को ही लूटेंगे, किसी अमीर घर पर उकैती नहीं

## KAKORI TRAIN ACTION DAY KARYAKRAM

"We will never forget the sacrifice  
our freedom fighters had made.  
Now it's our turn to reform the  
country! Salute to these  
freedom fighters...."



# SYMPOSIUM ON HORRORS OF PARTITION



A symposium on Horrors of Partition – Mr. Akhilesh Yadav, Assistant Professor (commerce) and Ms. Shagufta Khan, Assistant Professor (computer applications) presented their views on “Horror of partition”. During the event, all the faculty members were present. Dr. Anurag Srivastava, Principal LBSGCM, also presented his views on the partition of 1947.

# 75TH INDEPENDENCE DAY



Dr. Anurag Srivastava, Principal LBSGCM, hoisted the flag on 15th Aug, 2022 on the occasion of 75th Independence Day at LBSGCM college ground. All the faculty & staff members were present during the flag hoisting

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## SELFIE WITH TIRANGA



LBSGCM organised a competition “Selfie with Tiranga” on the occasion of 75th Independence Day where students participated by sending their selfies with the National Flag. The winners of the competition Archana Yadav (B.COM(H)-I), Shilpa (BCA-I), Anshika (BBA-I), and Rubina Nishad (B.COM-I) were awarded with prizes.

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# My first day at college

My first day at college,  
I was happy as well as nervous,  
experiencing the place & meeting new friends.

College to me was cheerful,  
Accounts, economics and management were fearful,  
As I stepped into my class,  
I thought I was the greatest fool.

Then I made myself relaxed,  
Introduced myself to them all,  
Though I was shy in front of girls,  
Somehow, I managed them all.

And now in came our miss,  
Having a smile on her lips,  
She then asked our names,  
We told our names one by one,  
She looked extremely happy.

New me and new year of college,  
Happiness of having someone new to state,  
Trying and making new friends,  
By playing some exciting games.

Day ended with good memories,  
Sharing with friends these all,  
Smiling and laughing loud together,  
My first day at college.

**By Archana Yadav**  
**B.COM(H) II Sem**



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