

JULY 2022
ISSUE

LBS SPACE

E NEWS ISSUE

LAL BAHADUR SHASTRI GIRLS COLLEGE OF
MANAGEMENT

**FAREWELL PARTY
2022**

**INTERNATIONAL
YOGA DAY**

wellness retreat

MARKETING WARRIORS

Students at LBSGCM show
their marketing skills



CREDITS

EDITORIAL TEAM

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LAL BAHADUR SHASTRI GIRLS COLLEGE OF MANAGEMENT (L.B.S.G.C.M)
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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 continue 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 DEVELOPMENT PROGRAM



Shashwat Dwivedi is currently working as an Assistant Professor at LBSGCM, Lucknow. He has served Academics for the last 11 years after spending one year in Corporate. He has completed his Graduation in Science Stream from DDU University Gorakhpur and did his MBA from IILM-AHL Lucknow (Affiliated with Dr APJ Abdul Kalam Technical University-Lucknow). He has authored two books. He is pursuing PhD from Integral University.

Shashwat Dwivedi attended one-week faculty development program on “Scholarly Writing and Publishing research papers” organized by Department of Commerce and Management in association with faculty of Doctoral studies at Integral University, Lucknow. The aim of FDP was to focus on how to write qualitative research papers and their publication in peer reviewed and scopus index journals. Also, to improve the skills and API score of the participants for Individual as well as institutional growth.

RESEARCH PAPER BY DR. SHIVA MANOJ



Dr. Shiva Manoj is an academicians, presently working as Associate Professor with Lal Bahadur Shastri Group of Institutions, Lucknow. She did her graduation and post-graduation from University of Lucknow in Business Administration and did Ph.D. from Banasthali Vidyapith Rajasthan. Her area encompasses Banking, Finance, Indian Economy and General Management. She has teaching and research experience of more than 12 years. Besides this, she also specialises in German Language and has done language courses from Max Mueller Bhawan New Delhi. She has authored 4 books and has also acted as resource person for various organisations, training and development programmes and various academic bodies. She has also got 30 research papers published in various reputed national and international research journals to her credentials. She has actively participated in National and International seminars and conferences organized by Indian Commerce Association, Indian Accounting Association and other academic bodies and institutions.

Dr. Shiva Manoj recently got her research paper published titled A CONCEPTUAL STUDY OF CURRENT SCENARIO AND FUTURE PROSPECTS OF CRYPTOCURRENCY IN INDIA in International Journal of Business Management and Allied Sciences (IJBMAS) with impact factor of 6.83. The paper highlights competitive advantage of digital currencies and Future of crypto currency in India in the absence of a structured legal framework. The paper depicts that cryptocurrency especially Bitcoin, offers a new, effective and attractive model of payment methods that can boost companies and operators revenues. It also provides alternative methods of payment, apart from real money, that enable users to make financial activities such as buying, selling, transferring and exchanging easily. Cryptocurrency can bring more positive changes to the e-business and e-payment sector. However cryptocurrency doesn't get that much of trust yet.

MARKETING WARRIORS



A marketing skill-based competition named, Marketing Warriors was organized by Lal Bahadur Shastri Girls College of Management, where students participated in teams. Each team had to make a product using waste material & also had to prepare a jingle on it and present the usability of the product by an act. Presentation and Coordination was the main selection criteria for the winner. The event was judged by Dr. Tripti Barthwal, Director LBSIMDS, and Anurag Srivastava, Principal LBSGCM. Gift hampers were given to first three position holders. Ayesha Khatoon, Kavita Ranjan, Aaradhana Rawat, Pinki Gautam and Roshni of BBA-IV semester got the first position.

FAREWELL PARTY 2021



FAREWELL PARTY



LBSGCM hosted a farewell ceremony for the third-year students, batch of 2019. An enthusiastic and sentimental event took place to bid adieu the final year students who were now all set to embrace the challenging world ahead.

The event commenced with an address by the Chairperson, LBSGCM, Mrs. Mona Srivastava, where she inspired the students about how to conquer all obstacles and soar high in the limitless sky.

The seniors confessed their mixed feelings about leaving this great institution, that has been a source of great opportunities and has been instrumental in shaping their personalities.

LECTURE MEET



Lecture meet was organized at LBSGCM. The speaker of the Lecture meet was Mr. Kumar Siddharth, PAN India Sales Head (SME) at Yatra Online Ltd. Mr. Siddhartha presented his views and concept about Industry Interaction on Creative Thinking and Problem Solving. He discussed about the Professionalism, Work Culture in the organization and also explained how to start one's corporate journey after completing their graduation. He also addressed student's queries.

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

WORLD ENVIRONMENT DAY



On 5th June,2022, LBSGCM organized an event on the occasion of World Environment Day, where all the faculty and staff members participated in the plantation drive. The theme for the day was green formal and semi-formal outfits, so everyone was dressed up accordingly. Two saplings of distinct variety were planted on this occasion. Students also actively participated in the event.

INTERNATIONAL YOGA DAY



8th International Yoga day got celebrated by the students and the teachers of Lal Bahadur Shastri Girls College of Management on 21st June 2022 with great enthusiasm. Principal Dr Anurag Srivastava, all HODs, faculty and staff members also participated in the celebration.

Mrs Priyanka Singh, a certified yoga trainer, explained the importance of Yoga in the life of youngsters. She explained that regular Yoga helps the students achieve better mental and physical health. Mrs Singh started Yoga demonstrations a few warm-ups and simple Asanas were performed by the students and the teachers enthusiastically. The importance of these was explained simultaneously by her.



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