

JUNE 2022  
ISSUE

# LBS SPACE

E NEWS ISSUE

LAL BAHADUR SHASTRI GIRLS COLLEGE OF  
MANAGEMENT

## A TRIP TO BLUE WORLD

Fun, Happiness, Adventure

## BUSINESS TRANSFORMATION

Learn business  
transformation by Shalabh  
Narain

## SELFIE CONTEST

Meet winners of selfie.  
Contest



# CREDITS

EDITORIAL TEAM

**PUBLISHED BY**

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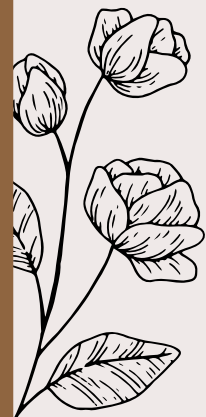
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# ABOUT LBSGOI

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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**

*Group 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.*

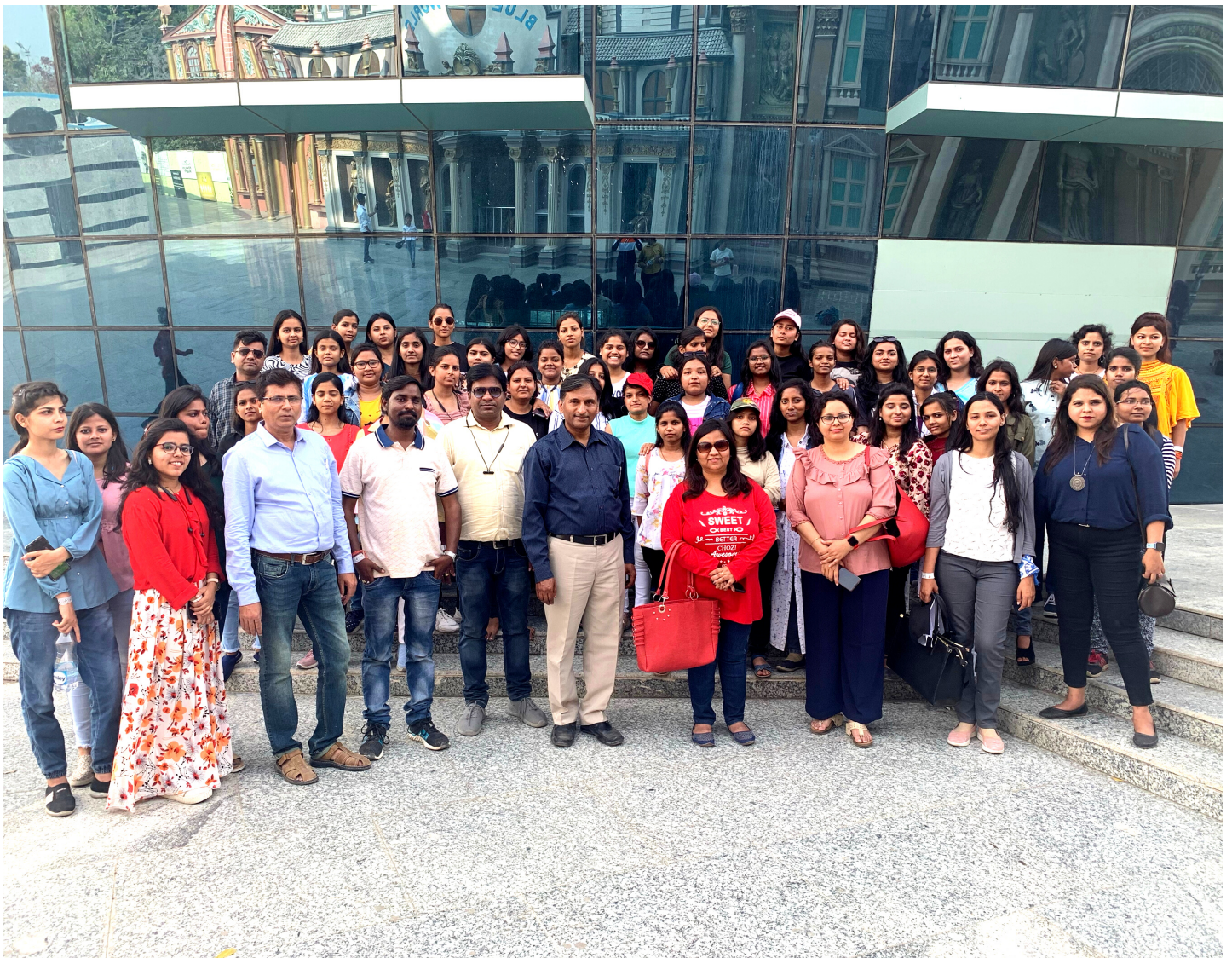


ALL

The

way TO

Blue world







Lal Bahadur Shastri  
Girls College of  
Management  
organised a trip to  
Blue World Park,  
located in the  
outskirts of Kanpur,  
for the students and  
faculty.



# One week short term programme on NEP 2020 (Inculcating Critical Thinking & Creativity)

March 24-30, 2022



*Human Resource Development Center, University of Lucknow*

SHORT TERM COURSE  
ON

NATIONAL EDUCATION POLICY 2020  
MARCH 24-30, 2022

CO-ORDINATED BY DEPARTMENT OF BUSINESS ADMINISTRATION



Dr.Mohd. Anees,Dr.Ajai Prakesh,Dr.A.K.Bharti,Dr.Kamal Kumar(Director HRDC),Mr.Sanjay Medhavi,Dr.Himanshu Mohan,Dr.Anu Kohli  
Dr.Kiran,Prof.S.P.Ranjan,Dr.Ritu Kang,Dr.Kiran Singh,Dr.Devendra Srivastava,Dr.Laxmee Vachher,Dr.Doris Phillips Singh,Dr.Seema Anand,Dr.Sashi kala Yadava  
Dr.Naveen S. Singh,Manoj Tomer,Dr.Deepak Chaudhary,Mr.A.Tripathi,Dr.B.K.Bhardwaj,Mr.P.Madhav,Dr.Manoj Kumar,Dr.Ravi Agarwal,Dr.T.N.Singh,Dr.Jyoti Joshi,Dr.Ved Srivastava,Dr.R.Banerjee,  
Dr.Smita Verma,Dr.N.Singh,Dr.N.Srivastava,Dr.Saurabh Kumar Mishra  
Dr.Suraj Wallia,Dr.Sudhakar Prakesh,Dr.Kumar Gaurav Bajpai,Dr.Shalish Kumar Srivastava,Ashutosh Srivastava,Amit Chitransh

Photo by Vikas 9415783824

Dr. Jyoti Joshi attended a one-week short term programme on NEP 2020 (Inculcating Critical Thinking and Creativity) organised by Department of Business Administration in association with UGC- Human Resource Development Centre, University of Lucknow. The aim of FDP was to enrich young academicians with the recent trends in educational system. Various eminent speakers across the nation delivered their lectures on the topics such as "Challenges in Higher Education", "Inculcation of Indian Ethos and Human Values", "Cultural Diversity in Curriculum", "Professional Development of Teachers" etc. Dr Jyoti emphasised on the implementation of certain inputs at institutional level: -

- **Practical driven theory system**
- **Participative pedagogy**
- **Adoption of Doubles click approach**
- **Value integrated education.**



# NPGC RESEARCH CONFERENCE



Ms. Shikha Singh, Ms. Khushboo Gupta, Ms. Zoya Kazmi and Mrs. Arpita Saxena (Assistant Professors, LBSGCM) presented the paper in International Conference on the topic "Post COVID Challenges and Opportunities in the Financial Sector". The conference primarily focused on the changing dynamics of the Financial System, Financial Institutions, Financial Markets & Instruments and Financial Services with the respect to growth acceleration, promotions of savings and investment and enhancement of employment.



# Selfie Contest

**LAL BAHADUR SHASTRI**  
Group of Institutions

**MAXOBULL**  
ethereal sound noble experience

**LAL BAHADUR SHASTRI**  
GROUP OF INSTITUTION  
is organizing a

**Selfie**  
contest

Entries fulfilling the criteria  
will be featured on the institution's  
**Social Media Handle!**

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info@lbsgcm.ac.in | info@lbsimds.ac.in  
www.lbsgcm.ac.in | www.lbsimds.ac.in



# Selfie Contest



Lal Bahadur Shastri Group of Institutions organized a selfie contest. In this contest, participating students had to submit their selfies taken on the campus. Selected participant selfies were published on the institution's Facebook handle. Top five students with the maximum number of likes, shares, and comments received exciting goodies from Maxobull. Shruti Gupta BCom(h) swept the first prize for getting a maximum number of likes, comments, and a whopping 2000+ shares on her published selfie. Sakshi Gupta BCA, Saloni Mishra BBA, Khushi Sarraf BCA, and Prakrati MBA were among the top five performers, including the former. LBS digital team conducted the entire event successfully.



# Lecture Meet On Business Transformation



On 21 April 2020, Lal Bahadur Shastri Girls College of Management organized a Lecture Meet on the topic "Business Transformation " where all the students faculty and staff were present. In the lecture meet event, Mr. Shalabh Narain (Vice-President HCL Technologies) spoke about Business Transformation in the era of 1700 to 2000. He discussed about the technological changes and their impact on the society over the time from manual to machinery and now towards the Artificial Intelligence. The lecture meet was followed by a Q/A session where students actively participated.

Principal of LBSGCM, Dr. Anurag Srivastava, expressed his gratitude towards Mr. Shalabh Narain for such informative session.





LAL BHADUR SHASTRI  
GROUP OF INSTITUTIONS



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