

OCTOBER 2022
ISSUE

LBS SPACE

E NEWS ISSUE

LAL BAHADUR SHASTRI GIRLS COLLEGE OF
MANAGEMENT

**RESEARCH PAPER BY
MS. KHUSHBU GUPTA**

A study on online purchase
behaviour of consumers in
India

**TEACHERS' DAY
CELEBERATION**

SEMINAR

How to Prevent Suicide



CREDITS

EDITORIAL TEAM

PUBLISHED BY

LAL BAHADUR SHASTRI GIRLS COLLEGE OF MANAGEMENT (L.B.S.G.C.M)
KURSI ROAD, LUCKNOW, UTTAR PRADESH

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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.

TEACHERS' DAY CELEBRATION



On the occasion of Teachers' Day, a short film got screened featuring the autobiography of Dr. Sarvepalli Radhakrishnan, former president of India, at Sarojini Naidu Auditorium of LBSGCM. All the students and faculty members were present during the screening. Shivangi Bathyal (BCA Vth) delivered a speech dedicated to all the teachers.

LAL BAHADUR SHASTRI
GROUP OF INSTITUTIONS

WORKSHOP ON MS SUITE DEVELOPMENT SKILLS



On 6th September 2022, LBSGCM organized a Workshop on "Microsoft Suite Skills Development" by Ms. Zoya Kazmi, Assistant Professor, LBSGCM. She trained the students, the application of MS Excel and MS PowerPoint. The students participated enthusiastically and brought about efficient learning experiences from the workshop. Assignments were allotted to the students at the end of the session.

LAL BAHADUR SHASTRI
GROUP OF INSTITUTIONS

SEMINAR ON "HOW TO PREVENT SUICIDE"



A seminar on the theme "How to prevent suicide" was organized on World Suicide Prevention Day at Sarojini Naidu Auditorium, LBSGCM. The speaker of the session was Dr. Pranjal Agarwal, Director, Nirvan Hospital.

The seminar tackled the issue of youth suicide and strategies for its awareness and prevention. Dr. Agarwal pointed out the number of ways in which suicidal behaviour can be determined and gave suggestions on how to deal with it.

CULTURAL EVENT



LBSGCM organized a clay-modelling, nail art and make-up competition on 15th September 2022. Students participated with full enthusiasm. The event was judged by Dr. Anurag Srivastava, Dr. Shiva Manoj, Ms. Shikha Singh and Ms. Khushboo Gupta. Khushboo Rawat (BBA-III) won the prize for Clay Modeling, Nancy Awasthi (B.COM-V) for Nail Art and Komal Pal (BBA-I) for Makeup Competition.

HINDI DIWAS CELEBRATION



On the occasion of Hindi Diwas, LBSGCM organized a Speech and Poster Making competition. The event was reviewed by Mrs. Garima Chaudhary, Assistant Professor, LBSGCM where Shivangi Bathyal (BCA-III) won the Speech Competition & Tanu Lata (BCH-III) won the poster-making competition.

RESEARCH PAPER



Ms. Khushbu Gupta is currently working as an Assistant Professor at Lal Bahadur Shastri Girls College of Management. She specialises in areas such as Accountancy, Communication, General Management and Marketing. She has more than 8 years of teaching experience and actively engages herself in various academic conferences and seminars.

Ms. Khushbu Gupta recently presented her research paper titled “A study on online purchase behaviour of consumers in India” in a two days National conference on Emerging Trends in Business and Management organised by School of Business Management, Chatrapati Shahu Ji Maharaj University, Kanpur, UP. Nowadays, the purchasing behaviour of consumers are changing rapidly and we as consumers are more inclined towards online purchasing. This paper gives insight into changing behaviour of consumers and focus on the consumers’ perception and behaviour towards online purchasing, the reasons and factors responsible for a shift of consumers from retail purchasing to online purchasing of goods and services. This paper also contributed to the additional research work on which online purchasing websites, applications and brands are mostly preferred by the consumers and their reasons for doing the same.

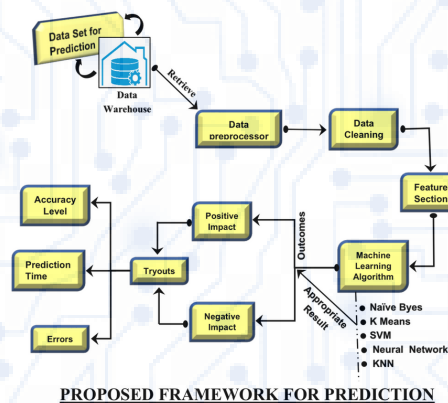
BLOG ON MACHINE LEARNING

Machine Learning and the Big Data have been the drivers of rapid development in the contemporary hyper globalised world economy.

Ever since “Information is power” became mainstream, data has been the fuel for every industry. At the core of the data science discipline is the concept of Machine Learning and Artificial Intelligence.

What exactly Machine Learning is? It’s a branch of the bigger tree that we call Artificial Intelligence. If you go by the book, Machine Learning is an application of Artificial Intelligence that aids machine to develop the ability to automatically learn and improve from their past data processing.

If we were to learn it on a grass-root level, we could understand Machine Learning as a model that supports system to learn from their past mistakes just like we humans do. However, the machines are avid apprentices when it comes to learning from their blunders, in the sense that they don’t commit repetitive errors as we humans do.



Applications of Machine learning

Today, machine learning is used in a wide range of applications. Perhaps one of the most well-known example of machine learning in action is the “Recommendation Engine” that powers Facebook’s news feed. Facebook uses machine learning to personalize how each member’s feed is delivered. Other important applications are like Business Intelligence, Self-driving cars, etc.

Future and Scope of Machine learning

Machine Learning and AI are being looked as the drivers of the next industrial revolution happening in the world today. This also means that there are numerous exciting startups looking for data scientists. The combination of ML and AI is very useful because they add a lot of value to various business process and also provide a great career scope. It is expanding across all fields such as banking, IT, gaming, education, medical, transport and automotive industries etc.

So, what could be a better start for your aspiring career!

By
Areeba Shakeel (BCA 3rd year)



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