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# LBS SPACE

**E NEWS ISSUE**

LAL BAHADUR SHASTRI GIRLS COLLEGE OF  
MANAGEMENT

NSS 2023

Health Camp

Ph.D Awarded



# CREDITS

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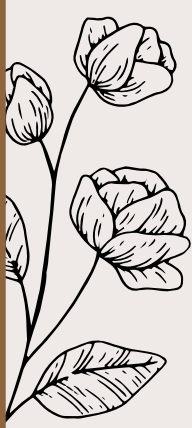
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# ABOUT LBSGOI

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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 (LBGOI) aims to work towards its vision through:

### **Academic Environment**

LBGOI 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 LBSGOL, 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 LBSGOL 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 problematic -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.*



# Research Degree Awarded



Dr. Ankita Singh is currently working as an Assistant Professor with Lal Bahadur Shastri Girls College of Management, Lucknow. She completed her graduation from DBRAU, Agra and P.G. and M.Phil. from Dayalbagh Educational Institute, Agra. She completed her research degree from Dr. Bhim Rao Ambedkar University, Agra. She has also cleared UGC-NET and has 4 years of teaching Experience. Her research area is behavioural finance, Pure finance and Economics. She has published 3 research papers and attended 2 International conferences during her research work.

**Dr. Ankita Singh, recently completed her Ph.D. in Applied Business Economics from Dr. Bhim Rao Ambedkar University, Agra. Her topic of research is “Financial literacy and its impact on financial wellbeing: An empirical study of Agra Region”.**

**The Financial landscape has changed substantially in the world and become more difficult with the introduction of new financial product and services. This research work highlights the importance of financial literacy for developing a saving behaviour, planning for old age, accumulation of wealth etc. This research is valuable for policy makers and financial educators to help them develop effective and efficient financial education programs.**



# Lecture on NEP 2020



On 6th March 2023 Dr. Jyoti Joshi delivered a session on New Education Policy 2020. She briefed about the main reforms of NEP 2020 that will bring changes to the Indian Education System. During her session, she talked about the new 5+3+3+4 academic structure, new patterns of examination, three-language policy, academic bank of credits, use of technology in higher education and other reforms under NEP 2020. She also stated that the success of NEP 2020 depends on teachers' mental toughness and attitude. She added that teachers' internal self would push them to adopt NEP if they have positive mental attitude. She emphasised that the fundamental traits of a teacher is not limited to lecturing. They should be ready to take initiatives and try to come out of their comfort zone, if they want to add value in their students.



# NSS 2023 CAMP



## INAUGURAL CEREMONY AND AWARENESS RALLY

Dr. Anurag Srivastava, Principal LBSGCM, encouraged the NSS volunteers to work hard and learn well as the first day of the NSS camp got underway with remarks from Dr. Shiva Manoj, head of the NSS. A rally to promote cleanliness then officially began.





## CLEANLINESS DRIVE

The second day of NSS was devoted to a campaign to promote cleanliness in order to raise awareness of diseases brought on by pollution and improper plastic usage, among other things, and to urge people to cease it.





## ENVIRONMENT AWARENESS

The third day started with an opening speech by Dr. Jyoti Joshi, the head of department of business administration, who encouraged everyone to get involved in planting to promote a clean and green India





## RURAL DIGITAL LITERACY

The following day was dedicated to educating individuals on how to utilise the internet and other social media platforms, such as GPay, to improve their quality of life.





## HEALTH AND PHYSICAL FITNESS

The fifth day was about educating individuals about the value of yoga and activities to boost their immune systems and fend off newly emerging diseases.





## EDUCATION AND WOMEN EMPOWERMENT

The sixth day began with Ms. Khushbu Gupta, a faculty member in the department of commerce, addressing the crowd about the value of education.

The students also gave a nukkad natak to address the younger generation and empower women.





## TREE PLANTATION AND CLOSING CEREMONY

The final day of the NSS camp began with a nukkad natak on tree planting and an explanation of the importance of the plants and trees all around us.

Dr. Anurag Srivastava, Principal LBSGCM, spoke to the crowd about the entire camp before calling it an end.



# Health Camp



**LBSGCM along with Max Healthcare Saket New Delhi organised a free health camp at LBSGCM Campus for staff, students and their parents on Tuesday, 28 March, 2023. The camp included Free Doctor Consultation, Free Sugar, Free BP, Free ECG checkup.**



# नारी सशक्तिकरण

महिला सशक्तिकरण तब होता है जब महिलाओं को अपने निर्णय लेने की स्वतंत्रता और विकल्प होता है। उनके लिए क्या सही है और क्या गलत, यहाँ तय करने का उन्हें सबसे ज्यादा अधिकार होता है। दशकों से महिलाएं पीड़ित हैं क्योंकि उनके पास कोई अधिकार नहीं था। वे पुरुषों के हाथों पीड़ित हुईं। पिछली शताब्दियों में उन्हें लगभग न के बराबर माना जाता था। जैसे की सभी अधिकार पुरुषों के हैं, यहाँ तक कि मतदान जैसी बुनियादी चीज़ भी। जैसे-जैसे समय बदला, महिलाओं को अपनी ताकत का एहसास हुआ। वही से महिलाएं सशक्तिकरण के लिए क्रांति की शुरुआत हुईं।

## महिला सशक्तिकरण की आवश्यकता

भारत में महिला सशक्तिकरण की पहले से कहीं अधिक आवश्यकता है क्योंकि भारत में घरेलु हिंसा एक बड़ी समस्या है। पुरुष अपनी पत्नियों की पिटाई करते हैं और उन्हें अपशब्द कहते हैं क्योंकि वे सोचते हैं की महिलाएं उनकी संपत्ति हैं। इसी तरह जो महिलाएं बाहर काम करने जाती थीं उन्हें पुरुषों की अपेक्षा कम वेतन दिया जाता था इसी कारण सशक्तिकरण की आवश्यकता हुई।

## महिलाओं को कैसे सशक्त बनाया जाए?

महिलाओं को सशक्त बनाने के कई तरीके हैं। ऐसा करने के लिए व्यक्तियों और सरकार दोनों को एक साथ आना होगा। लड़कियों के लिए शिक्षा अनिवार्य की जानी चाहिए ताकि वे आत्मनिर्भर बन सकें। पुरुष और महिला के भेदभाव को समाप्त कर महिला को प्रत्येक क्षेत्र में जाने का अवसर दिया जाना चाहिए। बाल विवाह जैसी कुप्रथा पर रोक लगा देनी चाहिए और सबसे महत्वपूर्ण बात कन्या भ्रूण हत्या पर रोक लगाये और बेटी को भी बेटों की तरह जीने का अधिकार दे।

## वर्तमान समाज में नारी की स्थिति

स्वतंत्र भारत में नारी ने अंगड़ाई ली है वह फिर से अपने पूर्व गौरव को पाने के लिए बेचैन हो उठी है। शिक्षा, विज्ञान सैन्य सेवा, चिकित्सा, कला और राजनीति हर क्षेत्र में वह पुरुष से कदम से कदम मिला कर चल रही है।

- Soni Rawat

(B.COM 2nd Semester)



**LAL BAHADUR SHASTRI  
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