

MARCH
2023 ISSUE

LBS SPACE

E NEWS ISSUE

LAL BAHADUR SHASTRI GIRLS COLLEGE OF
MANAGEMENT

**Debate
Competition on
G20**

**Swarnam
Abhyuthanam by
University of Lucknow**

**Research
Paper**



CREDITS

EDITORIAL TEAM

PUBLISHED BY

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

PATRONS

MRS. MONA SRIVASTAVA

Chairperson – LBSGCM

MR. KUMAR SAUMY

Group Director- LBSGOI

ADVISORY BOARD

DR. ANURAG SRIVASTAVA

PRINCIPAL- LBSGCM

DR. SHIVA MANOJ

Head of Department
Commerce

DR. JYOTI JOSHI

Head of Department
Business Administration

EDITOR IN CHIEF

MS. VISHAKHA GUPTA

SUB EDITOR

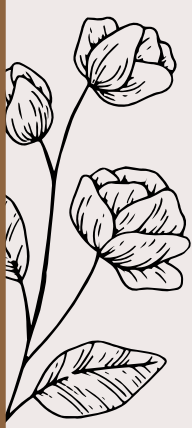
MR. KAPIL AJAY PANJWANI

GRAPHICS

MS. Uma Gupta Garg

STUDENT COORDINATOR

MS. SHIVANGI BAITHYAL (BCA)



ABOUT LBSGOI



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 (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.

Debate Competition on G20



The co-curricular department of Lal Bahadur Shastri Girls College of Management organized a debate competition on the G-20 Summit. The topics of the debate were:

- 1. In India, the Atmanirbhar Bharat Abhiyan is a success.**
- 2. At present, the chairmanship of the G-20 is a boon for India.**

Students from various courses participated in the debate competition. Shreya Pandey of B.Com won the first place, followed by Gungun of BCA and Utkarshi Sharma of BBA.

Swarnam Abhyuthanam by University of Lucknow



On 15th and 16th February, 2023, the University of Lucknow organised "Swarnam Abhyuthanam," a literary and cultural fest. There was an inter-college competition held at Shia P.G. College and Mahila Degree College, Lucknow.

Students of LBSGCM took part in a variety of activities like debate, quiz, rangoli, stand-up comedy, etc.

Anshika Pathak of BBA 3rd bagged third place in solo classical dancing.

Sanchita Tripathi of B.COM won the competition in stand-up comedy at University level.



Research Paper



Dr Anshul Mishra is working as Associate Professor, Department of Computer Application, Lal Bahadur Shastri Girls College of Management, Lucknow. He is actively working in the area of Artificial Intelligence including Big Data, Supply Chain Management and E-Health. He has published more than 30 research publications. He has established a correlation between the exposures of prediction and detection through AI devices which associated possibilities of Hypersensitivity in terms of self-reported symptoms and sensations in different ethnicity. Dr. Mishra is active reviewers of UGC and SCI listed journal bodies related to health, engineering and communications

Dr. Anshul Mishra, Associate Professor, LBSGCM presented combined contributed with **Mrs. Uma Gupta Garg** in his research paper in the perspective on cloud computing titled “An Initialization of Factors for System Development in Public Cloud”. In his contribution, he has improved computer data processing, relevant personnel must adopt reasonable technology for public cloud computing applications, perfect cloud computing technology analysis and research work, promote computer data processing security, ensure computer information data safety, and ensure cloud computing confidentiality and integrity.

Ms. Uma Gupta Garg is an Assistant Professor working with Lal Bahadur Shastri Group of Institutions. She is a Post Graduate in Computer Science and an ‘A’ level from NIELIT. She has a teaching experience of 6 months.



जूनी ख्यात JUNI KHYAT जूनी ख्यात JUNI KHYAT



CERTIFICATE OF PUBLICATION

This Publication certificate has been issued to

Uma Gupta Garg,
Assistant Professor, Department of Computer Application, Lal Bahadur Shastri Girls College
of Management, Lucknow

For the Research paper title

AN INITIALIZATION OF FACTORS FOR SYSTEM DEVELOPMENT IN PUBLIC CLOUD

Vol.13 Issue 02 No.04 Month February Year. 2023

ज्ञान-विज्ञान विमुक्तये
Published in

JUNI KHYAT JOURNAL ISSN: 2278-4632

Impact Factor : 6.625

University Grants Commission

**This journal is indexed, peer reviewed and
listed in UGC CARE**



ज्ञान-विज्ञान विमुक्तये
UGC
University Grants Commission
Approved Journal



Editor



Impact factor

जूनी ख्यात JUNI KHYAT जूनी ख्यात JUNI KHYAT

जूनी ख्यात JUNI KHYAT जूनी ख्यात JUNI KHYAT



CERTIFICATE OF PUBLICATION

This Publication certificate has been issued to

Dr Anshul Mishra,
Associate Professor, Department of Computer Application, Lal Bahadur Shastri Girls College
of Management, Lucknow

For the Research paper title

AN INITIALIZATION OF FACTORS FOR SYSTEM DEVELOPMENT IN PUBLIC CLOUD

Vol.13 Issue 02 No.04 Month February Year. 2023

Published in

JUNI KHYAT JOURNAL ISSN: 2278-4632

Impact Factor : 6.625

**This journal is indexed, peer reviewed and
listed in UGC CARE**



ज्ञान-विज्ञान विमुक्तये
UGC
University Grants Commission
Approved Journal



Editor



Impact factor

जूनी ख्यात JUNI KHYAT जूनी ख्यात JUNI KHYAT

YOGA



On 7th February, 2023 LBSGCM organised a Yoga session for the first-year students. Mrs. Priyanka Singh, a certified yoga trainer, demonstrated a few warm-up exercises and Asanas and the same was performed by the students. The importance of these were also explained simultaneously by her.

Research Paper



Dr. Shiva Manoj recently added publication of one more research paper to her academic profile on FinTech, studying the challenges and futuristic opportunities that FinTech has in India. The paper has been published in International Journal of Research in Finance and Marketing (IJRFM) with an impact factor of 8.132.

The Fintech landscape in India is predominantly led by the PayTechs, LendTechs, and WealthTechs, which are closely interconnected with BaaS. Therefore, the future of Fintech is Banking-as-a-Service and the upcoming digital banking ecosystem enablers.

Dr. Shiva Manoj is an academician, presently working as Associate Professor with Lal Bahadur Shastri Group of Institutions, Lucknow. She did her graduation and postgraduation 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 13 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 around 35 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.



FINTECH IN INDIA: OPPORTUNITIES AND CHALLENGES

DR.SHIVA MANOJ

Associate Professor

Lal Bahadur Shastri Group of Institutions, Lucknow, India

Email: shiva.lucknow@gmail.com

ABSTRACT

India has seen a significant rise in Fintech investment, with about \$35 billion invested across segments thus far, more than doubling India's share of global fintech funding since 2016. The years 2021 and 2022 saw more than \$19 billion of fintech funding and the addition of 18 fintech unicorns. India is amongst the fastest growing Fintech markets in the world . Currently there are 2,000+ DPIIT-recognized Financial Technology (FinTech) startups in India with this number growing fast. Indian Fintech industry's market size is \$50 Bn in 2021 and is estimated at ~\$150 Bn by 2025. After mobile banking, digital currency in cryptocurrencies, virtual currency, and central bank digital currency have emerged recently. The research has been undertaken and presented to gain an in-depth understanding of Fintech in India. The study is based on secondary data.

Keywords: Technology, Fintech, currency, finance, banking, digital money

Campus Placement



Deepshikha Niyogi of BBA Vth Semester got placed in V Beyond Resources India Pvt. Ltd., Lucknow as Associate, Indian Operations.

CTC – 1.88 LPA

We Congratulate her!



**LAL BAHADUR SHASTRI
GROUP OF INSTITUTIONS**



✉ info@lbsgcm.ac.in

🌐 www.lbsgcm.ac.in

☎ +91 7309299955 +91 7007077500