

SEPTEMBER
2023 ISSUE

LBS SPACE

E NEWS ISSUE

LAL BAHADUR SHASTRI GIRLS COLLEGE OF
MANAGEMENT

**Mobile
Distribution
under Digi-Shakti
Scheme**

**Independence
Day**

**Women's
Equality Day**



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

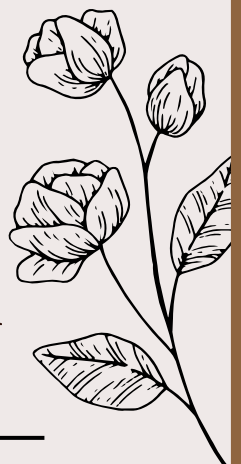
MR. KAPIL AJAY PANJWANI

GRAPHICS

MS. Uma Gupta Garg

STUDENT COORDINATOR

MS. SHIVANGI BAITHYAL (BCA)



ABOUT LBSGOI



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 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 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.

Mobile Distribution under Digi-Shakti Scheme



As part of the Digi-shakti scheme initiated by the Uttar Pradesh government, all undergraduate students at LBSGCM were provided with mobile phones. The distribution ceremony occurred on the 3rd of August, 2023, within the confines of the Sarojini Naidu Auditorium situated on the LBSGCM Campus. Dr. Neeraj Bora, an MLA representing Uttar Pradesh, graced the event as the chief guest. Notably, the event was attended by Mr. Kumar Saumy, the Group Director, Mrs. Mona Srivastava, the Chairperson, and Dr. Anurag Srivastava, the Principal.

Independence Day



Independence Day 2023 was a momentous occasion at Lal Bahadur Shastri Girls College of Management. Dr. Anurag Srivastava, our esteemed Principal, faculty, staff members, and enthusiastic students gathered to commemorate our nation's freedom. The day began with a solemn flag hoisting ceremony, symbolizing our unity and sovereignty. It was followed by a heartwarming performance by our talented students, who sang patriotic songs that stirred our souls. To sweeten the celebration, sweets were distributed, fostering a sense of togetherness and shared pride. This event served as a reminder of our rich heritage and the responsibilities we carry as the torchbearers of a free and thriving India.



Contribution to Mission Swadesh



The Robinhood Army, an NGO, received food grains from LBSGCM and distributed them to the underprivileged under Mission Swadesh. The NGO organizes various food distribution drives and operates at international level. LBSGCM's faculty, staff members, and management collaborated to donate food grains, which were subsequently delivered to an NGO responsible for distributing them within the community.

FDP on R Software

The screenshot displays the R Studio environment. The top-left pane shows a list of slides, with slide 11, 'Statistical Test', highlighted. The top-right pane contains R code for data analysis. The bottom-right pane shows the output of the code, including a Shapiro-Wilk normality test result.

```
with(role2, Hist(Q2, scale="frequency", breaks="Sturges", col="darkgray"))
with(role2, Hist(Q2, scale="frequency", breaks="Sturges", col="darkgray"))
densityPlot(~ Q2, data=role2, bw=bw.SJ, adjust=1, kernel=dnorm, method="adaptive")
numSummary(role2[, "Q1", drop=FALSE], statistics=c("mean", "sd", "quantiles", "CV", "skewness", "kurtosis"),
  quantiles=c(0,.25,.5,.75,1), type="2")
normalityTest(~Q2, test="shapiro.test", data=role2)
```

Output:

```
> with(role2, Hist(Q2, scale="frequency", breaks="Sturges", col="darkgray"))
> with(role2, Hist(Q2, scale="frequency", breaks="Sturges", col="darkgray"))
> densityPlot(~ Q2, data=role2, bw=bw.SJ, adjust=1, kernel=dnorm, method="adaptive")
+ numSummary(role2[, "Q1", drop=FALSE], statistics=c("mean", "sd", "quantiles", "CV", "skewness", "kurtosis"),
+   quantiles=c(0,.25,.5,.75,1), type="2")
  mean    sd skewness kurtosis 0% 25% 50% 75% 100% n
3.813333 0.9150983 -0.5783131 -0.3602766 2 3 4 4 5 150
> normalityTest(~Q2, test="shapiro.test", data=role2)

Shapiro-Wilk normality test

data:  Q2
W = 0.84096, p-value = 1.852e-11
```

The screenshot shows a Microsoft Excel spreadsheet with a table of statistical data. The table has columns for mean, sd, t-value, and p-value. The p-value for Q2 is highlighted as <0.0. A video call window is visible in the top right corner, showing a participant named Ramakrishnan Murus...

	mean	sd	t-value	p-value
Q1	4.12	0.76		
Q2	3.81	0.92	10.885	<0.0
Q3	3.31	1.09		
Q4	3.89	0.79		
Q5	3.75	1.02		
Q6	3.59	1.06		
Q7	3.79	0.92		
Q8	3.94	0.94		
Q9	3.77	1.07		
Q10	3.62	1.08		
Q11	3.87	0.9		
Q12	3.57	1.06		
Q13	3.55	1.01		
Q14	3.84	0.77		
Q15	3.49	0.97		
Q16	3.45	1.23		
Q17	3.64	1.28		
Q18	3.51	0.93		
Q19	3.71	1.07		
Q20	3.4	0.92		

Dr. Shiva Manoj, Dr. Jyoti Joshi, Dr. Ankita Singh and Mr. Kapil Ajay Panjwani attended “One Week Online Faculty Development Programme to Develop Skill Panorama on Research Methodology Based Data Analysis Using R” organized by Bhau Rao-Devras Shodh Peeth, University of Lucknow. The aim of the FDP was to provide the knowledge of R Software to the faculty members and researchers. R is an emerging software which is gaining popularity among the researchers for data analysis.

Women's Equality Day



On August 26, 2023, Women's Equality Day was celebrated and as part of the celebration, BBA and B.COM students participated in a poster-making competition. The theme was “Embrace Equity”.

The evaluation of the competition was carried out by the principal along with the department heads. B.COM-2nd participants won the first spot, followed by B.COM-3rd and BBA-3rd.



**LAL BAHADUR SHASTRI
GROUP OF INSTITUTIONS**



✉ info@lbsgcm.ac.in

🌐 www.lbsgcm.ac.in

☎ +91 7309299955 +91 7007077500