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LBS SPACE

E NEWS ISSUE

LAL BAHADUR SHASTRI GIRLS COLLEGE OF
MANAGEMENT

**Research Paper
by Dr. Jyoti Joshi
and Ms. Vishakha
Gupta**

**Freshers' Party
2023**

Health Camp



CREDITS

EDITORIAL TEAM

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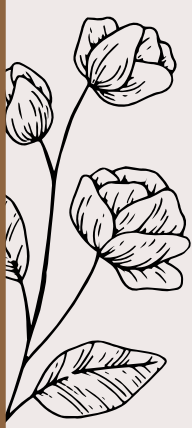
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ABOUT LBSGOI



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 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.

Health Camp by BNK Hospital



For the Faculty, Staff Members and Students of LBSGCM, BNK Hospital organised a health camp in the LBSGCM campus on 9th October, 2023. The camp included health talk along with free check-up and consultation for the students, faculty, and staff members. The speakers were Dr. Nahid Ahmad (Gynaecologist & Obstetrician) and Dr. Ammar Javed (Paediatrician & Neonatologist). In her speech, Dr. Nahid provided information on a range of contemporary health issues affecting women and how to prevent them.

A Spectacular Start to the Academic Journey: Freshers' Party 2023

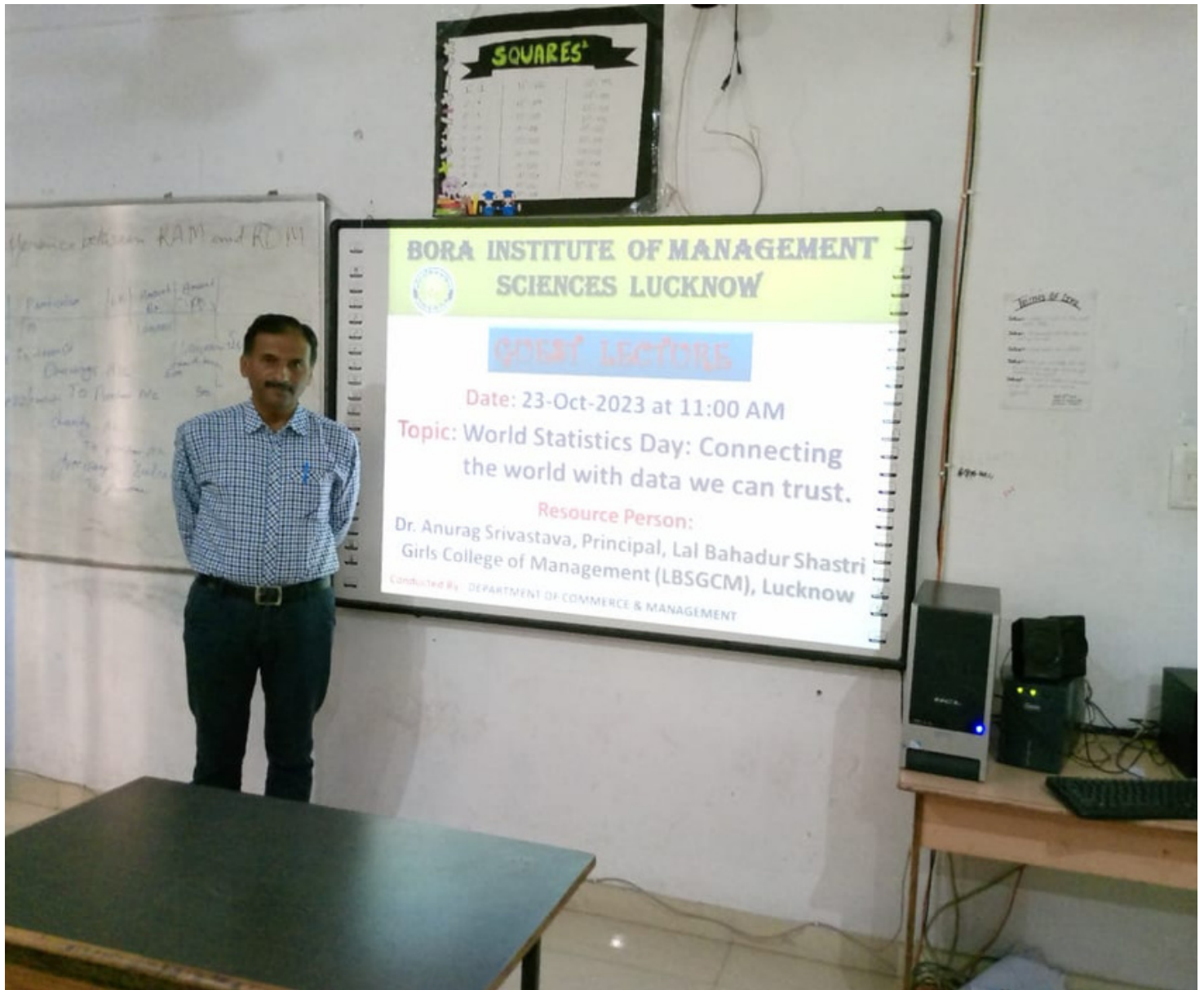


Lal Bahadur Shastri Girls College of Management recently hosted a dazzling Freshers' Party on October 14, 2023, to warmly welcome the newest members of the college family.

The evening was a blend of excitement and enthusiasm as the freshers were greeted with open arms by their seniors and the college faculty. The event featured a wide array of performances, from dance routines to melodious music, showcasing the incredible talent that our students possess.

The highlight of the evening was Miss Freshers' contest, where participants showcased their style, wit, and charisma. After a fierce competition, the deserving winners were crowned, leaving a lasting impression. Miss. Fresher title was won by Aarohi Pandey of BCA. Shruti Sen of BBA, Anchal of B.COM(H) and Sonam of B.COM were the first, second and third runner ups respectively.

Guest Lecture at Bora Institute of Management Sciences by Dr. Anurag Srivastava



Bora Institute of Management Sciences, Lucknow requested Dr. Anurag Srivastava, Principal, LBSGCM to take a guest session on the topic “Connecting the World with Data we can Trust,” The session was conducted on Friday, 20th October, 2023, on the occasion of the third anniversary of the third World Statistics Day. The Commerce and Management students of the Institute attended and benefitted from the session.

Garba Event



On 20th October, 2023 LBSGCM organised a Garba event on the occasion of Navratri. It was a vibrant celebration of dance, music, and cultural unity adorned with vibrant drapery, marigold strings and intricate rangoli designs. The event featured traditional attire, captivating music, and a Garba dance, with colourful sticks. Competitions included a Garba dance-off, rangoli, and Garba Queen (Best Dressed). The event was judged by faculty members and winners were awarded certificates and prizes.

Book written by Mr. Shashwat Dwivedi



Mr. Shashwat Kumar Dwivedi is an Assistant Professor in the Department of Management. Currently, he is also pursuing PhD from Integral University. His area specialises in Quantitative Techniques, Statistics and Marketing. He has a teaching experience of more than 13 years. Mr. Dwivedi has written a total of 3 books and has published many research papers. He has actively participated in National and International Seminars and Conferences and FDPs.

A book with a title of "Concepts of Valuation" was written by Mr. Shashwat Kumar Dwivedi and published in Lucknow by Thakur Publication Pvt. Ltd. Mr. Dwivedi, together with Dr. Divya Prajapati and Mr. Manish Joshi, contributed to the writing of the piece of content. This book has been written in both English and Hindi and includes all the material that is required for the fifth semester of the Bachelor of Commerce programme at the University of Lucknow.

Research Paper by Dr. Jyoti Joshi and Ms. Vishakha Gupta



Dr. Jyoti Joshi and Ms. Vishakha Gupta, both faculty members in the Department of Business Administration, collaborated on a recent research paper. Their work, titled "INCREASE IN CONSUMERISM AMONG CHILDREN THROUGH SOCIAL MEDIA MARKETING: A THEORETICAL REVIEW" was published in the esteemed UGC CARE listed journal, Rabindra Bharati University Journal of Economics.



The research primarily explored innovative marketing strategies tailored for children, acknowledging their significant influence on family shopping decisions



Dr. Jyoti Joshi is an Associate Professor working with Lal Bahadur Shastri Group of Institutions. Her area encompasses Human Resource Management, Finance and General management. She has teaching and research experience of more than 10 years. She has actively participated in National and International seminars and conferences and FDPs organised by Indian Commerce Association, Indian Institute of Management, MNNIT and other academic bodies and institutions and contributed papers in many reputed research journals.



Ms. Vishakha Gupta serves as an Assistant Professor at the Lal Bahadur Shastri Group of Institutions. She is a postgraduate in Management with a specialization in Human Resource Management and Marketing. In addition, she is a dedicated research scholar who has successfully cleared the UGC-NET examination in Management. With over five years of teaching experience, she has contributed to reputed national and international journals with her published research papers. Furthermore, her background includes practical experience in both corporate and entrepreneurial sectors.



**LAL BAHADUR SHASTRI
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