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2024 ISSUE

# LBS SPACE

**E NEWS ISSUE**

LAL BAHADUR SHASTRI GIRLS COLLEGE OF  
MANAGEMENT

**Makar Sankranti  
Celebration**

**75th Republic Day  
Celebration**

**Faculty  
Development  
Programme**



# CREDITS

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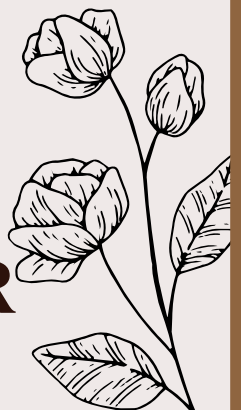
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# ABOUT LBSGOI

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## 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

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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 (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*



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*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.*



# Makar Sankranti Celebration





The campus of LBSGCM observed Makar Sankranti on January 15, 2024. The occasion featured numerous activities, including Housie and Passing the Parcel. Delicious meals were provided for the faculty and staff. The activities' prizes were awarded in the presence of Mrs. Mona Srivastava, the Chairperson and Dr. Anurag Srivastava, Principal, LBSGCM.



# Faculty Development Programme

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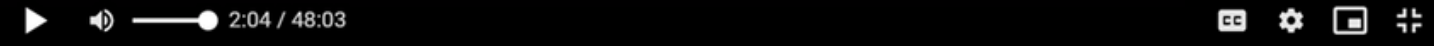
4 DEFINITIONS:



- Creswell & Creswell (2017) – “Qualitative research is an inquiry process of understanding based on distinct methodological traditions of inquiry that explore a social or human problem. The researcher builds a complex, holistic picture, analyzes words, reports detailed views of informants & conducts the study in a natural setting”.
- Marshall & Rossman (2011) : “Qualitative research is an umbrella term for a array of attitudes toward & strategies for conducting inquiry that are aimed at discovering how human beings understand, experience, interpret & produce social phenomena.

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Dr. Jyoti Joshi, Ms. Khushbu Gupta and Mr. Kapil Ajay Panjwani recently attended a five-day International Faculty Development Programme (FDP) on “Qualitative and Quantitative research design in Higher Education” organized by Eudoxia Research Centre and Eudoxia Research University – USA from 5th January, 2024 to 12th January, 2024. The purpose of the FDP was to make the participants acquainted with different qualitative and quantitative research methods that are used to understand non-numerical data like texts and audiotapes. It also provided the comprehensive knowledge on various AI tools that can be instrumental in writing impactful research papers and review articles.

# 75th Republic Day Celebration



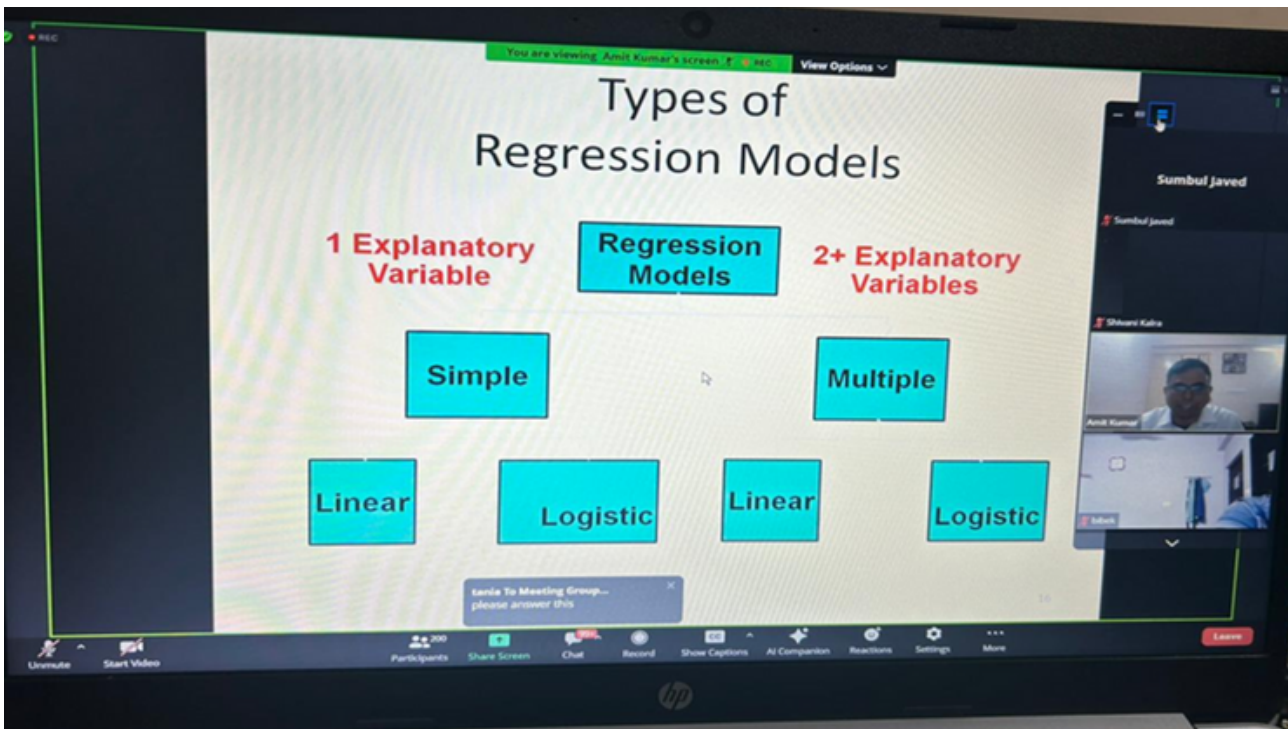
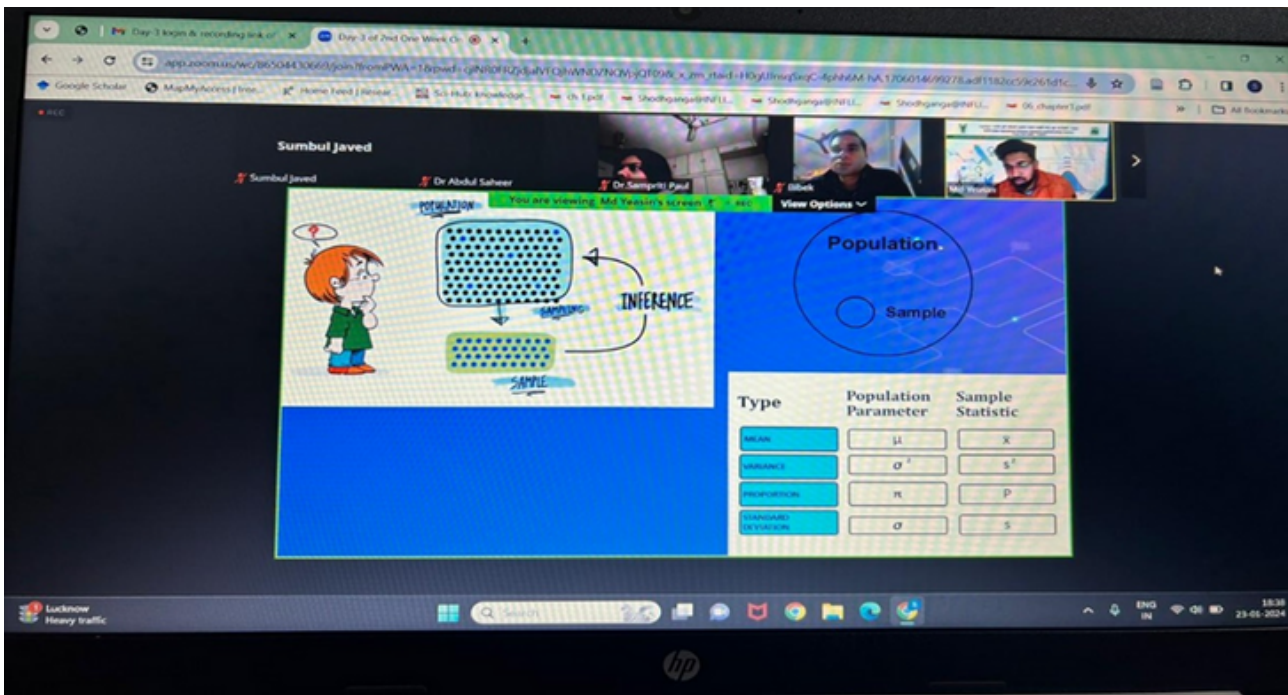
The flag was raised on the 75th Republic Day by Dr. Anurag Srivastava, Principal of LBSGCM, who then delivered a speech emphasizing the significance of this day. Branch Manager of the Bank of Baroda on Kursi Road, Mr. Madhukar Singh, visited the institution to facilitate the opening of bank accounts and present gifts to the faculty and students. Additionally, refreshments were provided for all staff and students.







# Online Workshop



Sumbul Javed and Dr. Ankita Singh recently enriched their analytical prowess by participating in the "One Week Online Workshop on Advanced Statistical Data Analysis using SPSS" organized by Science Tech Institute (MKSES Lucknow) from January 21 to 27, 2024. Through this workshop, they gained valuable insights into sophisticated statistical techniques, equipping them with the tools to navigate and interpret complex data sets effectively, fostering a deeper understanding of quantitative analysis in their respective fields.



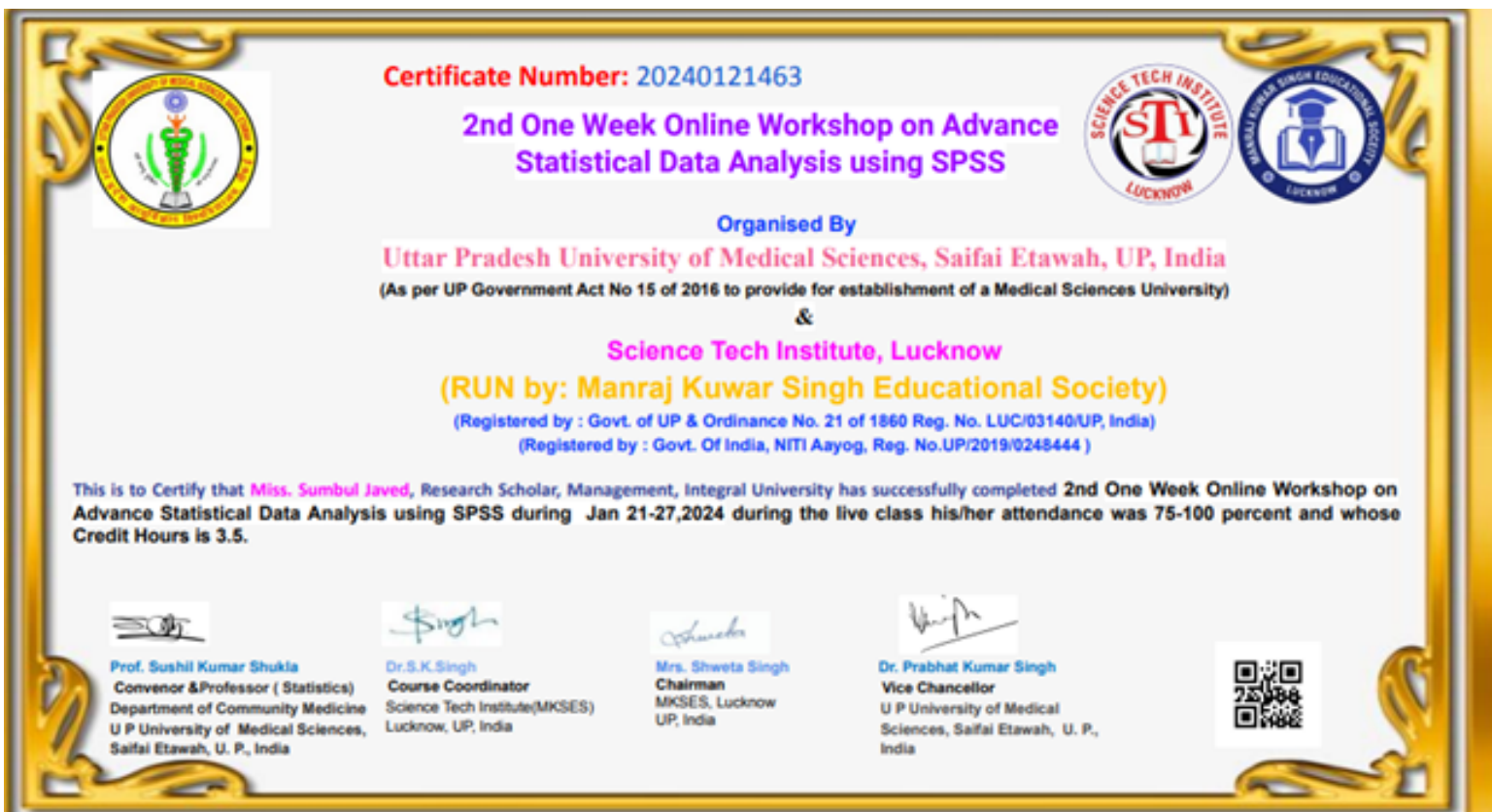
Dr. Ankita Singh is presently working as an assistant professor with Lal Bahadur Shastri Group of institution, Lucknow. She did her graduation from DBRAU, Agra and P.G. and M.Phil. from Dayalbagh Educational Institute, Agra. She did Ph.D from Dr. Bhim Rao Ambedkar University, Agra. She has cleared UGC-NET and have 4-year teaching experience. Her research area are Behavioural Finance, Pure Finance and Economics. She has published 4 research papers and attended 4 international conferences during her research work.







Ms. Sumbul Javed is currently working as an Assistant Professor in Lal Bahadur Shastri Girls College of Management. She is currently pursuing PhD in Finance from Integral University. She has completed her MBA and B.Com from University of Lucknow. She has cleared UGC Net in Management. Her research area is corporate finance, Behavioural Finance and Pure Finance. She has both corporate and teaching experience. She has presented her paper in various national/international conferences and published paper in reputed journals.





**LAL BHADUR SHASTRI  
GROUP OF INSTITUTIONS**



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