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# LBS SPACE

**E NEWS ISSUE**

LAL BAHADUR SHASTRI GIRLS COLLEGE OF  
MANAGEMENT

**Research Paper**

**Tree Plantation  
Programme**

**Faculty  
Development  
Programme**



# CREDITS

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

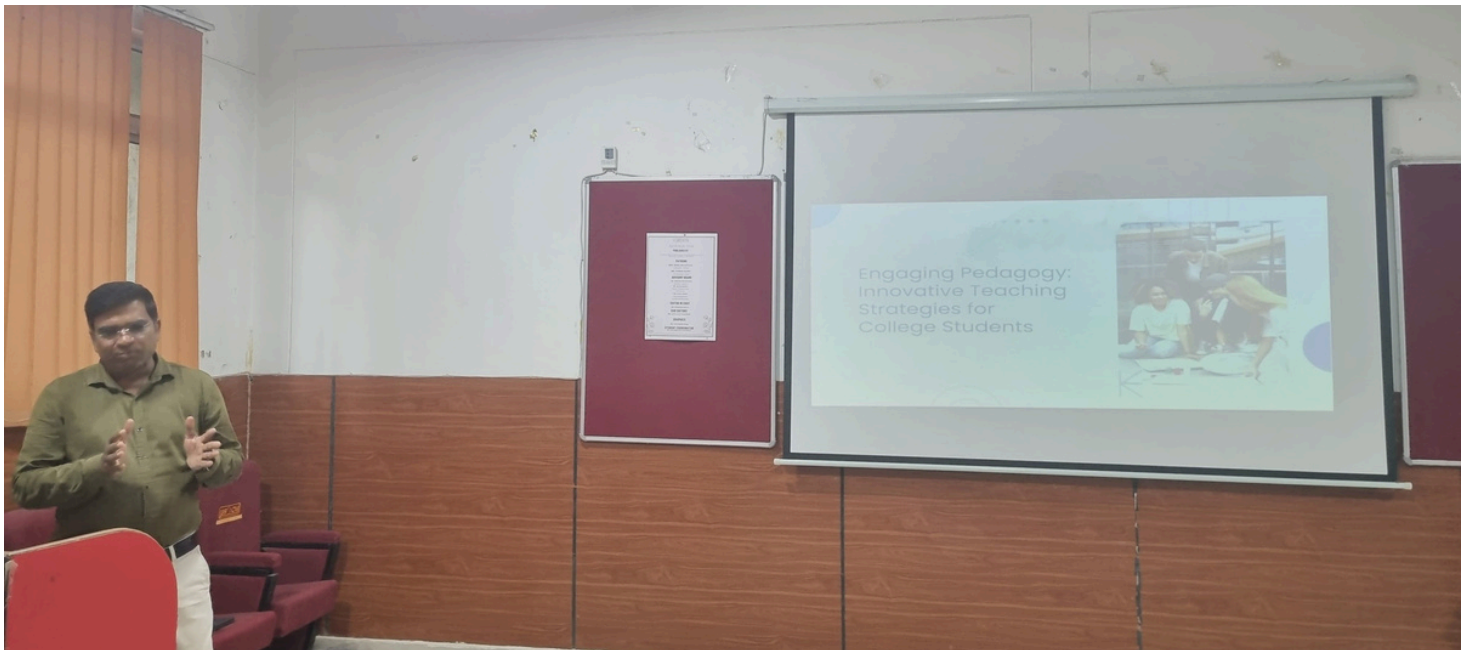
*Dr. Srivastava is a post graduate in management and PhD. He has over 20 years of Academic, Research & Administrative experience.*

# **Faculty Development Programme on Empowering Educators: Understanding Student Mindset, Pedagogical Strategies and Technological Advancements**



The Seminal Committee organized a Faculty Development Programme (FDP) at the Sarojini Naidu Auditorium of LBSGCM from July 15th, 2024 to July 17th, 2024. The purpose of this program was to provide educators with up-to-date knowledge and techniques to improve their teaching skills and establish stronger connections with their students. Ms. Khushbu Gupta, Ms. Sheetal Singh, and Mr. Shashwat Dwivedi conducted the session. All the academic members, including Dr Anurag Srivastava, Principal of LBSGCM, attended the session. The 3-day Faculty Development Programme (FDP) concluded with a favourable response from the participants, who appreciated the chance to acquire knowledge from esteemed faculty members and engage in the exchange of ideas with their colleagues. The programme cultivated a cooperative environment, motivating instructors to consistently explore innovative methods to empower students and enhance their teaching methods.







# Tree Plantation Programme



Lal Bahadur Shastri Girls College of Management, Lucknow, organized a tree plantation programme in the college campus, inspired by Hon. Prime Minister Narendra Modi's 'Ek Ped Maa Ke Naam' campaign and Chief Minister Yogi Adityanath's 'Ped Lagao-Ped Bachao, Jan Abhiyan'. Mrs. Mona Srivastava, chairperson, and Dr. Anurag Srivastava, principal, LBSGCM, inaugurated the event by planting the first sapling at the college campus ground. The chairperson emphasized the need to plant more trees to combat the growing pollution levels and climate change. All the faculty members and admin staff actively participate in planting saplings around the college premises.







# **Research Paper on Exploring Consumer Brand Preferences for Packaged Food Products In Lucknow, Uttar Pradesh: A Market Analysis**



Dr. Smita Singh is working as an Assistant Professor in Commerce Department at Lal Bahadur Shastri Girls College of Management, Lucknow. She has done her graduation in Commerce from BHU and Masters from Purvanchal University. She completed her PhD in the year 2014 from Purvanchal University. She has attended seminars and published papers in various journals. Her area of specialization includes Marketing and Management. She has a two-year teaching experience.

Dr. Smita published a research paper titled “Exploring Consumer Brand Preferences For Packaged Food Products In Lucknow, Uttar Pradesh: A Market Analysis” in the Journal of Natural Resource and Development. This research paper, utilizing both primary and secondary data sources, the research employed a questionnaire-based approach, gathering insights from customers across Lucknow city. The findings revealed that DFM Foods' Crax Corn Rings emerged as the most preferred product among children, occupying the top position. Cadbury's Oreo Biscuits, PepsiCo Lays, ITC Ltd.'s Bingo Bikhaji Bhujia, and Haldiram's Namkeen followed in order of preference.



# FDP on AI in Teaching and Research Paper Writing

Dr. Ankita Singh, Ms. Sheetal Singh, and Ms. Sumbul Javed attended "AI in Teaching and Research Paper Writing," a Faculty Development Programme (FDP) from June 26–30, 2024. The renowned HRD Centre, the Association of Indian Universities (AIU), Integral University (IU), and the Academic and Administrative Development Centre (AADC) arranged this thorough and enlightening programme. The five-day AI workshop taught the attendees educational strategies and research methods. The sessions covered a variety of topics, such as utilizing AI for tailored learning, using AI-driven research tools and methods, and developing effective research paper strategies.

The attendees were pleased to learn from world-renowned specialists and join a lively community of educators and researchers. This FDP gave them vital knowledge and abilities that will help me progress professionally.



Ms. Sumbul Javed is currently working as an Assistant Professor in Lal Bahadur Shastri Group of Institutions, Lucknow. 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 also published paper in reputed journals.



Dr. Ankita Singh is presently working as an assistant professor with Lal Bahadur Shastri Group of Institutions, 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 their research work.



Ms. Sheetal Singh is presently working as an Assistant Professor in Lal Bahadur Shastri Group of Institutions, Lucknow. She did her Post Graduation from University of Lucknow and graduation from MGCPS. She had qualified UGC-NET in Commerce. Her Specialization is in Human Resource Management and Marketing which brings a wealth of knowledge and expertise to the classroom. She has presented various papers in International and National conferences. She has published research papers in reputed journals.





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Ref. No.: AIU-IU-AADC/2024/06/192

**Association of Indian Universities (AIU)**

**&**

**Integral University, Lucknow (IU)**

**Academic and Administrative Development Centre (AIU-IU-AADC)**

## **Certificate of Participation**

This is to certify that Dr./Ms./Mr. Ankita Singh, Assistant Professor, Faculty/Department of Commerce, Lal Bhadur Shastri Girls College Of Management has successfully completed the Faculty Development Program on "Artificial Intelligence in Teaching and Research Paper Writing" from 26 to 30 June 2024 organized by AIU-IU-AADC. Integral University and the Association of Indian Universities wish the participants a bright future ahead.

Zishan Raza Khan  
Nodal Officer (AADC)  
Integral University  
Lucknow, India

Dr. (Mrs.) Pankaj Mittal  
Secretary General  
Association of Indian Universities  
New Delhi

Prof. Javed Musarrat  
Vice-Chancellor  
Integral University  
Lucknow, India



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**Association of Indian Universities (AIU)**

**&**

**Integral University, Lucknow (IU)**

**Academic and Administrative Development Centre (AIU-IU-AADC)**

## **Certificate of Participation**

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Nodal Officer (AADC)  
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Lucknow, India

Dr. (Mrs.) Pankaj Mittal  
Secretary General  
Association of Indian Universities  
New Delhi

Prof. Javed Musarrat  
Vice-Chancellor  
Integral University  
Lucknow, India



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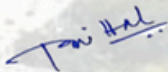
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**Association of Indian Universities (AIU)  
&  
Integral University, Lucknow (IU)  
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Vice-Chancellor  
Integral University  
Lucknow, India





**LAL BAHADUR SHASTRI  
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✉ [info@lbsgcm.ac.in](mailto:info@lbsgcm.ac.in)

🌐 [www.lbsgcm.ac.in](http://www.lbsgcm.ac.in)

☎ +91 7309299955 +91 7007077500