

JANUARY
2025 ISSUE

LBS SPACE

E NEWS ISSUE

LAL BAHADUR SHASTRI GIRLS COLLEGE OF
MANAGEMENT

2025

**Nukkad Naatak
Competition**

**LBSGCM
Celebrates
Boxing Champ!**

**Awareness
Session on
SWAYAM**

HAPPY NEW YEAR



CREDITS

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

Dean (Academics)

DR. JYOTI JOSHI

Head of Department,

Management and Commerce

DR. ANSHUL MISHRA

Head of Department,

Computer Applications

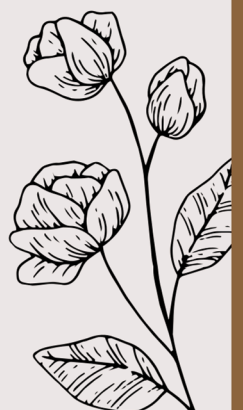
EDITORIAL TEAM

EDITOR IN CHIEF

MR. KAPIL AJAY PANJWANI

GRAPHICS

MS. Uma Gupta Garg



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 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



“ 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 nearly two and a half decades of the twenty-first century can easily be divided into two periods: pre-2020 (read COVID-19) and post-2020. The advent of the highly dreaded pandemic touched our lives both physically as well as psychologically and has greatly affected our outlook towards every aspect of life. So much so, that we have started to refer the drastically changed scenario – post-pandemic – as the 'new normal'.

The pandemic obviously 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 endeavour 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.

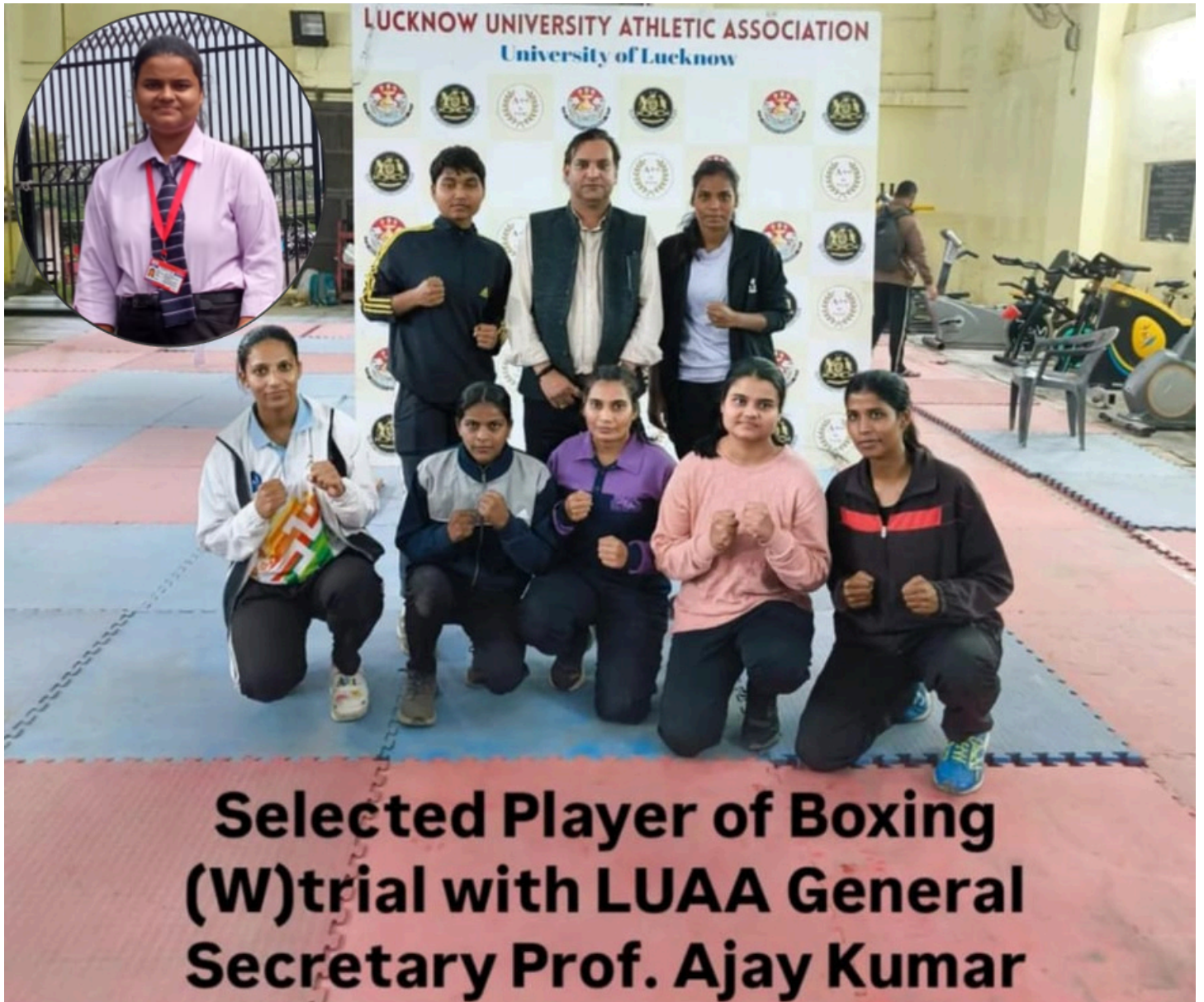
This spirit should guide our intent and actions in shaping the destiny of our College and its fraternity.

DR. ANURAG SRIVASTAVA

Principal, LBSGCM

Dr. Srivastava is a post graduate in management and holds a PhD degree. He has over 25 years of Academic, Research & Administrative experience.

LBSGCM Celebrates Boxing Champ!



The College is pleased to share that boxing champ of GCM, Ms. Riya Shukla from BBA, II year, recently qualified for the trials and was subsequently selected to represent Lucknow University at the All-India University Tournament in Bathinda, Punjab. Ms. Riya is among seven women athletes to qualify for the tournament from Lucknow University. In order to motivate the student, and promote our students in sports at relevant levels, LBSGCM has sponsored Ms. Riya's trip to participate in the tournament. LBSGCM wishes her Good Luck for the tournament and hopes that she brings laurels to her College and her University.

Nukkad Naatak Competition



Lal Bahadur Shastri Girls College of Management participated in the Nukkad Naatak Competition organised by We Youngsters Foundation at Sheroes Restaurant. The theme of Nukkad Naatak was 'Paigaam Zindagi ka'. The GCM team won the first round and went to the semi-finals. The naatak concluded with the message - Say no to suicide and work on mental health.



An Awareness Session for Faculty on SWAYAM



A session focusing on Enhancing Education through Online Platform Initiative by the Government of India, with special emphasis on SWAYAM, was successfully held on 17th December 2024 at the Sarojini Naidu Auditorium, LBSGCM. The session was organized by Ms. Sheetal Singh who was nominated as the Nodal Officer for SWAYAM. The session highlighted SWAYAM as a transformative platform providing affordable, quality education through online courses. Students and faculty enthusiastically participated, gaining insights into the initiative's impact on teaching and lifelong learning. The event was a great success, fostering awareness about digital education innovations.

Paper Presented at Conference



Ms. Uma Gupta Garg recently published a paper titled “An impact of Gamification on student learning engagement and outcomes” in International Conference on Recent trends in Multidisciplinary Research and Innovation (ICMRI). This paper delves into the application of gamification in educational contexts, emphasizing its ability to foster student motivation, engagement, and improved learning outcomes. By exploring theoretical models, design strategies, and case studies, the study offers a detailed analysis of how gamified learning can be successfully implemented. It addresses challenges in creating effective gamified experiences and underscores the advantages, such as fostering 21st-century skills and enhancing academic achievement.

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 12 years. She has attended many conferences and published papers in reputed journals.

Best Paper Award at Edusustain 2024: Global Conference



Ms. Sheetal Singh recently participated in the prestigious Edusustain 2024: Global Conference Bridging Higher Education and Sustainable Futures, an INDAM Special Conference hosted by SVKM's Narsee Monjee Institute of Management Studies (NMIMS), Mumbai. She presented a compelling research paper under the conference's Edusustainability theme, earning the Best Paper Award in Track 4: Communicating Sustainability Through Arts and Media. The conference witnessed the participation of distinguished academicians from across the globe, fostering vibrant discussions and exchange of innovative ideas and research on sustainability.



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



LAL BAHADUR SHASTRI
GROUP OF INSTITUTIONS



✉ info@lbsgcm.ac.in

🌐 www.lbsgcm.ac.in

☎ +91 7309299955 +91 7007077500