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# LBS SPACE

**E NEWS ISSUE**

LAL BAHADUR SHASTRI GIRLS COLLEGE OF  
MANAGEMENT

**Makar Sankranti  
Celebration:  
Food and Fun  
Time**

**Republic Day**

**Carrom  
Tournament**



# CREDITS

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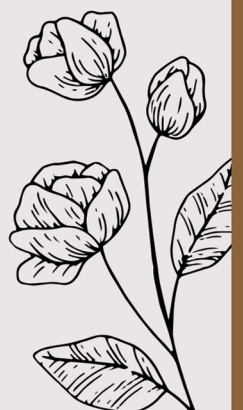
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# ABOUT LBSGOI

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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*



## “ 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.*

# Makar Sankranti Celebration : Food and Fun Time



On January 15, 2025, LBSGCM celebrated Makar Sankranti. Makar Sankranti celebrations strengthen familial bonds, promote joy, and facilitate connections with traditions. The celebration enriches campus life and highlights India's diverse heritage through kite flying, cultural activities, and festive cuisine. On this occasion, a lunch was organised for the faculty and staff members. Mrs. Mona Srivastava, Chairperson, LBSGCM was also present along with Principal, Dr. Anurag Srivastava. The celebration concluded with playing tombola, a game that is joyful, competitive, and full of excitement.



# Carrom Tournament



LBSGCM hosted the much-anticipated Carrom Tournament under the guidance of Mr. Akhilesh Kumar Yadav, Sports Head. Students from all departments enthusiastically participated in the competition. The passionately staged event featured talented Carrom players who showed off their skills. Each match was full with strategy and precision shots. Besides competition, the Carrom Tournament promoted teamwork, discipline, and sportsmanship. It was a success, allowing children to showcase their talent, compete, and bond over their love of the game. All participants were distinguished for their perseverance and sportsmanship, making the event thrilling and memorable.



# Republic Day



Lal Bahadur Shastri Girls College of Management celebrated the 76th Republic Day with great enthusiasm. The event began with the hoisting of the national flag followed by the national anthem and a salute to the tricolor. Faculty members and students delivered inspiring speeches, highlighting the significance of the day and the values of the Indian Constitution. Cultural performances, including patriotic songs and speeches, added to the spirit of the celebration. The event concluded with a pledge to uphold the principles of justice, liberty, equality, and fraternity.



# FDP attended by Mr. Shashwat Dwivedi



Mr. Shashwat Dwivedi attended a one-week Faculty Development Program on "Statistical Analysis for Research: Techniques & Software" organised by Integral Business School, Integral University, Lucknow. Statistical analysis plays a crucial role in academic and industrial research, aiding researchers in making data-driven decisions, validating hypotheses, and deriving meaningful conclusions. This FDP on statistical analysis provided educators and researchers with essential knowledge and skills to employ advanced statistical techniques using modern software tools. The program aimed to enhance the research capabilities of faculty members, enabling them to guide students effectively and contribute to high-quality research publications. The FDP on Statistical Analysis for Research equipped faculty members with the necessary skills and knowledge to conduct high-quality research. By integrating theoretical concepts with practical applications, the program enhanced analytical capabilities and fostered a data-driven research culture in academic institutions.



Mr. Shashwat Kumar Dwivedi is an Assistant Professor in the Department of Management. Currently, he is also pursuing PhD from Integral University. His area specializes 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, Conferences and FDPs.

# National Seminar: Participation by Ms. Sheetal Singh and Dr. Ankita Singh



Sheetal Singh, along with co-author Dr. Ankita Singh, participated in the National Seminar on Capacity Building for Educators, organized by the Faculty of Management Studies, University of Lucknow, in collaboration with ICSSR. The seminar, held on December 7, 2024, centred on "Shaping India's Future with NEP 2020 for Vision Viksit Bharat @2047." Together, they presented a research paper titled "Fostering Rural Entrepreneurship Among Youth: The Impact of Skill India Programs" highlighting the significance of skill development in empowering rural entrepreneurship among young individuals.



Ms. Sheetal Singh is presently working as an Assistant Professor at Lal Bahadur Shastri Group of Institutions, Lucknow. She did her graduation from MGCPS and Post-Graduation from University of Lucknow. She had qualified 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 in International and National conferences. She has published research papers in reputed journals.





Dr Ankita Singh is 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 a PhD from Dr Bhim Rao Ambedkar University, Agra. She has cleared UGC-NET and has 4 years of teaching experience. Her research areas are behavioral finance, pure finance and Economics. She has published 4 research papers and attended 4 international conferences during their research work.



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