



## Shaping Careers for 26 Glorious Years

**Contributing to the Country's Development by  
Nurturing Human Talents into Proactive Professionals**



**Convocation Ceremony  
at Lal Bahadur Shastri Institute of  
Management & Technology, Bareilly**



**Student of LBSIMT learning to take  
up challenges through outbound  
learning programmes**



**Regional Winners of National Competition  
For Young India Organized  
by AIMA, New Delhi.**



**National Seminar organised by students of LBSIMT at IIC, Delhi**

**PLACEMENTS GALORE AT LBSIMT**

The placements of PGDM batch were successfully closed with the support of the industry partners and alumni of the institute. The students got placed in various management functions including Human Resource, Marketing, Finance, Sales and Operations in industries like, IT, ITES, Retail, Banking, FMCG, and Education. Prominent recruiters include, Shri Cement, Coca Cola, HDFC Bank, Citi Corp, Berger Paints, ICICI Bank, Opalina Technologies, Jubilant Agri & Consumer Products, Future Retail Ltd, Reliance Wealth, AXIS Bank, Extra marks Education Pvt. Ltd, i-proces, Bookmyloan and many others.



The students were in a euphoric mood on their last day at the campus and thanked the management, placement committee and the faculty members for their continuous guidance and training in making them worthy of getting jobs in their areas of interest.

- ❖ **CII & AICTE Ranked LBSIMT In The Platinum (Highest) Category In India.**
- ❖ **GHRDC & CSR Ranked LBSIMT amongst Outstanding Business Schools of Excellence in India.**



## 29TH LAL BAHADUR SHASTRI MEMORIAL LECTURE AT NATIONAL MUSEUM, DELHI

Lal Bahadur Shastri National Memorial Trust, in association with the National Museum, Delhi (Govt. of India) hosted the 29th Lal Bahadur Shastri Memorial Lecture at the National Museum, Delhi on 21st March (Tuesday). Former Vice President of India, M. Venkaiah Naidu, delivered the lecture on "Building an Atmanirbhar Bharat". The program was organized by Lal Bahadur Shastri Institute of Management.



While delivering his thoughts, M. Venkaiah Naidu, Former Vice President of India, said, "Lal Bahadur Shastri Ji was a visionary leader who has inspired many generations. There is no doubt that he was a pioneer, given the way he promoted the green and white revolutions. Today, India is the fifth-largest economy in the world. Indians are becoming the CEOs of MNCs, and women are proving their mettle in various fields. Over 50% of the population is below 30 years of age, and more than 65% of the population is under 35 years of age. Globally, India is seen as the future talent factory of the world, with the largest pool of human resources."

Focusing on India's vision of Atmanirbhar Bharat, he said, "In just over a year, the Government of India, under the humanitarian initiative of Vaccine Maitri succeeded in delivering 16.29 Crore doses to 96 countries. On the domestic front, India administered 2.2 billion doses in the world's largest vaccination drive. Today, India stands as the second-largest producer of wheat and rice. We have sufficient surplus food grains for our own citizens and to support other nations as well. India took a major step towards becoming atmanirbharta in the space sector when the first rocket built by the country's private sector, "Vikram-S," took off on November 18, 2022. He urged our talented pool of software engineers to help India become atmanirbhar in software development, especially with respect to operating systems."

In his address, Anil Shastri, the holding trustee of the Lal Bahadur Shastri Memorial Trust and Chairman Emeritus of Lal Bahadur Shastri Institute of Management & Technology said, "Shastri ji always believed that each Indian should strive to be atmanirbhar. Today Indian parents are educating their girl children to make them atmanirbhar, not becoming reliant on anyone. It is the people who make the nation. If the people are Atmanirbhar, it is obvious that the country will be Atmanirbhar and self-reliant."

**REFLECTIONS FROM STUDENTS**

I am happy that I got an opportunity to pursue my higher studies from LBSIMT (BBA & PGDM). The five years I spent here has transformed me into a more confident and mature human being. Occasions like the visits to IIM, Kashipur and AIMA Convention, New Delhi provided a platform to learn business ideas from top industry leaders. It was one of the proud moments when I and my batch mate Anmol Sharma were declared as the winners of North India (regional round) at AIMA National Competition for Young India (NCYI), New Delhi. I am thankful to my mentors who guided me in giving my best at the competition. I will always cherish my memories at LBSIMT.

**Ayushee Sahu**, Branch Business Manager, ICICI Bank, Kanpur

I joined LBSIMT with a goal of becoming an HR professional. The two years of rigorous training accompanied by projects, interactions with industry experts, visits of practicing managers has helped me polish my skills and behaviors. Events like management fest, national seminar at Delhi and industrial visits helped in boosting my self confidence and get practical exposure to the corporate life. I am thankful to the management as well as the professors for their untiring and compassionate efforts in bringing the best out of me. I am now working as an HR Associate with Jubilant Agri & Cosumers Products Ltd, Greater Noida.



**Jasleen Kaur**, HR Associate, Jubilant Agri & Consumer Products Ltd, Greater Noida



From a shy and reserved individual, I was able to transform myself into a dynamic and strong marketing professional. I wish to extend my heartfelt thanks to all the faculty members for their efforts in creating a conducive & interesting learning environment. It was with the untiring efforts of the placement co-coordinators that I was able to overcome my fears. With their constant training efforts I was able to clear my interviews and got selected at Shree Cements, (Pilibhit, Uttar Pradesh) in marketing profile.

**Vivek Sharma**, Marketing Executive, Shree Cement

One of the best institutes in the region, and among the top institutes in India, pursuing my PGDM at LBSIMT has changed my outlook towards life. The latest topics of the curriculum kept me updated that has helped me immensely in my corporate interfaces. I always wanted to pursue a marketing career. With the continuous guidance of my mentors in the institute I was able to develop the skills that are required for this job. I am now placed with Brindavan Beverages Pvt. Ltd. (a unit of Coca Cola) as a marketing Executive. Thank you LBSIMT.



**Mr. Maroof Khan**, Marketing Executive, Brindavan Beverages Pvt. Ltd.



The two years at LBSIMT have been an interesting journey with innumerable opportunities for self exploration, growth & self expression. I opted for finance specialization and wanted to join the banking sector. The knowledge and skills that I received from my faculty members were immensely helpful in creating a positive image during my interview at HDFC bank. I am now working with HDFC Bank, Gurgaon and I believe that it is the best opportunity for me to start a career with one of the leading banks of India.

My best wishes for my institute.

**Harshpreet Kaur**, Management Trainee, HDFC Bank



## REFLECTIONS FROM STUDENTS

The sprawling green campus and a well furnished Wi-Fi infrastructure provided me a perfect learning environment. My placement with Future Retail is an outcome of the rigorous learning sessions that one just cannot avoid. My desire to work in operations profile got fulfilled when I was selected for Future Retail Ltd, the top retail company in India. I am thankful to the institute for grooming me into a strong & confident individual.



**Shubhangi Agarwal**, Sr. Executive-Operations, Future Retail Pvt. Ltd.



I wish to be an entrepreneur one day and joining LBSIMT, was the best decision I took for myself. The teaching methods like case studies, presentations & projects helped me in enhancing my business skills. The activities provided me a platform to take initiatives and build entrepreneurial mindset. I am extremely thankful to the management & the professors for their continuous motivation and guidance to follow my dreams. I am now placed with Extramarks Education Pvt. Ltd. as Business Development Executive at Noida.

**Anmol Sharma**, Business Development Executive, Extramarks Education Pvt. Ltd, Noida

LBSIMT has done wonders for me. It has completely changed my personality from being a shy, less inquisitive person to being the first one to put up several questions. All the faculty members and my colleagues have helped me to nurture myself.

I am stepping out of this institution as a confident and skilled individual who is ready to face each and every challenge. I would like to thank LBSIMT for showering so much love on me and for its constant support at each point of time.



**Aman Saraswat**, Customer Service Officer, Axis Bank, Bareilly



LBSIMT has helped to transform and change my life into a beautiful and successful one with both aspirations and goals. The institution has helped to develop my skills and capabilities as per the needs of the corporate.

LBSIMT has helped me to explore my hidden potential and in bringing out the best of me. From a school student to a professional, the journey has been immensely fulfilling.

My days at LBSIMT were the most beautiful and memorable days of learning and exploring my potential.

**Soumya Jalan**, Recruitment officer, Opalina Technologies Pvt. Ltd., Noida

LBSIMT has turned my dream of becoming an HR professional in IT sector into a reality.

I stepped into this institution as a diffident person, skeptical about my own identity. But my mentors and colleagues have helped to work on my flaws and I was able to convert them into my strength. Today, I am stepping out of this institution as a confident and proactive professional all set to face the challenges around.

I would like to thank LBSIMT for shaping my future and providing me this stepping stone.

**Yukti Bhatia**, Recruitment Officer, Opalina Technologies, Noida



## AWARDS &amp; ACCOLADES

## Regional Winners of National Competition For Young India Organized by AIMA, New Delhi

PGDM final year students **Ms. Ayushi Sahu & Mr. Anmol Sharma** of LBSIMT were awarded as the best performers in the northern region of India and lifted the Regional winner's trophy at the 15<sup>th</sup> National Competition for Young India organized by All India Management Association (AIMA), New Delhi. The students defeated 40 teams of business schools from Northern & Eastern part of India.



It was a proud moment for LBSIMT when the students yet again proved their worth in successfully competing with other B-Schools in this region. The organizers and the chief guest of the event congratulated them for their victory, praised their unique idea and guided them to take it further. The students and management of the institute extended a very warm welcome to both of them on returning back.

### WON THE 1ST PRIZE IN INTER- COLLEGE MANAGEMENT QUIZ ORGANISED BY ROHILKHAND MANAGEMENT ASSOCIATION



The students pursuing their UG – Programme at LBSIMT secured 1st position and were declared as the winners of Inter College Management Quiz organized by Rohilkhand Management Association on February 24, 2023

### JASRAJ SINGH GREWAL OF BBA VTH SEMESTER SELECTED FOR THE MANAGEMENT FOUNDATION COURSE AT IIM-BANGALORE

Jasraj Singh Grewal of BBA Vth Semester at LBS is one amongst the handful of students selected from across the country by IIM Bangalore to attend their prestigious Management Foundation Course, 2023.

In the week-long residential programme the selected participants were trained on various dimensions of management by the faculty members of IIM-Bangalore. The programme was designed by IIM-Bangalore to benefit the students in the final year of their UG Programme and will add to their skill sets in the pursuit of academic as well as professional goals.

A total of 56 students from various prestigious colleges of India like IITs, ICAR-NDRI, BHU, Narsee Monjee, BITS- Pilani and SRCC, were selected by IIM-B for this Course.





## NATIONAL SEMINAR ON “TRANSFORMATIONAL STRATEGIES FOR THE EMERGING WORLD OF BUSINESS”



A national seminar was organized by the institute on “Transformational strategies for the emerging world of business” at India International Centre, New Delhi. The daylong event kick started by the lighting of the ceremonial lamp and paying floral tributes to the guiding light, Shri Lal Bahadur Shastri by the Chairman of the institute Shri Anil Shastri, chief guest of the seminar, Shri K.J. Jawa, Managing Director & CEO-Daikin Air-Conditioning, Key note speaker, Shri S. Y. Siddiqui, Chief Mentor, Maruti Suzuki Limited and the Director of the institute.



In his inaugural address **Shri Kanwaljeet Jawa** talked about the dynamic business environment that has surrounded every business professional. He explained how he led his company through constant innovation and crystallization by launching new AI enabled products that can be operated by Google home and Alexa. He also highlighted several facts about how companies should focus on competitive advantage and people centered management. Shri Jawa suggested to follow the approach of *“if you do not have competencies, don't compete”* to save themselves from unforeseen business troubles.



The presidential address was delivered by the Chairman Emeritus of the institute **Shri Anil Shastri** who emphasized upon the **significance of mistakes**. He elaborated on the process of learning through mistakes. He suggested that fearing mistakes restricts the innovation process thereby leading to slow growth of organizations in today's VUCA world. He quoted several examples from the life and works of Shri Lal Bahadur Shastriji to inspire the audience to innovatively think about transformational strategies.

## NATIONAL SEMINAR ON “TRANSFORMATIONAL STRATEGIES FOR THE EMERGING WORLD OF BUSINESS”



The key note address was delivered by **Shri S.Y. Siddiqui** in which he highlighted the role of the top management in transformation of organizations and discussed how BS-IV vehicles will be transformed into BS-VI vehicles at Maruti Suzuki Limited. Shri Siddiqui also

referred to the three boxes of management and decision making in which the first box is about managing the present, the second box is regarding selectively forgetting the past and the third box is that of creating the future. He quoted examples of business leaders like N.R. Narayana Murthy, the Chairman of Infosys and Brian Goldner, Chief Architect of Hasbro's turnaround strategy in 2000, who focused on leveraging the company's core brands and reducing costs.



**Shri Abhay Kapoor HR Leader, India Operation (North) of Amazon India** initiated the first expert session of the seminar. He outlined five main aspects that should be focused upon by organizations for successful transformation. These five aspects are -

**globalization, changing needs of the customers, technology, agile workforce and people.**



**Brig. Surendra Kumar, Chief General Manager (Admin), IFFCO** talked about the need for transformation in this dynamic business environment and emphatically mentioned that change is inevitable to survive. He deliberated on the importance

of generating new values by company leaders and on the importance of breeding new opportunities to stay relevant in changing times. Brig. Surendra closed his deliberation with a thought provoking slogan **“Think big, Do mistake, Get Up & Transform”**.



**Shri Subhash Jagota, Founder & CEO Global Business Solutions** laid emphasis on the importance of innovative marketing ideas for ensuring a continuous growth of the company. He elaborated on the role of marketing activities in

generating sales that happen to be key parameter of measuring a company's performance. Mr. Jagota also outlined the importance of effective team management by leveraging the multiple intelligence theory given by Howard Gardner.





## NATIONAL SEMINAR ON “TRANSFORMATIONAL STRATEGIES FOR THE EMERGING WORLD OF BUSINESS”



**Shri Achal Sharma, Digital Content Services Lead, India, Asia Pacific, Accenture** opened the second expert session with his thoughtful insights on the role of technology in the transformation of today's

business. He considered **technology as both a driver as well as an enabler of business growth**. He also referred to the latest technological innovation in AI & IOT that are leading to massive changes in business functions.



**Ms. Runa Maitra, Founder & Director, People Talent International** insisted on acquiring new skills for effortless adoption of technological innovations. She discussed about the changing

landscape of workforce and how work abilities need to be upgraded to cope with technological challenges. Ms. Runa also urged to practice the **reverse mentoring and command to coaching approach** for managing people.



**Shri Puneet Chandra, Founder of Skootr Ltd.** talked about the power of mind and the role of startups in solving the problems of tier 1 & tier 2 cities. He also laid emphasis on the power of mind and creativity and gave the mantra of **“keep dreaming with persistence and stay creative”**.



**Shri Sanjay Shrotriya, an entrepreneur** who has also been the student of the first batch of the institute envisioned the future organizations as entities working as a platform that will connect diverse, geographically distributed and multitalented individuals together.

The convener of the seminar delivered the vote of thanks and extended her heartfelt gratitude to all the speakers, dignitaries, guests and media persons for attending the event. The director of the institute, also extended his wishes to all the guests and congratulated the students for successfully organizing the seminar. The seminar was conducted with the active participation of all the faculty members of the Institute.



## ALUMNI MEET



The lush green campus of LBSIMT was once again ready to welcome its alumni on the campus. The much awaited alumni meet was organized with as many as 70 alumni making it to the event with their families and children. The daylong event was full of fun filled games and contests that took the alumni back to their campus life. The classroom selfies, sipping coffee in the canteen and interactions with old friends created yet another album of happy memories full of cheerful and contended smiles, gratitude for the institute and promises of strengthening this bond no matter where they go and what they become. Alumni from as old as the 1<sup>st</sup> batch of 1996 was present on the day. Mr. Sanjay Shrotriya from the 1<sup>st</sup> batch shared his journey of 23 long years and narrated how being an alumnus of



won by Mr. Navneet Garg & his wife Mrs. Jolly Gupta, of batch 1999-2001.

The alumni visited the campus from places like New Delhi, Varanasi, Pilibhit, Kanpur, Hardoi and Bareilly. Alumni based in international locations like Dubai, Abu Dhabi, London, Canada, etc. sent their messages and warm wishes to the institute. On this occasion, the director of the institute, extended his heartfelt thanks for the continuous support extended by the alumni in strengthening the students through placements, corporate interactions and mentoring. He also appreciated the contribution by Mr. Akshay Mathur, an alumnus from the 1999-2001 batch, for creating the alumni fund for encouraging developmental activities of the students.



LBSIMT helped him in fulfilling his dreams. The students of PGDM organized many activities and contests for the alumni to make their visit full of joy.

Ms. Himanshi Arora of batch 2013-2015 won the best alumni (female) and Mr. Anas Shamsi of batch 2013-2015 won the Best Alumni (Male) award. For the married alumni, a Best couple contest was held that was

LBSIMT is proud of its alumni Gaurav Misra (batch 2007-2009), a Fulbright scholar and Ms. Namrata Singh (batch 2008-2010), an officer with the Indian Air Force, both of whom represented their respective organizations at the United Nations. Alumni like Manish Malik, Ravi Malhotra, Sumit Bahadur, Shruti Gautam with their extraordinary achievements and work, have brought laurels and recognition for the institute at national and international levels.



### BLOOD DONATION CAMP

Towards invoking a sense of social responsibility in students, a blood donation camp was organized in the Bisalpur Road campus of the institute. The camp was organized by the students with the support of their faculty members. Indian Medical Association (IMA), Bareilly consented to organize the camp with their specialized team of doctors and technicians in the



institute campus. The chief guest Dr. Satendra Singh, President of IMA, inaugurated the camp and explained to the audience the benefits of regularly donating blood. He also talked about the prevailing myths about blood donation and clarified doubts of students regarding the after-effects of donation. Students along with faculty members and staff in large number enthusiastically donated their blood and promised to make it their regular practice. All the participants were presented with souvenirs as a token of encouragement and a certificate by IMA.

### EMPLOYABILITY WORKSHOPS BY SHRI RAJIV KHANNA

A one day workshop on developing employability skills was conducted for the final year students of PGDM, by well-known international trainer, Mr. Rajiv Khanna, CEO & MD, Bizvantage India in the institute's campus. The daylong session kick started with an informal introduction activity where the students learnt the importance of communication and interpersonal relations at work.



Mr. Khanna conducted many insightful and practical exercises to enhance the students' personality and skills. He conducted mock interviews for all the students and also discussed how to design high impact resumes for better chances of getting shortlisted. The students worked on self-assessment exercises that helped them to know their strong and weak areas at work.

### BIDDING ADIEU – FAREWELL TO UNDERGRADUATE STUDENTS

It was time to bid adieu to the final year students of B.B.A & B.Com (Hons.). Their three year long journey at the campus was beautifully woven together in the form of an audio visual presentation. Skits and dances were performed by their juniors who organized a memorable party with many fun filled programs, games and performances. The Principal of the college, shared his thoughts on the occasion. He extended his warm wishes to all the parting students for their successful careers and shared with them the importance of hard work, perseverance and positive attitude in achieving success and happiness in life. The programme was anchored by Ishika Agarwal and Sanjana of BBA Second Year. The most awaited moment of the entire party was the selection of Ms. & Mr. Farewell. The participants had to clear three rounds including that of ramp walk, talent round and question & answer round to win the most desired titles. The winners of the Ms. & Mr. Farewell contest were Ms. Prateeksha Agarwal of BBA & Mr. Arbab Hasan of B.Com (Hons.) respectively.



### EXPERT SESSION OF SHRI SUBHASH JAGOTA, CEO, GLOBAL BUSINESS SOLUTIONS, NEW DELHI



A one day expert session of Mr. Subhash Jagota on developing a winning attitude and leadership skills in future business professionals was organized for PGDM students. The inspiring real life stories of successful business leaders narrated by Mr. Jagota motivated the students to believe in themselves and take initiatives without being afraid of failures.

### EXPERT SESSION BY PROF. RAVINDER SINGH ON ARTIFICIAL INTELLIGENCE (A.I.)



The fast spreading influence of Artificial Intelligence on business is tremendous as it is emerging to assist all functions of business. Artificial intelligence is being widely used to optimize the resources of an organization and to increase its efficiency and effectiveness. Desire for understanding this

emerging and fast evolving discipline motivated the students and their faculty members to organize an expert session on Artificial Intelligence by Dr. Ravinder Singh, Professor & Head, Dept. of Computer Science & IT, M.J.P. Rohilkhand University.

The insightful session generated a lot of curiosity and interest. Inquisitive students raised interesting queries related to its implementation and practical dimensions. The expert professor helped the students understand the challenges and prospects of these new technological disruptions.

### INTERACTIONS WITH INDUSTRY PROFESSIONALS



**Shri Samrat Nayak, General Manager, Hindustan Media Ventures** visited the institute. He conducted a highly interactive session for the management students. He

shared his development process and preparation to excel in corporate role. He told that a proactive and problem solving attitude is a pre-requisite to get into a managerial role. He gave an insight into the realities of the business world where meeting and surpassing targets is the real challenge. He shared that the fruits of working hard are very exciting and motivating. Samrat took up the students' questions and offered effective practical guidance.

**Mr. Manmohan Agarwal, Assistant General Manager, Bank of Baroda** visited the campus and interacted with the students. In his deliberation, he explained the taxation framework of India and helped the students in

understanding the different types of taxes and their relevance. He dwelt at length on the nuances and nitty-gritty of income tax and elaborated on the different components of income tax. In the course of his deliberation, he shared some important tips that can help individuals to excel in their respective careers. Citing his own example, he explained how determination, sheer hard work, curiosity to learn and sincerity can help a management professional rise up the corporate ladder.





## VALUE ADDING SESSIONS BY PROFESSORS OF LBSIM, DELHI



**Prof. Gaurav Joshi from LBSIM Delhi** was invited to LBSIMT Bareilly to give some insights into Rural Marketing. Prof. Joshi explained how rural markets have

evolved from being an obscure market segment to the real growth engine of India's economy. His deliberation taught the students how **segmentation, targeting and positioning** should be used to serve the rural markets in a better way. During his lecture he emphatically mentioned that unlike popular belief, rural marketing is not only about selling products and services in the rural markets but it also includes finding and developing markets for the rural produce.



**Prof. Samant Shant Priya of LBSIM Delhi** was the epitome of energy and enthusiasm and skillfully instilled the same energy into the students of

LBSIMT, during his classroom interaction with them. He was able to thoroughly engage the students with his catchy one liners and witty insights into the subject. His class sailed smoothly and enjoyably from the basic concepts of marketing to the contemporary and evolving concepts and constructs of retailing. During the day long interaction the students came up with a number of inquisitive questions which were enthusiastically answered by the professor. The discussion on **modern day retailing** concluded with a detailed analysis of a contemporary case on retail management.

**Prof. Moni Mishra of LBSIM, Delhi** was invited by the students of LBSIMT for her expert session on



Human Resource Management and Organizational Behaviour. Using illustrative example and lucid language, she unraveled the various issues of human resource

management and discussed the different dimensions of organizational behavior. During her interactive session with the students she emphasized upon the importance of self awareness for effective leadership. She enumerated the steps needed to be followed to set up the right organizational culture, a culture that would be conducive to learning, performing and growth. During the eventful session conducted by Dr. Moni Mishra, the students took a **psychometric test** to get an insight into their own psychology, ability and aptitude and to understand themselves in a better way. During her session, Dr. Moni Mishra conducted several activities on **self awareness and leadership**.



The students of LBSIMT, Bareilly got an opportunity to interact with and learn from **Dr. Anuj Verma, professor of Finance at LBSIM, Delhi**. The purpose of his visit was to

make the students abreast with the recent developments in the field of finance in the country. During his session he deliberated upon issues like raising finance, capital structure, venture capital investments, role of angel investors, start ups etc. He talked at length on the importance of capital structure in an organization. He explained the concept of financial leveraging by drawing an analogy between **"the use of debt"** in an organization and the **"use of gears"** in a car.

### SAVING THE ENVIRONMENT- TREE PLANTATION

LBSIMT organized a Tree Plantation drive at its Bisalpur Road campus. During the plantation drive approximately 500 plants with expectancy of long life and approximately 300 plants for flowers and general greenery were planted. Most of the plants are surviving and growing.



### ALUMNI INTERACTIONS WITH STUDENTS

The alumni of LBSIMT have always been an integral part of the institute. They regularly visit the institute to interact with the new batch of students. While for an alumni such a visit is a trip down the memory lane, for the current batch of students it is an opportunity to listen to their stories of success & failures, their corporate experiences of ups & downs and to establish a meaningful bond with their seniors. Such interactions also act as a medium of passing on the legacy of the institute, its values, vision and culture to the new batches. The alumni who visited the campus this year included :



**Mr. Faizan Sheikh (batch 2011-2013) is India's youngest motivational speaker** and LBSIMT is proud of him for all his achievements. He motivated the students

to keep a high self esteem and believe in themselves.

Faizan urged the students to keep challenging their limits and overcoming their fears. Faizan's words of encouragement energized the students to take up tougher challenges.



**Mr. Nitin Tyagi (batch 2000-2002), Assistant Manager, Bajaj Auto, New Delhi** visited the campus and had an interactive session with PGDM students in which he talked about

the importance of a career goal and communication skills. He shared with the students the expectations of the corporate from the freshers and guided them in their preparation to get the job of their choice.

**Mr. Ravisek Kumar (batch 2015-2017), Manager Berger Paints, New Delhi** talked about the latest trends in marketing and the innovative strategies that are followed by his



company. He advised the students to think out of the box and to have a learning attitude in the beginning of their careers.



**Mr. Tanzeem Alam (batch 2007-2009), Business Development Manager, Lixil Group, Patna, Bihar** visited the campus with his wife and his two year old son. He preferred to

chat with the students amidst the lush green lawns of the institute. He gave the students an opportunity to voice their doubts, their apprehensions related to their specializations and careers. He discussed about the importance of values and ethics for a business professional and how to cope with organizational stress and work pressures.



## CELEBRATING THE SPIRIT OF UNITY

On 31st October, the institute celebrated the National Unity day on the occasion of the birth anniversary of Sardar Vallabh Bhai Patel. The director of the institute, inaugurated the event by sharing his thoughts on the growing significance of unity in today's globalised world. He discussed about the changing perspective towards the concept of unity in the corporate world, where unity now refers to inclusive growth of every individual irrespective of their gender, race, caste, job or qualification. The students participated in the event and presented their thoughts in form of speeches, poems and powerpoint presentations.



## FDP BY DR. SUBHO CHATTOPADHYAY FOR UNIVERSITY PROFESSORS

### RESOURCE PERSONS

 <p><b>PROF DR SANTOSHI SEN GUPTA</b> PASSIONATE RESEARCHER AND A DEVOTED ACADEMICIAN WITH MORE THAN 30 RESEARCH PUBLICATIONS IN JOURNALS OF REPUTE AND 17 YEARS OF TEACHING EXPERIENCE AT ALL LEVELS.</p>	 <p><b>DR. KAMAL SANGURI</b> PROFESSOR AT GRAPHIC ERA HILL UNIVERSITY, PASSIONATE RESEARCHER AND A DEVOTED ACADEMICIAN WITH MORE THAN 10 YEARS OF EXPERIENCE IN RESEARCH AND PUBLICATIONS.</p>
 <p><b>DR. SANTOSH KUMAR SHARMA</b> DEAN ACADEMIC AFFAIRS AND ASSOCIATE PROFESSOR OF LAW AT HIMANCHAL PRADESH NATIONAL LAW UNIVERSITY, SHIMLA</p>	 <p><b>DR. MUKTA MANI</b> PROFESSOR AT JAYPEE INSTITUTE OF INFORMATION TECHNOLOGY, NOIDA HAS MORE THAN 20 YEARS OF EXPERIENCE IN TEACHING AND RESEARCH.</p>
 <p><b>DR. SUBHO CHATTOPADHYAY</b> DIRECTOR AT LAL BAHADUR SHASTRI INSTITUTE OF MANAGEMENT &amp; TECHNOLOGY, BAREILLY</p>	



TOPIC

**RECENT RESEARCH TRENDS IN BUSINESS AND MANAGEMENT**

DATE : APRIL 3-7, 2023  
3:00 PM ONWARDS



Dr. Subho Chattopadhyay was invited as a Resource Person for an FDP conducted by Graphic Era Hill University from April 3-7, 2023. The FDP was conducted by the University for its own faculty members and research scholars and for the faculty members of several other Universities and Colleges. Dr. Chattopadhyay trained the faculty members on Case Based Learning. The FDP session was very well received by the participating faculty members and research scholars.

## ORIENTATION PROGRAM OF PGDM BATCH 2022-24

The orientation program of the newly inducted batch of PGDM started with the lighting of the lamp and paying floral tributes to Shri Lal Bahadur Shastriji by the Vice Chairman of the institute, Dr Sanjeev Shrivastav and Prof. Rajendra Bharti and other faculty members of the institute.



Dr. Sanjeev Shrivastava congratulated the students for getting admission to a prestigious institute and urged the students to develop a learning attitude and take initiatives to explore their potential. He asked the students to stay inquisitive and not to shy away from hard work. He advised the students to draw inspiration from the life of Shri Lal Bahadur Shastri and motivated them to strive to become better than the best. Prof. Rajendra Bharti, in his address advised the student to explore various functions of management and learn as many new skills as possible to stay relevant in the market.

Besides the motivating address by the visionary educationists, many other events, games and sessions were organized for the fresh batch of students to help them gel well with the culture, and learning environment of the institute. The tradition of taking an oath before embarking on their two year sojourn at the institute was highly appreciated by the students as well as their parents.

### CONVOCATION CEREMONY AT LAL BHADUR SHASTRI INSTITUTE OF MANAGEMENT & TECHNOLOGY, BAREILLY

The 7th Convocation ceremony was organized by the institute at Lal Bahadur Shastri Institute of Management and Technology, Bisalpur road campus. The Chief Guest was Dr. R. L. Raina, Vice Chancellor, Jaipur National University, Rajasthan. In this function, diplomas were awarded to PGDM (full time) 2014-2016, 2015- 2017, 2016-2018 2017-2019, 2018-2020 & 2019-2021 Batches.

The Chief Guest Dr. R. L. Raina congratulated the recipients of the diploma and emphasized on the relevance of the five mantras : Vision, Mission, Purpose, Value and Determination and also shared the relation between Shiksha and Diksha, Dharma and Karma..



### STUDENTS ATTENDED THE 20TH NATIONAL MANAGEMENT SUMMIT, NEW DELHI

The Students of PGDM and BBA & B.Com (Hons) got an opportunity to attend a two day National Management Summit organized by Top Rankers at Hotel Le Meridian, New Delhi. The theme of the summit was “Reform, Perform, Transform for Sustainable Growth”. The students were excited to listen to the top government & industry leaders including Mr. Sanjeev Sanyal, The Principal Economic Advisor to the Government of India, BHEL Chairman and MD Mr Atul Sobia and Metro Tyres MD Mr. Rummy Chhabra. The students got an opportunity to listen to the deliberation from these stalwarts and to enrich themselves with the trending business issues and strategies. They also got to participate in a special thought provoking and interactive session with the Chief Guest Shri R.P. Singh, Director HR & Legal, IFFCO Ltd. and Guest Of Honor Shri Sanjay Seth, MD,

Hitachi Metals. The students were delighted and extremely motivated by the unique learning experience they got at the summit. The accompanying faculty member also helped the students in utilizing the opportunity to gather insights on their topics of interest along with developing their interpersonal skills

### STUDENTS ATTENDED THE 45<sup>th</sup> AIMA CONVENTION, NEW DELHI

AIMA organized its **45th National Management Convention (NMC)** on the theme '**Leadership in the Age of Disruption, India @2030: Creating a USD 10 Trillion Economy**'. Eight students of LBSIMT were selected to represent the institute at the mega event at Hotel Taj, New Delhi. The students were thrilled to get an opportunity of meeting various corporate, government and spiritual leaders on a single platform. The students who were preparing for this unique opportunity for many days did not let the opportunity go in vain and were able to have quality discussion and interaction with industry stalwarts like **Mr. Sanjiv Mehta, Chairman & Managing Director, Hindustan Unilever Limited**, **Mr. T V Mohandas Pai, President, AIMA and Chairman, Manipal Global Education Service** and **Mr. Sanjay Kirloskar, Chairman and Managing Director, Kirloskar Brothers Ltd.** The students raised many interesting questions related to the future of business and careers in their organizations and the stalwarts were kind enough to answer each of their queries.



The students were delighted and awestruck to witness a live special session of **Aap Ki Adalat** with **Mr. Rajat Sharma** and **Mr. Nitin Gadkari, Minister of Road Transport & Highways, Shipping and Water Resources,**



River Development & Ganga Rejuvenation, Government of India.

The two day event was packed with deliberations from eminent personalities like Mr. Suresh Prabhu, Former Minister of Commerce & Industry and Civil Aviation, Government of India, Mr. Harshavardhan Neotia, Chairman, Ambuja Neotia Group, Mr. Sunil Kant Munjal, Immediate Past President, AIMA and Chairman, The Hero Enterprise, Mr. Kishore Biyani, Founder and Group CEO, Future Group, Mr. Baba N Kalyani, Chairman & Managing Director, Bharat Forge Ltd etc.

The students were mesmerized by the divine aura created by **Sri Sri Ravi Shankar**, Founder of The Art of Living Foundation who insisted on creating a new global order based on compassion, trust and peace.

The students were continuously encouraged by accompanying faculty member to meet the guests and discuss their concerns and ideas with them and seek their perspective. The students were highly motivated as the experience elevated their self-esteem and inspired them to achieve their goals with firm determination.

### MELODIOUS SHOW BY SPIC MACAY

A cultural program was organized in the institute premises in association with Spic Macay, an organization that promotes intangible aspects of Indian culture by promoting Indian classical music, classical dance, folk music, yoga meditation, crafts and other aspects of Indian culture. The various artists performed live on the traditional musical instruments and various forms of *Rajasthani* dances in traditional attires. It was a mesmerizing evening full of enchanting vocal and instrumental music.

The event was led by Mr. Rosa Khan of Spic Macay along with his team of ten artists, all experts in various forms of dance and music. The well known *Albeliya dance*, presented by Ms. Rekha was a treat to watch and the audience couldn't stop cheering and praising her for the astounding stunts performed during the act. The students appreciated the duet dance performance of Sanjana Dhangi & Shravan Kumar on the well-known folk song "*pallu latke*".

The live fusion of *Rajasthani* music, performed by **Mr. Lolib Khan, Mr. Hajat Khan & Mr. Hussain Khan**

using various musical instruments, was one of the most magical of all performances.



The audience including the students, faculty members and staff members had a memorable experience of fun filled musical evening that will keep resonating in the memories for a long time

### OUTBOUND LEARNING AT LBSIMT



Outbound learning is an integral part of the teaching - learning process at LBSIMT. Students visited Rishikesh and had a wonderful time engaging in adventure sports, trekking and learning from mother nature.



The Students also visited Pangot and explored the hidden treasures of nature

**VISIT TO COCA COLA PLANT**

PGDM first year students visited the Coca Cola plant-Brindavan Beverages to have practical learning about production, operations and other dimensions of management. The managers of the plant explained the production process and addressed the queries raised by the students. Mr. Surya Bhan of Production department and Ms. Anjali of HR department enthusiastically guided the students. The visit helped the students to relate their classroom learning with practical insights. The accompanying faculty member, also helped the students to relate the classroom learning with the production and operation functions of the factory.

**INDUSTRIAL VISIT OF LBSIMT STUDENTS TO PARLE BISCUITS PVT. LTD., PANTNAGAR.**

The students of LBSIMT visited the manufacturing plant of Parle Biscuits Pvt Ltd on February 04, 2023 to learn and understand the manufacturing process and management techniques used by the company. The aroma of a freshly baked cookie, the mouth-watering taste of a crispy biscuit and the welcoming environs of the manufacturing plant at Parle made the learning experience at Pantnagar even more joyous and memorable.

**INDUSTRIAL VISIT OF PGDM STUDENTS OF LBSIMT AT MANILAM DECORATIVE PANEL, BAREILLY**

LBSIMT organized an inter-college Cricket Tournament in which several colleges from Bareilly participated. The Students also visited Pangot and explored the hidden treasures of nature. The Students of LBSIMT visited the manufacturing plant of Manilam Decorative Panel. The Students learnt about the manufacturing process and the various techniques of manufacturing. Interaction with the



managers at the manufacturing facility gave the students a meaningful insight into different dimensions of managing.

**LBSIMT ORGANIZED AN INTER-COLLEGE CRICKET TOURNAMENT IN WHICH SEVERAL COLLEGES FROM BAREILLY PARTICIPATED**



With Festivities in the air, it was time to celebrate and rejoice. The Dandiya Night was one of those celebrations in the campus which the participants and students will remember for many days to come.



LBSIMT in Media

**inext**  
Bareilly, Wednesday,  
12 September 2018

## एलबीएस में मिस और मिस्टर फ़ेशर बने मिनी और नमन

फ़ेशर पार्टी ने सभी ने जमकर किया हर्षोल्लास।

bareilly@inext.co.in  
**BAREILLY (11 Sept):** लाल बहादुर शास्त्री इंस्टीट्यूट ऑफ मैनेजमेंट एंड टेक्नोलॉजी में फ़ेशर पार्टी का आयोजन हुआ। जिसमें डॉस, सॉन्स, रैम्पवॉक जैसे कई प्रोग्राम हुए। पार्टी में मिनी सक्सेना को मिस फ़ेशर और नमन अग्रवाल को मिस्टर फ़ेशर चुना गया। कार्यक्रम में संस्थान के निदेशक राजेंद्र भारती ने स्टूडेंट्स को बताया कि कैसे जूनियर्स और सीनियर्स के बीच के संबंधों को अच्छा बनाया जाए, जिसके बाद कार्यक्रम में पीजीडीएम फर्स्ट ईयर के स्टूडेंट्स ने रैम्पवॉक, डॉस, सॉन्स को प्रस्तुति दी। तो वहीं पीजीडीएम सेकेंड ईयर के स्टूडेंट्स ने टैलेंट शो के साथ साथ डॉस भी किया।

**मिनी सक्सेना और नमन अग्रवाल।**

सहगल ने 'यारो जो भले जी लो पल' सोना पर जबरदस्त डांस किया। कार्यक्रम का संचालन पीजीडीएम सेकेंड ईयर के अर्पित भारती एवं जयलाल कौर ने किया।

**Bareilly Times**  
SUNDAY SEPTEMBER 16, 2018 • ADVERTORIAL

## Peppy dance numbers welcome fuchchas at colleges in Bareilly

It's that time of the year when seniors welcome fuchchas to colleges with uloom and tamasha

First, let's take a selfie

The senior batch of INEXT students of Lal Bahadur Shastri Institute of Management and Technology organized a fuchcha party for the fuchchas with great gusto. After the traditional program and evening meal, it was time for the new batch to get some fun time - the morning round of breaking the ice.

**SENIORS' PERFORMANCE**  
Seniors took to stage to perform in dancing. Senior members like Khushi Thakur, Chaitanya Thakur, Chaitanya Thakur, and the fuchchas were entertained by them. Khushi Thakur, another senior, sang the song 'Jashn-e-Akbar' for the fuchchas and the seniors and got a great response from the crowd.

**SENIORS' APPRECIATION**  
The seniors too had their chance to make an impression on the seniors, as they showcased their talent on the stage. The fuchchas

are impressed their seniors with their creativity.

Mr and Mrs Fuchcha's coming was a highlight of the event. The seniors displayed their skills like singing, dancing, poetry recitation and even set the stage on fire with songs like 'Dandya Dandya', 'Shagun of you and I' and 'Shagun'. Judged on the basis of their talent and creative number round, Mrs Fuchcha and Mr Fuchcha were crowned the fuchchas of the year.

Khushi, a college senior, said, "The fuchcha party was a great time for us to bond with our seniors who were so kind and generous with them, and it was very entertaining. The fuchcha party was a great time for us to bond with our seniors who were so kind and generous with them, and it was very entertaining. The fuchcha party was a great time for us to bond with our seniors who were so kind and generous with them, and it was very entertaining."

**हिन्दुस्तान**  
बरेली • सोमवार • 27 अगस्त 2018

## ओरिएंटेशन प्रोग्राम में दिए सफलता के गुर

बरेली। लाल बहादुर शास्त्री इंस्टीट्यूट ऑफ मैनेजमेंट एंड टेक्नोलॉजी में पीजीडीएम के नये सत्र का ओरिएंटेशन प्रोग्राम हुआ। मुख्य अतिथि केके दमानी और संस्थान के निदेशक प्रो. राजेंद्र भारती ने सत्र का शुभारंभ किया। अति विशिष्ट सेवा मंडल प्राप्त रि. एयर मार्शल अशोक गोयल ने सफलता प्राप्त करने के गुर सिखाए। सभी ने लाल बहादुर शास्त्री की प्रतिमा पर पुष्पांजलि अर्पित की।



**Campus at Bisalpur Road**



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Printed for private circulation by :

**Lal Bahadur Shastri Institute of Management & Technology**

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