



## LBSIMT Rankings at National Level

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



LBSIMT students won the Regional Round of NCYI organised by AIMA, New Delhi



National Seminar on "Transformational Strategies For The Emerging World Of Business "



Students with H.E. Igor Polikha, Ambassador of Ukraine



Placements Galore

PLACEMENTS GALORE AT LBSIMT

The placements of batch 2018-2020 were successfully closed with the support of the industry partners and alumni of the institute. The highest package offered was 5 lacs per annum with an average offer of Rs. 3.5 lacs per annum. 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.

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.

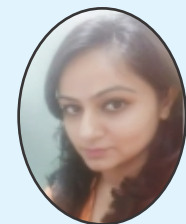
LBSIMT has helped me to explore my hidden potential and in bringing out the best of me. From a school student to a professional, the journey has been immensely fulfilling.

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 & 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.

## EXCELLENCE AWARD TO PROF. BHARTI

Top Rankers, a consultancy and research organization organized the National Management Summit on February 12-13, 2019 at Hotel Le-Meridien, New Delhi. Based on their research, they felicitated top organizational leaders from corporate and academia of India with excellence Awards. Prof. Rajendra P. Bharti, Director LBSIMT was honored with Excellence Award for Academic Leadership. The Award was given by Shri Sanjeev Sanyal, Principal Economic Advisor, Ministry of Finance, Govt. of India.



## National Seminar in New Delhi 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” on 2nd February 2019 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, Prof. Rajendra Bharti.



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** 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 in New Delhi on “Transformational Strategies for the Emerging World of Business”



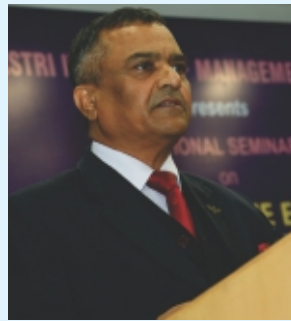
The key note address was delivered by **Shri S.Y. Siddiqui** in which he highlighted the role of the top management in transformation of organizations and discussed how BS-IV vehicles will be transformed into BS-VI vehicles at Maruti Suzuki Limited. Shri Siddiqui also

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 in New Delhi 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.

Ms. Swati Gupta, 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, Prof. Rajendra Bharti 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 faculty members including Dr. Upasana Gupta, Nitesh Saxena, Ankush Saxena, Vivek Gupta, Payal Johari, Yasmeen Khan & Manisha Sharma.





## ALUMNI MEET



The lush green campus of LBSIMT was once again ready to welcome its alumni on the campus. The much awaited alumni meet 2019 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 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 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, Prof. Rajendra Bharti 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 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.

The day ended with a vote of thanks by the faculty organizer of the event Ms. Payal Johari who is also an alumnus of the institute. Ms. Tanimia Soni who is a faculty member & an alumnus presented souvenirs to all alumni and gifts to the children. The alumni on their way back, left their imprints on the wall magazine with a promise to return back soon.

## BLOOD DONATION CAMP

Towards invoking a sense of social responsibility in students, a blood donation camp was organized in the Baisalpur Road campus of the institute. The camp was organized by the students with the support of their faculty member, Ms. Shivani Yadav. 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.

## 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, Ms. Swati Gupta also helped the students to relate the classroom learning with the production and operation functions of the factory.

## 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.

**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 on 3rd October 2018. 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 member Mr. Nitesh Saxena 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 on March 26, 2019 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 on April 03, 2019. 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**. He visited the campus at Bareilly

on April 16, 2019. 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 on 5<sup>th</sup> April 2021 at 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.

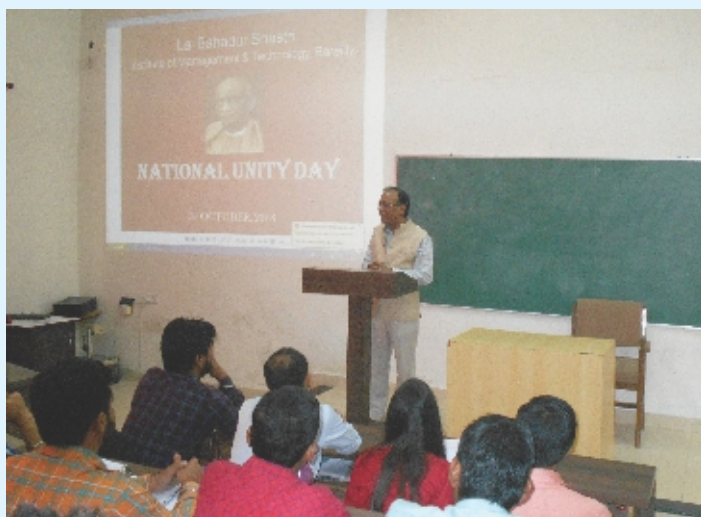


**Mr. Tanzeem Alam (batch 2007-2009), Business Development Manager, Lixil Group, Patna, Bihar** visited the campus with his wife and his two year old son. He preferred to

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, Prof. Rajendra Bharti 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.



**POSTER MAKING ACTIVITIES ON COVID-19 SAFETY AWARENESS**

On 2nd April 2021, in order to create awareness among students about COVID-19 SAFETY, LBSIMT organized a poster making activity.

Student of PGDM actively participated in the activity and showcased their Talent. Mrs. Tanima Soni (Asstt. Professor ) and Mr. Vivek Gupta (Asstt. Professor) were the organizer of the activity.

Mrs. Tanima Soni emphasized the need for increased hygiene and importance of wearing face mask, while Mr. Vivek Gupta encouraged student to provide support to people recovered from COVID-19.

Students of PGDM Programme also explained innovative ideas in order to increase awareness about the safety from COVID-19 among the people. They also given interactive presentation on COVID-19 safety measures.



The activity created a sense of responsibility among the student in order to protect the society from COVID-19.

They also explain the ways by which a person infected by COVID-19 can be motivated to fight the disease during the isolation period and the methods by which they can boost their immunity.

The students also explained the ways by which the family of a person affected by COVID-19 can improve



his morale so that he can fight with the disease with strong will power.

Mr. Nitesh Saxena, Ms. Payal Johari, Ms. Yasmeen Khan were also present during the activity

**ORIENTATON PROGRAM OF  
PGDM BATCH 2019-2021**

The orientation program of the newly inducted 24<sup>th</sup> batch of PGDM was held on 19<sup>th</sup> August 2019. The program started with the lighting of the lamp and paying floral tributes to Shri Lal Bahadur Shastriji by the Chief Guest of the program, **Shri K.K. Damani, Executive Director, Indian Woods Products Ltd. and President, Rohilkhand Management Association** along with the Director of the institute, Prof. Rajendra Bharti and other faculty members of the institute.



Shri Damani congratulated the students for getting admission in 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. Shri Damani also 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 address by the Chief Guest many other events, games and sessions were organized for the fresh batch of students to help them gel well with the culture, senior students, faculty members and learning environment of the institute. The tradition of taking oath before embarking on their two year sojourn at the institute was highly appreciated by the students as well as their parents.

**ORIENTATION PROGRAM OF  
UG STUDENTS**

Orientation program for B.B.A & B.Com (Hons) students was organized on 20<sup>th</sup> August 2019 in the seminar hall of the institute. The program started by lighting of lamp and paying floral tributes to Lal Bahadur Shastriji by the

**Chief Guest Retd. Air Marshal Ashok Goel**, along with the Principal of the college Dr. Subho Chattopadhyay and all faculty members.

Mr. Ashok Goel congratulated the students for selecting LBSIMT as their college for higher education. With the help of many real life examples and situations He motivated the students to take charge of their life and to invest their upcoming three years of graduation in making them stronger and more knowledgeable. Air Marshal Ashok Goel guided the students to lead a graceful life by becoming responsible citizens. He



enlightened the audience about career planning and dedicated execution of plans. Taking examples from his rich experience, he significantly enhanced the feeling of optimism amongst the students.

**SESSION ON ENTREPRENEURSHIP**



The management student of LBSIMT were delighted to listen to the practical and motivational insights of the three young women entrepreneurs of Bareilly, Ms. Richa, Ms. Bindiya and Ms. Kanika promoter of 'RIBIKA' who have carved a niche for themselves and for their venture through their self determination, business acumen and value based work. The students poured range of questions to the young ladies to learn the tips and tricks of venturing their own business.

### STUDENTS WON THE CASE STUDY COMPETITION

Mini Saxena, Naman Agarwal & Navya Sinha of PGDM First year won the first prize in a case study competition, “*Manthan*”. The theme of the Case Study competition was “**Social Media-An Unavoidable Resource**”. The students outperformed as many as 15 teams from various B-Schools in Bareilly & nearby regions and emerged as winners. They won a cash prize along with a trophy and certificates.



### STUDENTS ATTENDED THE 20<sup>TH</sup> NATIONAL MANAGEMENT SUMMIT, NEW DELHI

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 Sobti, Metro Tyres MD Mr. Rummy Chhabra and the management guru, Padma Shri Dr. Pritam Singh. 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. Accompanying faculty member Ms. Swati Gupta 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 43<sup>RD</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**



Students with Mr. T.V. Mohandas Pai, Founder & CEO Manipal Global & AIMA President



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, 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 Ms. Payal Johari 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

On November 2018, a cultural program was organized in the institute premises in association with Spic Macay, an organization that promotes intangible aspects of Indian cultural 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 lead 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 Dhangri & Shruvan 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

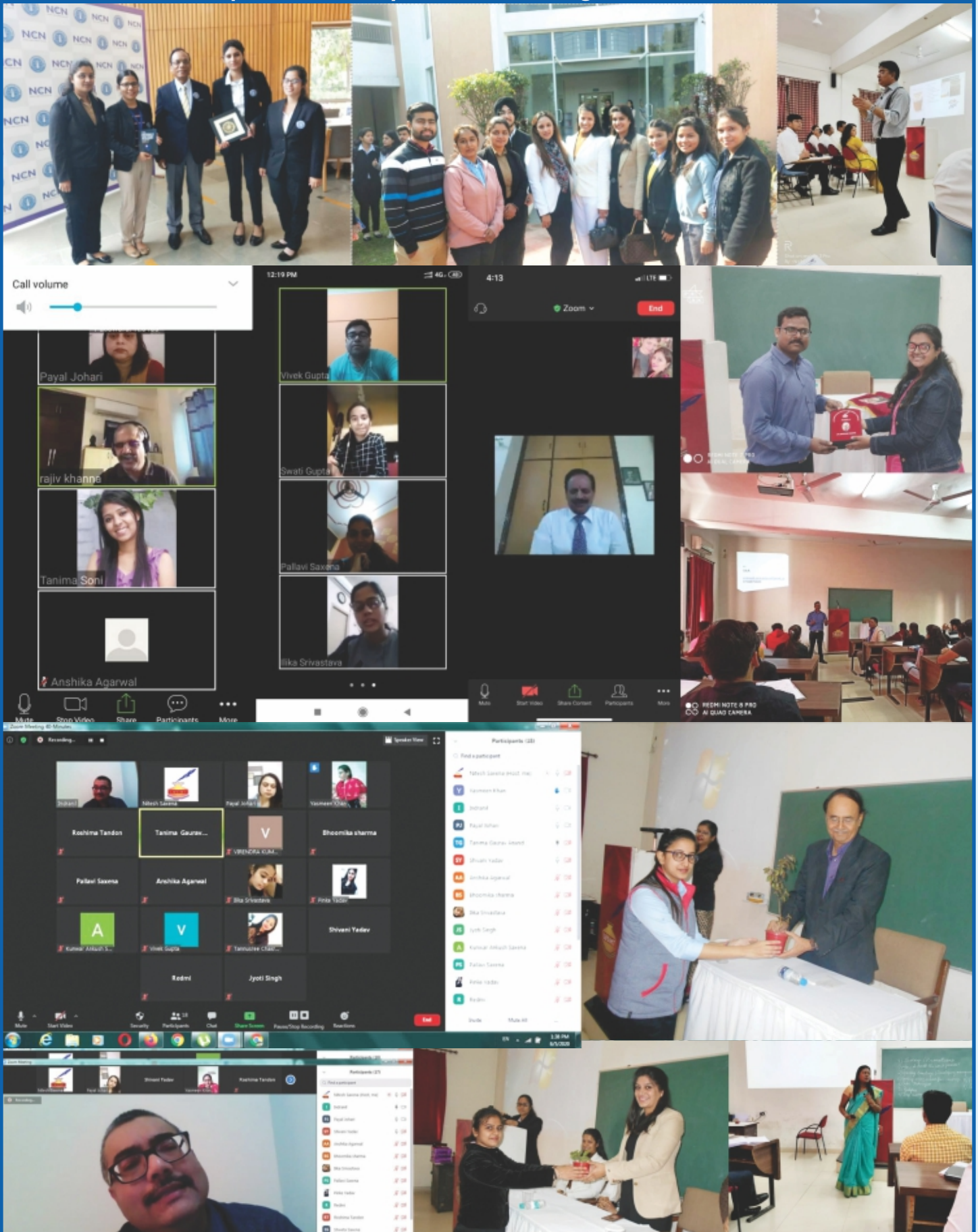
### BIDDING ADIEU – FAREWELL TO UNDERGRADUATE STUDENTS

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, Dr. Subho Chattopadhyay 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.

## Comprehensive Yearly Activities Including COVID-19 Period...



... Hackathon award ceremony, industrial visits, seminars and webinars





City Office at Cantonment



Campus at Bisalpur Road

*Offers*

**PGDM**

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**B.Com (H)**

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Type Setting : Mohd. Naeem Siddiqui

Printed for private circulation by :

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

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