

## PERPETUATING THE MEMORIES OF SHASTRI JI

Unveiling of Statue of Shastriji at Serpentine Road, Cantonment Bareilly by former Union Minister of HRD Shri M.M Pallam Raju.



Smt. Manju Shastri and  
Shri Anil Shastri presenting a  
Memento to Former President of India  
**Smt. Pratibha Devi Singh Patil**



Inauguration of Lal Bahadur Shastri  
Research Centre for Public Policy and Social  
Change at Lal Bahadur Shastri Memorial by  
**UPA Chairperson Smt. Sonia Gandhi**



## SHRI LAL BAHADUR SHASTRI

(October 2, 1904 - January 11, 1966)

Lal Bahadur Shastri Institute of  
Management & Technology  
is dedicated to the memory of  
India's second Prime Minister

## TRIBUTE

*A* humanitarian par excellence, an icon of simplicity and integrity, an epitome of selflessness and honesty and a superb statesman, Shri Lal Bahadur Shastri was truly a man of substance and was one of the greatest leaders India has ever produced.

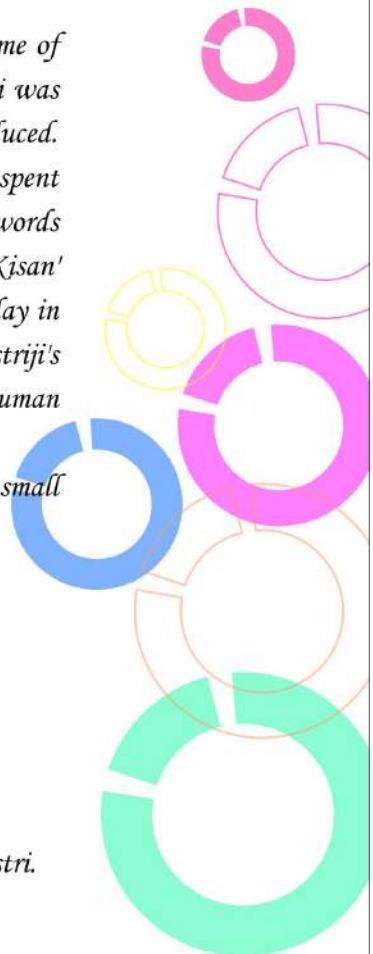
A man of deep and genuine humility, he worked for the nation ceaselessly and spent his life for the cause of the nation. Being a soul who lived in perfect purity of thought, words and deeds, his life was indeed a continuous 'yajna'. The enduring call of 'Jai Jawan Jai Kisan' which Shastriji gave to the country, continues to hold the utmost relevance even today in transforming India into a global power. A grass root worker throughout his life, Shastriji's real strength lay in his cool courage, strong determination and understanding of the human mind.

Shastriji's life was indeed a realisation of the great philosophy contained in the small verse of Guru Nanakji which Shastriji used to keep printed on his desk and recite often.

^ukud] uUgsa gh jgks] tSls uUgha nwc]  
vkSj :[k lw[k tk,axs] nwc [kwc dh [kwc\*A

*("Be small like a small blade of grass; when other trees will wither and dry, the grass will continue to remain green, says Guru Nanak.")*

*We pay our homage to the great leader and our guiding light Shri Lal Bahadur Shastri.*



## ...IN THE WORDS OF DIGNITARIES

**I**t was indeed wonderful to interact with students of LBSIMT. Their desire to learn has really impressed me, I am confident they will definitely make it to great leaders of tomorrow.

**Shri K. K. Ahuja**  
Advisor & Head Operations  
Napino Auto and Electronic Ltd.  
New Delhi

**L**BSIMT is a great place to visit and meet a community of young students with big dreams to make difference in nation building. One gets tremendously excited to talk with this young group of future leaders. Professors too are with mighty thoughts to do something great for the country. I experienced a typical Gurukul devoted to actualize the vision of our beloved great Prime Minister Shri Lal Bahadur Shastri. Great place, great people and great students.

**Padmashree Dr. Pritam Singh**

Director General IMI-New Delhi  
Former Director,  
IIM-Lucknow & MDI-Gurgaon

**W**ent around the campus and found highly impressive library facilities and greenery all around are excellent. I wish a very bright future for the Institute.

**Shri K.S. Mathur**  
then Executive Director  
BHEL, New Delhi

**I** am fortunate to be in this great Institute named after a great son of India Late Shri Lal Bahadur Shastriji, along with my wife Blossom on the occasion of the Convocation. It is an honour done to us.

**Shri Oscar Fernandes**  
Former Union Minister of Labour & Employment  
Government of India

**I** enjoyed being with the young students. I wish all the students a great success so that they make great future for India.

**T**he institute is very inspiring and pays lot of attention to excellence. It is bound to grow into a very important seat of learning. The management, the faculty and the students deserve congratulations. I wish the institute all the best.

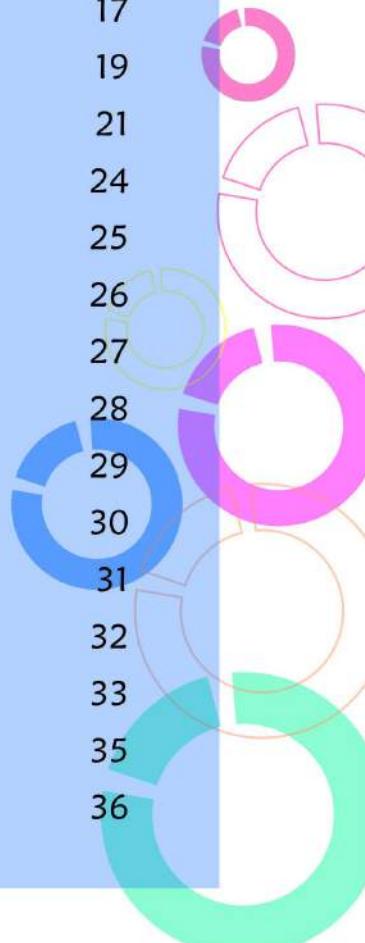
**Shri Shivraj V. Patil**  
Governor of Punjab  
Former Lok Sabha Speaker  
& Home Minister

**C**omplete students of 21st century-intelligent, talented, confident, thinking & willing to learn. All the good qualities found here, great experience.

**Padmashree Pankaj Udhas**

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# LBSIMT AT A GLANCE

## Vision

**Centre of Excellence  
in Value-based  
Education and Research.**

## Mission

**Nurturing Human Talents  
into Proactive  
Professionals.**

## Motto

**Excellence through  
Perseverance and  
Simplicity.**

Lal Bahadur Shastri Institute of Management & Technology, Bareilly, is a premier and dynamic institute providing world-class education in management. It has been established by Lal Bahadur Shastri Trust for Education & Research, founded by Shri Anil Shastri, former Union Minister with nearly two decades of experience in the corporate world. Established in 1996, the Institute is endeavouring to develop a new class of managers equipped with knowledge, skills and capabilities needed for the complex business environment of 21<sup>st</sup> century.

LBSIMT has been rated one of the top Management institutes in India consistently for past 10 years in a row. LBSIMT students have been rated the best in U.P. in creativity and team work. On making a comparison in terms of the period of existence, LBSIMT continues to be the best institute amongst the post 1995 established institutes in UP.

## FUNCTIONAL AIMS:

- s To accelerate socio-economic growth through quality education and consultancy.
- s To promote futuristic research.
- s To produce transcending leaders.
- s To facilitate new paradigms of human creativity.

Lal Bahadur Shastri Institute of Management and Technology, Bareilly is recognized by the All India Council for Technical Education, Ministry of Human Resource Development, Government of India, for the Post-Graduate Diploma in Management (PGDM) equivalent to MBA.



## ACADEMIC LINKAGES

The Institute has active academic association with LBS Institute of Management, New Delhi. Senior professors from LBSIM Delhi and the top most management institutes including IIMs, IIFT, New Delhi and FMS (University of Delhi) are on the panel of visiting faculty and are making frequent academic contribution.

Professors from Ohio University, Athens USA have been conducting expert sessions on a variety of topics including Brand Management, Marketing Management etc. Professors of our Institute have been invited by a large number of national and foreign universities, chambers and councils for training and consultancy. LBSIMT professors have made significant contribution in training and development of corporate managers at all levels up to that of CEOs and have trained IAS officers, Army officers and faculty members of management institutes. Organisational heads and civil services officers of a large number of countries have also been trained by professors from LBSIMT in various dimensions of performance excellence.

Bareilly is a district and divisional headquarter and a major city in Uttar Pradesh. The population of the city is more than 1.5 million. Bareilly is also an important centre of trade and industry. A number of large and medium-scale industries along with 7,500 small-scale industries give Bareilly division a strong potential to absorb skilled and qualified human resources. Some of the prominent large industries located in and around Bareilly division are Tata Chemicals Ltd., IFFCO, WIMCO, Honda Power Ltd., Kribhco Shyam Fertilisers, Coca-Cola, Vadilal, Camphor & Allied Products, Eureka Forbes, Parle Biscuits Pvt. Ltd., I.W.P., etc. Trade and commerce include a wide range of agro-based products and traditional handicraft items which are in great demand in western countries.

The presence of several institutions of higher education and degree colleges provide Bareilly an excellent academic environment. The district has also been selected by the ministry of Urban Development, Government of India as a counter magnet city to the national capital, New Delhi. This has further accelerated the pace of development of the city.

Bareilly is 250 km away from New Delhi on four lane National Highway No. 24 and neighbours the district of Nainital (U.K.). It is an important junction on Lucknow-Delhi and Howrah-Amritsar.



## THE PGDM PROGRAMME

**L**BSIMT Bareilly visualises itself as a training ground for students in business management and helps in transforming them into responsible business executives. The flagship programme of the institute is the prestigious, two years full time Post-Graduate Diploma in Management (PGDM), which is equivalent to MBA and is recognized by the All India Council for Technical Education, Ministry of Human Resource Development, Government of India.

### COURSE OBJECTIVE

**The Course offered at LBSIMT Bareilly is designed to:**

- Train the students for effective functioning in various management roles so as to come up with a competitive edge.
- Create and strengthen the ability to visualise, initiate and implement changes for organisation development.
- Provide a clear understanding of the complex, dynamic and fast-changing national and global business environment.
- Sharpen the ability to perceive, identify and define factors contributing to the problems and to provide appropriate remedial measures.
- Sharpen entrepreneurial scanning skills and business acumen for Self-Employment and Executive Excellence.

### PROGRAMME STRUCTURE

**T**he Institute has trimester system for the PGDM students. The first three trimesters aim at building foundation of conceptual knowledge along with analytical skills that are required for unleashing

t h e  
tremendous latent potential within the students' personality thereby enlightening them about all emerging dimensions of organisational functioning aiming at consistent growth. Completion of

f i r s t  
three trimesters follows with innovatively designed and carefully structured summer training of 45-60 days under the guidance of corporate managers of organisations.

Immediately after the Summer Training the students are encouraged to undergo a Corporate Attachment Programme that emphasizes on experiential learning through application of the management concepts. The fourth, fifth and six trimesters are devoted to in depth learning of specialization areas chosen by the student for acquiring specialised functional competencies best suited for successful positioning of his/her individual



# ADMISSION DETAILS

## ELIGIBILITY

**T**he candidate must hold a bachelor's degree of a minimum of three years from any recognized Indian or foreign university or equivalent recognized qualification. Students appearing at the final year of degree examination 2016 can also apply. Such candidates, if selected through the selection process consisting of National Level written test, group discussion, extempore and personal interview will be admitted provisionally, provided they complete all the requirements for obtaining the degree and produce evidence of having satisfied the minimum eligibility requirement by December 31, 2016. Non-fulfillment of this condition will automatically result in the cancellation of the provisional admission.

# ADMISSION PROCEDURE

## Step-1 Entrance Test (CAT/GMAT/MAT/CMAT/ATMA/XAT/Any Other National Level Entrance Test)

All candidates seeking admission to LBSIMT will be required to have appeared in the Common Admission Test (CAT) conducted by IIMs or Management Aptitude Test (MAT) conducted by AIMA or any other govt. approved test.

## Step -2 Registration at LBSIMT

Besides the written test the candidates are required to register at LBSIMT, Bareilly through a separate application form which will be available along with information brochure from the Admission Co-ordinator, LBSIMT, Bareilly.

The Institute does not take any responsibility for postal delays and or loss of mail.

## Step -3 G.D., Extempore and Interview at LBSIMT

Candidates **short-listed** on the basis of CAT / MAT / CMAT / ATMA / XAT percentile will be called for Group Discussion, Extempore and Personal Interview for final selection. Selected candidates will be intimated by Registered Post / Courier/ Ordinary Post. No regret letters will be sent to those who are not selected.

## Foreign Nationals/NRIs/Corporate Sponsored Candidates

NRI candidates residing in India and corporate sponsored candidates will have to appear in CAT / MAT / CMAT / ATMA / XAT. NRI candidates residing abroad and foreign students are exempted from written test. Such candidates can apply directly to LBSIMT. Foreign students will be required to obtain NOC from Ministry of HRD.

## Application Form & Brochure

Admission form & brochure can be obtained from Admission Co-ordinator by paying Rs.1200/- Cash/DD (Rs.1250/- if requested by post). Forms can also be downloaded from our **website: [www.lbsimt.com](http://www.lbsimt.com)**. Such downloaded forms will be submitted along with a DD of Rs.1250/- drawn in favour of "LBS Institute of Management & Technology" payable at Bareilly, and will be sent to **- Admission Co-ordinator, Admission Office, LBSIMT, 29, Theatre Road, Cantonment, Bareilly.** Admission brochure will be sent on receipt of the application form and DD.

## LAL BAHADUR SHASTRI COLLEGE OF HIGHER EDUCATION, BAREILLY

### Offers : BBA & B.Com (Hons.) 2016-2019

#### **Introduction**

With its Mission of 'Nurturing Human Talents into Proactive Professionals', Lal Bahadur Shastri Institute of Management & Technology has been committed to quality education and professional excellence, since the day of its inception in 1996. Founders of Lal Bahadur Shastri Institute of Management & Technology, the Lal Bahadur Shastri Trust for Education & Research, as part of their unrelenting pursuit for excellence have established Lal Bahadur Shastri College of Higher Education. The college, located on the tranquil laps of the serene environment, offers a perfect ambience for knowledge acquisition and learning. With its state-of-the-art infrastructure located on Bisalpur Road, Bareilly and a team of well trained faculty members, the college aims to make career making education accessible to the people of the region and to offer the opportunity of self exploration and growth to the aspiring youth from this part of the country.

The college offers **Bachelor's degree in Business Administration and Bachelor's degree in Commerce with Honours**. Both the courses are affiliated to MJP Rohilkhand University.

The graduation programmes at Lal Bahadur Shastri College of Higher Education are offered with significant value addition through following developmental add ons:

- **Personality development sessions for holistic grooming of the students' personality.**
- **Regular interaction with corporate and industry experts.**
- **Classes for developing better communication skills.**
- **Foreign language classes.**
- **Field visit for practical exposure.**
- **Two separate summer trainings for the BBA students.**
- **Corporate attachment for BBA& B.Com. (Hons.).**



*Prof. R.L. Raina, Professor in Communication at IIM Lucknow addressing the students*



*Students Celebrating National Unity Day*

# COURSE STRUCTURE

The Two Year Full-time Post-Graduate Diploma in Management Programme consists of six trimesters. The first three trimesters build a foundation of conceptual and analytical skills required for more specialized study to be pursued in the second year of the programme. In the fourth, fifth and sixth trimesters, electives offer the students an in-depth learning in the areas of their specialization. The institute offers dual specialization with Marketing as a compulsory specialization.

## Summer Training

To provide students a practical exposure and an opportunity to apply the conceptual and analytical skill acquired in the classroom to actual situations, each student is required to undergo summer training. The training consists of 6-8 weeks hands-on managerial experience in a major business organization. The summer training is arranged after completion of the third trimester.

### TRIMESTER I

Principles of Management  
Organizational Behaviour  
Quantitative Methods-I  
Marketing Management  
Management Accounting  
Business Communication  
Legal Aspects of Business  
Economic Analysis for Business

### TRIMESTER II

Application of Computers in Management  
Human Resource Management  
Marketing Research  
Cost Management  
Business Environment  
Executive Communication & Public Relations

### TRIMESTER III

Business Analytics & Decision Science  
Financial Management  
Supply Chain Management  
Management Information System  
Production & Operations Management  
Customer Relationship Management  
(Plus Marketing specialization Electives)\*

### TRIMESTER IV

Business Ethics  
Project-Appraisal, Planning & Control  
Advertising & Brand Management  
Retail Management  
(plus Specialisation Electives\*)

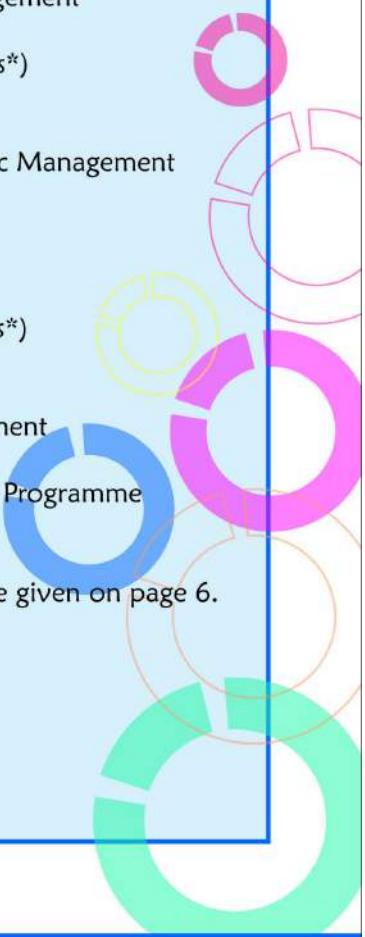
### TRIMESTER V

Business Policy and Strategic Management  
Marketing of Services  
People Engagement  
Leading in difficult times  
Project Study  
(Plus Specialisation Electives\*)

### TRIMESTER VI

Entrepreneurship Development  
Corporate Wisdom  
Employment Enhancement Programme  
Placements

\* Specialisation Electives are given on page 6.



## ***Holistic Grooming of Personality***

Lal Bahadur Shastri College of Higher Education not only imparts higher education but also strives to bring about a holistic development of the students and diligently chisel and shape their personality so as to make them industry ready and capable to face the challenges posed by the real world, dauntlessly and confidently.

For holistic grooming of the students, the college provides an array of developmental programmes and sessions including behavioural training from behavioural trainers, sessions on corporate etiquettes from industry experts, leadership development sessions from industry leaders, personality development sessions from renowned personality trainers, etc.

The students also get to attend national level seminars, conferences and symposiums all of which provide the students with the much needed exposure that cannot be provided through ordinary classroom teaching alone.

## ***Interaction with the Corporate World***

Lal Bahadur Shastri College of Higher Education, being a sister institution of LBSI MT, Barcilly and LBSIM, Delhi has a strong tie up and long standing relations with the best known business leaders and renowned corporate stalwarts from the country and abroad. A number of prominent corporate and social leaders from the country are on the board of the college, who take personal interest in the grooming and development of the students of Lal Bahadur Shastri College of Higher Education.

Corporate managers, business leaders and professionals like Chartered Accountants visit the college on a regular basis for interacting with the students and for providing them with an insight of the organizational life and its pressures. The students get ample opportunity to interact with the who's who of the industry and with the decision makers of the corporate world during 'Seminars' and 'Symposiums' organized by the college, periodically.

*Mr. S.Y Siddiqui Chief Mentor Maruti Suzuki India Ltd. presenting his views during National HR Summit at LBSIMT*



# ELECTIVES FOR PGDM

## Marketing Management

1. Strategic Marketing
2. Advertising & Brand Management
3. Sales & Distribution Management
4. Marketing of Services
5. Industrial Marketing
6. Rural Marketing
7. Social Marketing
8. Consumer Behaviour
9. International Marketing

## Finance & Accountancy

1. International Financial Management
2. Cost Analysis and Control
3. Securities Analysis and Portfolio Management
4. Management of Financial Services
5. Bank Management
6. Strategic Financial Management
7. Insurance and Risk Management
8. Corporate Reporting and Analysis
9. Corporate Tax Planning
10. Financial Markets and Environment
11. Stock Market Operations

## Human Resource Management

1. Building Learning Organisation
2. Organizational Development & Change Management
3. Leadership & Team Building
4. Strategic Human Resource Management
5. Comparative Industrial Relations
6. Manpower Planning and Development
7. Labour Legislation
8. Conflict Management
9. Wage and Salary Administration
10. New Dimensions of Human Resource

## Information Technology

1. System Analysis and Design
2. e-Business
3. Networking
4. Software Project Management
5. Computer Aided Management
6. Database Management Systems
7. Information Technology Tools
8. Programming Languages
9. Enterprise Resource Planning & Business Process Re-engineering

## International Business

1. Cross-cultural Management
2. International Accounting
3. International Marketing Research
4. International Business Strategy
5. International Financial Markets and Institutions
6. International Capital Markets and Financial Flows
7. International Comparative Organisations
8. International Financial Management
9. International Trade Procedures & Operations
10. Managing Global Impact

## Small Business & Public Systems Management

1. Small Business Management
2. Entrepreneurial Development
3. Conservation of National Resources & Environment Management
4. Rural Credit Management
5. Management of Public Enterprises
6. Management of Health Care Systems
7. Tourism Management

## Production & Operations Management

1. World-Class Manufacturing
2. Total Quality Management
3. Materials Management
4. ISO-9000/14000
5. Project Management
6. Network Management

## Insurance & Banking

1. Risk Management in Insurance & Banking
2. Actuarial Principles & Law of Insurance
3. Quantitative Methods in Insurance
4. Management of Claims & Investments in Insurance
5. Principles & Practices of Banking
6. Information Technology & e-banking
7. Marketing of Banking Products

\*Compulsory Specialization

An area of specialization would be opened only if a minimum number of students opt for it and after

# PERFORMANCE ASSESSMENT OF LEARNING PROGRESS

## **The performance evaluation shall be as follows:**

- (I) Each paper will carry 100 marks out of which 40 marks shall be for classroom participation, class tests, seminars, term papers, field works, attendance and viva-voce. The weightage assigned to each of the above factors shall be decided and announced at the beginning of the trimester by the individual faculty member responsible for the paper.
- (ii) It is mandatory to score minimum 40% in the internal marks for being eligible to get the examination hall ticket for that trimester.
- (iii) Written examination at the end of each trimester will carry 60 marks in each paper.
- (iv) The Summer Project study will carry 100 marks.

The Winter Project study will carry 200 marks out of which 80 marks will be for viva-voce and remaining 120 marks for project report.

- (v) The minimum marks for passing the examination for each paper will be 45% and that for each trimester will be 50% in aggregate.
- (vi) Admission to Second Year of the Two-Year Full-Time Programme shall be open to those students who have cleared successfully at least 11 papers offered for the First Year, comprising Trimester I, II and Trimester III of the Programme. However, such students will have to qualify the remaining papers of First Year along with Second Year of the Programme and no separate classes would be arranged for such papers.

## **AWARD OF POST - GRADUATE DIPLOMA**

Successfull candidates will be awarded Post Graduate Diploma in Management (PGDM). Their ranking in the class will be determined by the combined results of the First Year and Second Year of the Two-Year Full-Time Programme.

Candidates who secure 60% or above marks are placed in the 1st Division.

Those who obtain 50% or more, but less than 60%, are placed in the 2nd Division.

Candidates securing less than 50% marks in aggregate are asked to repeat the programme.

80% class attendance is a prerequisite for appearing at trimester examinations and final placement.

Every student is required to take up several projects in all functional areas of management.

## **HOSTEL FACILITY**

The Institute provides hostel accommodation on request for boys and girls separately.

**Attendance in all academic and institutional activities is compulsory**

## TEACHING ENDEAVOURS



The pedagogy used for the students has been developed after thoroughly understanding the expectations of the business organizations and it is refined to build a multi faceted personality of responsible business professionals.

### The Training Methodology Includes :

Simulation  
Case Studies  
Role Plays  
Research Projects  
Management Games  
Syndicate Sessions  
Corporate Interactions  
Live Projects  
Term Papers  
Lectures  
Presentations supplemented by audio-visual display.



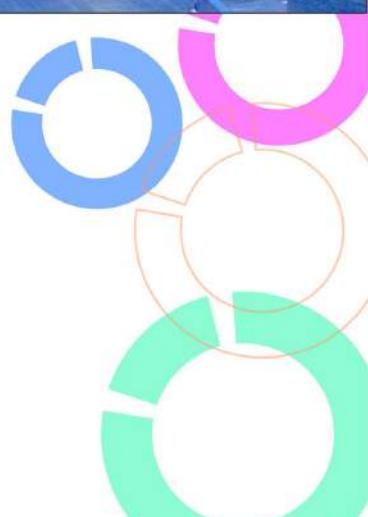
# LEARNING SUPPORT

## COMPUTER LAB

- The institute has Wi-Fi Campus and provides a modern air conditioned lab with LAN and stand-alone facilities covering the requirement of nodes for all students.
- The lab is well equipped to cover the developments in the field of computer technology, with dedicated Broadband Internet connectivity and Multimedia.
- The lab is equipped with the latest softwares to cater to the needs of the students.

## THE LIBRARY

- The institute has a well stocked library.
- The institute subscribes 7000 (approx.) e-journals related to the subject of Management.
- All students are connected on the institute's online portal through which they are provided instant guidance and assignments by the Professors.
- The library is furnished with the latest books and owns the subscription of over 80 different national, international journals, e-journals and magazines.
- The library provides index and abstracting facilities for leading business magazines and journals.
- Leading titles in every area of management and the latest in management literature are available in the library.



# INSTITUTE INDUSTRY INTERACTION

The institute industry interaction is very frequent and mutually rewarding. Managers from different functions in the corporate world are invited to share their practical experiences and communicate the felt expectations from the future managers. LBSIMT is actively associated with CII, FICCI, Chambers of Commerce and Productivity Councils. Professors of LBSIMT are on the panels of such organizations. LBSIMT has emerged as a facilitator of performance excellence by a number of organizations in diverse fields through its consultancy, management development programmes, business leaders round tables, seminars and various summits.

## International Development Programme

PROGRAMME TITLE	VENUE	PARTICIPANTS
Decision Making, Cross Cultural Management, Human Resource Audit & Accounting, Issues and Concerns of Civil Services Officers, Role of Media in Public Administration	LBSIMT Campus, Bareilly	Civil Service Officers from departments and ministries of the 18 developing countries*
Excellence in Supervision	Hotel Shankar Kathmandu, Nepal	Managers from Siddharth Bank
Effective Branch Management	Hotel Raddison & Hotel Shankar Kathmandu, Nepal	Managers from several national and foreign banks & insurance companies
Effective Organization Management	Hotel Raddison Kathmandu, Nepal	Civil Service Officers from Ministry of General Administration, Govt. of Nepal
Effective Execution	Hotel Siddharth Kathmandu, Nepal	Managers from different organisations

### \*Such Countries Include

Vietnam, Egypt, Afghanistan, Mauritius, Philippines, Nepal, Sri Lanka, Ethiopia, Zambia, Zanzibar, Tanzania, Palestine, Botswana, Uganda, Ghana, Tajikistan, Senegal, Mongolia, Jamaica, Ivory Coast, Fiji, Dominica, Southern Sudan, Lesotho, Malawi, Guyana, Solomon Island, Cote D'Ivoire etc



# INSTITUTE INDUSTRY INTERACTION

## Management Development Programmes

LBSIMT has been conducting a variety of developmental programmes for executives, officers and managers of various organisations from India and abroad. Some of the programmes which have made special impact on corporate world, academia and government departments are as follows :

- Workshops on 'Interpersonal Success Skills'.
- Management Development Programme on 'Self Esteem'.
- Excellence Workshop on 'How to Become a Independent Personality'
- Sukhad Kal Ki Ore' - attitudinal reorientation programme
- Towards Brighter Tomorrow - knowledge creation, dissemination and application.
- Executive Effectiveness
- Decision Making
- Emotional Intelligence in Pursuit of excellence
- Workshop on 'Creating Winning Team'



Management Game "Broken Squares" being conducted for commissioned army officers



Foreign delegates attending the international programme

## PUBLICATION



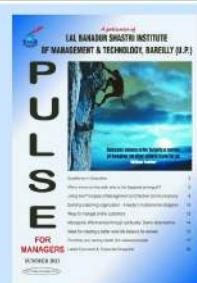
### News Letter

A quarterly newsletter is published to give a regular update of the institute's events, achievements and various other activities. The letter is distributed to the various organisations, professionals, academia and other institutions regularly.

## PUBLICATION

### Publication for Corporate Managers

The faculty team of the institute publishes a pull-out 'PULSE' for the benefit of the managers of corporate world. It contains crisp and action-oriented articles on various issues of concern for the managers. 'PULSE' is made available to the business organisations free of cost and has been able to generate keen interest.



# INSTITUTE INDUSTRY INTERACTION

## National HR Summit



Chairman Shri Anil Shastri sharing his views on the theme 'Growing with People's Aspiration'



Mr. S. Y. Siddiqui presenting his thoughts on the given theme

BSIMT organised National HR summit on the theme 'Growing with People's Aspirations'. The Summit was inaugurated by the Chairman Board of Governors, LBSIMT Shri Anil Shastri and the Chief Guest was Mr. S. Y. Siddiqui, Chief Mentor, Maruti Suzuki India Pvt. Ltd.

Mr. S. Y. Siddiqui is one of those exceptionally brilliant people and leader who tirelessly worked for unleashing the tremendous latent potential of human beings and brought the human resource function to the pivotal role of transforming the organizations and enhancing their performance excellence in the fast changing environment.

Widely traveled abroad, he has handled global and multi culture HR issues in highly competitive business environment in India & Europe. He has the unique experience of working in Multi Cultures & Multi Nationalities i.e. Indians, Japanese, Koreans, Italians, British, Americans & others. Mr. Siddiqui is also a recipient of Lal Bahadur Shastri Award for Professional Excellence in the year 2009. The Institute is also proud to have him on its Board of Advisors.



Prof. Rajendra Bharti, Director of the Institute presenting the vote of thanks

### THEME 'Growing with People's Aspiration'

It is the people who constitute a nation and thus a nation is rightly known by the qualities and characteristics of its people. The same holds true for an organization. Mr. Siddiqui talked about the most valuable resource for any organization that is its people. He said that a steady and consistent organizational ascent is contingent on the inherent and acquired aspirations of the people that kindles them with energy and shapes up their dynamism. This aspiration when aligned with the organizational vision and objective becomes overtly instrumental in steering the organization towards its cherished goal.

# 'LEADERSHIP SUMMIT

## - MEETING THE READINSS CHALLENGE'

Lal Bahadur Shastri Institute of Management & Technology, Bareilly organised the "Leadership Summit-Meeting The Readiness Challenge" on October 29,2013. The Summit started with lighting of ceremonial lamp and by offering floral tributes to Shri Lal Bahadur Shastri by Shri Anil Shastri, former Union Minister and Chairman, Board of Governors, LBSIMT, Prof. R.L. Raina, IIM Lucknow, Brig. B.S. Thakar, Commandant, Junior Leader Academy, Bareilly, Shri Rishi Tyagi, Group Head-Product Development, Headstrong India Pvt. Ltd., Dr. Sanjeev Shrivastav, Vice Chairman, LBSIMT and Prof. Rajendra Bharti, Director LBSIMT.

In his welcome address Dr. Sanjeev Shrivastav welcomed the eminent speakers and guest present on this occasion. He discussed various challenges faced by the leaders e.g. the challenge of change, uncertainty, policy paralysis and other intangible challenges in the form of cultural diversity in an organization. He said that a leader must have proactive elements in his personality and posses the power of flexibility.

In his presidential address Shri Anil Shastri, Former Union Minister & Chairman, Board of Governors, LBSIMT, informed the audience about the objective of establishing the institute and perpetuating the values of Shastriji.

Prof. R. L. Raina, IIM, Lucknow focused on three fold agenda. He dwelt at length on the evolution of our economy from agricultural driven economy to an idea/knowledge driven economy. He said that in order to survive in the competitive world a leader must be flexible and be a critical thinker. He also said that a leader must be a commanding leader and not a demanding leader.

Brig. B. S. Thakar, Commandant, JLA, Bareilly focused on imperatives for a modern leader such as attributes, competencies and experience.

Shri Rishi Tyagi, Group Head-Product Development, Headstrong Pvt. Ltd. gave his views on what is entrepreneurial leadership and why it is required.

Prof. Rajendra Bharti, Director, LBSIMT delivered the vote of thanks and said that the views expressed by learned speakers have facilitated the learning process.

Among the guests were Mr. Mumtaz Akhtar, Former State Sales Head, Piramal Group, Lt. Col. Subhash Mahto, Mr. Shivam Gupta & Mr. Shubham Gupta from Commercial Motors. Mr. Subho Chattopadhyay, Ms. Swati Gupta, Mr. Abhinav Nath, Mr. Atul Srivastava and Mr. Indranil Bose were the key people of the seminar organizing team.



Shri Rishi Tyagi, presenting his views



Guests present at the Summit

## INSTITUTE INDUSTRY INTERACTION

**A** National Seminar on 'Challenge of Leading the change' was organized by the institute at India International Centre, New Delhi. It was inaugurated by Shri Kanwal Jeet Jawa, Managing Director, Daikin Air-Conditioning India Pvt. Ltd. New Delhi. Dr. Sanjeev Shrivastav, Vice Chairman, LBSIMT welcomed all the guests. Shri Anil Shastri, Chairman, LBSIMT presided. Prof. Rajendra Bharti, Director, LBSIMT delivered the vote of thanks. Shri Rajeev Dubey, President (Group HR & After-Market) and Member of The Group Executive Board, Mahindra & Mahindra Ltd. Mumbai delivered the key note address



**Shri Rajeev Dubey, President Group HR, Mahindra & Mahindra Ltd., delivering the keynote address at the National Seminar**

Another National Seminar on 'Women Empowerment : A Catalyst for Growth of Indian Industry' was organised at Hotel Clarks Avadh, Lucknow. It was inaugurated by His Excellency Shri B.L.Joshi, Governor of Uttar Pradesh. Dr. Sanjeev Shrivastav, Vice Chairman, LBSIMT welcomed the audience and speakers. Shri Anil Shastri, Chairman, LBSIMT delivered the presidential address. Prof. Rajendra Bharti, Director, LBSIMT thanked all present.

Ms. Sehba Hussain, Executive Director, BETI Foundation, Lucknow, Ms. Mamta Rohit, Regional Head, IDBI Bank Lucknow, Shri Adarsh Shastri, Head Modern Trade, Operator & B2B Business, Samsung India Pvt. Ltd. New Delhi, Shri Sanjay Nath Singh, Resident Executive, Tata Steel Ltd. New Delhi and Prof. Madhurima Pradhan, Professor of Psychology, University of Lucknow were the other expert speakers of the seminar. Shri S.K. Chatterjee, Director, Bankers Institute of Rural Development, Lucknow delivered the valedictory



**His Excellency Shri B.L. Joshi, Governor of U.P. address. at the National seminar**

# GLOBAL RECOGNITION

## Prof. Bharti, Director of the Institute invited to address 'LONDON GLOBAL CONVENTION 2012'

Prof. Rajendra P. Bharti, Director of the Institute was invited by Institute of Directors to address the session in London Global Convention-2012 organized at Marylebone Cricket Club, Lords Cricket Ground, London from October 10 to 12, 2012, where he presented a paper on 'Leadership Roles in Corporate Governance' on October 12, 2012.

The convention was organized by the Institute of Directors in association with Indian Institute of Corporate Affairs, Govt. of India and in partnership with Federation of Indian Chambers of Commerce and Industry (FICCI), Europe India Chamber of Commerce, Brussels, The British-Swiss Chamber of Commerce and a number of other national and international organizations.

This was the biggest gathering of business leaders, corporate, industrialists, policy makers, ministers, parliamentarians, jurists, NGOs, administrative officers, academicians & professionals from across the global boundaries. The event was led by Hon'ble Dr. Ola Ullsten, Former Prime Minister of Sweden, who is the Chairman of the Advisory Board and the Rt.Hon. Baroness Sandip Verma (Lords Minister for British Government), who is the Chairperson of the Steering Committee for the event. The convention was inaugurated by Mr. Salman Khurshid, Union External Affairs Minister, then Union Minister for Corporate Affairs.

World Class experts in corporate leadership including Chairman of the King Committee of Corporate Governance Mr. Mervin King, leading economist Lord Maghnad Desai, chairman of several world class companies including HUL, Max India, Aditya Birla Group, Maruti Suzuki and Nokia etc. were part of the galaxy of speakers. The convention was being attended by distinguished intellectuals from several countries.



## Even The Rating Agencies Acknowledges Our Credibility

Prof. Rajendra P. Bharti, Director of the Institute adjudged as one of the top directors of the various leading management institutes of the country in a survey being conducted by Competition Success Review in 2012. Competition Success Review is being rated as one of the best magazines for various competitive



**Top Directors Of Leading Institutions**

 Prof. Samir K. Barua IIM Ahmedabad, Ahmedabad, Gujarat	 Dr. Raghuvir Singh J.K. Padampat Singhania Institute of Management and Technology, Gurgaon, Haryana
 Prof. Debasish Chatterjee IIM Kozhikode, Kozhikode, Kerala	 Mr. Krishan Lal Gupta GNIT Group of Institutions, Greater Noida, U.P.
 Dr. A.M. Sherry Institute of Management Technology, Centre for Distance Learning, Ghaziabad, U.P.	 Major General Dr. S. S. Dasaka SM, VSM (Retd.) SMIT, Majitar, Rango, East Sikkim
 Dr. Rajan Saxena Narsee Monjee Institute of Management Studies, Mumbai, Maharashtra	 Prof. (Dr.) Sangeeta Tripathi North Eastern Regional Institute of Management (NERIM), Guwahati, Assam
 Ms. Poonam Sharma Accurate Group of Institutions, Greater Noida, U.P.	 Dr. R.P. Banerjee Eastern Institute for Integrated Learning in Management, Kolkata, West Bengal
 Prof. (Dr.) Prabir Pal Regional College of Management (Autonomous), Bhubaneswar, Odisha	 Dr. Bigyan Verma Kohinoor Business School, Khanda, Maharashtra
 Mr. Suneel Galgotia Galgotias University, Greater Noida, U.P.	 Prof. Rajendra P. Bharti Lal Bahadur Shastri Institute of Management & Technology, Bareilly, U.P.

Directors develop the culture where all the concerned people feel responsible for their results as well as create the condition conducive to other people's growth.



### TOP RANKERS EXCELLENCE AWARD IN INSTITUTIONAL MANAGEMENT 2013



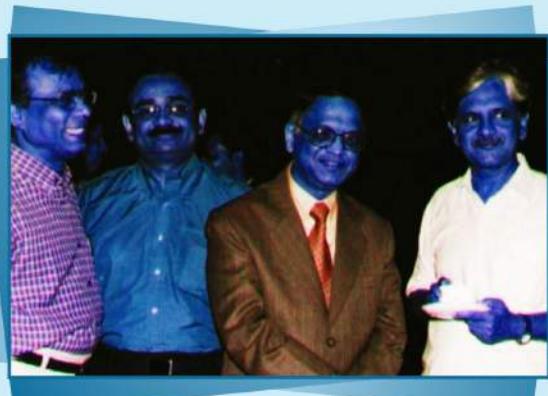
The award was conferred on Vice Chairman of the Institute Dr. Sanjeev Shrivastav. The award was given to the Institute for excellent placements, corporate interaction and quality education consistently for last 17 years in management field. The other recipients of the award were management guru Padmashree Dr. Pritam Singh, Director General of IMI, Dr. Bandyopadhyay Vice Chancellor of Guru Govind Singh University Delhi., Shri B. P. Rao, President of BHEL, Smt. Shubhalakshmi Panse, Chairman of Allahabad Bank etc.

### MR. INDRANIL BOSE AWARDED THE BEST FACULTY AWARD

Mr. Indranil Bose, Faculty at LBSIMT awarded the prestigious Dewang Mehta Award for best faculty -General Management in an award function held at Hotel Taj, Mumbai in November 2012.

## LBSIMT WITH DIGNITARIES

A Memento being presented to  
Dr. Alexander Spachis, Minister Councilor,  
Delegation of European Union in India at  
the National Seminar



Shri Narayan Murthy, Chief Mentor Infosys Technologies Ltd. with  
Shri Anil Shastri, Dr. Sanjeev Shrivastav and Prof. Rajendra Bharti

Mr. Kanwal Jeet Jawa  
Managing Director  
Daikin Air-conditioning addressing  
a National Seminar



## LBSIMT WITH DIGNITARIES

Shri Sunil Bharti Mittal, Chairman & Managing Director, Bharti Group with Shri Anil Shastri & Dr. Sanjeev Shrivastav



Mr. Mayank Pareek, President Tata Motor Ltd., speaking at a National Seminar

A memento being presented to Ms. Vinita Bali, MD Britannia Industries by our Vice Chairman Dr. Sanjeev Shrivastav



# DISTINGUISHED SPEAKERS AT LBSIMT

**Shri Shivraj V. Patil**  
Governor of Punjab

**Shri Sanjeev Goenka**  
Vice Chairman  
R.P.G. Enterprises Ltd.

**Shri Jimmy R. Anklesaria**  
Director-Business Development  
Bajaj Corp. Ltd., Mumbai

**Dr. Alexander Spachis**  
Minister Councilor  
Delegation of European  
Union in India

**Shri Rajiv Khanna**  
Director  
Bizvantage Training & Consultancy  
Corporation Ltd., New Delhi

**Shri Ashwini Mehra**  
Director,  
Nutech Engineering Technologies  
Ltd.

**Shri Ansgar Sickert**  
Managing Director  
Fraport India, New Delhi

**Shri Prem Chand Palety**  
Director, Centre for Forecasting  
& Research, New Delhi

**Shri Adarsh Shastri**  
Co-Founder  
Ditech Infotech Ltd. (U.K.)

**Dr. Arun Kumar Jain**  
Professor, Indian Institute of  
Management, Lucknow

**Shri Mani Shankar Aiyar**  
Hon. Advisor Bureau of  
Parliamentary Studies & Training  
Parliament of India

**Dr. Montek Singh Ahluwalia**  
Dy. Chairman  
Planning Commission

**Padmashree Dr. Pritam Singh**  
Director General, IMI New Delhi  
former Director MOI Gurgaon  
& IIM Lucknow

**Shri P. Dwarkanath**  
Director Group Human Capital  
Max India Ltd.

**Shri Rajeev Tiwari**  
Director Health & Wellness  
Rockland Group of Hospitals

**Shri Nafisa Ali Sodhi**  
Chairperson  
Children's Film Society Mumbai

**Shri S.Y. Siddiqui**  
Chief Operating Officer  
Maruti Suzuki India Ltd.

**Shri Pavan Choudary**  
CEO, Vygon India Ltd.

**Shri Pooran Chand Pandey**  
Director  
Times Foundation

**Shri S.S. Kohli**  
Chairman & Managing Director  
IIFCL

**Shri Subhash Jagota**  
CEO, Global Business Solutions

**Shri Shekhar Iyer**  
Deputy Chief of Bureau  
The Hindustan Times

**Dr. A.K. Singh**  
Director  
Giri Institute of Development  
Studies, Lucknow

**Dr. Umesh Sharma**  
Vice President HR  
Bhilwara Group

**Shri Arun Bharat Ram**  
Chairman & Managing Director  
SRF Ltd.

**Shri Rajeev Dubey**  
President (HR, After-Market &  
Corporate Services)  
Mahindra & Mahindra Ltd.

**Mrs. Vinita Bali**  
Managing Director  
Britannia Industries Ltd.

**Prof. D.S. Senger**  
Professor, IIM Lucknow,  
former Director,  
Indian Law Institute, New Delhi

**Ms. Ritu Kappal**  
Director  
Acme Solutions Pvt. Ltd.

**Shri Viren Kaushik**  
Managing Director  
Kribhco Shyam Fertilizers Ltd.

**Swami Agnivesh**  
Eminent Social Activist

**Shri Sanjay Singh**  
Vice President  
Tata Services

**Shri Sanjay Srivastava**  
General Manager  
Accenture

**Ms. Seema Mustafa**  
Resident Editor, Asian Age

**Shri Sanjay Nath Singh**  
Resident Executive  
Tata Steels

**Dr. S.K. Chatterjee**  
Director  
BIRD

**Dr. V.P. Singh**  
Executive Director HR  
RKJ Group

**Dr. Ajoy Kumar**  
Member of Parliament  
CEO, Max Neeman International



## DISTINGUISHED SPEAKERS AT LBSIMT

Shri Adarsh Shastri  
Head Modern Trade Operator &  
B2B Business Samsung India Electronics Pvt. Ltd.  
addressing the National Seminar



Shri Jimmy Anklesaria  
Director, Bajaj Corp., Mumbai  
at a Seminar in New Delhi

Shri Ansgar Sickert  
Managing Director Fraport India, New Delhi  
Speaking at a National Seminar



## DISTINGUISHED SPEAKERS AT LBSIMT

Shri Pavan Choudary CEO, Vygon India Ltd.  
speaking at a Seminar in New Delhi



Shri Sanjeev Goenka  
Vice Chairman R.P.G. Enterprises Ltd.  
Inaugurating a National Seminar

Shri Sanjay Singh  
Vice President, Tata Services  
addressing the audience at a  
Seminar in New Delhi



## Lal Bahadur Shastri Award For Professional Excellence

Lal Bahadur Shastri Institute of Management & Technology Bareilly has instituted the Lal Bahadur Shastri Award for Professional Excellence for people from various walks of life. The award honours an individual who has made exceptionally outstanding contribution to his/her profession and has achieved professional excellence. The awardee is designated as Lal Bahadur Shastri Fellow. Mr. S. Y. Siddiqui, Managing Executive Officer (Finance, HR & IT) Maruti Suzuki (I) Ltd. was conferred the award for 2009, Padmashree Pankaj Udas was conferred the award for 2010 and Dr. Kiran Bedi was conferred the award for 2011.

### LAL BAHADUR SHASTRI FELLOWS SO FAR.....



Lal Bahadur Shastri Award for Professional Excellence : 2011 was given to Dr. Kiran Bedi by Shri Anil Shastri, Former Union Minister and Chairman, Board of Governors of the Institute at Hotel Clarks Avadh, Lucknow on March 15, 2011



Shri Anil Shastri conferring the award for 2010 on Ghazal Maestro Padmashree Pankaj Udas



Shri Manishankar Aiyer conferring the award for 2009 on Shri S. Y. Siddiqui Managing Executive Officer (Finance, HR & IT) Maruti Suzuki (I) Ltd.

# PROMINENT RECRUITERS

The Placement Cell of the institute keeps the students informed about potential job opportunities and helps them in making prudent decisions for their future career. It maintains and promotes close linkages and active contact with the potential employers-both Indian & multinational. The institute involves their top executives at various stages of curriculum development and facilitates their interaction with the students through lectures, seminars, discussions and classroom participation. The placement cell provides opportunities for employer-student and pre-placement interactions to help the students in their career planning.

## EMPLOYERS OF LBSIMT GRADUATES

### FINANCIAL SERVICES

Axis Bank  
HDFC Bank  
ICICI Prudential  
Citi Financial  
Max Life Insurance Ltd.  
HSBC India Ltd.  
IDBI Bank Ltd.  
Allegro Advisors Pvt. Ltd.  
ICICI Bank Ltd.  
Metlife India Insurance Ltd.  
Tata AIG Life Insurance Co. Ltd.  
Citi Bank  
LKP Forex Ltd.  
Bajaj Allianz Life Insurance Co. Ltd.  
State Bank of India  
ABG Infralogistics Ltd.  
Jai Prakash Associates Ltd.  
Indusind Bank

### SERVICES

Vishal Mega Mart  
Bharti Airtel Ltd.  
Thomas Cook  
IBM Daksh  
Convergys India Services Ltd.  
DTDC Courier & Cargo Ltd.  
Sahara India  
Clark Group of Hotels  
Avlon Resorts  
Tata Elbee  
Oberoi Group  
Archies Ltd.  
Maurya Inn  
Channel Play  
Next Sapiens  
Aztech Exim Pvt. Ltd.  
Aircel Ltd.  
Darcl Logistics Ltd.  
Randstad Consultants

Turrer Morrison Ltd.  
DCM Shriram Industries Ltd.  
Su-Kam Power Systems Ltd.  
Future Generali Insurance Co. Ltd.  
ING Vysya Bank  
PNB Asset Management Co. Ltd.  
Dena Bank  
Nuwave e-solutions (P) Ltd.  
Karvy Consultants Ltd.  
GE Capital  
VLS Finance Ltd.  
Tata Finance Ltd.  
IIFL

**INFORMATION TECHNOLOGY**  
Mahindra Sat yam Pvt. Ltd.  
Nokia India  
IBM  
Nuwave e-solutions (P) Ltd.  
Sterlite Foundation  
Desmat  
Tata Infotech Ltd.  
Reliance Communications Ltd.

### MEDIA

Jabro Advertising  
JWT Marriott  
The Economic Times  
India Today  
Dainik Jagran  
Amar Ujala  
Pioneer  
Tata Infromedia  
The Times of India

### FMCG

Coca Cola India Ltd.  
Colgate Palmolive India Ltd.  
J.L. Morison (I) Ltd.  
Parle Ltd.

Pidilite Industries Ltd.  
United Sprites Ltd.  
Brindavan Beverages  
Modi Care Ltd.  
Modi Enterprises  
Nestle India Ltd.  
Gillete India Ltd.  
Radico Khaitan Ltd.  
Coffee Day Xpress  
P&G Home Products Ltd.  
DSCL Ltd.

### DURABLES & ENGINEERING

Havells India Ltd.  
Ceasefire Industries Ltd.  
Tata Steel Ltd.  
Bajaj Electricals Ltd.  
Bajaj Auto Ltd.  
Reliance Industries Ltd.  
Du Pont  
ELF Lubricants  
Indag Rubbers Ltd.  
Crompton Greaves Ltd.  
Punj Lloyd Ltd.  
Gabriel India Ltd.  
Hindustan Fibres Glass Works  
Hotline Glass Ltd.  
Vista Levlor  
Rotomac Pens Pvt. Ltd.

### PHARMACEUTICAL & CHEMICAL

Alkem Laboratories Ltd.  
Ranbaxy Laboratories Ltd.  
Dr. Reddy's Laboratory Ltd.  
Elder Health Care Ltd.  
Wockhardt Ltd.  
Cipla Ltd.  
Dr. Morepen laboratories Ltd.  
Panacea-Biotech  
Lupin Laboratories Ltd.

# SUMMER PLACEMENTS

## FINANCIAL SERVICES

American Express  
Tata AIG Life Insurance Co. Ltd.  
Reliance Money Ltd.  
HDFC Ltd.  
HDFC Bank Ltd.  
HSBC Bank  
ICICI Home Finance Corporation  
PNB Asset Management  
Karvy Consultants Ltd.  
Tata Finance Ltd.  
Kotak Mahindra Old Mutual Life Insurance Ltd.  
Standard-Chartered Bank  
Centrum Finance Ltd.  
Centurion Bank of Punjab Ltd.  
India Bulls Securities Ltd.  
Allegro Capital Advisors (P) Ltd.  
ICICI Bank Ltd.  
ICICI Pru Life Insurance Co. Ltd.  
Max Newyork Life Insurance Co. Ltd.

## FMCG

Pepsi Co. India Holding (P) Ltd.  
Hindustan Unilever Ltd.  
Cadbury India Ltd.  
Amul India  
Coffee Day Xpress  
Godrej Saralee Ltd.  
Barista Coffee Company Ltd.  
Johnson & Johnson Ltd.  
ITC Ltd.  
Adani Wilmar Ltd.  
Hindustan Coca Cola Mkt. Co. Ltd.  
Anmol Bakers (P) Ltd.  
British Gas India (P) Ltd.  
Shoppers Stop  
B. L. Agro Oils Ltd.

## DURABLES & ENGINEERING

Maruti Suzuki India, Ltd.  
LG Electronics  
Samsung India Pvt. Ltd.  
Jindal Steel & Power Ltd.  
National Fertilizers Ltd.  
IFFCO  
Xerox India Ltd.  
TVS Motors  
Punj Lloyd Ltd.  
IFB Industries Ltd.  
Tata Motors Ltd.  
LG Electronics India Pvt. Ltd.  
Nerolac Paints  
Century Pulp & Paper Mill  
Indag Rubber Ltd.  
Mascot India Tools & Forgings (P) Ltd  
Bharat Heavy Electrical Ltd.  
National Thermal Power Corp. Ltd.  
Reebok  
Indian Oil Corporation Ltd.  
Maharaja Appliances Ltd.  
Godrej Consumer Care Ltd.  
Oil and Natural Gas Corp. Ltd.  
Steel Authority of India Ltd.  
Yamaha Motor Pvt. Ltd.  
Castrol India Ltd.  
Larsen & Toubro Ltd.  
ABB India  
J.K. Cement Ltd.  
3M  
Bhushan Steel & Strips Ltd.  
FIAT India Automobile Ltd.  
Alliance Builders & Contractors Ltd.

## PHARMACEUTICAL & CHEMICALS

Nicholas PiramalIndia Ltd.  
Pfizer Ltd.  
Dabur India Ltd.  
Cadila Health Care Ltd.  
Tsar Health (P) Ltd.  
Cipla Ltd.

## INFORMATION TECHNOLOGY

Wipro Ltd.  
Volta's Ltd.  
Polaris Software Ltd.  
Tata Consultancy Services Ltd.  
NIIT  
HCL Info System Ltd.

## MEDIA

The Times of India  
Amar Ujala  
Hindustan Times  
Dainik Jagran



## SERVICES

Bharti Cellular Ltd.  
Grasim Industries Ltd.  
Reliance Infocomm Ltd.  
Kotak Securities Ltd.  
Bharat Sanchar Nigam Ltd.  
Tata Indicom  
Sahara Pariwar  
ICFAI University  
Gallup India Pvt. Ltd.  
Reliance Industries Ltd.  
Idea Cellular Ltd.  
Sahara India

# THE FACULTY

**T**he Core faculty of the institute is supported by the renowned academicians from reputed institutes. To effectively blend theory and practice the institute also invites senior executives from business and industry with extensive national and international experience.

## ADVISOR

### Prof. R. L. Raina

Professor of Communication  
I.I.M., Lucknow

## DIRECTOR

### Prof. Rajendra P. Bharti

M.A. (Eco.), C.A.I.I.B.  
DIM., PGDCIM, PGDQM (London),  
F.I.M.A., A.D.M.R. (HRM)

## FACULTY

### Dr. Subho Chattopadhyay

MBA, (Marketing) Ph.D

Project Appraisal, Financial Management, Leadership and  
Team Building, Strategic Human Resource  
Management, Empowering Self

### Dr. Abhishek Sharma

MBA (Marketing & HR) Ph.D

International Marketing, Strategic Marketing,  
Consumer Behaviour

### Dr. Nadeem Fatima

M.Com., Ph.D.

Retail Management, Advertisement & Brand Management,  
Leadership, Economics

### Ms. Swati Gupta

B.Sc, MBA (Marketing)

Book Keeping & Basic Accounting  
Financial Accounting & Statistics

### Ms. Upasana Kanchan

B.Tech, MBA (HR & Marketing)

Principles of Management, Supply Chain Management,  
Business Environment,

### Mr. Abhinav Nath

MBA (Marketing & HR)

Business Policy & Strategic Management, Economic Analysis  
of Business, Production & Operations Management

### Mr. Atul Srivastava

PGDBM (Finance & Marketing)

Marketing of Services, Entrepreneurship Development  
Industrial Relations, New Dimension in Human Resource Management

### Ms. Tania Soni

B.Sc., PGDBM

Insurance & Risk Management, Corporate Taxation,  
Bank Management, Management Accounting

### Ms. Ritika Gulati

M.Com., MBA

Business ethics, Organizational Behaviour, Human Resource Management  
Organizational Development & Change Management

### Ms. Anubhuti Saxena

B.Sc., MBA

Business Organizational, Business Environment  
& Principle of Economics

Fundamentals of Management, Business Law  
& Business Communication

# VISITING FACULTY

## Prof. Gautam Sinha

Director  
11M, Kashipur

Production & Operations Management

## Dr. R. L. Raina

Professor  
I.I.M. Lucknow

Business Communication

## Dr. G.L. Sharma

Advisor, C.I.  
LBSIM, New Delhi

General Management  
Management Accounting

## Dr. Ashok K. Gupta

Chairman Prof. of Economics  
Ohio University U.S.A.

Brand Management  
Consumer Behaviour

## Dr. (Smt.) M. Koshal

Prof. of Operation Management  
and International Business  
Dept. of Management System,  
Ohio University, Athens, U.S.A.

Managerial Economic  
International Economics

## Dr. H.S. Pandey

Reader  
Bareilly College, Bareilly

Legal Aspects of Business

## Dr. H.V. Verma

Faculty of Management Studies  
University of Delhi

Marketing Management,  
Consumer Behaviours  
Marketing of Services

## Shri K.K. Ahuja

Management Advisor &  
Head Operations  
Napino Auto and Electronic Ltd.

Human Resource

## Shri V.K. Tyagi

General Manager (Works)  
Camphor & Allied Products Ltd.

Production & Operations

## Shri Pavan Choudary

CEO, Vygon India Ltd.  
Gurgaon

Marketing Management

## Prof. D.S. Senger

Professor  
I.I.M. Lucknow

Legal Aspects of Business

## Dr. A.K. Mishra

Professor of Finance  
I.I.M. Lucknow

International Financial Management

## Prof. Ravi Shankar

Professor  
Indian Institute of Foreign Trade  
New-Delhi

Strategic Management

## Dr. A.K. Sarkar

Professor & Dean  
Faculty of Management  
M.J.P. Rohilkhand University Bareilly

International Financial Management, Strategic Financial Management

## Shri Viren Kaushik

Managing Director  
Kribhco Shyam Fertilizers Ltd.

Process of Management

## Dr. P.B. Singh

Reader  
Faculty of Management  
M.J.P. Rohilkhand University Bareilly

Organisation Behaviour,  
Consumer Behaviour

## Dr. R.K. Srivastava

Head - Deptt. of  
Computer Science,  
Bareilly College, Bareilly

System Analysis and Design,  
RDBMS  
Artificial Intelligence

## Shri S.S. Bedi

Deptt. of Computer Science  
M.J.P. Rohilkhand University Bareilly

Networking  
Computer Applications,  
MIS

## Shri Vivek Gupta

IIM, Lucknow

Information Technology,  
MIS

## Shri Rajiv Khanna

Director  
Bizvantage Training & Consultancy Corporation, Ltd. New Delhi

Emerging Executive Challenges

## Shri Rajiv Tiwari

Director  
Health & Wellness  
Rockland Group of Hospitals, New Delhi

Corporate Communication

## Dr. Deepak Tandon

LBSIM, New Delhi

International Financial Management

## Prof. Prem Sibal

Professor LBSIM, New Delhi

International Financial Management

## Prof. Sushil Chhabra

Professor LBSIM, New Delhi

Information Technology,  
MIS

## Prof. Praveen Gupta

Professor LBSIM, New Delhi

Marketing Management

## Prof. S.K. Jain

Professor LBSIM, New Delhi

Strategic Management

# ALLIANCE

## The Students forum of LBSIMT

1. It organises various activities which aim at inculcating managerial and organizational skills in the students.
2. It is a platform to promote their self motivation, initiative and self exploration.
3. It organises competitions and events to simulate an environment where they can be decision makers, entrepreneurs, problem solvers and resource allocators.



Students performing at Synergy

### ALLIANCE CLUBS

C-Bugs      Information Technology      Path Finders      Marketing      Wall Street      Finance

Shinyo-wa      International Business      Torch Bearers      HRM

#### PATH FINDERS

The Philosophy of 'Path Finders' - the Marketing club at LBSIMT is to help its members gain valuable insight into Marketing, beyond what is read through the text books. 'Path Finders' aims at augmenting classroom learning with practical inputs from the current marketing scenario.

#### WALL STREET

Wall Street is the platform through which the students of LBSIMT look for ways of enhancing their knowledge in the area of Finance as a supplement to classroom teaching. Apart from giving the students an analytical insight into the intricacies and general scenario of the financial world. It strives to develop financial acumen through innovating stock games.

#### TORCH-BEARER

The HRM club of LBSIMT is 'Torch Bearers'. It is involved in developing and sharpening the managerial skills for tackling real life situations with human beings. Torch Bearers provide a platform to practice the different concepts of HR that enable students to contribute to organisation building process.



Students with the Trophy won at National Management Games Conducted by AIMA

# GLIMPSES OF STUDENTS' ACTIVITIES

## C-BUGS

**T**he IT Club of LBSIMT 'C-Bugs' helps in updating the students with the current happening and technological advancements in the IT world. It is a vehicle for Mandevian's quest for knowledge in the area of Information Technology. The club focuses on understanding technology and its application in organisational performance and effectiveness.

## SHINYO-WA

**T**he Club, through its activities attempts to look beyond borders & develop a global orientation in thinking and planning. It enables the students to assimilate the practical nuances of international business. 'World is the Home, Sky is the Limit, Stars are the Destination.'

## INDUSTRIAL VISITS

Alliance, the students' association of LBSIMT is involved in organizing industrial visits for students to familia rise and keep them in constant touch with the actual practices followed in business organisations. Recently students have visited Dabur India Ltd.- Sahibabad, Jubilant Organosys - Gajraula, Parle Biscuits Pvt. Ltd., Rudrapur, Nestle, Rudrapur etc.

## SOCIAL WORK

**A**s a part of their societal commitment, the students of LBSIMT from time to time have organised events like Tree Plantation Drive and Pulse Polio Drives. Alliance has also organised a Blood Donation camp in association with IMA Blood Bank, Bareilly

## THE LITERARY CLUB

**T**he club has under its ambit various activities, which include publishing of a management magazine "INSIGHT" and wall magazine which provides the students a platform to express



Industrial Visit by Students of LBSIMT



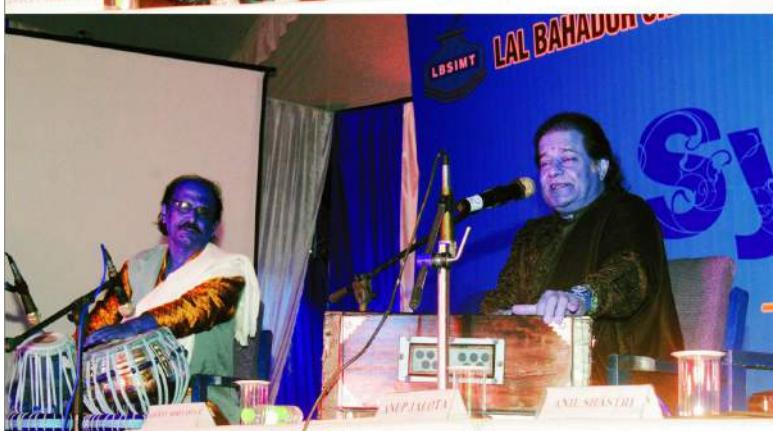
Students of LBSIMT celebrating National Unity Day



Blood Donation by Students of LBSIMT



## THE MANAGEMENT FEST SYNERGY



Alliance - The Students' Union of LBSIMT, Bareilly has successfully conducted the annual management festival "SYNERGY".

The first session was graciously inaugurated by the Vice Chairman Dr. Sanjeev Shrivastav and Director Prof. Rajendra Bharti. They lighted the lamp and paid floral tributes to Shri Lal Bahadur Shastri Ji who is the eternal source of inspiration to the institute.

Ms. Upasana Gupta, the Alliance coordinator welcomed all the guests and the students and faculty members of all the participating Management Institutes.

The Vice Chairman Dr. Sanjeev Shrivastav, welcomed all the guests. In his speech he focused on importance of employment and asked the students to be proactively alert and always try to enhance their skills, so that they are able to develop wisdom in their respective specialization. He gave the mantra of 'Satyam Shivam Sundaram' encouraging the students to have benevolence in their attitude and preserve the bliss of society by making efforts to bring the required changes.

## ALUMNI MEET

BSIMT has a strong Alumni Association consisting of members from more than past ten batches. It is actively providing an interactive interface between students & industry experts to assist in placement and other development activities.

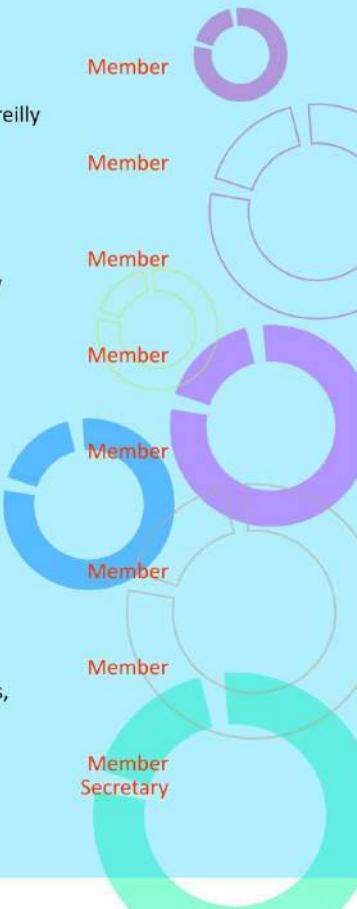


# GOVERNANCE BOARD OF GOVERNORS

<b>Shri Anil Shastri</b> Former Union Minister	Chairman
<b>Dr. Sanjeev Shrivastav</b> Educationist and Social Activist	Vice-Chairman
<b>Padmashree (Dr.) Pritam Singh</b> Director General, IMI New Delhi Former Director MDI Gurgaon & IIM Lucknow.	Member
<b>Dr. R. L. Raina</b> Professor of Communication IIM Lucknow	Member
<b>Shri Rajeev Dubey</b> President (Group HR & After-Market) and Member of the Group Executive Board, Mahindra and Mahindra Ltd., Mumbai	Member
<b>Dr. Ajoy Kumar</b> Member of Parliament CEO Max Neeman International	Member
<b>Prof. Bharat Bhaskar</b> Prof. of IT & Systems IIM, Lucknow	Member
<b>Dr. Gautam Sinha</b> Director Indian Institute of Management, Kashipur	Member
<b>Dr. Arya Kumar</b> Director LBSIM, New Delhi	Member
<b>Dr. G. L. Sharma</b> Advisor C. I. LBSIM, New Delhi	Member
<b>Shri Jimmy R. Anklesaria</b> Director-Business Development Bajaj Corp. Mumbai	Member
<b>Shri Lagan Shastri</b> Area & Operations Director Hindustan Coca Cola Beverages Pvt. Ltd. New Delhi	Member
<b>Shri M.A. Pathan</b> Strategic Advisor, I.O.T. Infrastructure & Energy Services, New Delhi	Member
<b>Prof. Rajendra P. Bharti</b> Director LBSIMT, Bareilly	Member Secretary

# GOVERNANCE ADVISORY BODY

<b>Shri M.P. Mehrotra</b> Vice-Chairman V.L.S. Finance Ltd., New Delhi	Chairman	<b>Shri V. K. Goel</b> Chairman, Dhampur Sugar Mills Ltd., New Delhi	Member
<b>Shri Arun Gupta</b> Industrialist & Former President Central UP Chamber of Commerce, Bareilly	Member	<b>Shri Ralph Kerle, MCI</b> CEO, The Creative Leadership Forum Australia	Member
<b>Shri K. K. Ahuja</b> C.O.O. Napino Auto Electricals Ltd. New Delhi	Member	<b>Dr. Gautam Sinha</b> Director Indian Institute of Management Kashipur	Member
<b>Shri Rahul Khare</b> Senior Chartered Accountant and Financial Consultant, New Delhi	Member	<b>Dr. G.L. Sharma</b> Advisor C.I. LBSIM, New Delhi	Member
<b>Shri G.P. Rao</b> Chief - HR & MS at Recron Malaysia, Member Reliance Group	Member	<b>Shri Lagan Shastri</b> Area & Operations Director Hindustan Coca Cola Beverages Pvt. Ltd., New Delhi	Member
<b>Shri Adarsh Shastri</b> Co-Founder Digitech Infosoft Ltd. U.K.	Member	<b>Shri Sanjay Nath Singh</b> Resident Executive Tata Steel, New Delhi	Member
<b>Shri D. K. Bakshi</b> Chief Mentor & CEO Global Talent Consultants Co. Ltd. Bangkok, Thailand	Member	<b>Prof. P.K. Yadav</b> Former Pro-Vice Chancellor M.J.P. Rohilkhand University, Bareilly	Member
<b>Shri Pavan Choudary</b> CEO, Vygon India Ltd., Gurgaon	Member	<b>Prof. U. P. Arora</b> Chair Prof. of History J.N.U. New Delhi	Member
<b>Shri Pankaj Sharma</b> Editor and CEO News Views, New Delhi	Member	<b>Prof. M. C. Sondhi</b> Former Head, Dept. of Sociology Bareilly College, Bareilly	Member
<b>Shri Prem Bhargava</b> Former Vice President (Marketing) Gabriel India Ltd., New Delhi	Member	<b>Shri Anil Agarwal</b> Chartered Accountant New Delhi	Member
<b>Shri Rahul Johri</b> Senior Vice President & GM Discovery Networks Asia Pacific	Member	<b>Shri Rajiv Tiwari</b> Director-Health & Wellness Rockland Group of Hospitals New Delhi	Member
<b>Brig. Satish Kumar (Retd.)</b> Honorary CEO, ISBMR, New Delhi	Member	<b>Shri Rajiv Khanna</b> Director-Bizvantage New Delhi	Member
<b>Shri Vivek Gupta</b> Jt. Managing Director-Delton Cables Ltd. New Delhi	Member	<b>Prof. A. V. Balyan</b> Former Head, Deptt. of Statistics, Bareilly College, Bareilly	Member
<b>Shri Subhash Jagota</b> Founder & CEO Global Business Solutions, New Delhi	Member	<b>Dr. Subho Chattopadhyay</b> Academic Co-ordinator LBSIMT Bareilly	Member
<b>Shri S. Y. Siddiqui</b> Chief Mentor Admin, Finance, HR, & IT Maruti Suzuki India Ltd., New Delhi	Member		Secretary



## FEE STRUCTURE

### Two-Year Full-Time PGDM Programme 2016-2018

Academic Year	General Category	Last Dates of Payment
2016-2017	₹ 92,000 ₹ 80,000	At the time of admission By 21st November, 2016
2017-2018	₹ 80,000 ₹ 80,000	By 21th March, 2017 By 21th November, 2017

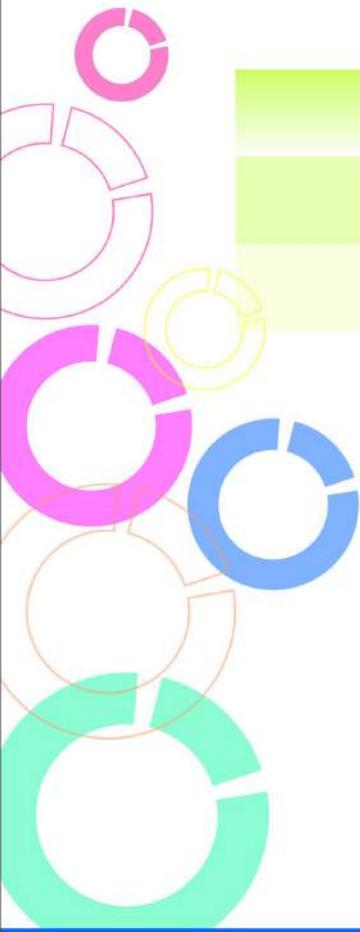
Academic Year	Corporate Sponsored Category	Last Dates of Payment
2016-2017	Rs. 1,32,000 Rs. 1,00,000	At the time of admission By 21st November, 2016
2017-2018	Rs. 1,00,000 Rs. 1,00,000	By 21th March, 2017 By 21th November, 2017

### BBA & B.COM (Hons.) 2016-2019

Academic Year	General Category	Course
2016-2019	₹ 48,500 p.a. ₹ 25,000 p.a.	For BBA For B.Com (H.)

#### Selection Process

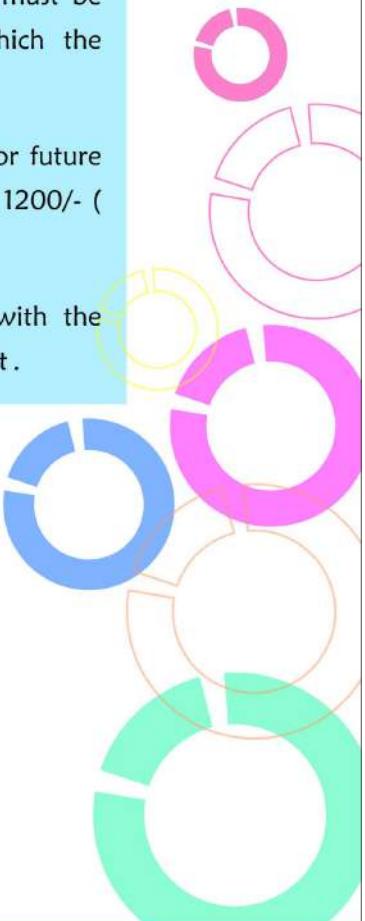
Based on merit of class 12<sup>th</sup>marks and personal interview.



1. Along with the fee of the 1st trimester a refundable security of ₹ 2,000/- has to be deposited.
2. Bus & Hostel fee is not included in the above chart.
3. In case of withdrawal before the commencement of course, the entire fee collected, after deduction of the processing fee of ₹ 1,000/- (Rupees one thousand only) shall be refunded.
4. If the fee is not deposited by the above mentioned dates, late payment charges in addition to fee will have to be paid @ Rs. 25/- per day.
5. 20% of fees is waived off for all serving defence personnel upto a maximum of five candidates.
6. All disputes are subject to jurisdiction of the court in Bareilly.

## IMPORTANT INFORMATION FOR APPLICANTS

1. The application form should be filled with a ballpoint pen in the candidate's own handwriting .
2. It is advised to the applicant to contact over telephone also to know about the further processing of the application from .
3. The Institute does not take any responsibility for postal delays or loss of mail.
4. If the applicant has not received the final year graduation mark sheet then he/she should mention the 1st and 2nd year percentages separately in the corresponding columns .
5. However, in case of admission the final year mark sheet must be produced on or before 31st December 2016 failing which the admission shall stand cancelled .
6. The candidate must note down the application form no. for future reference. The cost of application form and brochure is `1200/- ( `1250/- by post)
7. Enclose a self addressed duly stamped post card along with the application form for the purpose of sending acknowledgement .





# **PROFESSORS FROM LEADING MANAGEMENT INSTITUTES & TRAINING EXPERTS PAVING THE WAY OF SUCCESS OF STUDENTS OF LBSIMT**



## REFLECTIONS FROM ALUMNI



The managerial skills and the philosophy of hard work which I learnt at LBSIMT has paved my way to become a global manager. I was selected for JL Morrison (Nivea) from the campus and never looked back.

Rajat Jha

Category Manager (Marketing and Sales)  
Johnson and Johnson  
Amsterdam, Netherland

The lush green environment of the institute amidst the calm surrounding of cantonment made the learning more interesting. The practical learning imparted with the help of case studies, simulation and team work instilled a lot of confidence in me to take up the challenges of the corporate world. My first job that I got from campus was with Punj Lloyd, Delhi that gave me a platform to polish my leadership and technical skills for further development and growth. I will always cherish the days spent with my friends & faculties. I wish LBSIMT all the very best in all its endeavour.

Pankaj Luthra  
Sr. Consultant  
Oracle, Bangalore



The days of LBSIMT WERE THE BEST DAYS OF MY LIFE. The mango tree shades and calm atmosphere of cantonment are the best memories. I owe my success in multinational organization to LBSIMT

Rishi Prakash  
Regional Manager,  
MJB International, Dubai



It is a place for transformation - It changed me from head to toe and helped me realise my true potential!"  
Thanks LBSIMT for the transformation.

Dushyant Dass  
Manager - HR  
Zavenir Daubert India Pvt Limited, Gurgaon



I cherish the good times I spent at LBSIMT. I am proud of being an alumni of the institution and also revere it for providing the stepping stone. Thanks to all the teachers and the staff for their overall guidance and support

Sumit Bahadur  
Director  
Nationwide Credit Inc  
Phoenix, Arizona, USA

It's been a long time since I visited college last.....Most of us would agree that the days we spent in college were certainly the best days of our lives. It was in college that we made our best friends, competed to excel with the tightest schedules possible and the lengthy class-room lectures, prepared for the team presentations with the spirits not less than that of a world cup cricket match, hoped for the best places in the industry, and learned our first lessons about life. Memories come flooding back when you reach each Alumni gathering.....n today we realize that we were 'Professionals in Making'

Shruti Gautam  
Manager, Issue Department  
Reserve Bank of India  
New Delhi



# REFLECTIONS

I am glad to see that students of LBSIMT are following the footprints of Shri Lal Bahadur Shastri Ji.

DR. KIRAN BEDI  
First women I.P.S. Officer of India

It was a pleasant surprise to be at LBSIMT which is imparting quality education and serving the society.

MR. S.Y. SIDDIQUI  
Chief Mentor  
Maruti Suzuki India Ltd.

This institute is a beacon of hope and principle-based-leadership for the masses of our country who define our future and are not born with special privileges. Keep up the good work and keep setting higher standards for yourself and everyone else. I will always cherish these memories of LBSIMT.

MR. SHRENIK M. KHASGIWALA  
Director - Enam Securities.

Muc  
h as it is a wonderful experience to make the convocation address, I feel it must be absolutely heavenly to be one of the lucky young graduates at the ceremony. To be young at this time is a rare and lucky privilege in and I want to be one of these young men and women. My prayers are all for them 'may they glow like beacons for the whole world.)

MR. SALMAN KHURSHID  
Former Union Minister for External Affairs  
(then Union Minister for Corporate Affairs

An absolute pleasure and privilege to be at LBSIMT Bareilly Campus, which is full of vibrance and positive energy.

PADMASHREE PENAZ MASANI  
Ghazal Maestro

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