



Business Management Magazine

DECEMBER - 2023

LLOYD CHRONICLE

*Annual Publication
Lloyd Business School
Greater Noida*





ABOUT LLOYD BUSINESS SCHOOL

Lloyd Business School is located at Knowledge Park – II, in the heart of Greater Noida (Delhi - NCR). A quiet and lush green campus spread over 10 acres, it is truly picturesque and scenic. Approved by AICTE (Ministry of HRD, Govt. of India), independent, co-Educational, privately endowed institute, Lloyd has been operational since 2004. Lloyd constantly strives to achieve its objective of delivering quality education to students while ensuring their professional development. The strength of the Institute lies in the niche and highly Industry-Integrated courses that Lloyd offers in the field of management under the combined aegis of renowned faculty members and highly respected corporate professionals, along with industry partners.

VISION

“To be a globally recognized center of excellence in all aspects of management education and produce ethical leaders with functional expertise, promoting sustainable solutions, and an entrepreneurial & innovative perspective to improve their employability exponentially”.

MISSION

- To offer an academically rigorous, practice and research supported, management education based on principled and ethical values, sensitive to the ever changing needs of the profession, society, industry, and country.
- To continue to provide a stimulating learning environment that fosters the understanding of disruptive, technological developments, and encourages continuous innovation and learning.
- To promote the practice of collaborations and work related learning experience which focuses on the application of knowledge and skills which is globally relevant.
- Nurture personal mentoring that respects individuality and inspires students to become responsive and responsible business leaders who can make progressive and sustainable impacts.
- To provide broad and domain specific knowledge to upskill, students, in definitive careers of functional expertise through various course electives in upcoming frontiers of management education.
- To stimulate and encourage entrepreneurial culture by equipping students with global business awareness, and developing faculty as thought leaders.

Program Educational Objectives (PEOs)

PEO#1:

To facilitate managerial excellence and globally relevant professional competency.

PEO#2:

To instill innovative and sustainable problem-solving abilities which will help them to become responsible business leaders.

PEO#3:

To develop entrepreneurial acumen for employability and exponential growth opportunities.

PEO#4:

To develop professional ethics and imbibe value systems & learning mechanisms needed for the growth and well-being of society.

PEO#5:

To be able to contribute to the high quality of knowledge creation through faculty development and industrial collaborations through technology implants in management education.



Mr. Manohar Thairani

Message from the Desk of President

I am elated to know that Lloyd Business School is coming out with the Fourth Edition of Lloyd Chronicle. The journal promises to be a reflection of rapidly developing business administration and management dynamics in emerging market situations. Lloyd Chronicle aims to build on the fundamental concepts of business administration with the objective of extending and applying existing theories and practices to a multidisciplinary framework, in an innovative manner. It will provide a platform for students, academicians and industry experts to interact, exchange their ideas and build collaborations in order to push the boundaries of business knowledge. The market is dynamic and is in constant need for skilled professionals who are fully equipped to consistently adapt to changes and face emerging challenges. Perseverance, critical thinking, ability to take fast and effective decisions, and a talent to quickly solve problems are also very much required in the modern, globalized service sector. Understanding this need, Lloyd Chronicle focuses on key business administration trends in a comparative, global context, with a pluralistic methodology complemented by multidisciplinary conceptualization from a cross cultural perspective. I hope this journal will succeed in reaching out to aspiring business professionals, students and researchers, and guide them in their journey towards excellence. I wish all the success to this endeavor of Lloyd Business School!

Best Wishes

Mr. Manohar Thairani



Dr. Vandana Arora Sethi

Message from the Desk of Group Director

Dear friends of Lloyd Business School,

It gives me immense pleasure in writing a note for our Fourth issue of the Management Magazine of Lloyd Business School – Lloyd Chronicle.

In the last issues we have had many exciting changes transpiring in our Business School, from impressive faculty hires, to new programs in Data Science and Analytics, to improving the experiences of our students. This new group of faculty brings outstanding talents and remarkable research activity that will complement the exceptional work done by our current faculty members. Several of our faculty members are involved in teaching endeavors that have the potential for nationwide impact.

Our industry -focused education has been getting great attention as the new trend in higher education, in Business Analytics, Supply Chain Management & Human Resources. At the same time, we continue to be deeply committed to attracting the highest caliber students to our school and offering wonderful educational experiences. This year we shall be doing many activities and conclaves with industry-academia dignitaries. I'm very excited about this program, which will provide outstanding educational opportunities to a diverse group of students.

Blessings!!!

Dr. Vandana Arora Sethi



Editor-in-Chief
Dr. Fehmina Khaliq
Professor

It's a proud feeling to bring out yet another issue of Lloyd Chronicle. Lloyd Chronicle is designed to be a print news center of Lloyd Business School. We at Lloyd Business School provide cutting-edge specialized management education. The management education at Lloyd business school has broken the traditional boundaries. The management education at Lloyd doesn't only meet the contemporary demand of the industry but also gets an aspirant trained for futuristic demand. Keeping the vision of futuristic demand of industry in mind Lloyd Business School has designed its management programs in collaboration with industry and eyed areas of expertise that the industry would require in the future. The Lloyd Chronicle highlights plethora of events that were organized at Lloyd like Niyukti Job Fest Season 7, International MoUs, 75th Independence Day Celebration, Corporate Connect - Industry Expert Talk, Club Activities, FDPs And Student Creativity Corner Leadership Summit, HR Conclave 5.0, International Conference on National Education Policy, International Women's Day, Lloyd Mentorship Program – Drishti, IIM Bangalore Academic Collaboration, Corporate Connect –Industry Expert Talk, Club activities, MDP's, FDP's and Student Creativity Corner.

Lloyd believes in building a culture of continuous learning, augmenting the knowledge and skill-sets, but also facilitates and nurtures holistic development of our Faculty and Students too.



Editor
Dr. Samiksha Budakoti
Associate Professor

Welcome to the Sixth Edition of Lloyd Chronicle..!

“Lloyd Chronicle” is simply the best, most engaging and most dynamic magazine. It entails collection of intellectual manuscripts, literary and co-curricular activities of college the students and the faculty members. It also consists of detailed reports of various club activities, conclaves, campus activities and mega fascinating events. It provides students a platform for expressing and nurturing their talents, shaping their intellectual skills and assists in developing their knowledge and abilities.

It gives me immense pleasure in facilitating the fourth issue of “Lloyd Chronicle” successfully. Extracting talents of intellectual skills and widening the horizons of student's knowledge was a difficult task but our Editorial team members made it possible. The Magazine also helps our faculty members to express their literary and intellectual skills as well as hone their competencies.

I would like to express my deep gratitude to the Lloyd Management for their constant support and encouragement for making the Sixth issue of “Lloyd Chronicle”. Every year “Lloyd Chronicle” eagerly looks forward to contributions by the contributors and connoisseur readers.

FROM THE DESK OF EDITOR

Dear Esteemed Readers, I hope this message finds you in good health and high spirits. It is with great joy and excitement that I reach out to you as the Editor of Lloyd Chronicles, our cherished yearly publication at Lloyd Business School. In our annual chronicle, we strive to bring you the most thought-provoking and insightful articles, research papers, and interviews that delve into the dynamic world of business and management. We aim to ignite your intellectual curiosity, broaden your horizons, and equip you with knowledge that is relevant and applicable in today's fast-paced business landscape.



Shivam Bansal
Editor

Our team of passionate writers, researchers, and designers has poured their hearts and souls into this year's edition, curating a collection of articles and insights that encapsulate the most pressing issues, emerging trends, and innovative practices that shape the world of business. We have endeavored to provide you with a holistic perspective, combining theoretical frameworks with real-world experiences, to equip you with the tools and wisdom necessary to thrive in the dynamic business environment.

However, Lloyd Chronicles is more than just a compilation of words on paper. It is a community of like-minded individuals, united by a common passion for learning and growth. As you embark on this reading journey, I implore you to engage with the content, to challenge assumptions, and to share your unique perspectives with us. Together, we can foster an environment of open dialogue, constructive debate, and collaborative learning that transcends the boundaries of our publication.

Lastly, I want to extend a heartfelt thank you to each and every one of you. Your support fuels our passion and strengthens our resolve to push the boundaries of knowledge and innovation. As you immerse yourself in the pages of Lloyd Chronicles, I encourage you to embrace this opportunity to expand your horizons, challenge conventional thinking, and pave your own path towards success.

Remember, dear readers, that Lloyd Business School is not just an institution—it is a community that nurtures and empowers individuals to become catalysts of positive change. Together, let us seize the opportunities that lie before us, create meaningful connections, and embark on a lifelong journey of learning and growth.

With profound appreciation and warmest regards.

STUDENT EDITORIAL COMMITTEE



Mansi Kesharwani
(Editor-in-chief)



Abhijeet Kumar



Neeraj Choudhary



Akansha Sharma



**CLUB
ACTIVITIES
AT LLOYD**

The Topliners (Lloyd Marketing Club)

Club Leader



Anuj Kumar

Members



Amandeep Jha



Gaurav Kumar



Md Tahseen



Ruchi Raj



Anushka Baghel



Shubham Kesarwani



Shivam Bansal



Tanay Verma

The Magic of Ads: Jo Dikhega Wahi Bikega

Topliners, the Marketing Club at Lloyd Business School, organized a successful event titled "The Magic of Ads: Jo Dikhega Wahi Bikega" on November 4, 2022. Under the guidance of Prof. (Dr.) Kriti Gulati, Head of Academics, the event focused on structuring advertisements. The Ad-mad show was a team-based competition with 8 collaborative teams participating. The jury members, Dr. Fehmina Khaliq, Prof. Anshul Mathur, and Prof. Palak Verma, were present to facilitate the event.



Good Samaritans (CSR Club)



The image displays the members of the Good Samaritans (CSR Club) at Lloyd Group of Institutions. It features a central banner with the club's name and logo. Below the banner are eight circular portraits of the members, each with their name, degree, and role listed underneath.

Name	Degree	Role
Sarthak Singh	PGDM (2021-2023)	PRESIDENT
Aashi Jain	MBA (2021-2023)	VICE PRESIDENT
Soma Sonkar	PGDM (2022-2024)	CLUB HEAD
Suhail Anwar Khan	PGDM (2022-2024)	CLUB HEAD
Manish Sahoo	PGDM (2022-2024)	COORDINATOR
Priyanshi D. Saxena	PGDM (2022-2024)	COORDINATOR
Yogesh Nagar	PGDM (2022-2024)	COORDINATOR
Jai Chakraborty	PGDM (2022-2024)	COORDINATOR

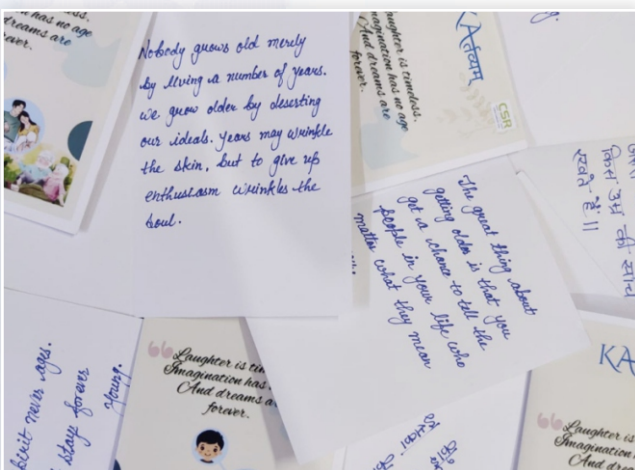
SUKHIT: Thanks Giving Activity

The CSR club of Lloyd Group of Institutions organized a Secret Santa and Thanks Giving event called "SUKHIT" to show gratitude towards the supporting staff. Faculty and club members collected gifts, handwritten greeting cards, and sweets for the staff members. The activity aimed to express appreciation for their hard work and dedication. Prof. (Dr.) Vandana Arora Sethi, the Group Director, presented the gifts to the support staff. The event promoted values of thankfulness, gratitude, and kindness towards the staff members.



"Kartavyam": Visit to Elderly Home

"Kartavyam" – "Laughter is timeless, Imagination has no age, and dreams are forever." To contribute our love and care, the volunteers of CSR Club of Lloyd Business School has visited "Aangan – Old Age Home" to meet and greet elderly people on 16th October 2022. The members of the CSR club volunteer selflessly to seek blessings from elderly people. The activities started by knowing them followed by greeting them with cards, singing together, a little bit of dancing, and ending it with a cheerful cake cutting.



Life Chain (The Supply Chain Club)



Suhail Khan
Club Leader



Ankit Jaiswal
Joint Secretary



Subhrajit Nayak
Event Coordinator



Aniket Chittoria



Harsh Gupta



Harshit Agarwal



Mukesh Kumar



Shравan Kumar



Nipurn Chaudhary



Sourabh Chouhan

Stepping Stones of Supply Chain Start-up

Lloyd Business School organized a session titled "Stepping Stones of Supply Chain Start-up" featuring Mr. Lovdeep Gupta, Co-Founder of Store My Goods. The session focused on inspiring management students to become successful entrepreneurs. Mr. Gupta shared his career journey and emphasized the importance of patience, tenacity, and networking in entrepreneurship. He discussed key elements of startup success, such as ideas, team, business plan, funding, and timing. Students actively participated by asking questions. The session concluded with a vote of gratitude and certificate presentation by Dr. Imad Ali, the club's faculty coordinator. The event provided insights into startup essentials and the journey of Store My Goods.



Money Lovers (The Finance Club)

President



Ujjwal Porwal



Kashish Saini



Rohit Singh



Muskan Jaiswal

Vice-President

Secretary



Abhijeet Kumar

Joint- Secretary



Aayush Patel



Meenakshi Kumari



Manish Sahoo



Vanshika Mehta



Sanskar



Arsh Ahmad

Senior Member

Storm Break Budget Analysis

The "Storm break Budget Analysis" event organized by the Money Lovers (Finance Club) at Lloyd Business School aimed to enhance students' knowledge of budget terminology and understand the impact of the Union Budget 2023 on various sectors. Participants were divided into groups and allocated specific sectors for group discussions. They shared their insights and conclusions on their respective sectors, supported by relevant facts and figures. Jury members evaluated the participants based on criteria such as facts and figures, communication skills, confidence, and content. Dr. Pradeep Bhardwaj and Dr. Manvi Agarwal also shared their views on the union budget. Prof. Sachin Sinha shared thoughts on the budget and financial literacy, and prizes were awarded to the top three teams. The event concluded with a vote of thanks, acknowledging the efforts of the finance club members and leaders. The event provided valuable learning outcomes and fostered a comprehensive understanding of budgeting and its significance in the Indian economy.



People Connect - (HRM Club)



Yogesh Nagar
President



Shrashti Singh
Secretary



Akash Mallick
Treasurer



Mohit Verma
Joint Secretary



Nancy Kumari
Vice- President



Abhay Maurya
Member



Muskan Sharma
Member



Ratna Gupta
Member



Swati Ranjan
Member

Tickle Your Grey Cells

The HR club- People connect at Lloyd Business School organized a successful event “Tickle your grey cells” for PGDM students on 13th October 2022. There were five teams formed for group discussion comprising 6 members each. The winner was Team-1 consisting of Shivam Bansal, Harshita Singh, Pratibha, Harshit Agarwal, and Aridaman. There were 6 participating teams for role plays. The first prize went to Jai Chakraborty and Subrajit Nayak. The judges for the event were Dr. Imad Ali, Dr. Fehmina Khalique, Ms. Samiksha Budakoti, Mr. Anshul Mathur, and Mr. Nityananda Deva.



Grey Matter - (Business Analytics Club)



Kushagra Batra



Muskan Vyas



Tanay Verma



Soma Sonkar

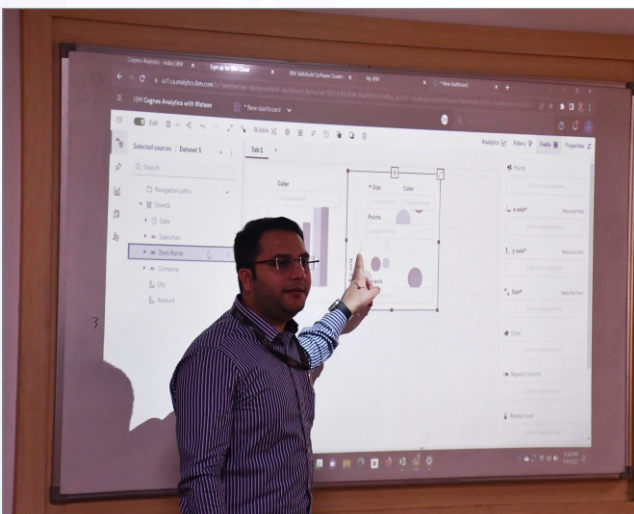
Design Thinking

An insightful and interactive workshop on 'Design Thinking' was held for the PGDM-Business Analytics students on 15th December'22 in IBM lab at Campus 1. It was organized by **Grey Matter Club** which is the business analytics club of LBS. For the workshop we had Ms. Arati Sood who has over 24 years of global leadership experience of working with prestigious brands like McKinsey and Co., ICRA, (Moody's affiliate in India) and IBM, in areas of strategy, organisational capabilities for Digital Transformation. We also had with us Mr. Mayank Kaura, who is a part of IBM Digital Strategy team and has over 7 years of global consulting experience in digital and analytical technologies.



IBM Sectoral Analytics

An insightful and informative session on 'Sectoral Analytics' was conducted by Mr. Aman Bakshi, SME, IBM attended by the management students on 11 th Nov'2022. The workshop commenced by explaining students about the essence of marketing and its types- traditional and advanced. Students got practical knowledge of creating dashboard using 'pivot table' in advanced excel. During the workshop, students got their hands on 'Cognos' a very efficient tool by IBM, and created dashboards.



Editorial Club - (Lloyd Signature)

Mansi Kesharwani
(Editor-in-chief)



Shivam Bansal
(Editor)



Editorial committee member



Akansha Sharma



Abhijeet Kumar



Neeraj Chaudhary

The award ceremony for the editorial club activity named "Bazm-E-Kalaam" was held on 16th May 2023 at the IBM Lab, Lloyd Business School. The event aimed to recognize the exceptional talent and creativity of the students in the field of article and poem writing. The competition witnessed enthusiastic participation from students across various programs, including MBA, BBA, and PGDM. The success of the award ceremony for the editorial club activity "Bazm-e-Kalaam" was made possible by the dedicated efforts of the organizing committee including Shivam Bansal (Club Leader), Abhijeet Kumar, Mansi Kesharwani and Akansha Sharma.



Talk Masters - (Communication Club)

Core Team



Prabal Prajapati
Convener, PGDM 2nd Year



Bithika Hazarika
Co-Convener, PGDM 2nd Year



Shiva Dubey
Co-Convener, PGDM 2nd Year

Let's Talk (Event Under The Talkmasters)

The objective behind this event is to build confidence and enhance communication skills among the students, along with definite awareness of how to present their opinions on specific topics. The event was organized online in which students have to take part individually and make a video of 45-60 seconds on the topic provided by the club. They were given 2 days to complete the task followed by the final submission and result declaration on 07th January.



AAKRUTI (The Cultural Club)



Diwali Mela 2022



Lloyd organised a delightful Diwali Mela for the students on 19th October 2022. The event opened with the colourful rangoli competition where students showcase their talent with the splash of colours. There was a Diya competition too. The students were awarded for the best decoration of class rooms. The students and faculties indulged in the joyful spirit of ethnic ware decorating the campus. The Diwali Mela was a huge success and encouraged students to exhibit their best and celebrate grand.



Holi Celebrations 2023



75th Anniversary of Indian Independence

Azadi Ka Amrit Mahotsav



LLOYD GROUP OF INSTITUTIONS
10 Day Events Celebrating
75 YEARS OF INDEPENDENCE
6 Aug - 15 August 2022

Essay Writing	Run for India	Talent Displaying Patriotism
Yoga for Humanity	Har Gar Tiranga	Slogan Writing
Interaction with Freedom Fighters	Flag Hosting	Digital Poster Making

A country's greatness lies in its undying ideals of love and sacrifice that inspire the mothers of race."
(Sarojini Naidu)





INDUSTRIAL VISITS

Gurukul Logistics



Coco-Cola



Ashtech



Manitou



Inaugural Ceremony of Celebal Technologies "Centre of Excellence"



Lloyd organized the inaugural ceremony of "Centre of Excellence " with Celebal Technologies and MOU signing with PHD Chamber of Commerce and Industry. It was presided by the President of Lloyd Group – Mr. Manohar Thairani, Group Director and Chief Strategic Officer & Head of Growth– Dr. Vandana Arora Sethi, Mr. Naveen Seth – Assistant Secretary General (PHD Chamber of Commerce and Industry), Mr. Mayank Chhatwal – Secretary, (PHD Chamber of Commerce and Industry). A welcome address was delivered by Dr. Vandana Arora Sethi.



Inaugural Ceremony of Trident Technologies "Centre of Excellence"



Unleashing Corporate Synergy: Lloyd Institute and Trident Technologies Illuminate the Path to Master Microsoft Dynamics 365. In a momentous MOU signing ceremony, Lloyd Institute proudly welcomed Mrs. Anita Jain, Director of Trident Information Systems Pvt. Ltd., to establish the Microsoft Dynamics 365 ERP at Lloyd's Centre of Excellence.





**BEYOND
ACADEMIA**

International Yoga Day

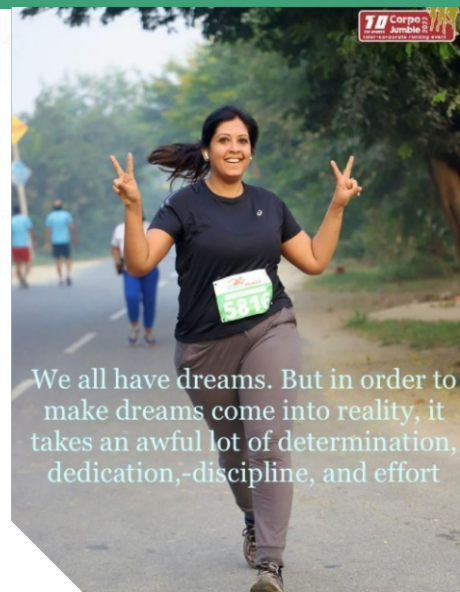
Lloyd Group of Institutions celebrated International Yoga Day with collective yoga sessions for students and faculty. The event began with an address by Dr. Vandana Arora Sethi, the Group Director, followed by immersive sessions led by Mr. Abhishek, the Yoga Trainer. Both sessions saw enthusiastic participation and engagement from all participants. The institution's focus on holistic development and commitment to a healthier and mindful future were evident. Dr. Sethi actively participated in various asanas and shared her perspective on the positive impact of yoga on physical and mental well-being. This event demonstrated Lloyd's comprehensive approach to wellness and aligned with the Prime Minister's vision of practicing yoga for the welfare of humanity.



Corpo Jumble 2022

Inter Corporate Running Event

Lloyd Group of Institutions organized the inter-corporate running event 'Corpo-Jumble' to promote physical and mental strength among working professionals. The marathon included races of varying distances, attracting the participation of 3000 corporate employees. The event provided an opportunity for participants to rejuvenate and prioritize self-care. The activities, including yoga, sports, and running, promoted energy and overall well-being. The event successfully instilled a sense of freshness in the participants, and winners were recognized with medals and trophies.



We all have dreams. But in order to make dreams come into reality, it takes an awful lot of determination, dedication, -discipline, and effort



PGDM ORIENTATION PROGRAM-2022

Lloyd Business School conducted an Orientation Programme - Genesis for its new 13th PGDM batch of 2022-2024. Genesis is a five days long event from 25th July to 29th July 2022 and is envisaged to help students adjust to their new academic environment & role and align expectations to the values that Lloyd upholds as a college and community together. The inaugural event was presided by the President – of Lloyd Group of Institutions, Mr. Manohar Thairani, Rohan Thairani, Group Director and Strategic officer, Lloyd Group of Institutes - Dr. Vandana Arora Sethi, industry experts, faculties, students, and their parents in the campus.



Sports Activity

The Department of Physical Education and Sports at Lloyd Business School, Greater Noida is dedicated to providing students with a holistic development through games and sports. It strives to excel at levels and bring laurels to the college by organizing inter-class sports tournaments for students, such as Cricket, Badminton. These events help to remove mental exhaustion and provide students with a healthy and balanced lifestyle.



CONVOCATION CEREMONY & ALUMNI MEET 2022

Lloyd Business School, Greater Noida organised its Convocation Ceremony for PGDM batches of 2019-21 and 2018-20 on 20TH August 2022 (Saturday) at the campus in Greater Noida. The seeking of the degree on students after a rigorous training where students were trained to be industry readiness using learning mechanisms such as seminars, classroom discussions, career vision schooling, research, summer internship program, student forum, workshops and many more was a delight to rejoice . It was a culmination of the efforts put in by students and faculty for a progressive launch of the students for the corporate.



FRESHER PARTY - 2022



Industry Consultation project for Dainik Jagran: Radio Division

The project was discussed elaborately on the 22nd March 2023, with the visit of Ms Neha Vadehra Arora, National Head Human Resources DB Group Ltd(Radio Division) who with the project coordinators discussed the project discussions and deployment initiatives for the process implementation in the organization. The Group Director Dr Vandana Arora Sethi was also present to motivate the team and garner the discussions for the closure of the project successfully.



Lloyd Business School
Ladder Of Success

Welcomes !

Ms. Neha Vadehra Arora
National Head – Human Resources
DB Corp. Ltd. (Radio Division)

Thankful to the group Dainik Bhaskar for the Visit to campus and assignment of Industry Consultation Project to Lloyd Business School. The Conceptual Focus for the project was under Mentorship of Prof SC Kapoor and Ms. Neha Vadehra Arora.
Project Undertaken By CoE in Business Analytics at LBS.

22nd March 2023

9:30 am Onwards
Campus 1
Lloyd Business School



MARGDARSHAN

Alumni Connect Series

Lloyd Business School Alumni Association (LBSAA) intends to provide “MARGDARSHAN”, a periodic alumni talk series. LBS Alumni Mr. Shubham Singh Nagar shared his professional career timeline and talked to the students about the various issues that he faced. He worked with companies facing different types of problems that he was capable of turning into opportunities with his skills. Additionally, he talked about the importance of being confident in your communication and public dealing skills.



GATI SHAKTI



Gati-Shakti is a national master plan of INR 100 Trillion for multi modal connectivity to economic zones in India. PHD Chamber of Commerce and Industry (PHDCCI) launched the Gati Shakti Development forum to give more Gati (Speed) and Shakti (Power) to the national master plan. The conference focused on updated status of 7 engines under PM Gati Shakti and explored the possible synergies between industry and government.

Industry 4.0



The event focused on the concept of Industry 4.0 and its impact on technology, industries, and society. Panelists discussed the progression from Industry 1.0 to Industry 4.0, highlighting the role of advanced technologies such as AI, Machine Learning, and IoT in enabling connectivity and automation. The initiative aims to boost the manufacturing sector's contribution to India's GDP by 25% by 2025, emphasizing the importance of connectivity, communication, collaboration, and computing in the business world.

2nd Inland Waterways Summit



The event focused on the concept of Industry 4.0 and its impact on technology, industries, and society. Panelists discussed the progression from Industry 1.0 to Industry 4.0, highlighting the role of advanced technologies such as AI, Machine Learning, and IoT in enabling connectivity and automation. The initiative aims to boost the manufacturing sector's contribution to India's GDP by 25% by 2025, emphasizing the importance of connectivity, communication, collaboration, and computing in the business world.

CHRO CONCLAVE



ICCC



The India Cold Chain Conclave was an important event in the Indian logistics and supply chain sector to bring together industry experts and professionals from the cold chain sector. The main goals were to address the need for improved infrastructure, storage facilities, and technological advancements to guarantee the efficient and secure movement of perishable goods across the nation.

India International Geopolitics Conclave

The India International Geopolitics Conclave aimed to provide a platform for students to interact with industry experts and gain insights into the international geopolitical landscape. Attendees included corporate executives, entrepreneurs, and university students. The event began with a keynote address by Mr. Saurabh Sanyal, followed by panel discussions with experts from different industries.





WORKSHOPS

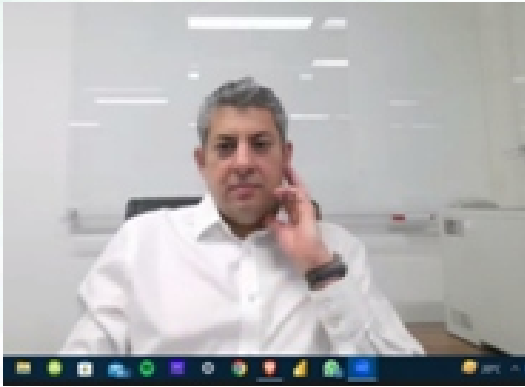
Workshop of Understanding and Managing Emotions and Stress through Simple Self Care Practices

On May 9th, 2023, Lloyd Business School, in collaboration with WellM, organized a workshop on "Understanding and Managing Emotions and Stress through Simple Self Care Practices." The event was attended by 80 PGDM students.

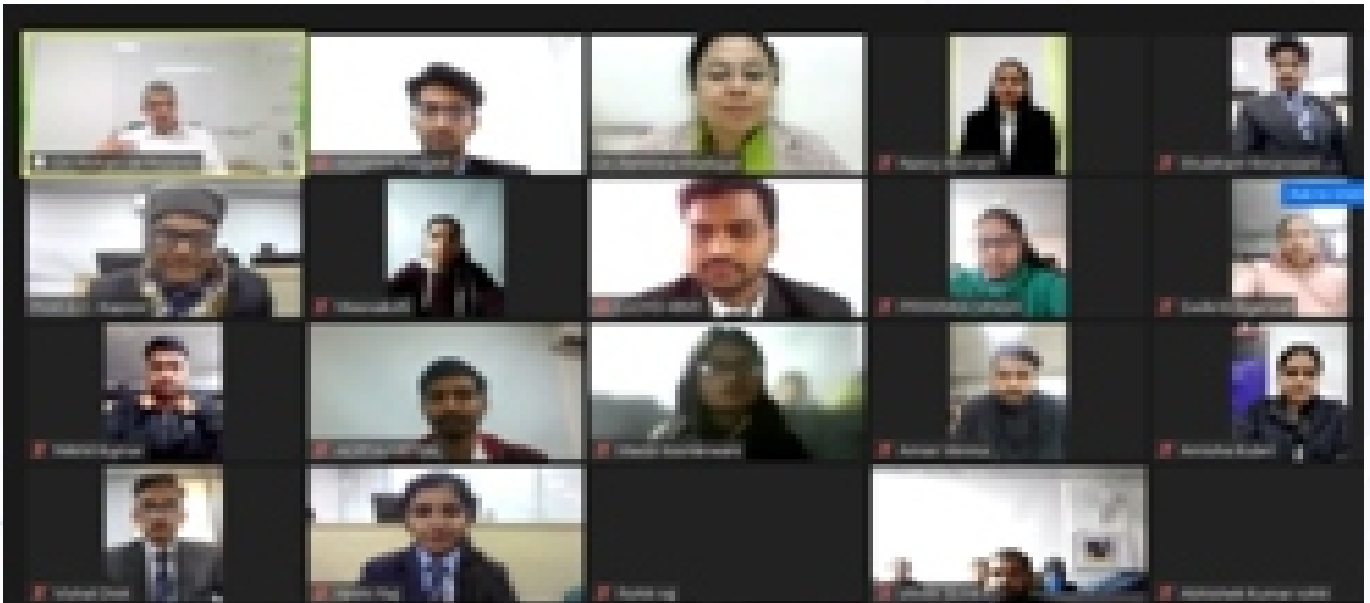
The workshop was conducted by a team of experts from WellM, including Mr. Rakesh Sarin, the founder of WellM, Sanjeev Kumar, Vice President, Lehar Malhotra, Counselling Psychologist, and Rakesh Shekhawat, Senior Manager. They discussed various topics related to emotional intelligence and stress management.



Workshop on “Setting an organization up for success in VUCA world”



Dr. Rohan Rozario is the Global Head of Advisory Services at HAYS, UK and has 22 years of practical experience in 'in-house' operational roles and business consulting. He has worked with a range of global organizations, across geographies, as a Sr. HR Business Partner, Head of Consulting and Group Head of Organizational Development and Change. He discussed topics such as operating model, organizational structure, complete set up cost, importance of all levels and layers while designing an organizational structure, job architecture, and brands like Apple, Nike, Amazon, and Starbucks.



Workshop on Personality Development



The Workshop on Personality Development was held at Lloyd Business School and was attended by 100 PGDM students and 02 faculty members. The speaker discussed various topics related to personality development, such as communication skills, self-confidence, leadership qualities, and time management. The main learning outcomes of the seminar were that students learned the importance of effective communication skills in personal and professional life.

Workshop titled “Rags to Riches”

Mr. Debojit Sen is the Co-founder of Crack-ED, a social learning platform that helps young and aspiring professionals to establish and achieve corporate success through simple download and regular application of Soft Skills and Life Skills. He is an alumnus of SPJIMR (SP Jain Institute of Management & Research). The purpose of the workshop was to educate students about the entrepreneurial path, the difficulties they face, and the small-scale components of entrepreneurship. The speaker discussed the stages of the entrepreneurial journey, how to stay inspired during difficult times, how to run a profitable business, and how to become corporate ready. The students left with a good understanding of how the industry functions and how crucial workplace cooperation is.



Session of Emotional Intelligence



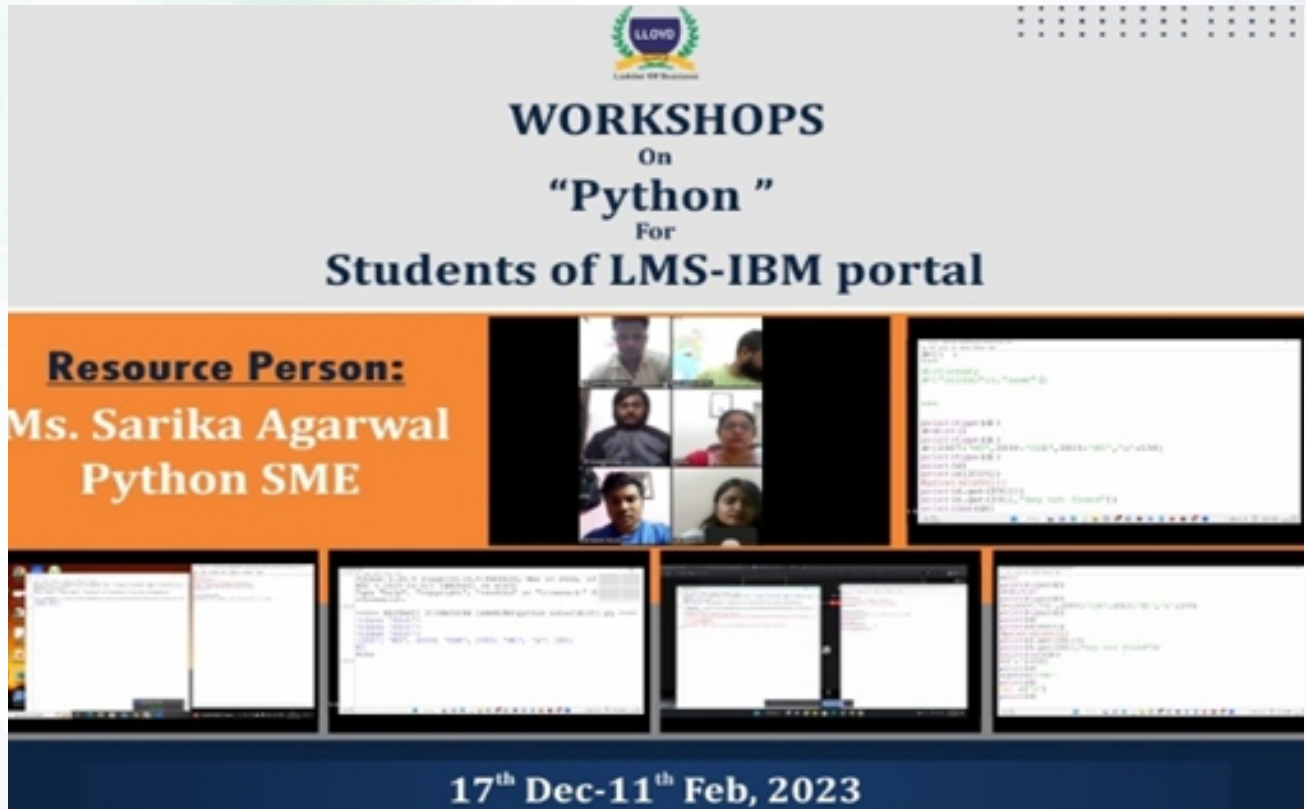
The Session of Emotional Intelligence was an important event in the Indian logistics and supply chain sector. It brought together industry experts and professionals from the cold chain sector to discuss the need for improved infrastructure, storage facilities, and technological advancements to guarantee the efficient and secure movement of perishable goods across the nation. Learning outcomes included insights into the current trends and challenges facing the sector, networking with industry experts and professionals.

Digital Marketing Bootcamp

Lloyd Business School hosted a one-day Digital Marketing Bootcamp to equip students with the knowledge and skills needed to excel in digital marketing. Speakers included Mr. Shubham Gupta, Co-Founder CariKture and Mr. Dhruv Yadav, Co-Founder CodeTopics. The event aimed to familiarize students with the latest developments in digital marketing, give practical experience using different digital marketing tools and platforms, and give them the knowledge and abilities needed to design and carry out successful digital marketing campaigns.



Workshop on Python



Resource Person:
Ms. Sarika Agarwal
Python SME

17th Dec-11th Feb, 2023

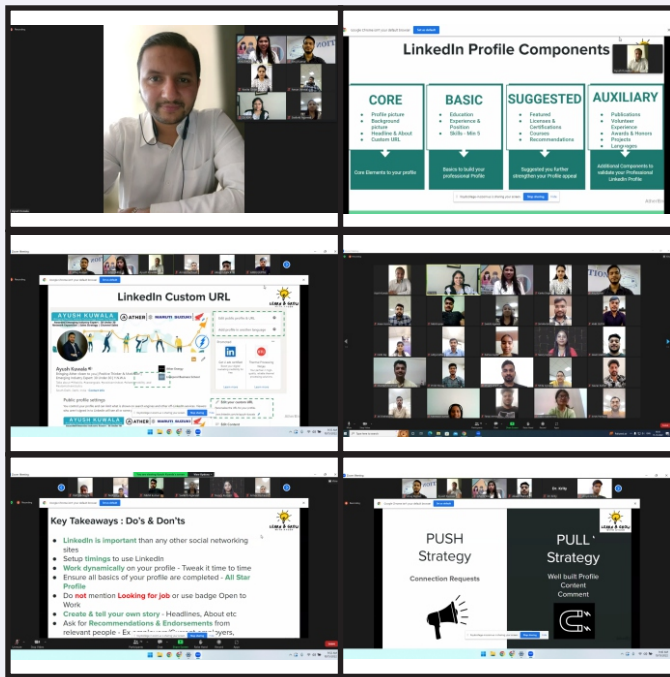
Campus to Corporate

Lloyd Business School organized an expert talk session on "Campus to Corporate" by Mr. Abhishek Sengar, Human Resource Business Partner, Mantiou Group, Greater Noida. He shared his career journey and tips to students on how to become efficient in the corporate environment. He also emphasized on tools like Oracle, Google suit, spread sheet advanced excel and Microsoft. The most important details in this text are the success mantras of skill-sets which attract recruiters the most, the importance of setting goals.



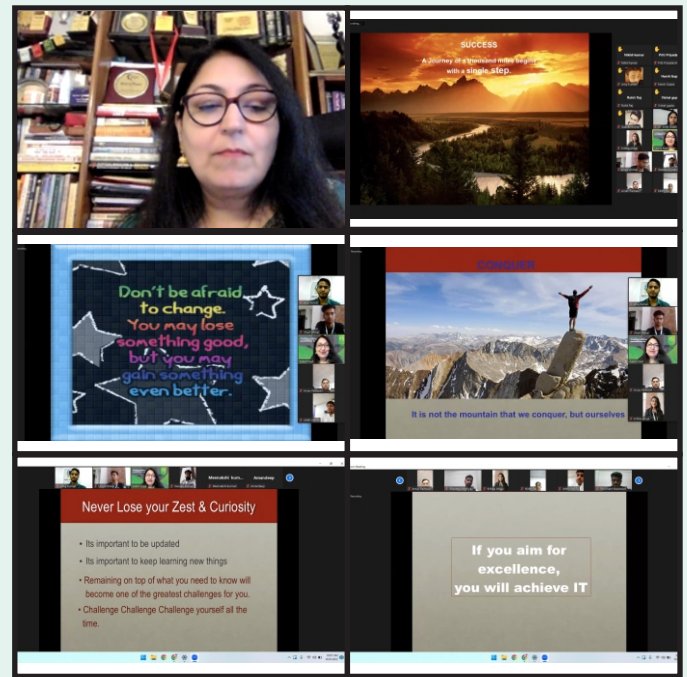
[LINK SE IMAGE](#)

Power of LinkedIn & Networking



Mr. Ayush Kuwala (Development Head – Ather Energy) delivered an expert talk on the topic "The Power of LinkedIn & Networking" to PGDM Students of Lloyd Business School on 15th October 2022. The session discussed the components of a LinkedIn profile, such as profile picture, background picture, headlines, and about basic. He also discussed different strategies for self-branding and enhancing the effectiveness of the platform, such as Push Strategy and Pull Strategy. He also shared the basic Do's and Don'ts of Networking platform, such as Consistency, Endorsements, Recommendations, Appreciating other on their achievements, and Desperation in looking for jobs. Finally, he shared the sources from which students can contact him in future. Smart approach, creating your niche, proper context, genuine approach and self-branding with utter focus were the concluding words of the session.

Whatever It Takes to Succeed



Ms. Saloni Kaul conducted an insightful session on "Whatever it takes to succeed" for the students of PGDM 22-24 on 8th Oct'2022 via Zoom platform. The main takeaway from the session was to never listen to people who always give negative comments, to dream and take small steps to achieve what one aspires by taking small steps. Ms. Kaul also elaborated some strategies to execute, such as knowing where one wants to go, knowing what one wants, having a growth mindset, and knowing one's purpose. She also shared a quote on the same, "you cannot discover oceans unless you've the courage to lose sight of the shore". Ms. Kaul also shared a quote on the same, "you cannot discover oceans unless you've the courage to lose sight of the shore". Finally, Ms. Kaul shared a quote on the same, "you cannot discover oceans unless you've the courage to lose sight of the shore".



**INTERNATIONAL
CONFERENCE**

International Conference on Contemporary Issues in Management ICCIM 2023

Lloyd Business School organized the International Conference on Contemporary Issues in Management and Pharmaceutical Sciences with the theme "Technology Driven Strategies for Business Transformation." The event took place on March 18, 2023, at the Greater Noida campus. The conference provided a platform for industry professionals and students to discuss the evolving landscape of the business world and the impact of technology on management strategies. Notable guests and speakers from various sectors participated in the event, emphasizing the importance of technology in shaping the future of businesses.



Congratulations
ON JOINING AT
ClubMahindra
Mahindra Holidays & Resorts India Limited

Nishat Fatma
PGDM-CORE (2021-2023)



Congratulations
ON JOINING INTERNSHIP AT
Flipkart

Gaurav Sharma
PGDM-SCM (2021-23)

Himanshu
PGDM-SCM (2021-23)




Congratulations!
on Joining
CELEBAL TECHNOLOGIES

Profile : Associate-Power BI Analyst

Pratiksha Sunil Kumbale
Riya Abhinav
Sachin Sharma
Shabbaz Siddiqui
Snehasi Jais
Terzita Doodhon
Vibhor Bansal
Vaibhav Kumar Arya










Congratulations!
on Joining
CELEBAL TECHNOLOGIES

Profile : Associate-Power BI Analyst

Akhlesh Bisht
Akhay Kumar Yadav
Deepanshu Shukla
Prabal Pratap Singh
Sarbhak Singh
Shanti Swarup Nayak








Lloyd Business School
Ladder Of Success

Congratulations!!
for presenting a Case Study
"Sustainability and Growth in Tech Startups: A Case Study of Share Chat"
International Conference on Sustainable Business Management (SIM 2023)
Department of Management Studies, IIT, Roorkee and Arizona State University, USA at DoMS, IIT Roorkee.

Priyanka Singh
Priti Priyadarshni
Ratna Gupta
Kritika Ahuja
Vibhor Bansal
Akansha Sharma
Sachin Sharma
Soma Sonkar

Under the guidance of
Dr. Fehmina Khalique, Professor & Dr. Shilpi Sarna, Professor,
Lloyd Business School










Lloyd Business School
Ladder Of Success

Congratulations!!
for presenting a Paper
"Role of Artificial Intelligence for SDG 2030: A special reference to SDG 4 for education"
International Conference on Sustainable Business Management (SIM 2023)
Department of Management Studies, IIT, Roorkee and Arizona State University, USA at DoMS, IIT Roorkee.

Ratna Gupta
Kritika Ahuja
Vibhor Bansal
Akansha Sharma
Sachin Sharma
Soma Sonkar

Under the guidance of
Dr. Ruchi Garg, Associate Professor,
Lloyd Business School








Lloyd Business School
Ladder Of Success

Congratulations!!
on receiving
Inid position
for Best Paper titled
"Entrepreneurial Intention and Entrepreneuria Orientation amongst Gen Z"
International Conference on Business Leadership in a VUCA World

Vibhor Bansal
Akansha Sharma
Sachin Sharma
Soma Sonkar

Under the guidance of
Dr. Kriti Gulati, Professor,
Lloyd Business School






Lloyd Business School
Ladder Of Success

Congratulations!!
for presenting a Paper
Consumer Awareness and Perception about Cashless Transactions
in International Conference on Business Leadership in a VUCA World

Sachin Sharma
Soma Sonkar

Under the guidance of
Dr. Imad Ali, Associate Professor,
Lloyd Business School




LBS
Ladder Of Success

Congratulations!

Yushra Anand
PGDM Batch 2021-23
Human Resource Management
FOR GETTING PLACED IN
UNEECOPS
SOLUTIONS



LBS
Ladder Of Success

Congratulations!

Anupriya
PGDM Batch 2021-23
Human Resource Management
FOR GETTING PLACED IN
UNEECOPS
SOLUTIONS



LBS
Ladder Of Success

Congratulations!

Gaurav Sharma
PGDM-SCM (2021-2023)
CTC: 5 LPA
FOR GETTING PLACED IN
ORIENTAL CARBON & CHEMICALS LIMITED



LBS
Ladder Of Success

Congratulations!

Ashish Naruka
PGDM-SCM (2021-2023)
CTC: 5 LPA
FOR GETTING PLACED IN
ORIENTAL CARBON & CHEMICALS LIMITED



Lloyd Business School
Ladder Of Success

Congratulations!

On the Job Training (OJT) at
ZYPP
Stipend 20k Per Month

Ankus Singh
Manish Garg
Manisha Singh
Pratiksha Singh






Lloyd Business School
Ladder Of Success

Congratulations!

On the Job Training (OJT) at
Trust Computers Energy Brand Pvt
Stipend 27,500 Per Month

Adarsh Shrivastava
Nikita Nigam




Lloyd Business School
Ladder Of Success

Congratulations!

On the Job Training (OJT) at
OCCL
Oriental Carbon & Chemicals Limited

Aayush Srivastava
PGDM-SCM (2021-23)
CTC: 5 LPA



LBS
Ladder Of Success

Congratulations!

Preeti Chandani
PGDM (2021-23)
CTC: 5 LPA
FOR GETTING PLACED IN
MY FM

A pioneering brand in the radio space, 94.3 MY FM is the radio business of DB Corp Ltd. Launched in 2006, MY FM took a bottom-up approach and set up its network across 39 Tier II & III cities across 7 states, building on the strong local understanding that Dainik Bhaskar Group had in these markets.



LBS
Ladder Of Success

Congratulations!

Abdul Sayeed
PGDM-CORE (2021-23)
FOR GETTING PLACED IN
CarDekho

CarDekho.com is India's leading car search website that helps users buy cars that are right for them. Its website and app carry rich automotive content such as expert reviews, detailed specs and prices, comparisons as well as videos and pictures of all car brands and models available in India. The company has teamed up with many auto manufacturers, more than 600 car dealers and insurance financial institutions to facilitate the purchase of vehicles.



Lloyd Business School
Ladder Of Success

Congratulations!

Bithika Hazarika
Sr. Executive - HR
PGDM-HRM (2021-23)
CTC: 6.5 LPA
FOR GETTING PLACED IN
LG Business Solutions

LG Electronics India Pvt. Ltd. is a wholly owned subsidiary of LG Electronics, South Korea was established in January 1997 in India. It is one of the most formidable brands in consumer electronics, home appliances, IT hardware and mobile communications space.



Lloyd Business School
Ladder Of Success

Congratulations
for joining
Summer Internship in
YES BANK

A pioneering brand in the radio space, 94.3 MY FM is the radio business of DB Corp Ltd. Launched in 2006, MY FM took a bottom-up approach and set up its network across 39 Tier II & III cities across 7 states, building on the strong local understanding that Dainik Bhaskar Group had in these markets.

Nancy Kumari
PGDM-HRM (2022-24)
Stipend : 16,700 Per Month
Role : HR Intern



Lloyd Business School
Ladder Of Success

Congratulations
for joining
Summer Internship in
YES BANK


Yes Bank is an Indian bank headquartered in Mumbai, India and was founded by Rana Kapoor and Ashok Kapoor in 2004.

Manish Shrivastava
Manish Kumar
Pooja Tripathi
Yashika Mathur

Stipend : 18K Per Month
Role : Finance Functional Trainee





STUDENTS CORNER

ARTICLE SECTION

ChatGPT: A Game-Changer in AI or a Pandora's Box? Pros and Cons Analyzed

ANUJ KUMAR
PGDM 1st Year

ChatGPT has been one of the most trending and interesting topics for the past few months.

As per the Google trends data, the search for the term drastically increased in January 2023. This article attempts to introduce ChatGPT and weigh its pros and cons.

What is ChatGPT?

It is an AI-based language model developed by OpenAI, an American artificial Intelligence (AI) research laboratory. It is one of the chatbots which has broken all the records by attracting 1 million users in the very first week of its launch.

It is a language model designed to handle conversational language and respond to human queries by generating coherent and contextually appropriate text. It has been trained on a vast amount of text data, allowing it to learn from various sources and produce human-readable responses. Besides, it can be customized for a range of language-based tasks, including text generation, translation, question answering, and text summarization.

Let's have a look at some of its pros

1. **Quick response:** It has the ability to interpret human queries & doubts and respond to them within a matter of few seconds.
2. **Time-saving:** Since it is capable of responding to queries quickly. It ultimately helps users save time. Unlike Google or any other search engine, people don't need to crawl through the web pages to find the required information.
3. **Coherent, contextually appropriate, and consistent results:** Unlike a regular search engine which floods a user with much other irrelevant content along with relevant one, GPT provides results that are consistent, coherent, and contextually appropriate to the input given by the user.

Let's have a look at some of its cons

1. **Issue of accuracy and authenticity:** Since it collects data from already published sources such as web pages, articles, blogs, etc., and everything that is there on the internet is not accurate. Since the user is not aware of the sources from where GPT is coming with the information, there is always a question of the authenticity and accuracy of the information it provides.
2. **May impair the user's creative and cognitive ability:** Since it is easy to use and it provides contextually appropriate and coherent information to the inputs given. People prefer to use it for the sake of convenience. But while doing so, they forget that their cognitive and creative abilities are not being used to perform the task and hence these aspects of their personalities are not developing properly.
3. **Limited creativity:** It is just an AI-based language model which is trained on a certain amount of databases. It is incapable of coming up with creative ideas and responses when required. It does not have the ability to think out of the box.

In conclusion, ChatGPT has both pros and cons, with the former including quick and accurate responses and availability 24/7 in multiple languages, while the latter includes concerns about bias and quality of responses, as well as potential risks to the cognitive ability of a person. Despite these challenges, ChatGPT has the potential to revolutionize natural language processing and communication if we work to maximize its benefits while minimizing the risks.

How to Uplift Lgbtqia + Students in Educational Institutions

YOGESH NAGAR
PGDM 1st Year

LGBTQ+ students' inclusion in educational institutions has long been a topic of discussion. Despite the fact that safe spaces for these students have been created, there is still a lot of work to be done.

Providing LGBTQ+ students with a safe environment is the first step in uplifting them. This can be accomplished by including LGBTQ+ history and culture in the curriculum, encouraging gender-neutral language and bathrooms, and providing LGBTQ+ students with resources and support. Additionally, having qualified teachers and counselors who are aware of the particular difficulties faced by LGBTQ+ students is essential. Policies that shield LGBTQ+ students from bullying and discrimination are another way to help them. Anti-bullying policies that explicitly prohibit discrimination based on sexual orientation and gender identity should be implemented in schools. Discrimination and harassment incidents must also be addressed through disciplinary procedures.

LGBTQ+ students can also get help from educational institutions by giving them access to resources and support groups. LGBTQ+ clubs, peer support groups, and mental health resources that are made just for LGBTQ+ students are examples of this. These gatherings can give a feeling of local area and having a place for LGBTQ+ understudies, which can be basic in advancing their emotional well-being and prosperity. In addition to providing LGBTQ+ students with a safe and supportive environment, educational establishments can also raise community awareness of LGBTQ+ issues. Workshops, seminars, and other events that help people understand and accept LGBTQ+ people can accomplish this. LGBTQ+ organizations and educational institutions can collaborate to provide LGBTQ+ students with additional resources and support.

In conclusion, a multifaceted strategy that incorporates policy modifications, curriculum modifications, and access to resources and support is required to create a safe and inclusive environment for LGBTQ+ students. We can make education more welcoming and accepting for all students, regardless of their sexual orientation or gender identity, by taking these steps.

Article on Will AI Replace Human Intelligence?

ASTHA ROSHAN
PGDM 1st Year

Artificial Intelligence (AI) has rapidly progressed in recent years, and it has led to speculation about whether it will eventually replace human intelligence. While AI has made tremendous strides in certain areas, it is unlikely that it will entirely replace human intelligence.

Human intelligence is a complex set of skills that enable us to understand and interact with the world around us. It includes not just logical reasoning, but also emotional intelligence, creativity, and social skills. AI, on the other hand, is currently limited to performing specific tasks that it has been trained for. While AI has made significant progress in areas like image recognition, speech recognition, and natural language processing, it still struggles with tasks that humans find relatively easy, like understanding context and common sense reasoning.

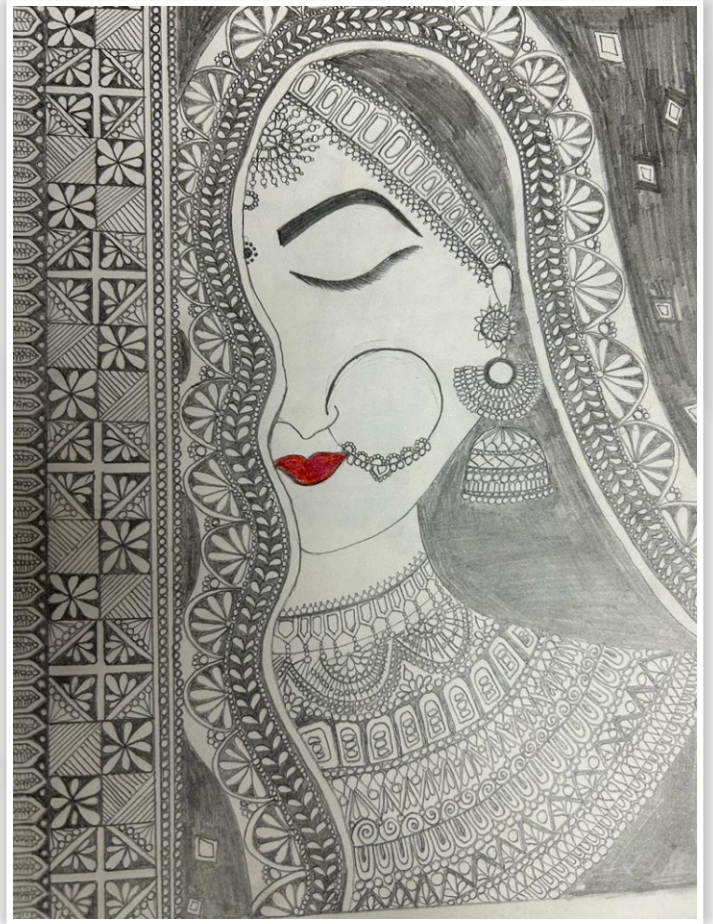
One of the main limitations of AI is that it relies on data to make decisions. It can only make decisions based on the data that it has been trained on, and it lacks the ability to apply context and common sense reasoning to new situations. Humans, on the other hand, can apply their knowledge and experience to new situations, even if they have never encountered them before.

Another limitations of AI is that it is programmed by humans. While AI algorithms are becoming more sophisticated, they are still designed by humans, and their capabilities are limited by our understanding of how the human brain works. As a result, AI is only capable of performing tasks that humans have thought to progress it for. AI does not have emotions which humans have.

However, there are some areas, where AI is surpassing human intelligence. For example, AI has the ability to process vast amounts of data much more quickly than humans, and it can identify patterns and make predictions that would be impossible for humans to do. AI is also being used to develop new drugs, which could lead to significant advances in medicine.

In conclusion, while AI has made significant progress in certain areas, it is unlikely that it will replace human intelligence entirely.

AVANT-GARDE ART



SWATI RANJAN
PGDM 1st Year

Lloyd Experiential Learning Trip to Brahmatal Trip

We Experienced • We Learnt • We Enjoyed • We Groomed • We Introspected



Alumni Connect: Glimpses of Alumni Meet at Stellar Gymkhana Club:



Alumni Guiding Students for Projects:

The involvement of former students in the project advising process acts as an essential link between academic learning and its implementation in the real world. In order to cultivate a collaborative atmosphere in which seasoned professionals mentor current students, educational institutions must first identify specific project needs and then make contact with alumni who possess appropriate experience. Our prestigious alumni provide a handholding support to our students by mentoring them in their projects. We appreciate and recognize their efforts for enriching knowledge and adding value to their juniors.

The names of these alumni are:

- | | |
|-------------------------------------|-------------------------------------|
| 1. Ms. Arunima Goel (Batch 2019-21) | 2. Mohd. Oman Khan (Batch 2019-21) |
| 3. Mr. Rahul Singh (Batch 2019-21) | 4. Ms. Qainat Jahan (Batch 2019-21) |
| 5. Mr. Kunl Agarwal (Batch 2019-21) | 6. Mr. Jaipal Singh (Batch 2019-21) |
| 7. Mr. Sarabjeet (Batch 2019-21) | |

Alumni Assisting in Placements:

Our alumni have shared placement opportunities for their juniors. We acknowledge and regard efforts of Mr. Rakesh Bhatt (batch 2019-21) and Mr. Suryateja (Batch 2019-21) for sharing placement and internship opportunities for their juniors.



कैपिटल ज़ोन
 नई दिल्ली, 26 अगस्त, 2022 5

सकारात्मक सोच से मिलती है सफलता, कलें हवा कर सकते हैं

ग्रेटर नोएडा, 26 अगस्त (दिनांक)। लॉयड बिजनेस स्कूल ने अपने 50 वीं वार्षिक उत्सव के लिए एक विशेष कार्यक्रम आयोजित किया।

Lloyd Business School organized the Inaugural ceremony of Celebal Technologies and MOU signing

Objective of the Growth officer to Vardhana Aora Self was the Mo. Naveen Singh event with the presence of Dr. Anand Singh, CEO of Celebal Technologies and MOU signing.

दैनिक जागरण नई दिल्ली, 21 अगस्त, 2022

सिटी हलवल

आज के युवाओं में निलंबित है कल का भविष्य

दैनिक जागरण 14 मई, 2022

लायड ग्रुप आफ इंस्टीट्यूट में एचआर कान्फ्लेव का आयोजन

ग्रेटर नोएडा: लॉयड ग्रुप आफ इंस्टीट्यूट में 'संचालन वार सुक्रवार' को एचआर कान्फ्लेव का आयोजन किया गया। कार्यक्रम में मुख्य अतिथि जिलाधिकारी सुहास एलवाई रहे।

दैनिक जागरण नई दिल्ली, 31 अक्टूबर, 2022

लायड कॉलेज में बैराज का आयोजन

ग्रेटर नोएडा: लॉयड कॉलेज में बैराज का आयोजन किया गया। कार्यक्रम में मुख्य अतिथि जिलाधिकारी सुहास एलवाई रहे।

LLOYD
in
NEWS

दैनिक जागरण नई दिल्ली, 21 अगस्त, 2022

सिटी हलवल

आज के युवाओं में निलंबित है कल का भविष्य

अमर उजाला

www.amarujala.com

अपने सपनों का पीछा करना कभी न छोड़ें: सुहास एलवाई

ग्रेटर नोएडा। लॉयड ग्रुप आफ इंस्टीट्यूट में 'संचालन वार सुक्रवार' को एचआर कान्फ्लेव-5.0 का आयोजन किया। कार्यक्रम में मुख्य अतिथि जिलाधिकारी सुहास एलवाई ने छात्रों को प्रोत्साहित करते हुए कहा कि समाज की जिम्मेदारियों से घिरे रहने के बावजूद अपने सपनों का पीछा करना न छोड़ें।

Lloyd Business School with PHD Chamber of Commerce and Industry

New Delhi, September 06, 2022. The Objective of the event was to collaborate with academia with aims to establish a base of students and seeking new business opportunities.

कैपिटल ज़ोन
 नई दिल्ली, 15 अगस्त, 2022

पांच दिवसीय जॉब फेस्ट में विद्यार्थियों ने उत्साह से लिया हिस्सा

ग्रेटर नोएडा, 14 अगस्त (दिनांक)। लॉयड ग्रुप आफ इंस्टीट्यूट में पांच दिवसीय जॉब फेस्ट का आयोजन किया गया। कार्यक्रम में मुख्य अतिथि जिलाधिकारी सुहास एलवाई रहे।

कैपिटल ज़ोन
 नई दिल्ली, अक्टूबर, 15 अगस्त, 2022 5

लॉयड में उत्कृष्टता के साथ पीएचडी चैम्बर ऑफ कामर्स एण्ड इंडस्ट्री के साथ हुआ समझौता

ग्रेटर नोएडा, 14 अगस्त (दिनांक)। लॉयड ग्रुप आफ इंस्टीट्यूट में पांच दिवसीय जॉब फेस्ट का आयोजन किया गया। कार्यक्रम में मुख्य अतिथि जिलाधिकारी सुहास एलवाई रहे।

कैपिटल ज़ोन
 नई दिल्ली, अक्टूबर, 15 अगस्त, 2022 5

पांच दिवसीय जॉब फेस्ट में विद्यार्थियों ने उत्साह से लिया हिस्सा

ग्रेटर नोएडा, 14 अगस्त (दिनांक)। लॉयड ग्रुप आफ इंस्टीट्यूट में पांच दिवसीय जॉब फेस्ट का आयोजन किया गया। कार्यक्रम में मुख्य अतिथि जिलाधिकारी सुहास एलवाई रहे।