Business Management Magazine

VOLUME IV - ISSUE- I (2021-22)

LBS
LLOYD
Ladder Of Success

LLOYD CHRONICLE

Annual Publication
Lloyd Business School
Greater Noida

Mr. Manohar Thairani

Message from the Desk of President

MESSAGE

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

Message from the Group Director

Dr. Vandana Arora Sethi

MESSAGE

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. Fehmina Khalique
Associate Professor

Message from Editor- in-Chief
Lloyd Chronicle

MESSAGE

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 6, 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.

Dr. Poornima Madan
Associate Professor

MESSAGE

Message from Editor
Lloyd Chronicle

Welcome to the Fourth 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 fourth issue of "Lloyd Chronicle". Every year "Lloyd Chronicle" eagerly looks forward to contributions by the contributors and connoisseur readers.

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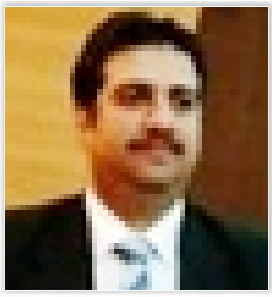

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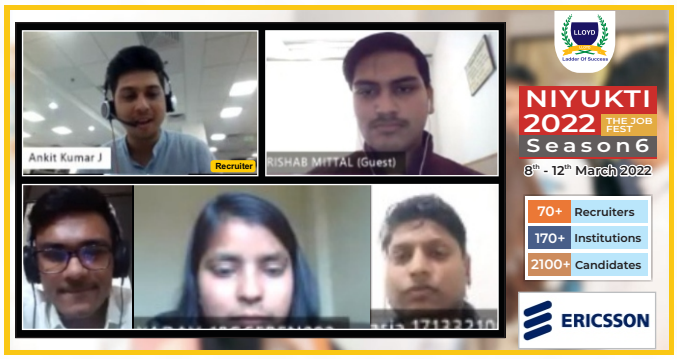
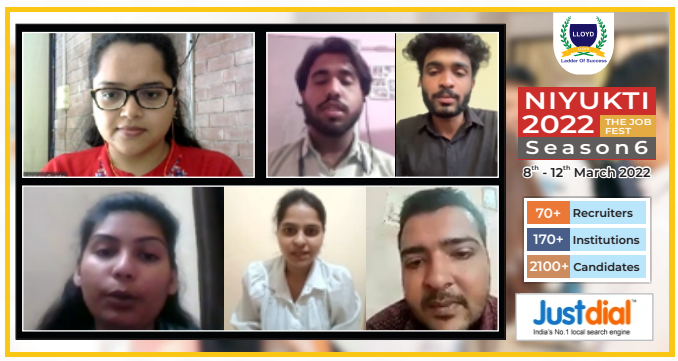
ENTHRALLING EVENTS

JOB FEST- NIYUKTI 2022 (SEASON-6)

"Niyukti"- a Hindi word that means "Appointment" in English is an Annual Job Fest held by Lloyd Group of Institutions for the past 5 years and to no surprise, the Season 6 of Niyukti was also successfully concluded with an overwhelming response from recruiters and students across India. It began on 8th March, 2022 and ended on 12th March 2022.

Niyukti had an exemplary track record of helping 1000+ students with their placements last year. And with the grace of the Almighty, even this year, Annual Job Fest NIYUKTI, 2022, Season 6 witnessed 70 plus companies in the domains of Engineering, Pharmacy, and Management whereby interviews were conducted by prospective companies and more than 2100 students were recruited from 170+ Institutes/Universities at leadership roles. Companies like Decathlon, Ericsson, Jubilant Food, SaiprografiQ, ACC, East India Technologies, Just Dial, Teach Corporate, and many more companies joined the bandwagon and offered managerial roles to our exceptionally talented students.





LLOYD CONVERGENCE CONCLAVE

Lloyd Group of Institutions organized the "Lloyd Convergence Conclave" themed "Industry 5.0: Smart Automation in Management, Pharmaceutical and Technology Sector" to address the current trends in automation and discuss the future challenges. The chief guest for the event was Mr. Narendra Bhooshan -CEO Greater Noida Industrial Development Authority. A panel discussion on the topic where various expert panelists shared their insights on the Progression of Smart Automation that has started to creep into Pharmacy, Management & Technological Sectors. The panel witnessed important deliberations from Mr. Rohit Talwar, Commercial Excellence Leader, GE Renewable Energy; Mr. Meenu Singhal, VP and Global Distribution Head, Industry Automation, Schneider Electric, Mr. Alok Bhatnagar, Proprietor Modular Machines ,Founder Director- Desmoto electrics Pvt. Ltd., Mr. Amit Jain, Senior Program Manager, Adobe, Mr. Puneet Sharma, Product Head-Tools & Technology, Tata Consultancy Services, Mr. Kunal Bose, President, Particle Technologies India, Dr. Kriti Soni Head - Formulation Development, Dabur Research Foundation. Dr. Neetu Kamra, Associate Professor, Lloyd Business School moderated the entire panel discussion with great enthusiasm.

LEADERSHIP SUMMIT

Mr. Manohar Thairani, President, Lloyd Group of Institutions was cordially invited to the ASSOCHAM 15th International Education Leadership and Skill Development Summit 2022 at the Hotel Shangri-La New Delhi. The summit was about "Driving Innovation and Inspiring Minds Through Industry-Academia Alliance." Our honorable President Mr. Manohar Thairani, was among the 30 eminent speakers who delivered their edifying insights on the need to bridge the gap between industrial practices and education, through innovative means to make students corporate-ready.

Lloyd Institute through its honorable President had the honor of presenting an educational and interactive session on "Fulfilling Nation's Aspiration Through New Education Initiatives" as a part of this mega-summit, which gave us numerous appreciations by distinguished leaders owing to our high-quality and well-organized presentation. The summit had the amiable presence of Smt. Anandiben Patel, Hon'ble Governor, Uttar Pradesh, Shri Ajay Bhatt, Hon'ble Minister of State for Defense and Tourism, Shri Rajendra Agrawal, Hon'ble Member of Parliament and many more eminent guest and speakers.

HR CONCLAVE 5.0
REIMAGINING ORGANIZATIONS IN TIMES OF DISRUPTION

In this digital era, which is characterized by rapid and continual disruption, it becomes imperative for organizations to be agile and quickly respond to changes. This in turn focuses attention on various important functions of human resource management for the deployment of strategic objectives for adapting changes for successful bottom lines. HR Conclave in its fifth year was organized by Dr. Poornima Madan and the team on 13 March, 2022. The theme of the HR Conclave 5.0 was “Re-imagining Organizations in times of disruption”. The event began with lighting of the lamp by eminent Chief Guest-Shri Suhas Lalinakere Yathiraj, President -Mr. Manohar Thairani, Group Director- Dr. Vandana Arora Sethi, Director- Dr. Ashok Tiwari and the faculty member.

ENTHRALLING EVENTS

The Chief Guest for the occasion who is the District Magistrate of Gautam Buddha Nagar, Shri Suhas Lalinakere Yathiraj addressed the students with his motivational speech. He also felicitated around 40 Recruitment Companies in the domain of Pharmacy, Management, and Engineering. To mention a few prominent names like Medisage, Naturecode(Earthsoul Ayurveda), Nutrilife, VXL Drugs, Mascot Health Series Pvt. Ltd., Biodeal Pharmaceuticals Pvt. Ltd., Planetcast Media Services Ltd., Regalo Kitchens and others who have recruited the students from Lloyd in the past. Student achievers from Lloyd in the past.

The second part of the event was the Panel Discussion moderated by Dr. Neetu Kamra on the topic "Re-imagining organizations in times of disruptions" was a fruitful takeaway for the students. The panelists were Mr. Vineet Mehra (Associate Director, Unacademy), Dr. S.K Gupta (Managing Director, Registered Valuers Organization of the Institute of Cost Accountants of India), Mr. Pradeep Gulati (Sr. Consultant, TV9), Ms. Mehernaaz Zahir (Principal Consultant - Atlair Analytix), Ms. Anjali Ahuja (Sr. Consultant, questW) and Mr. Vijay Jamwal (Director – Talent, Flyhomes) who expressed their views and focused on how the pandemic has changed the industry by resetting the business agendas and model and how they are trying to be more resilient if something like this happens again. They also expressed how leaders across industries need to work towards a change of pivot to overall sustainability by imbibing responsible business practices like being digitized and reiterated that now is the time to chart out a roadmap that has the potential to upend existing models and create new ones in every business.

INTERNATIONAL CONFERENCE ON NATIONAL EDUCATION POLICY

The Two Days Lloyd's International Conference, Sponsored by AICTE, themed on "National Education Policy- Transformational Reforms in Higher Education: Making a global impact" was successfully conducted at Lloyd Campus with more than 700 participants from 75 different organizations & 12 different states. The Conference witnessed presentations on the theme with an overwhelming response of 126 abstracts received.

Day 1: Began with the auspicious Lamp Lightening followed by the Inaugural session presided by Prof. D. S. Chauhan, Former Vice-Chancellor, A.K.T.U., Lucknow. The Inaugural Session was marked by the grace of the Honorable Vice-Chancellor, Delhi Institute of Pharmaceutical Sciences and Research, New Delhi, Prof. Ramesh K. Goyal. Keynote Address was delivered by Dr. G. N Singh, Advisor to Hon'ble Chief Minister-Uttar Pradesh & Former Drugs Controller General of India (DCGI). Dr. S. Eswara Reddy, Joint Drugs Controller, Central Drugs Standard Control Organization (CDSCO) delivered the Prime Address for the session, followed by a warm welcome note by Dr. Vandana Arora Sethi, Group Director, Lloyd Group of Institutions. She emphasized on the purpose of the conference is to highlight the new NEP amongst the academicians, practitioners and students.

Later, Ms. Helen Morgan, an Educationist from the UK, also graced the session virtually and shared her views on the Education system. Col B. Venkat, Director, AICTE, joined virtually & enumerated the fundamentals of the NEP.

Also, the first Plenary Session of Prof.Nilay Goyal was held where he presented his valuable thoughts and ideas to ponder on the topic "Commercialization of Research and Innovation." For the second Plenary Session, CA Gaurav Arora, Senior Vice President of Kotak Mahindra Bank, recapitulated the journey of industry 1.0 to industry 4.0 and then industry 5.0 that introduces the coexistence of machinery and humans.

ENTHRALLING EVENTS

Day 2: Lloyd's International Conference started with a series of captivating discussions on the topic "Taking Higher Education to the Next Orbit: Make Education Globally Impactful" during the second-panel discussion. The panelists were from diverse educational backgrounds like Prof. (Dr) S. Sivakumar, Senior Professor from Indian Law Institute and Former Member, Dr. Anant Narayan Bhatt, Scientist-F from INMAS, Defense Research and Development Organization, Prof. Vidhu Aeri, Dean of Jamia Hamdard (Hamdard University), Dr. Abha Yadav, Associate Professor from School of Competition Law and Market Regulations, Mr. Manish Narang, Director of Medical Affairs APAC, Abbott Pharmaceutical Ltd.

The third Plenary session was held on the topic "Ossifying the academic leaders -Motivated, Energized, Enriched and Incentivized Faculty to realize the objectives of NEP" by Prof. Gowrisha Joshi.

The Last Plenary session focused on "Towards a more holistic education: Integrating core values of our culture and civilization in education" by Dr. DevidasGolhar, Principal of Marathwada Mitramandal College of Commerce (MMCC), Pune.

The Valedictory session of this Two Days AICTE Sponsored Lloyd's International Conference was marked by the grace of Dr. Prof. Abhay Kumar, Hon'ble Vice-Chancellor, Pratap University, Jaipur.

This conference was organized by the Lloyd Institute of Management and Technology (Pharm.) and sponsored by the All India Council for Technical Education (AICTE). This event is partnered with Delhi Pharmaceutical Sciences and Research University (DPSRU), Arbro Pharmaceuticals Pvt. Ltd., Society of Pharmaceutical Education & Research (SPER).

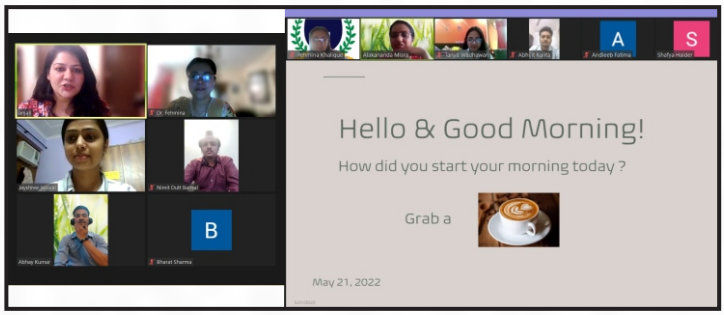
BEYOND ACADEMIA

CURTAIN RAISER OF LEARNING MANAGEMENT PORTAL BY IBM

Lloyd Business School, Greater Noida on 12th April 2022 inaugurated and launched the "Curtain Raiser Event for "Learning Management Portal" first of its kind initiative taken by a B-school in Delhi-NCR. The session was inaugurated by the Group Director, Dr Vandana Arora Sethi and Mr Gagan Agarwal , Leader Academic Partnerships Career Education, IS/IA, IBM India. As we usher in the next decade of emerging technologies, and with the zeal to prepare students for Industry and Career Building Skills, Lloyd in Collaboration with IBM have launched the LMS (Learning Management System) portal for Analytics and Data Science Courses, an offerings which provides customized learning paths to students from different specializations who would want to explore Data Analytics with Management studies.The portal will be a hybrid portal, with self-paced learning courses augmented with instructor-led courses. The session inaugurated the various Analytics and Data Science courses which the portal will provide so that students from management can learn and get certified.

LLOYD MENTORSHIP PROGRAM (LMP) "DRISHTI"

Lloyd Business School launched and inaugurated the Curtain Raiser Event at Lloyd Business School Lloyd Mentorship Program (LMP) "Drishti" (The power to envisage) on 30th April 2022.The session was launched by Dr. Vandana Arora Sethi (Group Director, Lloyd Group of Institutions). The welcome address was conducted by Prof. (Dr.) Ashok Tiwari (Director, Lloyd Business School) while Prof. Dr. SC Kapoor discussed the conceptual note for the LMP and introduced the elite panel of 17 Lloyd Business School launched and inaugurated the Curtain Raiser Event at Lloyd Business School Lloyd Mentorship Program (LMP) "Drishti" (The power to envisage) on 30th April 2022.The session was launched by Dr. Vandana Arora Sethi (Group Director, Lloyd Group of Institutions). The welcome address was conducted by Prof. (Dr.) Ashok Tiwari (Director, Lloyd Business School) while Prof. Dr. SC Kapoor discussed the conceptual note for the LMP and introduced the elite panel of 17 corporate mentors from industry. The Lloyd Mentorship Program (LMP) aspires to drive one such movement among the students at Lloyd, named "Drishti". This unique program would include a diversity of Corporate and Internal Mentors, and Mentees who collaboratively work for driving excellence.



IIM BANGALORE (ACADEMIC PARTNERSHIP)

Lloyd Business School
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in
Academic Collaboration
with

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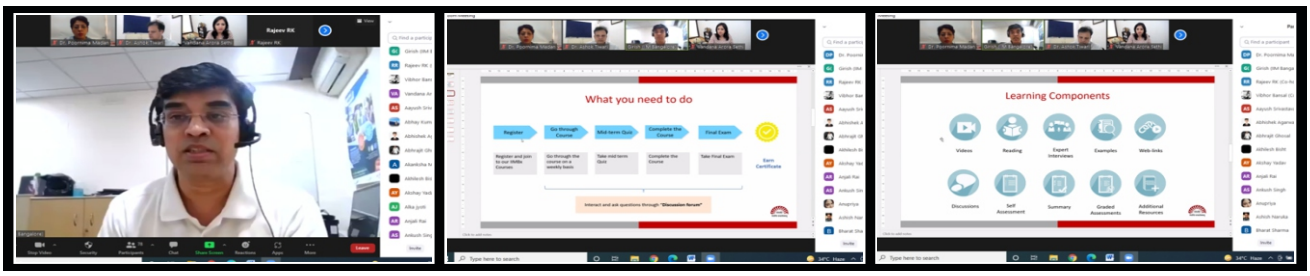
Orientation Session: Lloyd believes in building a culture of continuous learning, augmenting the knowledge and skill-sets of our Faculty and Students. The Institute has achieved a milestone by entering into an academic collaboration with IIM Bangalore. IIM Bangalore is a premier Institute offering Management Education Programmes and as part of this academic collaboration the Faculty and Students at Lloyd will get access to digital courseware produced and delivered by IIMB faculty. This collaboration intends to provide academic freedom to our Faculty in pursuit of excellence and will create a student-centric culture providing immense opportunities for student learning at Lloyd. The orientation was conducted by an IBM Resource person and a motivation talk by Group Director, Dr. Vandana Arora Sethi.



Closing and Felicitation Ceremony: Lloyd achieved a milestone by entering into an academic collaboration with IIM Bangalore where our PGDM students' successfully completed a certificate course on "Managing Innovation" on 24 June, 2022. It was a wonderful programme which provided our students access to not only comprehensive content but also high quality education. Our PGDM students – Ms. Tanya Singh, Mr. Suyash Jain and Mr. Akhilesh Bisht were felicitated for their outstanding performance during the course. The students eagerly and enthusiastically shared their experience and learning while completing the course.

KEDARKANTHA TREK

A COLLABORATIVE BEHAVIORAL PROGRAM

The Collaborative behavioral program helps to learn that the trek experience nudges students out of their comfort zones. It created an environment for learning. Each day of the trek had a progressive change in terrain, altitude, temperature, and trekking hours. That kept students constantly on a learning edge. It's an experiential learning program that focuses on the development of collaborative behavioral skills in students. Lloyd believes in ensuring that our students are ready for the present day workplaces which rely on networking and collaboration. Besides, such programs address the concerns of the management students who are preparing for their professional journey by facilitating them to learn and demonstrate collaborative behaviors. The program helps improving following arenas for individuals:

1. Managing time to build relationships and getting to know your teammates better;
2. To manage conflicts in a constructive way;
3. Sharing control and avoiding power struggles;
4. Being empathetic and inclusive with others;
5. Creates a conducive environment that enables individuals to take onus of their tasks and shoulder responsibilities, which consequently boosting their and other stakeholder's morale;
6. Develop an ability to leverage on team diversity and tap the team synergy.

CORPORATE CONNECT

Expert Talk on Supply Chain Management

A knowledgeable and illuminating "Expert Talk" was hosted by Lloyd Business School on "Opportunities and Challenges in the Supply Chain Management in India" on June 7, 2022. The eminent speaker "Mr.Gaurav Vashisht" delivered the talk and unveiled the secrets of how to mitigate major issues and ways to tackle them by going on to the ground. The enthusiastic learners of the institute have made the session more inclusive by their keen participation.

Expert talk on Understanding Compensation Components for Managers

Lloyd Institute successfully conducted The Expert Talk Session on "Understanding Compensation for Managers" on Friday, May 20. The event was conducted by eminent speaker, Ms. Geetika Puri, who works full time as the Director for Philomath Research Ltd, New Delhi and is a visiting faculty of Human Resource area at Gitarattan International Business School, New Delhi and also with K.K. Modi International Institute, Noida. The talk was organized by Dr. Fehmina Khalique, Associate Professor, Lloyd Business School as part of Curriculum of PGDM subject "Compensation and Payroll management".

The talk focused on two perspectives: How students should negotiate their salaries with the employees and be mindful of any deductions made and How HR managers can design the compensation of their organizations' employees. Several questions were posted by students from the speakers and the workshop ended with some real-life corporate examples.

Expert Talk by Celebal Technologies

Lloyd Institute organized a Campus Visit for Celebal Technologies on 25th May, 2022. Celebal Technologies has been our vital associate in the field of Advanced Analytics and IoT. The company has helped resolve challenges with its creative solutions on the Azure data platform for which it is an acclaimed organization now. The session was conducted by Mr.Sarthak Acharjee, Consultant HR, Talent Engagement and Growth. The past Alumnus, Ms. Qainiat Jehan, Mr. Kumar Deepak and Mr. Manish working at Celebal also visited the campus with the team which was a great sense and honor for Lloyd.

Expert Talk on The New Media Revolution in India

To celebrate the rich and historical evolution of Indian media and what it has metamorphosed into today, we invited the distinguished industry expert Mr Ritesh Dhawan to grace Lloyd's campus with his deep knowledge and insights on "The New Media Revolution in India". The event took place on 19th May and was meticulously convened by Ms. Neha Issar. The expert talk righteously spanned the origin of Media in India, initially with a strong and purposeful agenda of news dissemination, and how it transgressed into a realm of its own as years progressed. This was followed by detailed mapping of the factors that augmented the status and popularity of digital media. The discussion was summed up through a detailed discourse on how the young populace can become a part of this massive media revolution, and drive a positive change through unique, media-led storytelling. This expert talk witnessed splendid interaction and was concluded with solid inferences highlighting the journey and prospects of the Media landscape in India.

Expert Talk on Entrepreneurship Skills

Where every individual is running for a Job, Lloyd Institute never step back to prepare the students to be their own boss and work independently. Lloyd Institute organized an Expert Talk on "Be Your Own Boss - Start Your Own Start - Up". The Expert Talk Session had Eminent Speakers like Mr. Chandan Tiwari - Founder and CEO at Entrepreneurial Development Council, Mentor at startup India, Start in UP, MicroMentor USA, Mentor at Change in AIM, NITI Aayog, Mentor at Desh ka Mentors. Another eminent personality Mr. Manoj Kumar Jena - Founder and CEO at KNKT India Solutions Pvt Ltd, Mentor at Change in AIM, NITI Aayog graced the occasion with his presence. Yet another speaker of eminence, Ms. Riddhima Dwivedi - Co-Founder and Director at Entrepreneurial Development Council, Mentor at Change in AIM, NITI Aayog was present for the expert talk. The eminent speakers shared their life experience and helped students analyze their strengths. The session ended with a fruitful Q&A round.

Expert Talk on Reflecting Leadership Development In Current Times

Expert Talk on "Reflecting Leadership Development In Current Times" by Prof. (Dr.) Thomas Garavan, Professor of Leadership Practice,University College Cork and Visiting Professor, School of Business, National College of Ireland. Thomas Garavan is Professor of Leadership Practice in CUBS, UCC. He was recently listed in the Stanford University Science-Wide author citation indicators 2020 as one of the top 2% of academics in Economics and Business. He is a world leading expert in leadership development, learning and development and HRD. It was an exemplary and informative session where he highlighted that leadership development is significant due to the VUCA World. The session was conducted by Dr. Poornima Madan for her PGDM students.

Expert Talk on Global Opportunities for Management Graduates

Lloyd Institute organized an Expert Talk Session on the topic "Global Opportunities for Management Graduates" on Wednesday, 13th April, 2022 for PGDM students by the eminent speaker Prof. (Dr.) Nachiappan Subramanian who is a distinguished Professor of Operations & Logistics Management and Supply Chains at University of Sussex Business School in the United Kingdom. He conducted his post-doctoral research at the University of Nottingham, United Kingdom. Dr. Nachiappan conducted an eye-opening session for the students focusing on the prospects of doing business, studying and working abroad specifically in the United Kingdom. It was a learning and informative session. Lloyd Business School is honoured to host Dr.Nachiappan and looking into the overwhelming response from students, would like to invite him again for the wonderful session.

Expert Talk on IPR Awareness

Lloyd Business School organized "IPR Awareness Program" on 14 March, 2022.The keynote speakers for the session was Mr. Subrat Sahu, Examiner of Patents & Designs, Indian Patent Office, Delhi and Mr. Abhas Kumar Bhoi, Examiner of Patents and Designs in the Indian Patent Office Delhi, Ministry of Commerce and Industry, Govt. of India.The programme was commenced by Mr. Subrat Sahu, who gave a brief introduction about NIPAM (National intellectual property rights mission under the initiative of Government's "Azadi ka Amrit Mahotsav" which PM Modi says "to stimulate the growth of india". Further, Mr. Abhas Kumar Bhoi discussed at length about the rights of an individual towards intellectual property. The programme ended with a Q and A session. Experts of the day Mr. Sahu and Mr. Bhoi quizzed the students in order to analyze whether the students grasped the concept or not and the students of Lloyd Business School performed exceptionally well.

CLUB ACTIVITIES

SCM Club-Life Chain

Life Chain (Lloyd Supply Chain Club), Lloyd Business School has successfully organized a supply chain activity on 'Kanban System'. It all started in the early 1940s. The first Kanban system was developed by Taiichi Ohno (Industrial Engineer and Businessman) for Toyota automotive in Japan. It was created as a simple planning system, the aim of which was to control and manage work and inventory at every stage of production optimally. Prof. Dr. S. C. Kapoor explained Kanban in simple terms. All teams participated with full enthusiasm, dedication and presented their understanding of the task (Kanban). Each team presented in a unique way. Motivated participation reflected the positive attitude of the participating teams. Name of the participating teams were: Visualisers, Synergy, Cubical Crew, Elite, C2X and Finest Squad. Prof. Krity emphasized upon the importance of being a part of a club or a society, and how it helps you to gain knowledge, skills and experience in leadership, communication, problem-solving, group development and management, presentation and public speaking. She further said that students will feel the change in themselves. They will grow faster than they think.

Dr. Vandana Pareek provided the feedback on the activity of Kanban System. Dr. Pareek underlined that each team performed very well and the motive of activity had clearly been achieved by all the participating teams. And each team member has worked with full dedication and hardwork in making the activity a successful one.

Dr. Imad Ali explained practical aspects and applicability of Kanban. It is a popular Lean workflow management method for defining, managing, and improving services that deliver knowledge work. It helps you visualize work, maximize efficiency, and improve continuously. In addition to it, we can apply Kanban System in student and personal life also.

Entrepreneurship Club

Entrepreneurship Cell of Lloyd Business Institute organized a workshop on Financial Statement Analysis - A Practical Approach on 5th February, 2022. The workshop was delivered by Dr. Puja Goel with an objective to make students learn decoding financial statements – Income Statement, Balance sheet and cash flow statement. This workshop equipped the participants to gain insights into reading financial statements of a non-financial public limited company using a case study approach.

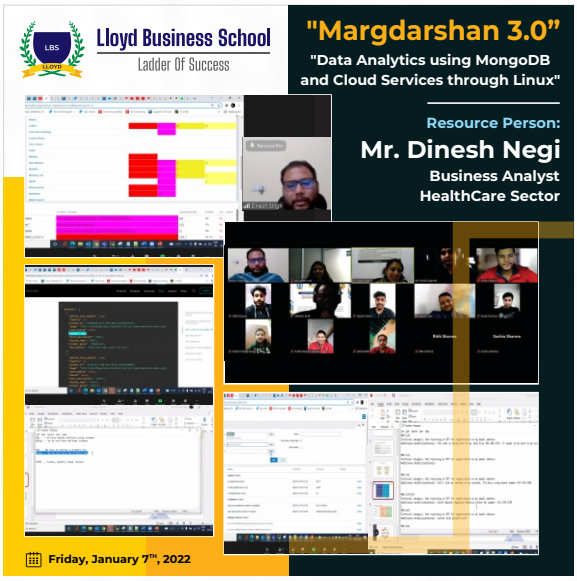
Finance Club- Money Lovers

Money Lovers, The Finance Club of Lloyd Business School organized the activity Simulated Profits on 26th October, 2021 from 2:00 pm onwards. The purpose of the activity was to encourage students to take interest in investments and improvise their analytical skills. The activity motivated students to enhance their knowledge about investment and management of risk.

Another activity by The Finance club was organized on 5th Feb 2022 under the kind guidance of our Director, Dr. Ashok Tiwari and organized by Dr. Honey Gupta called "Budget Analysis for the Fiscal Budget-2022-2023". The presentations of the students covered the following topics – PM GatiShakti, Inclusive development, Productivity enhancement, climatization, Energy transition, financial investment and so on generating employment opportunities. Certificates were awarded to participants for five best Presentations and participation.

Business Analytics Club- Grey Matter

Under the series of Magdharshan 3.0, the Business Analytics Club at Lloyd organized a session on **"Data Analytics using MongoDB and cloud services through Linux"** by the Alumnus of PGDM-Business Analytics, Mr Dinesh Negi, who is a Senior Analyst in the HealthCare sector. The session on 07 Jan, 2022 helped throw insight on the way unstructured data can be harnessed for data analysis using MongoDB as a tool . The data generated in the world today significantly is unstructured and analysis of this data becomes even more challenging. The session introduced this concept to students through a live demonstration of the environment of MongoDB for data analysis. The session also witnessed some great discussions from students which motivated them to be able to establish themselves in the analytics domain.



Workshop for Planning Analytics: A workshop for Planning Analytics was conducted for PGDM Students Batch 2021-23 on 22 nd March and 24 th March 2022 at Lloyd Business School. Business Analytics Club 'Grey Matter' at LBS, coordinated this Workshop on IBM Planning Analytics: The Way Forward for Companies". Many small to large organizations rely on error-prone spreadsheets and manual processes for their business planning needs. Businesses need to evolve their planning and analysis strategies to include. The session was intended to share the working of OLAP (online analytical processing) for Management students for data handling and reporting using the IBM Planning Analytics Tool. IBM Planning Analytics with Watson recognized as a 2021 Gartner Peer Insights Customers' Choice in the Cloud Financial Planning & Analysis market. The session was conducted by Dr. Neetu Kamra, Associate Professor, LBS, and Ms. Neha Issar, Assistant Professor, LBS who are trained trainers for the IBM planning analytics from IBM. The session was received with much appreciation and learning by the students.

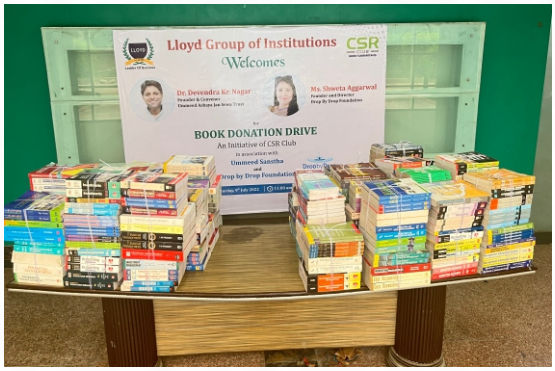
CSR Club

E-WASTE MANAGEMENT: In the past decade, E-Waste management has been a pressing issue in India, owing to a massive uptick in mobile phones and digital gadgets penetration. To contribute to our efforts toward saving the environment, the CSR Club of Lloyd Institute organized a drive to foster the collection of E-waste from surrounding areas. The purpose of the drive was to enable the recycling of E-waste so that every material is used ideally, helping to save raw material, environment, and money. This had to be implemented by donating the E-waste to a recycling company. For this, Lloyd Institute invited our esteemed guest, Ms Chhaya Singh, Founder and Director at Koscove E-waste Pvt. Ltd, to our campus. She was accompanied by her team. The event started off with a welcome address by Dr. Ruchi Garg, Head-CSR Club followed by a handing-over ceremony of sorts. The guest was felicitated by Dr. Vandana Arora Sethi, Group Director, Lloyd The event witnessed great participation by our students and faculty, carving out the institution's efforts toward a cleaner, greener, and sustainable nation.

BOOK DONATION: The CSR Club of Lloyd Group of Institutions organized a book donation drive in association with Ummeed Sanstha and Drop by Drop Foundation NGO on 9 th July 2022 at Lloyd Campus. The idea behind this Book Donation Drive was to provide the students with the books who cannot afford them. The guest invited for the day were Dr.Devendra Kr.Nagar founder and Convener of Ummeed Ashaya Jan Sewa Trust and Shweta Aggarwal founder and Convener of Drop by Drop Foundation.

CLUB ACTIVITIES

The program started with a welcome note of the guests by Prof. (Dr.) Vandana Arora Sethi, Group Director, Lloyd Group of Institutions. The guests were welcomed with a planter by Prof. (Dr.) Shilpi Sarna, HoD, BBA Department. The program started by insightful words by Dr.Devendra Kr Nagar on what is really important for an individual – his/her capabilities in order to achieve the goals. Only when a person is healthy, he can take care of other people around them. After that esteemed guest Ms. Shweta Aggarwal addressed the gathering on what qualities are required by an individual to move forward in life – First is the intention which we carry and second is the goal in order to achieve success. The formal vote of thanks was proposed by Dr.Ruchi Garg, Head CSR Club. The esteemed guests were felicitated with a Memento, as a token of gratitude by Prof. (Dr.) Vandana Arora Sethi, Group Director, Lloyd Group of Institutions and Dr. Alka Jyoti, Director



MARKETING CLUB- TOPLINERS

MARKETING-O-MANIA was the name of this year's event under which 3 exciting and knowledge-driven rounds were conducted on June 30th, 2022

Innovative techniques and creative thoughts pertaining to the Marketing field were showcased by the Management students of Lloyd. Competitions like these play a vital role in motivating students to perform and boost their confidence as well as creativity. The event was about crazy memes, advertising creativity, and brand love. The entire event was 3 rounds and nicely managed by the members of the club. Not only the participants but the audience & guests were present with their hearts. The event started with the memes round and gradually moved towards advertising and the brand addicts. Best part was students tried to perform their entire act on the spot and within minimum time. Winners awarded with exciting gifts & certificates too.

CULTURAL CLUB- AAKRUTI

MBA FAREWELL PARTY-2022

Lloyd Institute of Management & Technology organized a resplendent Farewell party on 4th July 2022 for the students of MBA Batch 2020-22. The motif of the event was Hollywood Oscars and hence the décor & the performances were picturesque. The senior batch students were given a red carpet welcome, where students also shared their memorable experiences at LLoyd. Prof. (Dr.) Vandana Arora Sethi, Group Director, Lloyd Group of Institutions delivered the Welcome Address. Few excerpts from the address are "though we are sad to bid you farewell and you all will be dearly missed. But we are also happy for you since there are bright opportunities waiting for you ahead. Best wishes for your future. Goodbye and God bless you all". The whole event took place under the guidance of the cultural club Akruti facilitated by Dr. Alka Jyoti and Ms. Ritika Khurana and MBA first year students. With pulsating ambience, flashing lights and foot tapping music, the party began with a blast and the excitement augmented to a joyful high with various performances. The most interesting part of the event was the selection of Miss and Mr. Farewell. The students for these titles were selected by a jury consisting of the senior faculty members, who judged them on the basis of their talent, wit and intelligent answers in the question rounds and appearance. Also, students were felicitated with various awards like Scholar 2022, Student of 2022, Cultural Icon and Sports Champion.

HOLI CELEBRATIONS

Lloyd Institute celebrated Holi festival at the campus with teachers, staff, faculty, and other members who immersed themselves in the heartiest celebrations. For many it was a chance to rejoice the arrival of spring, share waves of laughter, and let their inner child out. From sharing foods and beverages, and music to the grooving. Lloyd institute really unveiled the real Holi fun that we didn't know we were missing.

DIWALI CELEBRATIONS

Lloyd organised a delightful Diwali carnival for the students on 29th and 30th October 2021. The event opened with the colorful rangoli competition where students showcase their talent with the splash of colours. There were various food, games and fun stalls for everyone to enjoy and have fun. The students were awarded for the best decoration of stalls and highest revenue generation. Students from the Pharmacy department exhibited certain innovative models and depicted their skills. The event was followed by Tug-o-war between Pharmacy and Management students. Management boys and Pharmacy girls team bagged the trophies. The carnival was summed up by PGDM students with the enthralling Nukkad natak which was enjoyed by the audience and students. The Diwali carnival was a huge success and encouraged students to exhibit their best and celebrate grand.

FRESHERS PARTY-2021

Lloyd organized a wonderful freshers welcome party on 30th October 2021 for the newly admitted students. The theme of the event was "James Bond" and hence the decor and the performance were nothing less than fun and drama packed. Entertainment programmes held were folk dance, solo dance, fusion dances, fashion shows, singing etc. The students actively worked to put out entertainment programs to bring out the extreme joy. And the best and the most interesting part of the event was the selection of Miss Fresher and Mr. Fresher.

MEET & GREET-2021

Fresher's party is a gracious and a cordial welcome by the institute to the first year students. It is an event where fresher's are not only given a chance to exhibit their talents but also feel comfortable and adapt to the new surroundings. With this spirit, Meet & Greet 2021 was organized on 27th October 2021 at Crowne Plaza, Greater Noida to welcome the first year students of PGDM Batch 2021-23 for the new journey ahead. The event was graced by the presence of Admissions Director Dr. Alka Jyoti and her team. The event wouldn't have been a huge success without the valuable efforts of Prof. Ritika Khurana, Faculty Head of The Aakruti Club (Cultural Club) who constantly aided in organizing this grand fiesta. The Director addressed the first year with her esteemed words of wisdom and encouraged them to excel in all spheres of life.

Management Induction: "Aarambh"

Graduate and Postgraduate students embarking a new journey for the better career and inspirational growth of students with a motivation of learning new skills, enhancement of knowledge and experience was initiated at Lloyd Institute on 18th September, 2021 through the Management Induction Program named as "Aarambh".

It helped in introducing the students to the new world of professional, management and technically educational courses. Welcoming students and boosting their confidence to give their best performance while stepping ahead in a new life.

SPECIAL DAYS

International Women's Day 2022

The Lloyd Group Of Institutions successfully hosted an International Women's Day event at the campus, with the theme "Break The Bias". Beginning with lamp lighting by all the noteworthy guests, led by Mr. Manohar Thairani (President, Lloyd) and Dr. Vandana Arora Sethi (Group Director, Lloyd). Our honourable special guest Smt. Sushma Singh, Vice Chairperson – Uttar Pradesh, State Women Commission, thanked the Lloyd group of institutions for organising such an inspiring event. Later, our special guest Guru Praketa Ji depicted Mira Bai's (16th century, Hindu mystic poet and devotee of Krishna) life and struggle, as well as how she overcame challenges and negativity in her life by citing an example of her husband's brother attempting to kill her, but she turned poison into nectar because of her faith in Krishna. She also wished Lloyd success in their ultimate goal. Starting with the first Panel Discussion on "The Critical Role Of Diversity" with eminent leaders like Ms. Manjula Mishra, Director, Holosafe Security Labels Pvt. Ltd, Dr. Neha Arora, Director of Auriga Research, Ms Swati Aggarwal, Senior Director, Care Ratings, Ms Sumita Das, Founder and President of the Life of Vision Foundation gave immense knowledge.

The second Panel Discussion on "Many Facets of Women's Identity: The Struggle of Being a Modern Woman" with Mr. Ajit Sood, Partner RBSA, Dr. Neetu Bhagat, AICTE's Deputy Director, Ms. Sabeena Yousuf, Managing Partner, Pashmina, Ms Vaishali Taneja, NASSCOM, Future Skill Partner Engagement Lead, Dr. Mohna Chauhan, Director, Prakash Hospital gave their key points on how women are developing in today's world.

To mark the occasion of IWD, 2 students' events were organized by Dr. Fehmina Khalique, a Video making competition on the theme of Breaking the Bias and Slogan writing Competition. Several entries from the students were received and the winners were felicitated on the 08th of March during the event. Further, outbound activities for faculty members were also conducted with zeal and enthusiasm to mark the occasion.

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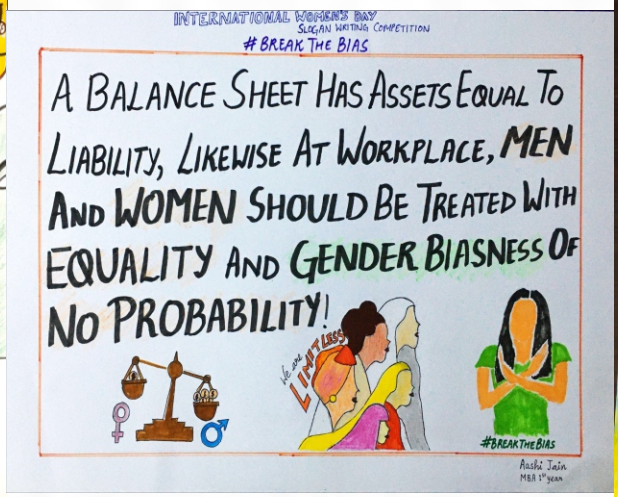
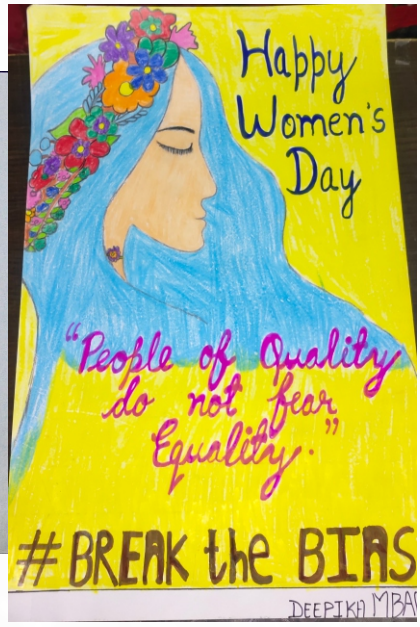
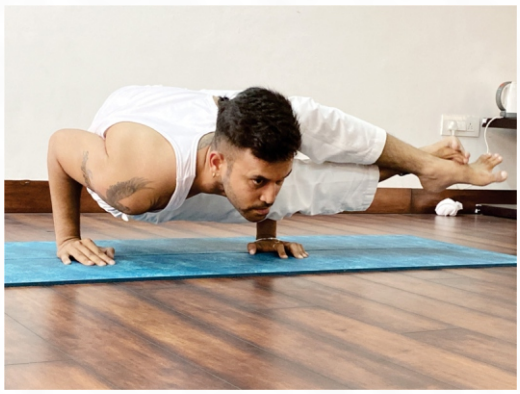
Winners of Slogan Writing Competiton





International Yoga Day 2022

Much like every year on June 21st, 2022, Lloyd Group of Institutions marked the momentous occasion of International Yoga Day by collectively practicing various Yoga Poses with the students and the faculties. The event was kick-started by a brief address by Lloyd's esteemed Group Director, Dr Vandana Arora Sethi. Post this, Mr Abhishek, the Yoga Trainer at Lloyd, took on an immersive session at 10:00 am with the staff and faculty members. This was followed by a separate session for students that commenced at 11:00 am. Both the sessions were executed with visible enthusiasm and engagement from all participants. As an institution that focuses on the holistic development of students, these sessions were a step toward a healthier and mindful future for our students. During the event, our Group Director zestfully indulged in performing various asanas, while also disseminating her perspective on Yoga's positive impact on physical as well as mental well-being. Aligned with the Prime Minister's vision of practicing yoga for humankind's welfare, these efforts by Llyod are a testament to a comprehensive approach to wellness that we follow as well as our spirit of celebration.



WORKSHOPS

Training Session conducted on Managerial Effectiveness

Lloyd Business School in its endeavors to extend training and development to other organizations in India through its expertise of Faculty experience and knowledge conducted a workshop at ICAI (Institute of Chartered Accountants of India) on Managerial Effectiveness dated 16th June 2022, with trainers namely Prof S.C Kapoor and Dr Neetu Kamra, from Lloyd Business School.Managerial effectiveness implies that managers should optimize the results by choosing the right products, markets, technologies, services, facilities etc. It attempts to change the scenario of business areas and maximize efficiency in terms of input-output ratio. The session included case studies from Titan, House of Tata. Also, mythological insights into managerial effectiveness and Indian ethos were explored in the session. Students conducted two behavioral effectiveness exercises on decision-making and personality mapping skills. The analysis of the same was conducted for the students by Prof Kapoor which had a resounding 85 % success among students.The session was indeed a great opportunity to explore the managerial competencies for the development of students in ICAI with effective logical and mathematical skill sets into building managers.

Behaviorally Anchored Rating Methods for Self-Introspection and Appraisal for Sensitized Corporate Presence During Internships

Lloyd Business School conducted a workshop on "Behaviorally Anchored Rating Methods for Self-Introspection and Appraisal for Sensitized Corporate Presence During Internships"organized by PGDM students. The motive of the workshop was to require support and certain key skill-building in their self-introspection and behavioral modifications which would assist them to better create an image and persona in the Corporate during Internship or in the process of search for an Internship through Self-realization of behavioral modifications in a corporate world. The session was taken up by Prof.Dr. S. C. Kapoor (expert in BARS) supported by Dr. Neetu Kamra, Associate Professor, Lloyd Business School.

Connected/Automated Vehicles: Future Transport and Mobility

Students of Lloyd Business School virtually attended a workshop on "Connected Automated Vehicles Workshop: Future Transport and Mobility" organized by Queensland University of Technology at Dubai Expo 2020. The workshop was focused upon the future of automated vehicles. The speakers explained in depth the challenges that automated vehicles encounter in today's world. Through extensive research the speakers highlighted the emphasis of artificial intelligence and data sharing in the logistics and consumer transport industry. Prof. (Dr.) Sebastien Glaser discussed the importance of automated Vehicles and explained how AV improves access to mobility and creates competitive advantage by increasing transport efficiency and productivity. Dr. Moahmmed Elhenawy shed light on their project of CHAD (Cooperative and Highly Automated Driving). He explains how they are developing data sharing for drivers that provides them real time data and helps them in decision making while driving, which ultimately helps in more secure logistics. Dr. Mahmoud Masoud talked about how a real time centre is being developed that will share information among drivers. C-ITS will be a transportation system where cooperation between two or more vehicles or personnel is established so one alerts the other of any hindrance ahead.

NAAC Awareness Program

Lloyd Business School organized a one day workshop on "NAAC AWARENESS PROGRAM" on Monday, 7th February 2022 via Zoom as the platform. The primary objective of the workshop was to understand the NAAC process. The Eminent Persons Dr. Rupali Taru (Head- NAAC Committee, SJJT University) & Mr. Manish Gunjan (Coordinator- NAAC Committee, SJJT University) explained in detail the step by step process and procedure of the entire NAAC journey.

WORKSHOPS

Team Building and Conflict Resolution

A Workshop on "Team Building and Conflict Resolution" was conducted by Prof.Dr. S C Kapoor and Dr. Neetu Kamra for Management Students on 29th January, 2022. The motive of the workshop was to help, support and motivate teams in achieving common goals, creating a positive culture and developing individuals personality.

Communication & Presentation Skills

The workshop was conducted with a plethora of experts like Prof Dr. S C Kapoor, Lloyd Business School, Mr. Gaurav Vashisth, Entrepreneur and Trainer, and, Dr. Neetu Bali Kamra, Associate Professor, Lloyd Business School. Dr Ashok Tiwari, Director, Lloyd Business School also interacted with the team of DPC and the participants to further provide insights to Business communication and challenges. The session focused on some niche skills like feedback and evaluation as an important tool in effective communication for enhancing productivity. Decision-making also was discussed through psychometric testing conducted by Prof Kapoor. Also, certain nuances of feedback that create conflicting situations in organization were dealt and discussed in the session. The first day of the session addressed communication through various modes like storytelling, group discussions, behavioral measurements, advertisements, Vedic literature, etc. The second day of the training program discussed the post covid challenges in communication and an open house for resolving participants' queries. The series of training is planned to be held for next month as well, making it ninth in the series. This training is soon to be planned to be held offline so as to reconnect with the audience even more and make this series a memorable one.

MANAGEMENT DEVELOPMENT PROGRAM

MANAGEMENT DEVELOPMENT PROGRAM

Decision Making through Analytic Hierarchy Process(AHP)

The Department of Management, of Lloyd Business School organised a MDP on "Decision Making through Analytic Hierarchy Process(AHP)" delivered by Dr Mohd.Mehdi, Assistant Professor on 11th September, 2021. The session focussed on ranking of the factors for understanding their relative importance and selecting the best among the various given alternatives.

Mobility Solutions in Supply Chain

The Department of Management of Lloyd Business School organized a MDP on Mobility Solutions in Supply Chain. Crucial topics such as Logistics 4.0, Real time data sharing, Mobility application in supply chain & its impacts on supply chain visibility were highlighted in this session.

Blockchain Application in Management

The Department of Management of Lloyd Business School organized a MDP on Blockchain Application in Management. Crucial topics such as introduction and application of blockchain were highlighted in this session.

MANAGEMENT DEVELOPMENT PROGRAM

SQL for Data Analytics

Lloyd institute organized a management development program (MDP) on " SQL for data analytics on 11 December 2021, through zoom platform . The session was conducted by Ms. Neha Issar , Assistant professor . The session focussed on fundamental and advanced SQL queries and their applications in marketing , finance and operation sectors. Here is the glimpse

Strategizing and Managing Brand

It's a proud feeling to announce that Lloyd Business School organized a Management Development Program (MDP) on "Strategizing and Managing Brand" on the Zoom platform at 11:00 AM on 8th January, 2022. The session was taken up by Dr. Krity Gulati, Professor, Lloyd Business School. She gave very fruitful learning to all the participants of the session which ultimately played a very crucial role in their corporate life.

Emotional Intelligence for Managers

It gave us immense pleasure to inform you that Lloyd Business School organized a Management Development Program (MDP) on "Emotional Intelligence for Managers" on Zoom platform at 11:00 AM on 26th February, 2022. The session was conducted by Dr. Fehmina Khalique, Associate Professor, Lloyd Business School. It was an effective session which added value in the students of how to manage their emotions in the Corporate world and give their best performance in their respective industries.

MANAGEMENT DEVELOPMENT PROGRAM

Advertising Regulations In India

The responsibility of an Academic Institute is to impart learning and education beyond the demographic boundaries of Mankind. Lloyd Business School believes that not only the students, but the practitioners also get benefitted from the intellectual capital of Lloyd Business School. Keeping this view at the core; Management Development Programs are designed in such a way that they add value to the participants. A Management Development Program was conducted by Ms. Palak Verma, Assistant Professor, Lloyd Business School on the topic "Advertising Regulations in India" on 12th March, 2022 via Zoom platform. Ms. Palak Verma beautifully acknowledged the important rules and regulations which are there in India for Advertisement which ultimately helped the students become more aware.

Role of Statistics in Managerial Decision Making

Dr. Rajeev Saxena, Assistant Professor, Lloyd Business School conducted a Management Development Program on "Role of Statistics in Managerial Decision Making" on 9th April, 2022 in online mode on Zoom organized by Lloyd Business School. The session helped the students in analyzing and identifying the importance of Statistics in the Management world.

Cross Sectional and Panel Data Regression

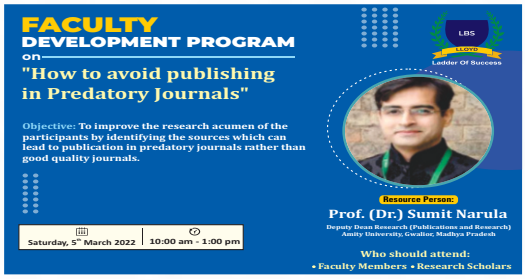
A Management Development Program was organized by Lloyd Business School on 21st May, 2022 on Zoom platform on the topic "Cross Sectional and Panel Data Regression". The session was conducted by Mr. Nityanand Deva, Assistant Professor, Lloyd Business School. The session was extremely knowledgeable and interactive both for the students and the Professor.

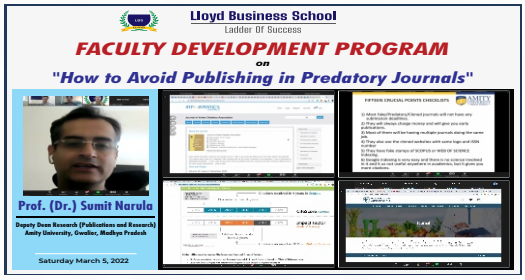
FACULTY DEVELOPMENT PROGRAM

FACULTY DEVELOPMENT PROGRAM

How to Avoid Publishing In Predatory Journals

The Research Cell of Lloyd Business School organized a day-long Faculty Development Program on "How to Avoid Publishing in Predatory Journal" in online mode on the Zoom platform on 5th March,2022. The Faculty Development program received participation from various academic institutions like; IIT-Bombay, Banaras Hindu University, Swiss School of Business, Geneva, MIT Pune, Amity University, Noida International University, Reva University, Manipal University. The resource person for the FDP was Professor (Dr.) Sumit Narula who is a Ph.D. in Electronic Media and Conflict Resolution from Panjab University, Chandigarh.





Academic Business Cases: Development and Execution

A day-long Faculty Development Program was held on Academic Business Cases: Development and Execution; was successfully conducted In Online Mode on the Zoom platform by the Research Cell of Lloyd Business School on 22nd January 2022. The Faculty Development program received participation from various academic institutions like; Amity University, Sharda University, G.D. Goenka University, SJJTU Rajasthan, Lovely Professional University, Alfalah University, Noida International University, Gautam Budha University, IMS Ghaziabad, JIMS, etc.The resource person for the FDP was Prof. (Dr.) NimitGuptawho is currently associated as a Professor with North Cap University, Gurgaon. Being a seasoned academician in outcome-based education, he is a certified marketing trainer trained by Dr. Philip Kotler. He is a qualified marketing expert from the University of British Columbia, Canada and Kyoto University, Japan and has 18 + years of experience in Teaching, Academic Administration, Consultancy and Research.The FDP's first session on the First Theme 'Introduction to Case Writing - Types of cases, Characteristics of a teaching case, identifying the elements of Case Writing' then commenced after the inaugural session. The session set the basis for the foundation of Case Writing and underlined the important aspects to be taken care of when writing a Case Study. An activity was given by the resource person to all the participants based on the first session's theme and participants were actively involved for the same.

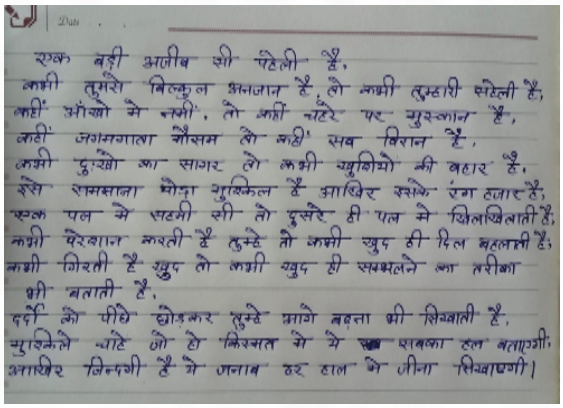
STUDENT CREATIVITY CORNER

POEM

I wanna be your Genie
But still call you a mini,
I'll call you my master and see you go brave
cuz I really wanna be your slave,
I wanna get chained into your unbreakable
feelings and sacred emotions
And I wanna dive deep inside your heart's
deepest oceans.
I wanna be there at every sad or distressed blink
of your eyes
as quick and strong as lighting strikes,
O my master,
I wanna deprive all your sorrows and wipe away
all your sweet nocturnal tears
And I'll do it for more than a thousand years.
I wanna seek through your eyes i wanna feel
through your skin,
And O my sweet master I can do it all
Cuz you know I'm a Jinn.
I wanna obey you and fulfil all your dreams
I wanna see you cry out of pain
Until you're left dry and drain
And then would wanna glorify your face
Till you've completely brought up grace.

PS- I wanna ask you to never let this Genie out of the bottle (you). 😂

Abdul Mabood Ali
MBA (2021-2023)


एक बड़ी अजीब सी पहेली हैं,
कभी तुमसे बिल्कुल अनजान हैं, तो कभी तुम्हारी सहेली हैं,
कहीं आँखो मे नमी, तो कहीं चहेरे पर मुस्कान हैं,
कहीं जगमगाता मौसम तो कहीं सब विरान हैं,
कभी दुःखो का सागर तो कभी खुशीयो की बहार हैं,
इसे समझना थोड़ा मुश्किल हैं आखिर इसके रंग हजार हैं,
एक पल मे खटमी सी तो दुसरे ही पल मे खिलखिलाती हैं,
कभी परेशान करती हैं तुम्हे तो कभी चुप ही दिल बहलाती हैं,
कभी गिरती हैं खुद तो कभी खुद ही सम्भलने का तरीका
भी बताती हैं,
दर्दो को पीछे छोड़कर तुम्हे आगे बढ़ना भी सिखाती हैं,
मुश्किलो से चाहे हो किस्मत मे ये रब एसका हल बताएगी,
आखिर जिन्दगी हैं ये जनाब हर हाल मे जीना सिखाएगी।

Manshi Singh
(MBA 2021-2023)

Kuch to mujhmein kami thi, kuch Thi tujhmein khamiyan!!

kyu or Kiski wjh se tune Ki Ye bemaaniyan, yun to Saath Hum dono thy fir kiu Ayi kisi or ki gunjayiss! Aur Ab jab Judaa ho hi gye hai to kiu kar rhe hai Ek dusre ki badnamiyan,

Sath rhne k vaade jo kiye thy Kismat ko Sayd kuch Aur Mnzur thy,

Aaj Zinda hokr bhi Zinda nii hu ye Sab hai sirf Teri mehbaraniyaan !!

Samjh na payi main Kitne tere chehra= Kitne tere dil thy! Aaj bhi badla tu Hai m nii ....

Mere Bina Tu khush hai, tere Bina main nii!!!

Riya Garg
(MBA2020-2022)

PAINTING

Khushi Sharma
BBA (2021-2024)

Suhani Singh
MBA (2021-2023)

Pawani Garg
(MBA 2021-2023)

Angan Bera
MBA (2021-2023)

ARTICLE : SAY NO TO DRUGS

Drugs are chemicals that change the way a person's body works. Many people around the world are mostly seeking help from these drugs in order to relieve themselves from sufferings, feelings of loneliness, stress , unhappy relationships and get high while seldom do they realize for these momentary pleasures they are putting their lives at stake. This often leads to drug abuse and addiction which is a serious issue. Drugs harm our physical, mental and emotional well being in many ways. They make you irritable, aggressive, intolerant, addictive,overly stimulated. Also causes infections, possible heart failure, insomnia, depression, high blood pressure etc. People even after knowing its side effects tend to ' try ' them out and fall into addiction eventually. Add more about the drugs and how it is proving to be a great threat to people especially teenagers who fall prey to it mostly. I suggest you do some research on drugs (examples like marijuana , LSD, heroine, morphine etc.) Write it in a persuasive way by which the reader will be conscious regarding the harmfulness of drugs DRUGS WILL HAUNT YOU FOR LIFE. SAY NO TO DRUGS!

Sajid Khursheed
(MBA 2021-2023)

बिहार में मखाना उद्योग की अपार संभावनाएं

निशिकांत कुमार

क्या है कारण जिससे बिहार में निवेशक नहीं खोलना चाहते मखाना प्रोसेसिंग यूनिट

Nikhil Kumar
(MBA 2020-2022)

ARTICLE

HYPERCOMPETITIVE INTERNSHIPS

Internship are crucial for students- it's one of the primary ways for us to make connections that will help land our first job out of college.

Landing a college internship has always been competitive for students but when the pandemic hit and employers cancelled their internship programs, that made it even harder.

Getting your foot in the door is one of the most challenging aspects of the career, but it pays off in droves- internships are just the start. Getting real-world experience under your belt and onto your resume is crucial; after all, prospective employers want to see that you bring a good set of professional skills to the table.

So, check out the following benefits of internship for an all-star in training like yourself:

1. Beef Up Your Resume.
2. Figure Out What You Want To Do And Don't Want To Do.
3. Learn By Observation.
4. Get Professional Feedback.
5. Make Valuable Connections.

Don't skip an internship opportunity if it arises. You will learn valuable skills, make important contacts, and increase your marketability in the working world when you are done school.

Kashish Saini
(MBA 2021-2023)

FROM THE HEART OF LLOYD

FACULTY MEMBERS

FROM THE HEART OF LLOYD FACULTY MEMBERS

Mr. Tafheem Bashir
Assistant Professor
Digital Marketing/Business Communication

Joining Lloyd at the onset of Winter Session 2021-22, was something stimulating to me. The journey at Lloyd has been full of excitement and joy with a lot of professionalism being ensured from time to time. The culture, workplace environment, value system, mission and vision of the organization all are some of the determinants which have really pushed me to enjoy my work at a B-School which is in the prime location centers for Knowledge in Delhi-NCR zone. With state of the art infrastructure, well equipped facilities, highly innovative and technologically driven systems, the work eases out with simplified processes. As the journey moves ahead so does the aspiration for aiming high targets.

Dr. Honey Gupta
Assistant Professor
Finance

I have recommended working here to many friends and definitely would in future, because this is the organization that most resembles my personal values. I love the progressive, left-leaning nature of the business, I love its openness, I love the fact that it's forward thinking and it moves quickly and just the whole ethos behind it. It's something that I'm proud of and I talk to friends about. We believe in a team management approach and we have really put our values at the forefront of what we do. I've been part of the creative process we've gone through to get to the heart of who we are as an organization. From a teaching perspective I believe, quality education can not be ensured by just attending classes or making notes though it involves overall development of mind, personality and knowledge which is one of the key missions of Lloyd. Here, students are given a number of opportunities to explore their inner strength as well as passion and to work diligently to overcome their weaknesses . I really enjoy growing with students and helping them achieve their goals.

FROM THE HEART OF LLOYD FACULTY MEMBERS

Dr. Kirty Gulati
Professor
Marketing

Life@LLoyd is beautifully cherishing and challenging too. Working here is all about commitment and ownership. The last three years in Lloyd were a very exclusive and dynamic experience. There are abundant learning opportunities and challenges for both students and working professionals. The day starts here with a refreshing Yoga session, which is desired for one's mental health. The lush green environment of Lloyd and highly supportive management gives positive reinforcement at the workplace. The working appr oach of attaining excellence through human touch is inexpressible. As a faculty member, it's satisfying to see 360 degree collusion towards value-oriented student development. The vision of top management is holistic development through classroom studies, participating and organizing events, experiential learnings through outbound activities, certifications, foreign language, international collaborations, etc. A student will have a plethora of options at their disposal through which they can achieve real heights. The learning perspective from each end gives immense satisfaction as a professional. The flexible timings and privileges turned into a spoil spot. The place always leads you to challenge your limitations. Think beyond imagination & act beyond reach. As a whole, the place is value driven and will provide immense learning opportunities to everyone willing to learn be it, students or faculty.

Mr. Nityananad Deva
Assistant Professor
Finance

My experience working with Lloyd Business School, Greater Noida indeed has been a very pleasant one. As a member of the teaching fraternity, I can say we get the very best of all the things one asks for. The management of the college is supportive and will give you all the facilities to make the teaching-learning process better. From computers connected with projectors in the spacious classroom to permission to use innovative teaching pedagogy, I got all the things I needed to make the learning of my students better. This is the era of experiential learning and case-based teaching is used in all the good business schools. The same is with Lloyd Business School as we have subscriptions to ET cases, which helps all the faculty members to bring the contemporary issues in management in front of the students. Well-stocked library with books on every subject written by the most prominent authors is easily available to the faculty members, which helps faculties to gain and deliver the best knowledge. Research is another area in which the management of the college has been supportive.

Metaverse- A New Buzzword

Ms. Neha Issar
Assistant Professor
Business Analytics

The tech industry loves a buzzword, and right now everyone is talking about METAVERSE. Broadly speaking, the metaverse can be defined as a virtual world where we can live, work, travel and play. But it doesn't actually exist yet. But that hasn't stopped businesses of all shapes and sizes from trying to get involved. J.P. Morgan, HSBC, Gucci, Coca-Cola are among few of the firms that have dabbled with Metaverse so far. And of course there is meta, the company formerly known as facebook. While the metaverse is still mostly science fiction at this stage there are some early versions of it out there that give us a taste of what might be possible.

The evolution of Metaverse, many in the tech industry claim that metaverse is the next phase of the internet, companies like Meta are hailing it as this sort of utopia that will make the time we spend online more interactive and fun. They also say it will present businesses with new ways to make money.

One of the reports estimates that the metaverse economy could be worth between $8 and 13 trillion by 2030 but getting there is going to require significant investment.It's in essence, the digital world, the things like smartphone,web,gaming. It's not something that's going to turn on in a single day.How to make things more immersive, how to make things more accessible,how do we make those things better for humanity, how do we make those things safer as well?Alongside, the hype have been as a whole host of concerns ranging from child safety to scams which is why regulators will no doubt be keeping an eye on how the technology progresses, Qualcomm that allowed you to swat virtual insects. Facebook bought virtual reality firm Oculus back in 2014.VRchat that allows you to create an avatar and explore virtual worlds with other people online, is full of people hurling abuse at one another.Think of Roblox and Minecraft. These are all virtual worlds where you can interact with other players. Decentraland is another desktop-based virtual world that users can create, explore and trade-in, people can buy and sell land, estates and wearables for their avatar.The metaverse is the next generation of the internet. It is being built around activities you'll enjoy with your friends and coworkers. An exponential increase in creators are mixing-and-matching, embedding and linking, leveraging a new era of creator-oriented tools.

Digital Twin in Supply Chain

Dr. Imad Ali
Assistant Professor
Supply Chain Management

In this era of Industry 4.0, the advancement of technology has led to the utilization of digital tools in various industries including the supply chain sector. So what is a digital twin and how can it help improve your supply chain? Find out in this article!

What is a digital twin?

A digital twin is a digital replica of a physical object or system. It can be used to monitor, simulate, and optimize the performance of the physical counterpart. In the supply chain, a digital twin can be used to track inventory levels, identify bottlenecks, and predict future demand.

What are the benefits of using a digital twin in supply chain management?

Digital twins are becoming increasingly popular in a variety of industries, including supply chain management. A digital twin is a digital replica of a physical object or system. This replica can be used to simulate the behavior of the physical object or system, which can help with things like optimizing production, reducing downtime, and improving product quality.

There are many potential benefits of using a digital twin in supply chain management. For example, it can help you better understand your supply chain, identify bottlenecks and inefficiencies, and improve forecasting accuracy. Additionally, a digital twin can be used to test out different "what-if" scenarios before making changes to the actual supply chain. This can help you avoid disruptions and minimize risk.

Overall, using a digital twin in supply chain management can help you improve operations, reduce costs, and increase customer satisfaction. If you're not already using one, it may be time to consider implementing a digital twin in your own supply chain.

How does a digital twin work?

A digital twin is a digital replica of a physical object or system. It can be used to simulate the behavior of the physical object or system, and to optimize its performance. Digital twins are often used in manufacturing, aerospace, and automotive applications. In supply chain management, digital twins can be used to track the progress of goods through the supply chain, and to optimize the flow of goods.

Case study: how Adidas is using digital twins to improve its supply chain

Adidas, the world'ssecond-largest sporting goods manufacturer, is using digital twins to improve its supply chain. The company has been working with software company SAP to create digital representations of its factories, products, and processes. These digital twins allow Adidas to test different scenarios and make changes before they are implemented in the real world.

Adidas is using digital twins to streamline its production process. The company has created a digital twin of one of its factories that produces shoes. This factory produces around 300,000 pairs of shoes per month. By using a digital twin, Adidas can experiment with different production methods and make changes before they are implemented in the real world. This helps Adidas to avoid disruptions in its supply chain and keep production costs down.

Adidas is also using digital twins to develop new products. The company has created a digital twin of one of its products, the Adidas Ultra Boost sneaker. This allows Adidas to test different materials and design changes before they are used in the manufacturing process. This helps Adidas to save time and money by ensuring that new products are developed quickly and efficiently.

Digital twins are helping Adidas to improve its supply chain and become more efficient. The company is able to experiment with

Conclusion

The digital twin concept is still in its early stages of development, but it holds a lot of promise for the supply chain management. In the future, digital twins could be used to manage everything from inventory levels to transportation routes. By providing real-time data on the state of the supply chain, digital twins can help businesses make more informed decisions and avoid disruptions. While there are still some challenges to overcome, we believe that digital twins have the potential to revolutionize supply chain management.

Plot No.-11, Knowledge Park-II, Greater Noida
Website : www.lloydbusinessschool.edu.in