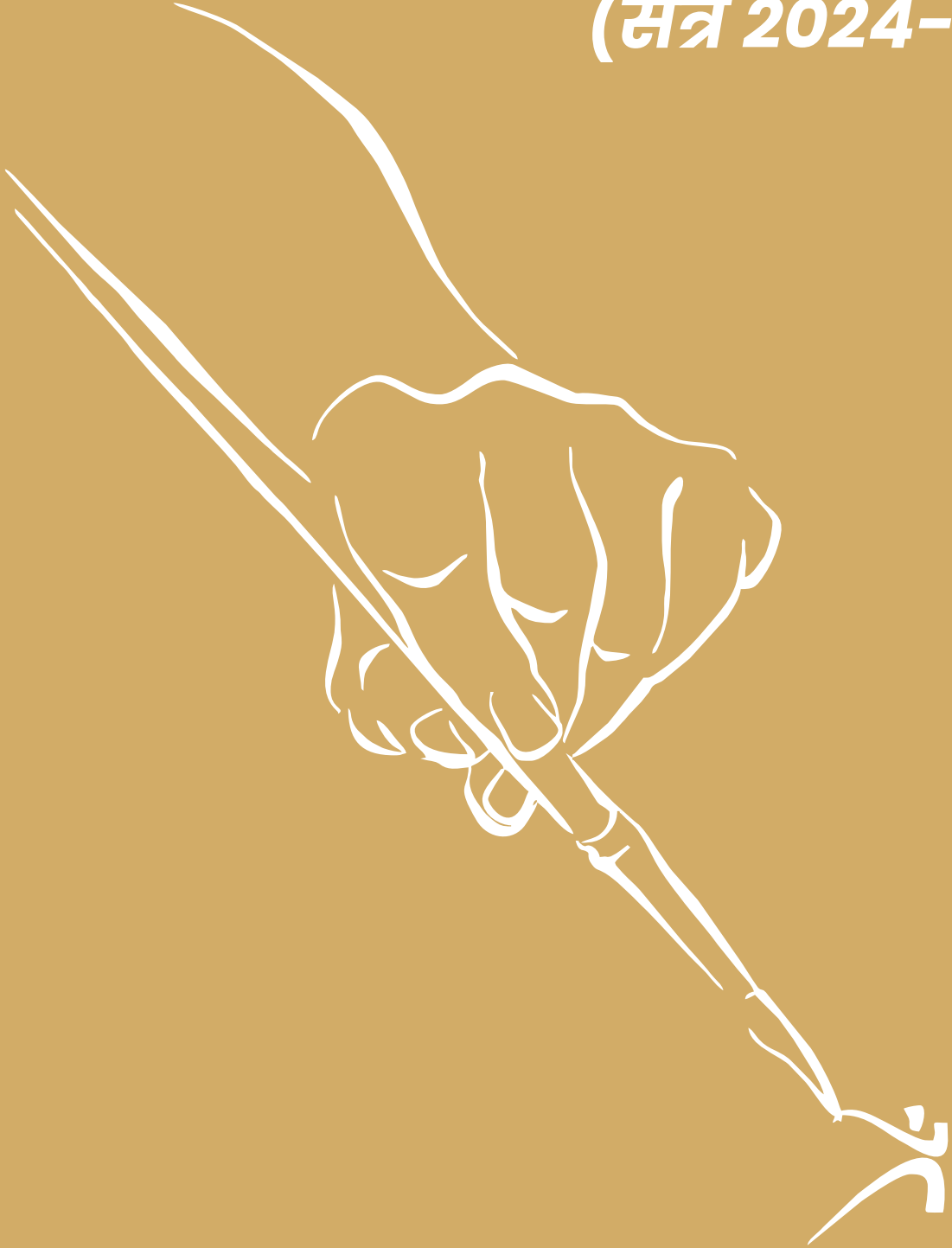




तस्यै तपो दमः कर्मेति प्रतिष्ठा

प्रयास

(सत्र 2024-25)



राजकीय महाविद्यालय बरोटीवाला

प्राचार्य व संपादक वर्ग



प्राचार्य व शिक्षक वर्ग



Dr. Amarjeet K. Sharma
Director (Higher Education)



Director of Higher Education
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MESSAGE

It is a matter of immense delight for me to know that your college is going to publish the college magazine.

College magazine is a very useful medium for young minds to express their bristling ideas and thoughts. It gives a chance to students, the budding writers, to get the attention of others through their creative and contemporary writings. It is an essential ingredient of college regular activities and documentation of such events. The true purpose of higher education is to open the horizons for the curious young minds and to refine and polish them in such a way that they become responsible citizens of our country.



I wish your college a great future and grand success to the college magazine . I also congratulate the Editor (S) of the magazine and wish everyone all the best in their ventures.

Jai Hind.

(Dr. Amarjeet K. Sharma)
Director Higher Education H.P.



प्रिय प्रिद्याप्रथियों और पाठकों,

मुझे अत्यंत हर्ष है प्रक हमारे कॉलेज की वार्षिक पत्रिका का यह अंक आप सभी के समर्पण, रचनात्मकता और प्रयासों का प्रतिबिंब बनकर प्रस्तुत हो रहा है। यह न केवल आपकी साहित्यिक और बौद्धिक क्षमताओं को उजागर करने का मंच है, बल्कि हमारे शैक्षणिक परिवार की एक साझा अभिव्यक्ति भी है।



आज का युग ज्ञान, कौशल और निवाचार का युग है। केवल कताबी ज्ञान ही पर्याप्त नहीं है: आपको निरंतर सीखते रहना होगा, नए कौशल विकसित करने होंगे, और अपने व्यक्तित्व को समय के साथ ढालते रहना होगा। जैसा कि स्वामी विवेकानंद जी ने कहा था:

“उठो, जागो और तब तक मत रुको जब तक लक्ष्य की प्राप्ति न हो जाए।”

यह संदेश हमें यह सिखाता है प्रक जीवन में निरंतर प्रयास और समर्पण ही सफलता की कुंजी है। मैं आप सभी से आग्रह करती हूँ कि आप अपने जीवन में कुछ मजबूत सिद्धांत बनाएं- जैसे ईमानदारी, समय का सदुपयोग, अनुशासन और करुणा-और उनका दृढ़ता से पालन करें। यही सिद्धांत आपके जीवन की दिशा तय करेंगे।

हमारे कॉलेज का उद्देश्य केवल डिग्री प्रदान करना नहीं, बल्कि आपके भीतर एक सशक्त, आत्मनिर्भर और उत्तरदायी नागरिक का निर्माण करना है। इसलिए मैं आपसे यह अपेक्षा करती हूँ कि आप अपनी शिक्षा को केवल परीक्षा और अंकों तक सीमित न रखें, बल्कि इसे एक साधना मानें - स्वयं को बेहतर बनाने की साधना।

अल्बर्ट आइंस्टीन का कहना है “शिक्षा तथ्यों को सीखना नहीं है, बल्कि मन को सोचने का प्रशिक्षण देना है।” यह कथन हमें याद दिलाता है कि असली शिक्षा वह है जो हमें सोचने, समझने और निर्णय लेने की शक्ति दे।

अंत में, मैं इस पत्रिका की संपादकीय टीम, प्रिद्यार्थियों और शिक्षकों को इस सार्थक प्रयास के लिए हार्दिक बधाई देती हूँ। यह अंक निश्चित ही सभी पाठकों के लिए प्रेरणादायक और उपयोगी सिद्ध होगा।

आप सभी को उज्ज्वल भविष्य के लिए मेरी हार्दिक शुभकामनाएँ।
सदैव सीखते रहें, आगे बढ़ते रहें, और जीवन में सकारात्मक परिवर्तन के वाहक बनें।

शुभकामनाओं सहित,

डॉ. अंजोरी शर्मा
प्राचार्या
राजकीय महाविद्यालय बरोटीवाला



CHIEF EDITOR



----On a slow-paced Sunday, I was searching for a document on one of the shelves at home. Amidst a lot of things present, one book, in particular, caught my attention. It had gathered dust, which I cleared off. As I started skipping through the pages, it took me thirty years down my memory lane. That book had all the golden memories from college days frozen in the form of rare and unforgettable photographs. My classmates, some seniors, few juniors, respected teachers, and many others were there. Only I wish, I could travel back in time...! You can guess the book that catalyzed me cherishing sweet memories was the college magazine. I am sure many of us have such wonderful refreshing memories of that bygone era of time.

'Student life is golden life'; one would realize the essence of this saying in the latter part of life while recapturing the sweet memories of the days spent during school and college days. But one thing is sure, the exposures and experiences a student gains during the studies could be channelized for a successful future. It all depends upon how a person makes the best use of his/her student life.

The primary goal of students is to focus on their studies and complete their education with flying colors. But in addition to securing an academic qualification, what else a student gained is equally important for future ventures. Along with acquiring knowledge through studies, active participation in extracurricular activities would become a value-addition for a student to build a bright career. And, it helps in enhancing emotional intelligence/quotient (EQ), the ability of a person to understand, use, and manage his/her own emotions in positive ways to relieve stress, communicate effectively, empathize with others, overcome challenges.

Let us keep learning, creating and growing together.

Warm wishes,

Dr. Anupama S Pathak
Chief Editor



ANNUAL PRIZE DISTRIBUTION FUNCTION



PTA FORMATION



CSCA FORMATION



CELEBRATIONS

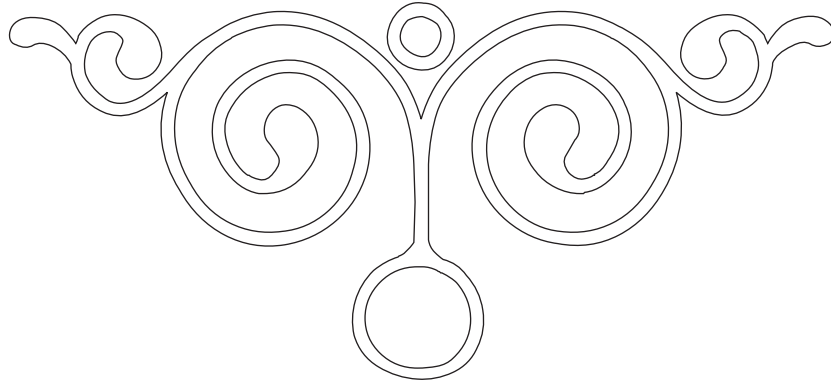


TEACHERS DAY CELEBRATIONS



HOLI CELEBRATIONS

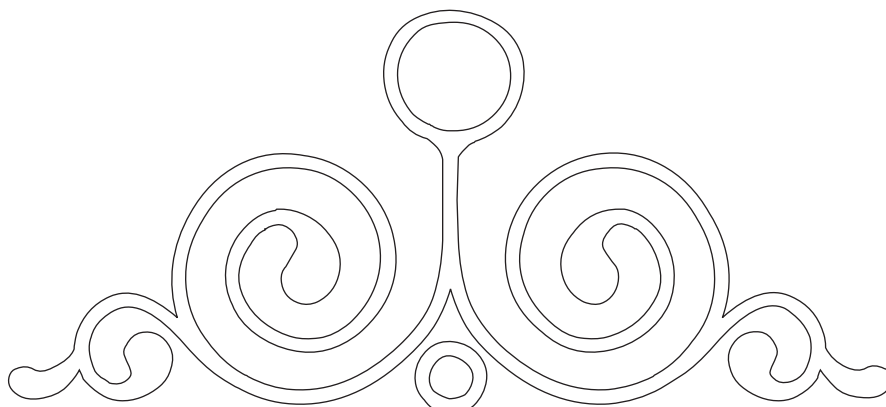




Words & Wonders

English Section

**The English language is a work in progress.
Have fun with it - jonathan Culver**



Teacher Editor

I feel inordinately ecstatic while bringing forth the English Section of the college magazine which is a bouquet of creativity along with a restrained flight of words of the students and their zeal to contribute in making this section take up the present shape.

In the modern times of Artificial intelligence as we navigate the complexities of the modern world, it's clear that education remains a powerful tool for shaping our futures. The role of education extends far beyond classrooms in the rapidly changing landscape of contemporary times.

Education empowers individuals to think critically, solve problems creatively, and communicate effectively. It fosters empathy, understanding, and tolerance, helping us build stronger, more compassionate human beings.

We present a wonderful rainbow of prose and poetry along with thought-provoking articles composed by our dear students. As you go through the articles, stop, reflect and think about the message that is visible through these pieces and appreciate the ideas. I am sure you will enjoy reading this section and it will inspire you also to contribute in future editions. May you rise to all the challenges you might face and come out having learnt something new.

Warmest Regards Shishu Bala
Editor , English Section



Teacher Editor

“The only person who is educated is the one who has learned how to learn and change.”

Carl Rogers

Dear Readers,

Welcome to the latest issue of our college magazine! This publication serves as a vibrant platform for our community to showcase their diverse talents, share their ideas and celebrate our shared experiences.

Inside, you'll find a mix of engaging articles, thought-provoking essays, and creative works that reflect the richness of our college life.

We are confident that this magazine will continue to inspire and connect our community in the years to come.

Enjoy reading!



Sincerely,
Simran
BA 3rd Year

STUDENT LIFE

In halls of learning, eager minds ignite, A symphony of
dreams, pure and bright. Students, seekers of

knowledge's grace,

Embark on a journey, a scholarly embrace.

With backpacks heavy and spirits light,

They tread the path of intellectual flight.

Curiosity blooms like flowers in may,

In classrooms where ideas dance and sway.

Through pages turned and lessons learned,

In the crucible of wisdom, minds are churned.

In laboratories, they question and explore,

Seeking answers never heard before.

On laptops glowing in the quiet night,

They type away, a digital kite.

Research and study,

Collaborative might,

uniting minds in the pursuit of light.

Exams may come with stress in tow,

Yet, resilience in their hearts does grow.

For students know, in struggle's strife,

Lies the essence of meaningful life.

In friendship formed and bond that bind,

They find support for heart and mind.

Together scaling heights unknown,

In unity, seeds of success are sown.

Oh, students, with your dreams so vast,

Your potential, an ocean unsurpassed.

In the halls of learning, where wisdom gleams,

You're the architects of future dreams.

Muskaan

B.A 1st year

ROAD SAFETY

Road safety is very common due to the vehicle collisions and ignorance of proper road safety measures. The number of the deaths is increasing due to the motor vehicle collision by the people ignoring road safety rules. It is very important for everyone to be safe on roads and to follow all the traffic rules and regulations.

Everyone should undergo a complete driving course under the guidance of an authorized instructor before starting to drive on the roads. Road safety measures should be added in the school curriculum so that student can get complete knowledge on traffic regulation. Most of the road accidents occur because of incomplete knowledge about operating vehicles and lack of road safety measures.

Drivers should thoroughly check their vehicles daily before start of any trip and if any issue is found, it has to be rectified immediately. Everyone should strictly follow the traffic rules and should always drive safely respecting the other people and vehicles on the road. One must avoid rash driving.

Ten Rules For Road Safety :-

- Walk on the road on Right side.
- Use pedestrian crossing to cross the road.
- Don't play on the road.
- Look on both sides of road before you cross.
- Stop driving if you feels sleepy or tired.
- Avoid over speed.
- Always wear helmet/seat belts.
- Give priority to pedestrians at zebra crossing.
- Avoid alcohol while driving.
- Don't use mobile phones while driving.

Rupa Kumari
B.com 1st Year

THE DREAM KEEPER

Bring me all of all of yours dreams,
You dreamers,
Bring me all your
Heart melodies
That I may wrap them
In a blue cloud-cloth
Away from the too-rough
Fingers of the world.

Gaurav
B.com 1st Year

SMART PHONES ARE THE NEW CIGARETTES

Smart phones have become the new cigarettes of the modern world. They are every bit as annoying, addictive and dangerous as are cigarettes.

Smart phone enables us to connect with people around the world. It empowers us to find any information we need. Everything is at our fingertips. It is also a great source of entertainment.

While smart phone empowers us, it is turning out to subjugate us. Almost every person is addicted to his/ her smart phone. They can't stay away from their smart phones even for two minutes. They have the tendency to check their screens every few seconds for any text or notification. Some people unlock their phones and randomly start to scroll around even when they have nothing to do.

Smart phones are not only dangerous for the persons using it, but also for the surrounding people. People use their smart phones even when they require their utmost concentration towards a piece of work. People drive around with their phones in their ear which is not only dangerous for themselves but also for the people around them.

Social media is also a great factor towards the smart phone addiction. Just like how a smoker craves for nicotine, a smart phone user craves for attention online. People have started spending so much of their time on social media. It is high time that we should avoid mobile addiction. It has become a big problem today. It hinders our professional and personal relations. People suffering from it must try to fight it and revert back to their real world. It can be done with the help of family and friends. And if it doesn't help one must seek professional help.

Ankit Kumar Choudhary
B.com 1st Year

THE IMPACT OF SOCIAL MEDIA ON YOUTH

Social media has become An important part of our daily lives. Platforms like instagram, facebook and twitter allow people to connect, share and express themselves. however, excessive use of social media has both positive and negative effects on young people.

- **Positive Effects**

Despite its benefits social media abdication is a gouging problem. Many students spend hours scrolling. Which affects their studies and health.

- **How to use social media wisely**

- Set a time limit for social media use.
- Avoid using phones before sleeping
- Engage in hobbies like reading and sports

Mayank
B.com 1st Year

“LIFE A BIG EXAM”

God is a great Examiner. We all are students in the class. Our life is an answer book to write down.

The world is an examination Hall. We assemble here to sit. The time allowed is three hours. The first hour of exam is spent in enjoying the youth. And the final hour of exam is in the fear of old age. And the final call given by God, signifies the end of the examination. Our answer books are snatched away. And life comes to an end.

So, do something better in this exam.

Devika Kashyap
B.A. 2nd Year

“BEAUTIFUL MIND, BETTER THAN A FAIR COMPLEXION ”

Someone has very rightly said “Beauty isn’t about having a pretty face. It is about having a pretty mind, a pretty heart and most importantly a beautiful soul. However, there are still many people who run after appearance rather than personality.

In India, people are so obsessed with fair complexion that they reject the girl for marriage just because of her dark complexion. When we read matrimonial advertisements, it is really sad to see that everyone wants a fair complexioned bride and for jobs everyone demand for fair skin. High sale of all fairness creams is also an indication.

Komal
B.A. 2nd Year

“VALUE OF TIME”

- Time is very important in our life.
- We should always respect and value time.
- The lost time never comes back.
- Wise use of time leads to success.
- Time management helps us to organize our day well.
- In students life, we must utilize our time very intelligently.
- With the right use of time, we can create a great future.
- Time is the key to unlock the doors of our great destiny.
- We should always complete our work on time.
- Remember, time is precious and we should make the most of it.

Suhani
B.A. 2nd Year

“SELF -RELIANT INDIA”

The Twenty-First century is already more than decade and half-old. Everyone wonders what this century would be like. For us Indians the main question is naturally about India. What is our country going to be like. India now grows enough food for all even though population has increased.

The economy is similarly heading towards a change for the better. And there are political problems at the moment, democracy has not failed. In fact we should be proud that democracy has taken firm roots in our country. Finally, other countries are now recognizing India’s role in international forums. This is too good so, I hope that India will be a land of peace, plenty and prosperity. She will also get her fruitful place in the world.

Naina Giri
B.Com. 1st Year

AN IDEAL STUDENT

Being a student is one of the most important facts of an individual's life. It is a golden period when students are filled with joy and happiness. At this stage, their mind is very sharp, they have the ability to grasp things very quickly.

As a student, they are free from all the worries of grown up life they observe and learn a lot of things from the people around them and their surroundings. For this very reason, it is vital that every student is properly guided in the right direction. The knowledge they acquire and the qualities they possess will lead them to become an ideal student.

An ideal student is one who is obedient, punctual, determined, well disciplined, hardworking and sincere. They are the hope of the family, the future of the nation and the pride and glory of the school. They respect their teachers, parents, elders and peers and help friends when in need. They motivate others around them with their actions and words. They are always ready to learn, they keep the curiosity to learn more alive. They try out new things and experiment with different ways to educate themselves and become better individuals. They analyze their activities, realize their mistakes and work on improving themselves. Moreover, they keep themselves physically and mentally healthy.

In addition to these, there are a few other qualities also that categorize an individual as an ideal student. An ideal student will be organized, they will have extraordinary time management skills. They will have a timetable based in which they will plan their daily activities and their study schedule. They will stick to their plan and make sure that they make the best use of their time. This does not mean that they are people who have no fun at all. You should be familiar with the saying, "All work and no play makes Jack a dull boy". The mind needs to relax as much as it is used in learning and other activities.

Qualities of an Ideal Student -

- The agility of a crow.
- The concentration of a crane.
- Light sleep like a dog.
- Light eater.
- Readiness to stay away from home for learning.

These five qualities make a student an ideal student. It will help them a lot in college/school life and help them to become an Ideal Student.

Kajal Kumari
B.A. 1st Year

FEAR OF EXAMINATIONS

The very name of examination is mind boggling. We often hear words like examinations fear and examination fever. There is much truth in them. Examination is a terror to thousands of boys and girls. They burn midnight oil to prepare for examination. They read guides, notes, books and ten year papers. They do not want to leave anything to chance. In this process they miss their meals. They forge to rest and sleep. Examinations are indeed a necessity because it is only the fear of examination that makes students work. If there were no examination the merits of the students could not be judged. It is also argued that examination are not a reliable test of ability of the student. Examination encourage cramming. They are nothing but a game of chance and skill.

Alok Kumar
B.Com. 1st Year

“NATURE”

Everything we see around us is nature. All living and non living things are the part of nature. When we think about the word "Nature" we start imagining trees, plants, mountains, rivers, animals, and the blue sky.

Nature itself is the most beautiful part of this universe. Our planet earth is covered with beautiful nature. Every part of our planet has different appearance of nature. Somewhere there is snow, some where there are forests, animals, and mountains and somewhere there is just water and sea.

The clouds and the birds flying in the sky. The rising sun and flowing rivers. Sometimes make a wonderful view in front of us. When we get frustrated and exhausted in our daily life, we go in the lap of the mother nature and get healed and refreshed. It is our responsibility to take care of nature and not harm it.

Palak
B.A. 2nd Year

RICH INDIAN CULTURE

Nestled within the vast subcontinent, India's cultural wealth is a dazzling mosaic, reflecting diversity, tradition, and a timeless spirit that has captivated hearts around the globe. At the heart of India's cultural richness is its diversity. With 29 states, each boasting its own language, traditions, and customs, and a myriad of ethnic groups, India is a kaleidoscope of cultures. From the snow-capped peaks of the Himalayas to the sun-kissed shores of the southern coast, every region contributes distinct flavors to the collective identity of the nation. Language, a cornerstone of culture, thrives in India in its various forms. With over 120 languages spoken, India is a linguistic marvel. Hindi, Bengali, Telugu, Marathi, Tamil- each tongue carries a unique cadence, preserving ancient tales, poetry, and Philosophies. This linguistic diversity is not a barrier but a bridge, connecting people across the vast expanse of the country. Art and architecture in India narrate stories of dynasties and empires, each leaving an indelible mark. From the intricate carvings of the ancient temples in Khajuraho to the grandeur of the Mughal architecture at the Taj Mahal, India's architectural heritage is a living testament to the craftsmanship of its artisans and the cultural amalgamation that has defined its history. India's festivals are a spectacular manifestation of its cultural vibrancy. Diwali, Holi, Eid, Pongal, and many others are celebrations that bring people together, transcending religious and regional boundaries. Each festival carries unique rituals, colors, and flavors, encapsulating the essence of unity in diversity. The performing arts, be it classical dance forms like Bharatanatyam or Kathak, the rhythmic beats of traditional

music, or the spellbinding narratives of Indian cinema, contribute to the cultural kaleidoscope. Bollywood, with its globally acclaimed films, has not only entertained but has also become a window for the world to glimpse into the heart of Indian storytelling. Cuisine, a culinary journey through India, offers an array of flavors and spices that reflect the diversity of its regions. From the fiery curries of the north to the delicate coconut-infused dishes of the south, Indian cuisine is a sensory delight, inviting everyone to savor the rich flavors deeply rooted in history and tradition. In the intricate weavings of its customs, the vibrant hues of its festivals, the melodic notes of its music, and the tantalizing aromas of its cuisine, India's culture stands as an extraordinary legacy. As the world evolves, India's rich cultural mosaic continues to thrive, fostering a sense of identity and unity that transcends time and space. In celebrating its cultural heritage, India invites the world to embark on a journey of discovery, where tradition and modernity coexist harmoniously, ensuring that the spirit of India remains an enduring source of inspiration for generations to come.

Champa

B.A. 2nd year

“ YOU CAN ”

If you think you're beaten , you are....

If you think you dare not, you don't....

If you like to win... but think you can't...

It's almost a cinch, YOU WON'T ||

If you think you'll lose, you're lost...

For out in the world you'll find.....

Success begins with a fellow's will....

It's all in a state of mind.

If you think you're outclassed, you are...

You've got to think high to rise...

You've got to be sure of yourself before.....

You can ever win with the prize.

Life's battles don't always go...

To the stronger or faster man.....

But sooner or later the one who wins...

IS THE ONE WHO THINKS HE CAN ||

Shivani

B.Com. 2nd year

SAVE WATER

"Water, water everywhere, but not a drop to drink " you must have heard this phrase many times in your life.

It means that although there is water.

all around us in Earth oceans, seas, lakes, rivers, etc., most of it is not drinkable water ! The oceans cover up more than 70 % of all of the earth's surface.

IMPORTANCE OF EDUCATION

Education is universally recognized as one of the most fundamental pillars of societal development and personal growth. Its importance transcends boundaries, cultures, and generations, serving as a catalyst for progress and prosperity. In this era of rapid technological advancement and global interconnectedness, the significance of education has never been more pronounced. From empowering individuals to driving economic growth and fostering social cohesion, education plays a pivotal role in shaping the future of humanity.

At its core, education is about more than just acquiring knowledge and skills; it is about empowering individuals to reach their full potential and lead fulfilling lives. By providing access to quality education, individuals are equipped with the tools and resources needed to navigate the complexities of the modern world, make informed decisions, and contribute meaningfully to society. Education fosters critical thinking, creativity, and problem-solving abilities, enabling individuals to adapt to change, overcome obstacles, and thrive in diverse personal and professional environments.

Moreover, education is a powerful tool for promoting social mobility and breaking the cycle of poverty and inequality. By expanding access to education, particularly from marginalized and underserved communities, societies can provide a pathway to economic opportunity and upward mobility for all individuals, regardless of their background or circumstances. Education promotes equality of opportunity, meritocracy, and social justice, ensuring that every individual has the chance to fulfill their potential and contribute to the common good.

Beyond its impact on individuals, education is also a driving force behind economic development and prosperity. A well-educated workforce is essential for fostering innovation, entrepreneurship, and productivity growth, which are the engines of sustainable economic progress. By investing in education, countries can build a skilled labor force capable of meeting the demands of a rapidly changing global economy and driving technological advancement and competitiveness.

Furthermore, education is a powerful tool for reducing poverty, promoting inclusive growth, and narrowing socioeconomic disparities within and between countries. Studies have shown that individuals with higher levels of education are more likely to secure gainful employment, earn higher incomes, and enjoy better health outcomes. Moreover, educated populations are better equipped to adapt to technological disruptions, participate in learning, and contribute to the knowledge-based economy of the 21st century.

In addition to its economic benefits, education also plays a crucial role in fostering social progress and promoting social cohesion in diverse societies. By fostering empathy, tolerance, and understanding, education helps bridge cultural, religious, and ideological divides, fostering a sense of unity and shared humanity among individuals from different backgrounds. Education promotes democratic values, civic engagement, and responsible citizenship, empowering individuals to participate actively in their communities and advocate for positive change.

Moreover, education is a powerful tool for advancing gender equality, empowering women and girls, and promoting reproductive health and rights. When girls are educated, they are more likely to delay marriage, plan their families, and participate in the workforce, leading to improved outcomes for themselves, their families, and their communities. Education also plays a critical role in promoting health and well-being, raising awareness about public health issues, and combating preventable diseases such as HIV/AIDS, malaria, and COVID-19.

In conclusion, education is not only a fundamental human right but also a powerful catalyst for personal and societal development. By investing in education, societies can unlock the potential of individuals, drive economic growth, foster

social progress, and address global challenges in a sustainable and inclusive manner. As we strive to build a more prosperous, peaceful, and equitable world, education must be at the forefront of our efforts. By ensuring universal access to quality education and promoting lifelong learning opportunities for all, we can unlock the transformative power of education and create a brighter future for generations to come

Sourabh
B.Com 1st Year

COLLEGE LIFE

College, a chapter in life where responsibilities intertwine with newfound freedoms, unveils a carefree tapestry woven with laughter, friendships, and a sense of liberation. As students step onto the vibrant campus grounds, they are met with an atmosphere that encourages exploration, self-discovery, and the creation of memories that will linger for a lifetime. One of the defining characteristics of carefree college life is the liberation from the structured routine of high school. Students relish the flexibility in scheduling classes, allowing them to tailor their academic journey to personal preferences. The absence of a fixed daily timetable fosters a sense of independence, empowering individuals to navigate their own learning paths. Social circles expand exponentially during college, forming a mosaic of diverse friendships. From roommates turned confidantes to classmates evolving into lifelong buddies, the camaraderie forged in the carefree ambiance of college is unparalleled. Late-night conversations, impromptu adventures, and shared laughter become the threads weaving the fabric of enduring connections. Extracurricular activities and clubs offer avenues for self-expression and passion pursuit. Whether it's joining a sports team, participating in the theatrical productions, or engaging in community service, college provides an open stage for students to explore diverse interests and nurture talents. The carefree spirit of these activities fosters a sense of joy and fulfillment beyond the confines of textbooks. Carefree college life is often synonymous with spontaneous adventures and memorable escapades. From road trips to spontaneous midnight food runs, students find solace in embracing the unexpected. These unplanned moments become the brushstrokes painting the vibrant canvas of their college experiences. The carefree nature of college life extends to the realm of self-discovery. Students explore new facets of their identity, experiment with

different courses, and embark on journeys of personal growth. The Freedom to explore passions and question assumptions allows individuals to sculpt their values and aspirations. Yet, within this carefree tapestry, a subtle balance emerges. While college life exudes a sense of freedom, it also introduces responsibilities that echo the transition into adulthood. The carefree spirit of college encourages students to strike a balance between academic commitments and the pursuit of passions, fostering a holistic approach to life. As students navigate the carefree expanse of college, they cultivate memories that become cherished bookmarks in the story of their lives. The carefree laughter, the moments of vulnerability, and the friendship forged in this chapter become an integral part of the narrative that shapes not only the college years but influences the journey that follows. In the end, the carefree nature of college life serves as a canvas where individuals paint the vivid strokes of their personal and academic endeavors. It's a chapter that encapsulates the joy of freedom, the thrill of discovery, and the warmth of friendships-a tapestry woven with the threads of carefree spirit, creating a unique masterpiece for each student who embarks on this transformative journey.

Chandan
B.A 2nd

GLOBAL PERSPECTIVES ON CHILD LABOUR

“Child labour knows no borders; it is a global challenge that requires a coordinated response from all corners of the world.”- Antonio Guterres

Child labour remains a significant global issue despite decades of efforts to eradicate it. While progress has been made, millions of children worldwide are still engaged in labour that deprives them of their childhood, education, and basic rights.

Understanding the nuances of child labor from various global perspectives is crucial for devising effective strategies to combat this complex problem and organizations like the ILO and UNICEF advocate for its eradication through legislative, educational, and economic measures.

EXTENT AND SCOPE OF CHILD LABOR:

Child labor manifests in various forms across the globe, including agriculture, manufacturing, domestic work, mining, and trafficking. According to the International Labour Organization (ILO), an estimated 152 million children are involved in child labor, with nearly half engaged in hazardous work. The prevalence of child labor varies significantly between regions, with Asia and Africa bearing the highest burdens.

CHALLENGES AND FUTURE DIRECTIONS:

Despite progress, several challenges persist in the fight against child labor. These include addressing informal economies, improving data collection and monitoring mechanisms, strengthening enforcement of laws, and promoting social dialogue. Furthermore, achieving meaningful impact requires collaboration between governments, civil society, businesses, and international agencies. Moving forward, a holistic approach that addresses the multidimensional nature of child labour is essential for creating a world where every child can enjoy their right to a childhood free from exploitation.

EFFORTS AND INTERVENTIONS:

Numerous organizations, governments, and civil society groups are working tirelessly to combat child labor. These efforts include targeted interventions such as education programs, social protection schemes, awareness campaigns, and supply chain monitoring initiatives. Additionally, addressing the root causes of child labor through poverty alleviation, improving access to education, and empowering communities is crucial for sustainable change.

Efforts to address child labor globally involve a comprehensive approach, including legislative measures, educational programs, and supply chain monitoring.

LEGAL AND POLICY FRAMEWORKS:

International conventions, such as the United Nations Convention on the Rights of the Child (UNCRC) and ILO conventions, provide a framework for addressing child labor. Many countries have enacted legislation to prohibit child labor and ensure compulsory education. However, enforcement remains a significant challenge due to inadequate resources, corruption, and gaps in legal frameworks. Moreover, globalization has led to complex supply chains, making it difficult to monitor.

CONCLUSION:

Understanding child labor through global perspectives is essential for devising comprehensive strategies to tackle this complex issue. While significant strides have been made, there is still much work to be done to eliminate child labor in all its forms. By addressing the root causes, strengthening legal frameworks, and fostering collaboration, we can create a future where every child can thrive in a safe and nurturing environment.

Ritika
B.COM 1st year

THE IMPORTANCE OF LITERATURE IN MODERN EDUCATION: ENHANCING CRITICAL THINKING, EMPATHY, AND CULTURAL AWARENESS

Introduction:

In today's fast-paced world, the role of literature in education often gets overshadowed by other subjects. However, studying literature is crucial for developing essential skills and fostering a deeper understanding of ourselves and the world around us. This article explores how literature enhances critical thinking, empathy, and cultural awareness in modern education.

Body:

1. Enhancing Critical Thinking:

Literature challenges students to think critically and analyze complex ideas. By engaging with diverse narratives, students learn to interpret and evaluate different perspectives. They develop the ability to question assumptions, identify biases, and form logical arguments. Through literary analysis, students refine their analytical skills, enabling them to approach real-world problems with a more discerning mind set.

2. Fostering Empathy:

Literature provides a window into the lives and experiences of others. Through the stories of diverse characters, students develop empathy and understanding for different cultures, backgrounds, and perspectives. By stepping into the shoes of fictional characters, students learn to relate to and connect with people who may be different from themselves. This empathy cultivated through literature helps create a more compassionate and inclusive society.

3. Cultivating Cultural Awareness:

Literature exposes students to a wide range of cultures, traditions, and historical contexts. By exploring literature from different time periods and regions, students gain a deeper appreciation for the diversity of human experiences. They learn about the struggles, triumphs, and values of various societies, fostering cultural awareness and promoting tolerance. Literature acts as a bridge, connecting students to the world and encouraging them to embrace cultural differences.

Conclusion:

In an era dominated by technology and information overload, the study of literature remains vital in modern education. It equips students with critical thinking skills, nurtures empathy, and cultivates cultural awareness. By engaging with literature, students develop a deeper understanding of themselves and the world, preparing them to become thoughtful, compassionate, and well-rounded individuals.

Najma Khatun
B.Com 2nd Year

IMPACT OF MOVIES ON STUDENTS

Movies, with their captivating narratives and visual storytelling, play a significant role in shaping the perspectives and experiences of students. The influence of cinema on the younger generation is undeniable, and it extends beyond mere entertainment to impact various aspects of their lives. One of the primary ways in which movies affect students is by influencing their values and beliefs. Cinematic stories often depict characters facing moral dilemmas, navigating relationships, and tackling societal challenges. Students, in turn, may draw inspiration from these portrayals, forming opinions and values that are influenced by the characters and situations they encounter on the big screen. Moreover, movies serve as a window to the wider world. They expose students to diverse cultures, lifestyles, and historical events, fostering a broader understanding of the human experience. Through cinema, students can virtually travel to different places, witness various time periods, and gain insights into the intricacies of global society. The emotional impact of movies should not be underestimated. Cinematic storytelling has the power to evoke a wide range of emotions- joy, sadness, fear, and empathy. Students, being at a formative stage of emotional development, may find in movies a means of connecting with and understanding their own emotions, as well as the emotions of others. While the influence of movies on students can be positive, it is essential to acknowledge potential challenges. Unrealistic portrayals of relationships, idealized lifestyles, and glamorized scenarios may create unrealistic expectations. Students should be encouraged to approach movies critically, distinguishing between fiction and reality. Furthermore, the accessibility of movies in the digital age raises concerns about screen time and its impact on academic performance. It's crucial for students to strike a balance between cinematic entertainment and other constructive activities to ensure a well-rounded and healthy lifestyle. In conclusion, the influence of movies on students is a multifaceted phenomenon. From shaping values to providing cultural exposure and emotional resonance, cinema is a powerful force in the lives of young individuals. As students navigate the cinematic landscape, guided discernment and thoughtful discussions can help them harness the positive aspects of this influential medium while mitigating potential challenges

Rashini

B.A 2nd Year

LITERATURE AND LIFE

Literature emerges as a mirror that reflects the complexities, nuances, and beauty of life itself. It is not merely a collection of words bound by pages; rather, it is a profound exploration of the human experience, a journey through the realms of imagination, emotion, and understanding. At its essence, literature is a timeless conversation between authors and readers. Through the written word, we encounter diverse perspectives, immerse ourselves in different cultures, and traverse the landscapes of human emotions. In the pages of a novel, the lines of a poem, or the dialogues of play, we find echoes of our own joys, sorrows, and aspirations. One of literature's remarkable qualities is its ability to capture the essence of time and place. Classic works transport us to historical eras, allowing us to witness the echoes of bygone civilizations. Contemporary literature, on the other hand, serves as a snapshot of the present, addressing the challenges and triumphs of our contemporary society. Literature, in all its forms, provides a sanctuary for introspection and self-discovery. As we engage with characters navigating their own trials and tribulation, we often find reflections of our own struggles and triumphs. Through literature, we confront our fears, embrace our vulnerabilities, and celebrate our strengths. Moreover, literature is a bridge that connects generations. The timeless wisdom of ancient texts resonates with the modern reader, creating a continuum of shared human experiences. The profound themes explored by authors throughout history- love, loss, justice, and the pursuit of truth- remain as relevant today as they were centuries ago. Beyond its reflective nature, literature has the power to shape societies and inspire change. In the hands of a skillful storyteller, words become catalysts for empathy, understanding, and social awareness. Literature challenges us to question the status quo, envision alternative realities, and strive for a more just and compassionate world. In conclusion, literature is not a mere companion to life; it is an integral part of the human journey. It invites us to explore the complexities of existence, connect with our shared humanity, and envision a world where the written word serves as a beacon of enlightenment, understanding, and connection. As we delve into the pages of literary works, let us embrace the transformative power of literature and appreciate the profound ways in which it enriches and enhances our lives.

Kajal

B.A 1st year

MENTAL HEALTH

“Mental health is just as important as physical health yet it’s often neglected and stigmatized. As college students, we are constantly juggling academic, relationships and extra curricular activities leaving us vulnerable to stress, anxiety and depression. It’s time to break the silence and prioritize our mental well-being, by acknowledging that its okay to not be okay and seeking help when needed we can create a supportive community that encourages open conversations and fosters emotional resilience. Let’s work together to normalize mental health discussions and promote a culture of self-care and compassion.

Devika Kashyap

B.A 3rd Year

THE IMPORTANCE OF READING

Reading is a fundamental skill that enriches our lives in countless ways. It opens doors to new worlds, ideas and perspectives allowing us to explore culture and experiences beyond our own. Regular reading enhances vocabulary improves comprehension and sharpens critical thinking skills. It also serves as a great source of entertainment and relaxation providing an escape from daily stresses whether it’s fiction, Non-fiction, or poetry each genre offers unique insights and enjoyment. In a digital age filled with distraction cultivar time a reading a habit is more important then ever. Embrace the joy of reading and unlock the power of knowledge.

Seema Rao

B.Com. 1th Year

TOMORROW

Tomorrow, and tomorrow, and tomorrow, creeps in this petty pace from day to day, To the last syllable of recorded time; And all our yesterday have lighted fools The way to dusty death. Out, out, brief candle !

Life’s but walking shadow, a poor player, that struts and frets his hour upon the stage,

And then is heard no more. It a tale told by an idiot, full of sound and fury, signifying nothing.

The power of Now :- Raising that tomorrow may never arrive isn’t about fear; its about freedom. It’s stark, beautiful reminder to live authentically, and chase the various that keep you up at night. If you lived like there was no tomorrow, what would you do today ?

Rakhi

B.Com. 2nd Year

“ YOU ARE YOUR AGE ”

You are not your age.

nor the size of clothes you wear.

you are not a weight.

Or the color of your hair.

You are not your name.

Or the dimples in your cheeks,

you are all the books you read,

And all the words you speak,

You are your croaky morning speak,

you are your croaky morning voice.

And the smiles you try to hide,

You’re the sweetness in your laughter,

And every tear you’ve cried.

You’re the songs you sing so loudly,

when you know you’re all alone,

You’re the places that you ve been to.

And the one that you call home.

You’re the things that you believe in.

And the people that you love,

You’re the photos in your bedroom,

And the future you dream of

You’re made of so much beauty,

But it seems that you forgot.

when you decided that you were defined,

By all the things you’re not.

Meenakshi

B.Com. 2nd Year

MAHAKUMBH

The Mahakumbh is one of the Largest religious gatherings in the world, held every 12 years at four Locations in India: Prayagraj, Haridwar, Ujjain, and Nasik. The event is centered around the holy dip in sacred rivers, especially the Ganga, Yamuna, and Sarasvati in Prayagraj, believed to cleanse sins and bring salvation. The mahakumbh is rooted in Hindu mythology, where drops of nectar fall at these Locations during the churning of the ocean. The gathering attracts millions of pilgrims, sadhus, and tourists, making it the world's largest peaceful Congregation. The event features religious rituals, prayer, and spiritual discourses. While it holds immense religious significance, The Mahakumbh is also a cultural event that promotes unity and spiritual enlightenment. Organizing such a massive event requires extensive planning to ensure safety, cleanliness, and smooth coordination for the millions of participants who attend.

Champa
B.A. 2ndYear

THE ROLE OF ENGLISH IN THE DIGITAL WORLD

English has become the dominant language in the digital world, playing a vital role in communication, education, business and technology. The majority of online content, including websites, academic resources and news platforms, is in English, making it the global language of the internet and social media platforms like Facebook, Twitter and Instagram primarily use English for international conversations, and popular trends, hashtags and viral content often originate in English before spreading worldwide.

In the field of education, online learning platforms such as Coursera, Udemy and Khan Academy offer courses mostly in English, providing students worldwide access to quality education and career opportunities.

Business and digital marketing also rely on English to reach a global audience. E-commerce platforms like Amazon, eBay and Shopify operate mainly in English and online advertisements and SEO strategies are often created to target English-speaking users.

As technology continues to evolve, English remains a key factor in global connectivity and digital progress. Understanding and using English effectively can open doors to endless opportunities in education, career growth and international communication, making it an essential skill in the modern digital era.

Nidhi Thakur
B.Com. 3rdYear

STOP VIOLENCE AGAINST WOMEN EVERYONE'S RESPONSIBILITY

Introduction

Violence against women is a serious problem worldwide. Many women face harm simply because they are women, like abuse at home, harassment at work or attacks in public. This article explains why this happens and what we can all do to stop it.

What is violence Against Women ? It includes:

- **Physical Harm:** Hitting, Hurting, or killing women.
- **Emotional abuse :** Insulting, threatening, or controlling women
- **Sexed Violence :** Forcing women into unwanted acts
- **Online Bullying :** Sending threats or sharing private photos without consent.

Why Does This Happen

1 Unequal Societies : In many places men are seen as more powerful, and women are treated unfairly. This mindset makes some people think it's okay to hurt women.

2 Silence and Shame : Victims are often blamed (why didn't She face ?) instead of the person who hurt them. Many women stay quiet because they fear no one will believe them.

3 Weak Law: Some Countries don't punish abusers strongly enough and police or court might ignore complaints.

4 Money Problem : Women with no income often can't leave abusive homes

- **How Can we Help Stop It ?**

1 Make Stronger Laws: Governments must create strict rules to punish abusers and protect women. For example, law against hitting wives or harassing coworkers.

2 Teach Respect Early : Schools should teach boys and girls that everyone deserves equal respect. Stop jokes or attitudes that normalize violence.

3 Support Survivors:

- Open more shelters for women escaping abuse.
- Provide free help lines and counseling.
- Help women earn money so they can live independently.

4 Speak Up : If you see someone being abused or harassed, don't stay silent Report it or offer help.

What Can Men Do?

Men Play a big role in ending violence.

- Treat women with kindness and equality
- Call out friends or family who disrespect women.
- Support women's right instead of laughing at sexist jokes.

What Can You Do?

Educate yourself: Learn about women's rights.

- Support organizations : Donate or volunteer with groups helping women.
- Be Kind: Listen to survivors without judging them.

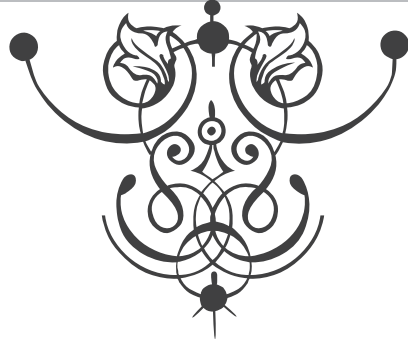
Conclusion

Violence against women isn't just a women's problem it's everyone's problem. By working together we can create a safer world where women are treated with dignity. Change starts with small steps; teaching respect, supporting survivors and holding abusers accountable let's all do our part !

Act Now

- If Someone you know is in danger call local help line
- Share this message to spread awareness.
- Raise your voice against injustice.

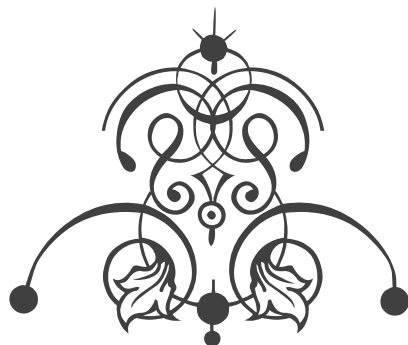
Sanjay
B.Com. 1stYear



Success Mantras

“ There are no secrets to success.
It is the result of preparation,
Hard work and learning from failure.”
Colin powel

Commerce & Planning Section



Teacher Editor

It gives me immense pleasure to present the Commerce and Planning section of our college magazine. This section is a humble effort to capture the creativity, knowledge, and analytical insights of our students, who are the true strength and pride of this institution. To my dear students, I wish to remind you that education is not confined to classrooms and textbooks—it extends to how you apply your knowledge, express your thoughts, and shape your vision for the future. May you continue to learn with curiosity, think with clarity, and act with confidence. Always remember that perseverance and integrity are the real foundations of success. I extend my heartfelt gratitude to our respected Principal, Dr. Anjori Sharma, whose continuous encouragement and inspiring leadership have always guided us in all our academic and creative endeavors. Her vision has been instrumental in making this magazine a platform where young minds can flourish. I also wish to thank all the contributors, faculty, and students for their hard work and commitment in bringing this section to life. I hope the readers will find it both enriching and inspiring.



**Dr. Ina Rani Editor,
Commerce & Planning Section**



Student Editor

It is an honor to serve as the student editor for the Commerce and Planning section of our college magazine. This space reflects the ideas, creativity, and perspectives of students who aspire to explore the ever-evolving world of commerce and its role in shaping the future.

I extend my heartfelt thanks to our respected Principal, Dr. Anjori Sharma, for her constant encouragement, and to our teachers for their invaluable guidance. I also congratulate my fellow students for their contributions, which make this section both informative and inspiring. I hope the readers enjoy and benefit from the efforts we have collectively put into these pages.



**Reema
B.com 3rd year Student
Editor, Commerce & Planning Section**

"5 WAYS TO MANAGE YOUR MONEY SMARTLY"

In today's busy lifestyle, it is very important to manage your money smartly. Financial Management is a skill that helps us handle our money effectively. In this article I will tell you some ways by which you can manage your money smartly:

1. Budgeting:

By making a good budget you can keep your money under control. Calculate your income and expenses and create a realistic and achievable budget. With this you can avoid unnecessary expenses and increase your savings.

2. Debt Management:

If you have loans or credit card debts, it is very important to manage them effectively. Pay off high interest debts first and move towards becoming debt-free. With this you can reduce your financial stress.

3. Investment:

Investing your money smartly is a good way to improve your financial stability. Research and invest in the right investment options like stocks, mutual funds, or real estate. Investing for long-term goals can be very beneficial.

4. Emergency Fund:

It is very important to create an emergency fund. You should be financially prepared for unforeseen circumstances. Try to cover at least 3-6 months of expenses in your emergency fund.

5. Financial Education:

It is also very important to improve your financial knowledge. Enhance your knowledge with books, online resources, and financial courses. With this you can manage your money in a better way.

Conclusion:

Financial management is a skill that helps us handle our money smartly. With a good budget, debt management, investments, emergency fund, and financial education, you can achieve your financial goals.

Najma Khatun
B.com 2nd Year
Roll No: 23708

" THE PILLARS OF FINANCIAL MANAGEMENT"

Financial Management is the art and science of efficiently managing and organizing finances to achieve its goals and objectives. Whether it's a small startup or a multinational corporation, effective financial management is essential for long-term success and sustainability. In this article, I delve into the pillars of Financial Management to help businesses and individuals to navigate the complexities of finance and achieve fiscal success. Financial Management revolves around three fundamental pillars:

1. Planning: Planning forms the foundation of effective financial management. It involves setting financial goals, developing budgets, and forecasting future cash flows. By establishing clear objectives and creating a roadmap for achieving them, organizations can align their financial resources with strategic priorities.

2. Control: Control mechanisms are essential for monitoring and managing financial activities. This includes implementing internal controls to safeguard assets, managing risks, and ensuring compliance with regulations. By maintaining transparency and accountability in financial transactions, organizations can mitigate the risk of fraud.

3. Decision-Making: Financial Management provides the tools and techniques for making informed decisions about resource allocation, investment opportunities, and financing options. Whether it's evaluating investment projects, analysing financial statements, or assessing capital structure, sound decision-making is critical for maximizing shareholder value and achieving financial objectives.

Saurabh
B.Com 2nd year
Roll No: 23727

“ROLE OF INSURANCE COMPANIES”

Insurance is an arrangement with a company in which you pay them regular amounts of money and they agree to pay the costs if, for example, you die or are ill, or if you lose or damage something.

Types of Insurance :

1. General Insurance

Some of the kinds of general insurance offered in India are as follows :

Health Care Coverage

Automobile Insurance

Homeowner's Insurance

Insurance against fire

Insurance for Travel

2. Life Insurance

Life insurance comes in a variety of forms. The most prevalent types of life insurance policies offered in India are as follows :

Term Life Insurance

Unit-Linked Insurance Plans

Whole Life Insurance

Endowment Plans

Child Plans for Education

Retirement Plans

Need Of Insurance

- Insurance plans are beneficial to anyone looking to protect their family, assets/property and themselves from financial risk/losses.
- Insurance plans will help you pay for medical emergencies, hospitalisation, contraction of any illnesses and treatment and medical care required in the future.
- The financial loss to the family due to the unfortunate death of the sole earner can be covered by insurance plans. The family can also repay any debts like home loans or other debts which the person insured may have incurred in his/her lifetime.
- Insurance plans will help family to maintain their standard of living in case you are not around in the future. This will help them to cover the costs of running the household through the insurance lump sum payout. The insurance money will give your family some much-needed breathing space along with coverage for all expenditure in case of death/accident/medical emergency of the policyholder.
- Insurance plans will help in protecting the future of your child in terms of his/her education. They will make sure that your children are financially secured while pursuing their dreams and ambitions without any compromises, even when you are not around.
- Many insurance plans come with savings and investment schemes along with regular coverage. These help in building wealth/savings for the future through regular investments. You pay premiums regularly and a portion of the same goes towards life coverage while the other portion goes towards either a savings plan or investment plan, whichever you choose based on your future goals and needs.
- Insurance helps to protect your home in the event of any unforeseen calamity or damage. Your home insurance plan will help you to get coverage for damages to your home and pay for the cost of repairs or rebuilding, whichever is needed. If you have coverage for valuables and items inside the house, then you can purchase replacement items with the insurance money.

Sumit
B.Com 2nd year
Roll No: 23701

STRATEGIES FOR SUSTAINABLE BUSINESS GROWTH

In the dynamic landscape of business, progress is not merely about moving forward but about evolving, adapting, and thriving in an ever-changing environment. Whether you're a startup, a small business, or a multinational corporation, achieving sustainable progress requires a strategic approach, relentless innovation, and a commitment to continuous improvement. In this article, I will explore the key strategies that businesses can employ to unlock progress and drive long-term growth.

1. Setting Clear Goals and Objectives :

Progress begins with clarity of purpose. Businesses must define clear, measurable goals and objectives that align with their vision and mission. Whether it's increasing market share, expanding into new markets, or launching innovative products, setting specific, achievable targets provides a roadmap for progress and ensures that efforts are focused and aligned towards common objectives.

2. Embracing Innovation and Adaptation :

Innovation is the lifeblood of progress. Businesses must foster a culture of innovation that encourages creativity, experimentation, and adaptation to changing market dynamics. Whether it's developing new products, optimizing processes, or embracing emerging technologies, businesses that innovate are better positioned to seize opportunities, overcome challenges, and stay ahead of the competition.

3. Investing in Talent and Skills Development :

People are the driving force behind business progress. Investing in talent acquisition, training, and skills development is essential for building a high-performing workforce capable of driving innovation and achieving business objectives. By empowering employees with the knowledge, tools, and resources they need to succeed, businesses can unlock the full potential of their human capital and foster a culture of continuous learning and growth.

4. Building Strong Partnerships and Collaborations :

No business operates in isolation. Building strong partnerships and collaborations with suppliers, distributors, industry associations, and other stakeholders is crucial for driving progress and unlocking new opportunities. By leveraging complementary strengths and resources, businesses can expand their reach, access new markets, and achieve mutual growth and success through strategic alliances.

5. Adopting a Customer-Centric Approach :

Customers are the ultimate arbiters of business progress. Businesses must prioritize the needs, preferences, and feedback of their customers to deliver value and drive satisfaction. By adopting a customer-centric approach to product development, marketing, and service delivery, businesses can build loyal customer relationships, foster brand advocacy, and drive sustained growth through repeat business and referrals.

6. Measuring and Monitoring Performance :

Progress cannot be achieved without measurement and accountability. Businesses must establish key performance indicators (KPIs) and metrics to track progress towards their goals and objectives. Regular monitoring and analysis of performance data provide valuable insights into areas of strength and areas for improvement, enabling businesses to make informed decisions and course corrections as needed to stay on track towards their desired outcomes.

7. Conclusion :

In conclusion, business progress is a multifaceted journey that requires strategic vision, relentless innovation, and a commitment to excellence. By setting clear goals and objectives, embracing innovation and adaptation, investing in talent and skills development, building strong partnerships, adopting a customer-centric approach, and measuring and monitoring performance, businesses can unlock their full potential and drive sustainable growth in an increasingly competitive and dynamic marketplace.

Suparn Vashist

B.com 2nd

Roll No. 22749

DIGITAL CURRENCY VS PAPER CURRENCY

Digital currency is a form of currency that exists only in digital or electronic form. It is a part of Fintech. It does not have a physical equivalent, such as banknotes or coins. Digital currency can be centralized or decentralized, meaning it can be issued and regulated by a central authority, such as a government or a central bank, or by a network of users, such as a blockchain. Some examples of centralized digital currencies are **e-Rupee**, the digital form of the **Indian rupee** proposed by the Reserve Bank of India (RBI), and **e-CNY**, the digital form of the **Chinese yuan** launched by the People's Bank of China. Some examples of decentralized digital currencies are **Bitcoin**, **Ethereum**, and other **cryptocurrencies**.

Paper currency is a form of currency that has a physical existence and can be held and exchanged by hand. It is usually issued and regulated by a central authority, such as a government or a central bank, and is backed by the trust and confidence of the public. Paper currency can be used to purchase goods and services, as well as to store value and wealth. Some examples of paper currencies are the Indian rupee, the US dollar, the euro, and the Japanese yen.

There are several advantages and disadvantages of digital currency and paper currency.

Some of the advantages of digital currency are:

- It can enable faster, cheaper, and more convenient transactions across borders and platforms, as it does not require intermediaries or physical infrastructure.
- It can enhance financial inclusion and innovation, as it can reach more people who do not have access to traditional banking services or who want to use alternative payment methods.
- It can provide more transparency and security, as it can be tracked and verified by using cryptography and distributed ledger technology.

Some of the disadvantages of digital currency are:

- It can be volatile and risky, as it can be affected by market fluctuations, cyberattacks, technical glitches, and regulatory uncertainty.
- It can pose challenges for monetary policy and financial stability, as it can affect the demand and supply of money, the transmission of interest rates, and the control of inflation and deflation.
- It can raise legal and ethical issues, such as taxation, privacy, consumer protection, and anti-money laundering.

Some of the advantages of paper currency are:

- It can be widely accepted and trusted, as it has a long history and tradition of being used as a medium of exchange and a store of value.
- It can be more stable and reliable, as it is backed by the authority and credibility of the issuer and the legal tender status.
- It can offer more flexibility and choice, as it can be used for different purposes and preferences, such as saving, spending, or investing.

Some of the disadvantages of paper currency are:

- It can be costly and inefficient, as it requires printing, distribution, storage, and maintenance, which incur environmental and operational expenses.
- It can be prone to counterfeiting, theft, and loss, as it can be easily duplicated, stolen, or damaged, which can erode its value and quality.
- It can facilitate illicit activities, such as tax evasion, corruption, and terrorism, as it can be used anonymously and without traceability.

Ashutosh
B.Com 2nd Year
Roll No. 23702

BUSINESS ETHICS

Business ethics ensure that companies operate according to all applicable laws. This maintains the company's respect among its peers and customers and protects it from legal liability. A company's ethics also help it attract quality team members. Businesses that care for their teams according to the highest ethical standards are often attractive to job seekers. Ethical treatment can also increase employee retention and reduce hiring and training costs.

A business that treats its customers or clients ethically can build trust and create longstanding relationships. These customers are likely to return and may recommend the business to people within their sphere of influence. Also, a business known for its effective ethical principles can gain respect and elevate the quality of its brand.

Types of Business Ethics :

1. Personal responsibility:

Personal responsibility is a vital attribute for employees in both entry-level and senior positions. This could entail completing tasks manager has assigned or simply fulfilling the duties of job description.

2. Corporate responsibility :

Businesses have responsibilities to their employees, their clients or customers and their board of directors. Some of these may be contractual or legal obligations, others may be promises. For example, a commitment to conduct business fairly and to treat people with dignity and respect. Whatever those obligations are, the business has a responsibility to keep them.

3. Loyalty:

Loyalty is a valuable quality for both corporate leaders and team members. It's important for team members to be loyal to their coworkers, managers and the company. This might involve speaking positively about the business in public and only addressing personnel or corporate issues in private. Customer or client loyalty is important to a company not only to maintain good business relations but also to attract business by cultivating a positive reputation.

4. Respect:

Respect is an important business ethic, both in the way the business treats its clients, customers and employees and in the way its team members treat one another. When show respect to someone, that person feels like a valued member of the team or an important customer.

5. Trustworthiness:

A business cultivates trustworthiness with its clients, customers and employees through honesty, transparency and reliability. Team members should feel they can trust their companies to keep to the terms of their employment. Clients and customers should be able to trust the business with their money, data, contractual obligations and confidential information. Being trustworthy encourages people to conduct business with and helps maintain a positive reputation.

6. Fairness :

When a business exercises fairness, it applies the same standards for all team members, regardless of rank. The same expectations of honesty, integrity and responsibility placed upon the entry-level employee also apply to the chief executive officer (CEO). Fairness means that a business strives to treat its customers with equal respect, offering the same goods and services to all based on the same terms.

7. Social and environmental responsibility :

Corporate social and environmental responsibility means that a company recognizes its impact outside of the marketplace. Many companies look for ways to help their communities through volunteer work or financial investments. They may also adopt measures to reduce waste and promote a safe and healthy environment.

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Cultivating Success: Navigating the Dynamics of Agriculture Business

Agriculture business, often referred to as agribusiness, is the backbone of food production and distribution, playing a vital role in feeding the world's growing population. From small family farms to large agribusiness corporations, the agriculture sector encompasses a diverse range of activities, including crop cultivation, livestock farming, agri-processing, and distribution. In this article, we explore the intricacies of agriculture business, examining its challenges, opportunities, and the strategies employed by farmers and agribusinesses to thrive in a rapidly evolving industry.

The Foundations of Agriculture Business

At its core, agriculture business involves the production, processing, and distribution of agricultural products to meet the demands of consumers, food processors, and other stakeholders along the supply chain. Key components of agriculture business include:

- 1. Crop Production:** This involves cultivating crops such as grains, fruits, vegetables, and oilseeds, either for direct consumption or as raw materials for food processing and manufacturing.
- 2. Livestock Farming:** Livestock farming encompasses the breeding, raising, and management of animals for meat, dairy, eggs, and other animal products.
- 3. Agri-processing:** Agri-processing involves the conversion of raw agricultural products into value-added goods such as flour, oil, juice, and packaged food products through processes like milling, pressing, canning, and packaging.
- 4. Distribution and Marketing:** Distribution and marketing activities involve transporting agricultural products from farms and processing facilities to wholesalers, retailers, and consumers through various channels such as supermarkets, farmers' markets, and e-commerce platforms.

Challenges Facing Agriculture Business

Despite its importance, agriculture business faces numerous challenges that impact productivity, profitability, and sustainability:

- 1. Climate Change:** Climate variability and extreme weather events pose significant challenges to agriculture, affecting crop yields, livestock health, and water availability.
- 2. Resource Scarcity:** Limited access to land, water, and other natural resources constrains agricultural production in many regions, exacerbating food insecurity and poverty.
- 3. Market Volatility:** Fluctuations in commodity prices, input costs, and currency exchange rates can impact the profitability of agriculture businesses, leading to financial uncertainty for farmers and agribusinesses.
- 4. Regulatory Compliance:** Compliance with government regulations related to food safety, environmental protection, and labour standards adds complexity and administrative burden to agriculture business operations.
- 5. Technological Adoption:** Limited access to technology and digital tools hinders the adoption of modern farming practices and reduces productivity and efficiency in agriculture.

Opportunities for Innovation and Growth

Despite these challenges, agriculture business presents numerous opportunities for innovation and growth:

- 1. Precision Agriculture:** Precision agriculture technologies such as GPS, drones, and sensors enable farmers to optimize inputs, monitor crop health, and improve resource efficiency, leading to higher yields and lower costs.
- 2. Vertical Farming:** Vertical farming techniques allow for the cultivation of crops indoors, using controlled environments and hydroponic or aeroponic systems to maximize space and conserve resources.
- 3. Value-Added Products:** Agribusinesses can create value-added products such as organic, specialty, and gourmet foods to differentiate themselves in the market and capture higher margins.
- 4. Supply Chain Optimization:** Streamlining supply chain processes through logistics optimization, cold chain management, and digital traceability solutions can reduce waste, improve product quality, and enhance market access for agriculture businesses.
- 5. Sustainable Practices:** Embracing sustainable farming practices such as organic farming, regenerative agriculture, and agroforestry can enhance soil health, biodiversity, and resilience to climate change while meeting consumer demand for environmentally-friendly products.

Conclusion

Agriculture business plays a critical role in feeding the world's population and driving economic development in rural communities. By addressing the challenges facing the agriculture sector through innovation, technology adoption, and sustainable practices, farmers and agribusinesses can unlock new opportunities for growth, profitability, and resilience in a rapidly changing world. As global demand for food continues to rise, the agriculture business will remain a cornerstone of the global economy, providing sustenance, livelihoods, and prosperity for generations to come.

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STRATEGIES AND PRINCIPLES OF BUSINESS SUCCESS

In the dynamic and competitive landscape of business, success is not merely defined by profitability or market dominance but by the ability to innovate, adapt, and thrive in the face of challenges. From startups to established enterprises, achieving sustainable success requires a combination of strategic vision, entrepreneurial mindset, and unwavering commitment to excellence. In this article, we explore the multifaceted journey to business success, uncovering the strategies, mindset, and key principles that drive long-term prosperity and growth.

Strategies for Business Success :

- 1. Innovate Continuously:** Innovation is the lifeblood of business success. Embrace a culture of creativity and experimentation, foster an environment where ideas are encouraged, and invest in research and development to drive innovation across all aspects of the business.
- 2. Focus on Customer Value:** Put the customer at the centre of everything you do. Listen to their needs, preferences, and feedback, and strive to deliver products or services that exceed their expectations, solve their problems, and create meaningful value in their lives.
- 3. Build Strong Relationships:** Relationships are the foundation of business success. Cultivate trust, transparency, and collaboration with customers, employees, suppliers, and other stakeholders, fostering long-term partnerships that create mutual value and drive collective success.
- 4. Embrace Change and Adaptability:** In today's fast-paced world, adaptability is key to survival and success. Embrace change, anticipate market shifts, and proactively adapt your strategies, processes, and business models to stay ahead of the curve and capitalize on emerging opportunities.
- 5. Invest in Talent and Culture:** Your people are your greatest asset. Invest in recruiting, developing, and retaining top talent, foster a culture of diversity, inclusion, and empowerment, and create an environment where employees are motivated, engaged, and inspired to achieve their full potential.
- 6. Manage Risks Effectively:** Risk is inherent in business, but successful organizations are adept at managing and mitigating risks effectively. Identify potential threats to your business, implement robust risk management processes, and maintain financial resilience to withstand unforeseen challenges and disruptions.

Key Principles of Business Success :

- 1. Integrity and Ethics:** Conduct your business with honesty, integrity, and ethical principles. Build trust and credibility with stakeholders by adhering to high ethical standards, honouring commitments, and acting with transparency and accountability in all your dealings.
- 2. Focus and Prioritization:** Success requires focus and discipline. Identify your core competencies, prioritize initiatives that align with your strategic objectives, and allocate resources effectively to maximize impact and efficiency.
- 3. Continuous Improvement:** Never settle for mediocrity; strive for excellence in every thing you do. Embrace a mindset of continuous improvement, seek feedback from stakeholders, and relentlessly pursue opportunities to innovate, optimize, and refine your processes and practices.
- 4. Adaptability and Agility:** In a rapidly changing world, adaptability is essential for survival. Stay agile and nimble in response to market dynamics, technological advancements, and competitive pressures, and be prepared to pivot your strategies and tactics as needed to stay relevant and competitive.

Conclusion

In conclusion, business success is a multifaceted journey that requires a combination of strategic vision, entrepreneurial mindset, and unwavering commitment to excellence. By embracing innovation, focusing on customer value, building strong relationships, and cultivating a mindset characterized by resilience, growth, and integrity, businesses can navigate the complexities of the marketplace and achieve sustainable success in today's dynamic and competitive landscape. As you embark on your journey to business success, remember that success is not a destination but a continuous pursuit of excellence and fulfillment in the pursuit of your goals and aspirations.

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SOCIAL RESPONSIBILITY OF BUSINESS

Social responsibility is a part of the business that helps to maximize shareholder value while leaving a positive impact on society. This action helps in benefiting society and protecting the environment. This helps in bringing change for coming younger generation.

Types of social responsibility of business:

- 1. Economical profitable:** One of the most important corporate social responsibility includes economic responsibility. As it is rightly said that charity begins at home, it is businesses need to work on maximizing profit in order to survive in the market.
- 2. Legal responsibility:** Another social responsibility of business is being legally compliant. A company must adapt to those business practices and working conditions that comply with the laws of the jurisdiction of the industry. This includes being compliant with safety standards environmental regulations and labour laws.
- 3. Philanthropic responsibility:** This is an aspect of business where companies contribute to charities and other humanitarian causes. Their aim is to indulge in community development initiatives.
- 4. Environmental responsibility:** Another ethical responsibility of business is environmental protection. Businesses must intake such manufacturing processes and business activities that do not harm the environment.
- 5. Social responsibility or CSR:** The aim is to take responsibility for their actions. The bottom line is that they have to consider the interest to stakeholders within the company as well.

The implementation of Corporate Social Responsibility should not hamper the expectations of stakeholders. Its principles and guidelines should be reviewed in a manner to ensure that it is consistently in line with company goals. It is also important to establish a standardized reporting and disclosure mechanism for CSR activities. Through this practice, companies can provide consistent information about their CSR performance to facilitate benchmarking. For most businesses, it is important to come together and develop guidelines for social responsibility initiatives. Through this approach, they can operate in a consistent and responsible manner. Overall, they will have an effective and consistent approach. Businesses should set a budget to implement cost-effective strategies to contribute to the society as well.

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BENEFITS OF COMMUNICATION

Some of the best communicators of all time include people like Prophet Muhammad (P.B.U.H), Jalal Uddin Rumi, Quaid e Azam Muhammad Ali Jinnah, Martin Luther King, Jr., Oprah Winfrey, Winston Churchill and Steve Jobs. Their messages have inspired people and changed the world. By thinking about what they achieved, we can start to understand the importance of good communication and the huge impact it can have on those around us, if we get it right.

Our entire life revolves around communicating with our family, friends and other human beings. Communication relies a lot on the environment where it takes place. For example, two friends talking informally to each other is different from business communication where an employee may be communicating with his/her boss.

1) Social cognition

Social cognition is our ability to understand other people, and it enables us to predict their behavior and share experiences. As the communication is a two-way process involving both a sender and a receiver, it brings forward effective understanding of beliefs, feelings, experiences and intentions of others. We can empathize and think about things from another point of view. It also allows us to move flexibly between our own perspective and another. It develops in us the ability to better understand the many nuances underpinning everyday speech, because people frequently mean something different to what they actually say.

2) Better Decision making

A decision is a choice among two or more alternatives. For example, a hiring committee makes a decision when it chooses one of the five candidates under consideration for a new job opening. Communication plays a central role in group decision making. Group decisions primarily result from the opinions that group members have about an issue or course of action. A decision can only be made if all of the members of a group share a common interest. A person who is able to better convey his idea influences the decision making of that group. For example, the leaders

of political parties, representatives of a company, ambassadors of different countries etc.

3) Group Problem solving

Problem-solving in modern organizations is a team sport. Success as a team comes from cooperation (sharing insights and information), collaboration (developing shared ideas), decisiveness and coordinated action. Communication is the glue that binds the team together and enables them to work as a unit. Nowhere in a company is this more critical than the problem-solving process. Effective communication is very crucial when the stakes are high and peak-performance is needed. Communication is critical, not only to ensure that everyone's perspectives are captured, but to demonstrate that everyone's contributions are appreciated and encourage further participation in the problem-solving process. When you work in a team, you need to be able to regularly communicate with others. You need to listen to other people's ideas, whilst being able to clearly and effectively communicate your own.

Good communication can also help to build a positive working relationship, so your team works more effectively and productively together. Through effective communication and working as a team, even the most difficult problems can be solved with ease.

4) Develops Professionalism

With good professional communication skills, we can ensure to pick the appropriate communication channel for the specific audience. For example, in some cases, it may be appropriate to send a quick email, however, by reading the situation we may realize that for certain messages, it's more appropriate to arrange a call or even meet face-to-face.

With poor communication, it's easy for messages to get misunderstood. By mastering professional communication, the potential for misunderstandings occurring can be minimized.

Savita kumari
B.Com 2nd year

THE EVOLUTION OF COMMERCE: FROM BARTER TO BLOCKCHAIN

Commerce, the backbone of economic activity, has undergone a remarkable transformation throughout human history. From ancient barter systems to the digital age of blockchain technology, the journey of commerce reflects the ingenuity and innovation of human civilization.

Barter: The Dawn of Commerce

Before the advent of currency, barter was the primary method of trade. Individuals and services directly, relying on mutual needs and wants. While barter facilitated basic transactions, it was limited by the double coincidence of wants – both parties had to desire what the other had to offer.

Currency: Facilitating Trade

The introduction of currency revolutionized commerce by providing a standardized medium of exchange. From shells and beads to precious metals like gold and silver, currency simplified transactions and enabled trade beyond local boundaries. Civilizations such as the Greeks, Romans, and Chinese all contributed to the evolution of currency, laying the foundation for modern monetary systems.

Industrial Revolution: Mass Production and Global Trade

The Industrial Revolution marked a pivotal moment in commerce, with technological advancements leading to mass production and global trade. Steam engines, railways, and telegraphs facilitated the movement of goods and information, fueling unprecedented economic growth. The rise of capitalism and the establishment of financial institutions further accelerated commercial activities, shaping the modern business landscape.

Electronic Commerce: The Rise of the Internet

The late 20th century witnessed another transformative leap in commerce with the advent of the internet. Electronic commerce, or e-commerce, revolutionized retail by enabling online transactions and global market access. Companies like Amazon, eBay, and Alibaba pioneered digital storefronts, reshaping consumer behaviour and supply chain dynamics.

Blockchain: A New Era of Trust and Transparency

In recent years, blockchain technology has emerged as a disruptive force in commerce. Utilizing decentralized networks and cryptographic principles, blockchain offers unprecedented security, transparency, and efficiency. Cryptocurrencies like Bitcoin and Ethereum have garnered attention as alternative forms of payment, challenging traditional financial systems and fostering a new era of decentralized commerce.

The Future of Commerce: Integration and Innovation

Looking ahead, the future of commerce lies in integration and innovation. Artificial intelligence, augmented reality, and Internet of Things (IoT) technologies are poised to reshape the shopping experience, personalized marketing, and supply chain management. As commerce continues to evolve, the fundamental principles of trust, convenience, and value creation will remain central to its success.

In conclusion, commerce has come a long way from its humble origins of barter to the digital age of blockchain technology. Each era has brought new challenges and opportunities, driving innovation and shaping the way we buy, sell, and interact in the marketplace. As we navigate the complexities of a rapidly changing world, the spirit of commerce remains a testament to human creativity and enterprise.

Ankit Kumar Choudhary

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KEY DRIVERS OF COMMERCE AND BUSINESS

Commerce and business form the cornerstone of modern economies, serving as the engines that drive growth, innovation, and prosperity. From local markets to global conglomerates, the landscape of commerce and business is ever-evolving, shaped by technological advancements, market forces, and shifting consumer preferences. Understanding the dynamics of commerce and business is crucial for entrepreneurs, policymakers, and consumers alike, as it empowers informed decision-making and fosters sustainable economic development. At its core, commerce encompasses the exchange of goods and services, driven by the principles of supply and demand. Businesses, on the other hand, are the entities that facilitate these exchanges, ranging from small startups to multinational corporations. The relationship between commerce and business is symbiotic, with businesses driving economic activity through production, distribution, and consumption of goods and services. Several factors influence the dynamics of commerce and business:

1. **Technological Innovation:** Advancements in technology have revolutionized the way businesses operate, from e-commerce platforms facilitating online transactions to automation streamlining production processes. Embracing technological innovation is essential for businesses to remain competitive in today's fast-paced environment.

2. **Globalization:** The interconnectedness of economies on a global scale has opened up new opportunities for businesses to expand their reach beyond borders. Globalization has led to increased trade, foreign investment, and the emergence of multinational corporations, reshaping the dynamics of commerce worldwide.

3. **Consumer Behaviour :** Consumer preferences and behaviours play a significant role in shaping the business landscape. Businesses must adapt to changing consumer trends, preferences, and purchasing habits to stay relevant and meet market demand effectively.

4. **Regulatory Environment:** Government regulations and policies have a profound impact on commerce and business operations. Businesses must navigate regulatory frameworks related to taxation, labour laws, environmental regulations, and trade policies to ensure compliance and mitigate risks.

5. **Economic Conditions:** Macroeconomic factors such as inflation, interest rates, and GDP growth rates influence business decisions and consumer spending patterns. Businesses must monitor economic indicators and adapt their strategies accordingly to thrive in different market conditions.

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PERSONAL FINANCE TIPS FOR YOUNG ENTREPRENEURS

Starting a business in college or early in your career can be both exciting and overwhelming. As a young entrepreneur, you not only need to focus on growing your venture but also on managing your personal finances wisely. Here are some essential personal finance tips to help you build a solid financial foundation while pursuing your entrepreneurial dreams.

1. Separate Personal and Business Finances One of the most crucial steps is keeping your personal and business finances separate. Open a dedicated business bank account to track expenses, income, and taxes. This will help you manage cash flow effectively and maintain financial clarity.

2. Create a Budget and Stick to It A budget is essential for both personal and business finances. Track your income and expenses diligently. Allocate funds for necessities, savings, and business investments while avoiding unnecessary spending. This discipline will ensure financial stability in the long run.

3. Build an Emergency Fund Entrepreneurship comes with financial uncertainties. Set aside an emergency fund to cover at least three to six months' worth of personal expenses. This safety net will help you navigate difficult times without jeopardizing your business.

4. Avoid Unnecessary Debt While some debt may be necessary to start or expand a business, be mindful of borrowing. High-interest loans or credit card debt can be a burden. Explore funding options like bootstrapping, or seeking investors before resorting to loans.

5. Invest in Financial Literacy Understanding financial concepts such as taxes, investments, and credit management is crucial. Read books, take online courses, or consult financial experts to enhance your financial knowledge and make informed decisions.

6. Plan For Taxes Young entrepreneurs often overlook tax planning. Keep records of your income and expenses, understand tax deductions, and set aside money for tax payments to avoid last-minute stress.

7. Diversify Income Streams Relying solely on one income source can be risky. Consider freelancing, passive income sources, or side gigs to supplement your earnings and ensure financial security.

8. Start Saving for Retirement Early Retirement may seem distant, but starting early gives you a significant advantage. Consider options like mutual funds, SIP, or retirement accounts to grow your wealth over time.

9. Be Smart About Investments Investing wisely can help grow your wealth. Explore low-risk options initially, such as index funds or real estate, and gradually diversify your portfolio as you gain financial confidence.

10. Seek Mentorship and Networking Opportunities Surround yourself with financially savvy mentors and fellow entrepreneurs. Learning from others' experiences can help you avoid common financial pitfalls and grow your business sustainably. By implementing these personal finance tips, young entrepreneurs can achieve financial independence while building a successful business. Smart money management today will pave the way for long-term success and stability

Nidhi

B.Com 3rd year

INCOME TAX RELIEF : A BIG WIN FOR TAXPAYERS

For individuals, the Union budget 2025-26 provides substantial tax relief with a ₹14,800 monthly tax exemption ceiling. Lower-income earners are less burdened, which increases savings. Additionally, tax rates are lowered for higher-income categories. The action will help startups and small enterprises by increasing economic growth and consumption. By encouraging tax compliance, the government hopes to improve financial stability and investment quality.

In the 2025-26 Union Budget, there's a significant change for individuals earning up to ₹ 12 lakh per year. The government has revised tax rates for this income group, providing lower tax burdens for middle-income earners. The new structure offers greater exemptions and deductions, which means people earning ₹ 12 lakh will pay less tax compared to previous years.

Mayank

B.Com 2nd Year

THE PRACTICAL APPLICATION OF ACCOUNTING PRINCIPLES

Introduction

Accounting principles are essential for maintaining financial accuracy in businesses and personal finance. They ensure transparency, prevent fraud, and help in decision-making

1. How Students Can Apply Accounting Principle

Budgeting (Matching Principle): Tracking income vs. expenses avoids overspending.

Saving & Investing (Conservatism Principle): Planning finances cautiously prevents future losses.

Managing Loans (Accrual Principle): Understanding interest accrual helps in better repayment strategies.

2. Technology & The Future of Accounting

Cloud Accounting (Tally, QuickBooks) simplifies record-keeping.

AI & Automation reduce errors and detect fraud.

Blockchain ensures secure financial transactions.

The Practical Application of Accounting Principles

3. Real-Life Examples: Success & Scandals

Success Stories: Companies like Apple and Microsoft follow principles like Accrual Accounting and Consistency, helping them grow and attract investors.

Accounting Scandals: Violating principles led to major frauds like:

Enron Scandal (2001): Hiding debts, violating the Full Disclosure Principle

Satyam Scam (2009): Falsifying profits, violating Materiality & Faithful Representation principals

Conclusion

Accounting principles aren't just for businesses; they help in personal finance too. Ethical financial practices and new technology are shaping the future of accounting, making it more transparent and efficient. Understanding these principles can lead to better financial decisions in life!

Ritika
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THE IMPACT OF E-COMMERCE ON TRADITIONAL RETAIL (A Comprehensive Analysis)

In recent years, the rise of **E-commerce** has significantly transformed the landscape of retail. As consumers increasingly turn to online shopping for convenience and variety, traditional retail businesses face both challenges and opportunities. This article delves into the impact of e-commerce on traditional retail, exploring the reasons behind this shift, the challenges faced by brick-and-mortar stores, and the strategies they can adopt to thrive in this new environment.

The rapid growth of e-commerce can be attributed to several factors. Firstly, the proliferation of smart phones and internet access has made online shopping more accessible than ever. Consumers can browse and purchase products from the comfort of their homes or while on the go, leading to an increase in impulse buying and overall sales. According to a report by Statista, global e-commerce sales reached approximately **\$4.28 trillion in 2020** and are projected to grow to **\$6.39 trillion by 2024**. This trend highlights the urgency for traditional retailers to adapt to changing consumer preferences.

One of the most significant challenges traditional retailers face is the competition posed by e-commerce giants like Amazon. These online retailers often offer lower prices due to their ability to operate with lower overhead costs. Additionally, they provide extensive product ranges and fast delivery options, making it difficult for brick-and-mortar stores to compete. As a result, many traditional retailers have experienced declining foot traffic and sales, forcing them to rethink their business models.

Furthermore, the **COVID-19** pandemic accelerated the shift towards e-commerce, as lockdowns and social distancing measures pushed consumers to shop online. Many retailers were forced to close their physical stores temporarily, leading to a surge in online sales. According to a McKinsey report, e-commerce penetration in the U.S. increased by about 10 years' worth of growth in just three months during the pandemic. This sudden shift has prompted traditional retailers to invest in their online presence and explore omnichannel strategies that integrate both online and offline shopping experiences.

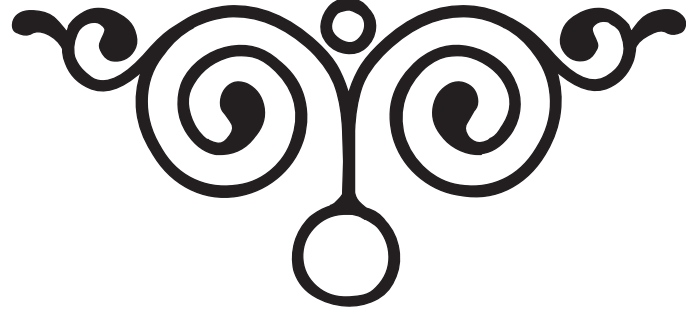
To survive and thrive in this evolving landscape, traditional retailers must adopt several key strategies. Firstly, enhancing their online presence is crucial. This includes developing user-friendly websites, optimizing for mobile devices, and utilizing social media to engage with customers. Building a robust e-commerce platform allows retailers to reach a wider audience and compete with online giants.

Additionally, traditional retailers can benefit from implementing omnichannel strategies that provide a seamless shopping experience across different channels. For example, offering options such as buy online, pick up in-store (**BOPIS**) can attract customers who prefer the convenience of online shopping while still valuing the immediacy of in-store purchases. This approach not only drives foot traffic to physical stores but also enhances customer loyalty. Moreover, personalization is becoming increasingly important in the retail sector. By leveraging customer data and analytics, traditional retailers can tailor their marketing efforts and product offerings to meet individual preferences. Personalized recommendations and targeted promotions can enhance the shopping experience and encourage repeat purchases.

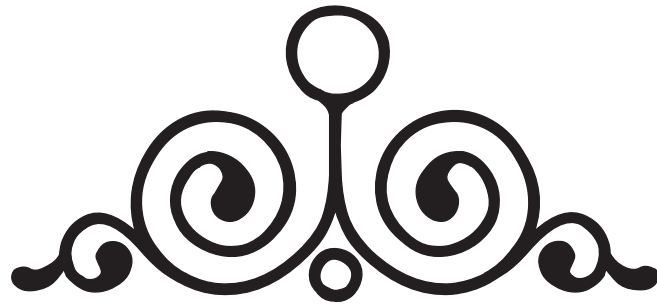
Another effective strategy is to focus on customer service and experience. Traditional retailers can differentiate themselves by providing exceptional in-store experiences that online retailers cannot replicate. This includes knowledgeable staff, interactive displays, and engaging events that create a sense of community. By fostering strong relationships with customers, retailers can build brand loyalty and encourage repeat business.

In conclusion, the impact of e-commerce on traditional retail is profound and multifaceted. While the rise of online shopping presents significant challenges, it also offers opportunities for retailers willing to adapt and innovate. By enhancing their online presence, implementing omnichannel strategies, personalizing customer experiences, and focusing on exceptional service, traditional retailers can navigate the changing landscape and thrive in the age of e-commerce. Embracing these strategies will not only help them survive but also position them for long-term success in an increasingly digital world.

Najma Khatun
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हिन्दी अनुभाग



संपादकीय



वार्षिक पत्रिका 'प्रयास' यह अंक आपके हाथों में पहुँच गया है, यह मेरे लिए हर्ष का विषय है। इस पत्रिका के प्रकाशन हेतु प्राध्यापकों तथा छात्र संपादकों के लिए यह कार्य चुनौतीपूर्ण रहा। इस पत्रिका के सफल प्रकाशन हेतु महाविद्यालय के प्राध्यापकों एवं कर्मचारियों की सतत् प्रेरणा कार्य करती रही।

स्यानाभाव के कारण जिन छात्रों की रचनाएं प्रकाशित नहीं हो सकी उन्हें निराश नहीं होना चाहिए। वह अपना लेखन कार्य जारी रखें। मनुष्य ईश्वर की अनुपम रचना है। महाकवि तुलसीदास ने लिखा है- “बड़े भाग मानुष तन पावा” अर्थात् कई जन्मों के पुण्य और संचित सौभाग्य के चलते ही मनुष्य को शरीर प्राप्त होता है। मानव, मस्तिष्क में चिंतन मनन और विश्लेषण पहचान करके अद्भुत और आश्चर्य भरे परिणामों को प्राप्त कर लेता है। यही कारण है कि उसके सृजनात्मक कार्य में विचारों एवं भाव का सुन्दर समागम रहता है।

भावों और विचारों की सुनियोजित प्रस्तुति सुन्दर साहित्य को जन्म देती है। किसमें कितनी सृजनात्मक प्रतिभा है इसका अंदाजा तभी लग पाता है जब उसे अपनी प्रतिभा को अभिव्यक्ति देने और उसे निखारने एवं संवारने का अवसर मिले। प्रयास पत्रिका सृजना की उसी कमी को पूरा करते हुए छात्र-छात्रों को एक ऐसा मंच प्रदान करती है जिसमें वे अपने सृजनात्मक प्रतिभा को एक आकार दे सकते हैं।

पत्रिका को विविधता प्रदान करने की दृष्टि से यह आवश्यक है कि हर प्रकार से सृजनात्मक सामग्री को इसमें स्थान मिले क्योंकि विविध रंगों के फूलों से सजा गुलदस्ता ही अधिक अच्छा लगता है। यही कारण है कि यह अंक विविधता के रूप में निकाला जा रहा है। इस अंक में पाठकों की विभिन्न-रुचियों को देखते हुए चिंतन पूरक, अनुपूरक साहित्य एवं व्यंग्यात्मक लेखों को स्थान दिया गया है। आश करता हूँ कि यह अंक पाठकों को काफी सूचनाप्रद रोचक एवं उपयोगी लगेगा। मैं, इस पत्रिका के सफल प्रकाशन हेतु संपादक मंडल प्रध्यापक वृद्ध एवं सहकर्मियों व छात्रों को बधाई देता हूँ। जिनके प्रयासों से यह पत्रिका वर्तमान स्वरूप में आप तक पहुँची है।

डॉ. श्याम सिंह

प्राध्यापक संपादक हिन्दी विभाग

राजकीय महाविद्यालय बरोलीवाला



छात्र संपादिका

प्रिय मित्रों,

सत्र 2023-24 के लिए कॉलेज पत्रिका 'प्रयास' का हिन्दी आलेख प्रस्तुत करना मेरे लिए बहुत सौभाग्य की बात है। महाविद्यालय की वार्षिक पत्रिका हमें सभी अनुभागों में अपने विचारों और रचनात्मक प्रतिभा को अभिव्यक्त करने का अवसर देती है और यह मेरे लिए अत्यंत प्रसन्नता की बात है कि इस वर्ष मुझे छात्र संपादिका का यह कार्य सौंपा गया है। 'प्रयास' पत्रिका के हिन्दी- आलेख की संपादिका का यह कार्य मेरे लिए थोड़ा कठिन था परन्तु प्रो. डॉ. श्याम सिंह जी के मार्गदर्शन से एवं विद्यार्थियों के सहयोग से यह कार्य सफलतापूर्वक संपन्न हो सका !

मैं अपने समस्त शिक्षकों के प्रति भी आभारी हूँ जिन्होंने शुभकामनाओं सहित निरंतर मेरा मार्गदर्शन किया।



कोमल

छात्र संपादिका, कला स्नातक

बी.ए. तृतीय वर्ष

मुस्कुराते रहिए

दुनिया है ना वह बड़ी गज़ब की है क्योंकि दुनिया जीतने वाले को ही गले लगाती है.....
जिन्दगी की रेस हो या कोई स्कूल की रेस हो.....
या फिर परीक्षा के Marks का नंबर हो जो जीतता है उसका ही सम्मान होता है
मगर मेरा मानना है कि यार अपना तो वहीं होता है जो हारने पर भी गले लगा ले.....
जीतने पर तो पूरी की पूरी दुनिया आप को गले लगा लेगी
मगर अपना तो वही होता है जो मुसीबत से लेकर आपकी सफलता तक साथ न छोड़े.....
ऐसे अपने लोगों को जाने मत दीजिए मुस्कुराते रहिए खुश रहिए यार.....

उत्तम कुमार
बी.ए.द्वितीय वर्ष

खुश हूँ

जिंदगी है छोटी, हर पल में खुश हूँ
काम में खुश हूँ, आराम में खुश हूँ

आज पनीर नहीं, दाल में ही खुश हूँ
आज गाड़ी नहीं, पैदल ही खुश हूँ

आज कोई नाराज है, उसके इस अंदाज में ही खुश हूँ

जिसको देख नहीं सकता, उसकी आवाज में ही खुश हूँ
जिसको पा नहीं सकता, उसको सोच कर ही खुश हूँ

बीता हुआ कल जा चुका है, उसकी याद में ही खुश हूँ
आने वाले कल का तो पता नहीं, उसके इंतजार में ही खुश हूँ

हंसता हुआ बीत रहा है पल, आज मैं ही खुश हूँ
जिंदगी है छोटी, हर पल में खुश हूँ !
जसविन्द्र कौर
बी.ए. प्रथम वर्ष

माँ

जब अकेला रहा तो उसकी याद आयी
अँधेरे में था तो उसकी याद आयी।
जब भूख लगी तो उसकी याद आयी
नींद नहीं आयी तो उसकी याद आयी
सोचने में कितनी आसान लगती थी ये जिंदगी
जब खुद से जीना सीखा तो उसकी याद आयी।
तभी-तभी लगा की माँ इतनी मतलब कैसे हो सकती है
हमसे भी ज्यादा हमारे लिए कैसे सो सकती है।
लेकिन सच तो ये है की वो माँ ही होती है
जो हमारा पेट भरकर खुद भूखी होती है !

लक्ष्मी

बी.ए. प्रथम वर्ष

तुझे अपने डर से लड़ना होगा

तुझे अपने डर से लड़ना होगा
लड़कर तुझे आगे बढ़ना होगा,
हर मुश्किल सीढ़ी को चढ़ना होगा
तुझे अपने डर से लड़ना होगा।

यूँ ही नहीं राह कामयाबी की है मिल जाती
यूँही नहीं अंधेरी राहों पर है धूप खिल जाती,
सोच समझ कर हर कदम रखना होगा
तुझे अपने डर से लड़ना होगा।

मेहनत कड़ी तुझे करनी होगी
खुद की परिभाषा खुद ही गढ़नी होगी,
खुद पर विश्वास तुझे रखना होगा
तुझे अपने डर से लड़ना होगा।

छोड़ के राह गलत काम की
कसम तुझे खुद के नाम की,
प्रयास तुझे निरंतर करना होगा
तुझे अपने डर से लड़ना होगा !

मोहित
बी.ए. द्वितीय वर्ष

जन-जन की भाषा है हिन्दी

जन-जन की भाषा है हिंदी,
भारत की आशा है हिंदी, जिसने
पूरे देश को जोड़े रखा है वो मजबूत
धागा है हिंदी, हिन्दुस्तान की गौरवगाथा है
हिंदी, एकता की अनुपम परंपरा है हिंदी,
जिसके बिना हिंद थम जाए ऐसी जीवनरेखा
है हिंदी जिसने काल को जीत लिया है ऐसी
कालजयी भाषा है हिंदी, सरल शब्दों में हो
जाए तो जीवन की परिभाषा है हिंदी।

सोनू कुमारी
बी.ए. प्रथम वर्ष

जल ही जीवन

जल ही जीवन जल सा जीवन, जल्दी ही जल जाएंगे,
अगर न बची जल की बूंदें, कैसे प्यास बुझाओगे।

धरती पर सबसे बहुमूल्य रत्न जल है,
जो प्रकृति के द्वारा मानवता के लिए अनमोल उपहार है।

जल की एक भी बूंद को बरबाद न करें
सुधारलें गलती व अपनी भूल

हम न सुधरे या न सुधरे समाज
तो प्यासे ही गंवाएंगे अपनी जान !

श्रुति
बी.कॉम. प्रथम वर्ष

फिर से सीखते हैं।

फिर से ट्रैक पर आते हैं,
कुछ तो धांसू फिर से लिख कर जाते हैं।

शब्दों की त्रुटि होगी, शब्दों की कमी होगी।
पर कविता मेरी ही होगी, गलती कर के ही
तो फिर से सीखेंगे।

आज नहीं तो कल फिर से उभरेंगे,
उभर कर ही तो फिर से निखरेंगे।

ऐसे ही तो शब्दों को, जोड़-जोड़ कर
फिर से पक्तियां लिखेंगे।

पक्तियों से ही तो फिर भावार्थ निकलेंगे,
और उसी कविता से कहीं तो थोड़ा हम भी
लिखने का सीखेंगे।

फिर से सीखते हैं, बस यही अपेक्षा है हमारी,
हिंदी की कविता से जुड़े यहाँ की यारी।

तृप्ति
बी.ए.प्रथम वर्ष

मत हार, कर प्रतिकार

मत थक, कर प्रयास, सिंधु में फिर से मोती तलाश
तुम अजय हो, दृढ़ हो, यहाँ प्रभु का ही तो अंश हो !

मत हार, कर प्रतिकार, हिम गिरी से फिर कर, दो दो हाथ,
तुम पावन हो, प्रचंड हो, यहाँ प्रभु का ही तो अंश हो !

मत भाग, कर विधान, रण न त्याग, कर अन्य व्यूह निर्माण,
तुम जीवन हो, ज्ञान हो, यहाँ प्रभु, की ही तो संतान हो !

मत हो निराश व हताश, कर प्रहार, अस्त्र मत डाल, कर
विजय की फिर हुंकार, तुम विराट हो, शक्तिमान हो, यहाँ
प्रभु शक्ति, का ही तो प्रमाण हो !

शुभम
बी.कॉम. द्वितीय वर्ष

आजादी

पंछी है कैद अगर, तो उड़ने में कर मदद तू।
रात है काली अगर,
दिया जला कर रोशन कर तू
बीत गए कई साल रुढ़िवादी विचारों में उलझ कर,
सुलझा मन के भाव तू।
औरत, आदमी या हो कोई बच्चा,
सबके जीवन का कर सम्मान तू
तोड़ दे दीवारें सारी, आगे बढ़ विजयी राह पर।
उन वीरों ने क्या पाया, अगर तूम् अब भी डर में खोया।
उठ जा तू, छू ले आसमान, आजादी पे है सबका हक।

पूजा
बी.ए. द्वितीय वर्ष

सोशल मीडिया

- 1) सोशल मीडिया मूल रूप से कंप्यूटर या मानव संचार या जानकारी के आदान-प्रदान करने से जुड़ा होता है।
- 2) सोशल मीडिया अब संचार का सबसे बड़ा माध्यम बन रहा है।
- 3) यह संसार में तेजी से लोकप्रियता प्राप्त कर रहा है।
- 4) सोशल मीडिया आपको विचारों, सूचना और समाचार इत्यादि को बहुत तेजी से एक दूसरे से साझा करने में सक्षम बनाता है।
- 5) एक बटन दबाने पर ही हमारे पास अत्यंत विस्तृत सकारात्मक और नकारात्मक किसी भी प्रकार की जानकारी पहुँच जाती है।
- 6) कई चिकित्सकों का मानना है कि सोशल मीडिया लोगों में निराशा और चिंता पैदा करने वाला एक कारक है।
- 7) ये बच्चों में खराब मानसिक विकास का भी कारण बनते जा रहा है।
- 8) उपयोगकर्ता हैकिंग, आइडेंटिटी की चोरी, फिशिंग अपराध इत्यादि जैसे साइबर अपराधों का शिकार हो सकता है !

कार्तिक
बी.कॉम. प्रथम वर्ष

संस्कार

आदमी के संस्कार हैं उसकी पहचान, नेकी और सदभावना की धार है उसकी जीवन में सम्मान, ईमानदारी, सत्यनिष्ठा और श्रद्धा का प्रतीक, आदमी के संस्कार हैं विश्वास की नीलामी।

संस्कारों का महत्त्व जगाती है यह कविता, आदमी के संस्कार हैं उसकी आत्मा की उचित विविधता।

आदमी के संस्कार, दिल से हैं प्यारे, सच्चाई और ईमान से हैं सारे। व्यक्तित्व में है वो अनमोल चमक, निभाते हैं कर्तव्य, बड़े ही ध्यान से।

संस्कार हैं वो, परंपराओं का पाठ, सदभावना और सम्मान के साथ। नेकी और दया से हैं वो भरपूर, हर कदम पर हैं वो सबके लिए नूर।

आदमी के संस्कार, श्रम की महत्ता समझना, मेहनत करके अपने सपनों को साकार करना।

आदमी के संस्कार, शांति का पाठ पढ़ना, विविधता में एकता के महत्त्व को समझना

ज्योती
बी.ए.प्रथम वर्ष

विश्वास करो कर्म में

तुझे अपने डर से लड़ना होगा

तुझे अपने डर से लड़ना होगा
लड़कर तुझे आगे बढ़ना होगा,
हर मुश्किल सीढ़ी को चढ़ना होगा
तुझे अपने डर से लड़ना होगा।

यूँ ही नहीं राह कामयाबी की है मिल जाती
यूँही नहीं अंधेरी राहों पर है धूप खिल जाती,
सोच समझ कर हर कदम रखना होगा
तुझे अपने डर से लड़ना होगा।

मेहनत कड़ी तुझे करनी होगी
खुद की परिभाषा खुद ही गढ़नी होगी,
खुद पर विश्वास तुझे रखना होगा
तुझे अपने डर से लड़ना होगा।

छोड़ के राह गलत काम की
कसम तुझे खुद के नाम की,
प्रयास तुझे निरंतर करना होगा
तुझे अपने डर से लड़ना होगा !

मोहित

बी.ए. द्वितीय वर्ष

कहानी हसीन होनी चाहिए

किरदार चाहे जो भी हो कहानी हसीन होनी चाहिए...
दिल में अच्छाई और आँखों में प्यार होना चाहिए.....
मायूसी में क्या रखा है जिंदगी तो गुलजार होनी चाहिए...
सजते तो सभी हैं आज कल पर उसमें थोड़ी सादगी की
मिलावट भी होनी चाहिए...
यूँ तो सबकी जिंदगी का सफर आसान नहीं होता, जिंदगी
जीने के लिए खुशमिजाज होना चाहिए....
मिठास होठों पर नहीं दिल में होनी चाहिए...
लोग चाहे जैसे भी बर्ताव करें, पर आपके बर्ताव में संस्कार
होने चाहिए...
स्वार्थ से भरी इस दुनिया में, थोड़ा निस्वार्थ भी होना चाहिए...
किरदार चाहे जो भी हो कहानी हसीन होनी चाहिए.....

रीतिका शर्मा

बी.ए. प्रथम वर्ष

मैं निर्धनता हूँ, तुम मुझे मिटाना चाहते हो,
या कुछ कर के दिखाना चाहते हो, पर मुझे
प्रिय हो मैं तुम्हें प्रेम करती हूँ ! इसी-लिए फटे
पुराने कपड़े पहनते हो, फैलाकर हाथ बाबूजी
बाबूजी करते हो। मैं तुम्हारा नसीब हूँ, इसी-लिए
तुम्हारे करीब हूँ। लेकिन तुम चाहो तो कीचड़ में
कमल खिला सकते हो धरती आकाश मिला सकते हो
मुझको समझो श्रम को अपनाओ, मैं तुम्हारी पाठशाला
हूँ, पढ़कर विश्वास करो कर्म में, जागो, उठो जमाने को
हिला दो इस दुनियाँ में अज्ञान के साथ-साथ मुझे भी
मिटो दो। देखो विश्वास बुला रहा है, उगता सूरज तुम्हें
राह दिखा रहा है !!

संध्या

बी.ए. प्रथम वर्ष

कोई अर्थ नहीं

नित जीवन के संघर्षों से
जब टूट चुका हो अन्तर्मन,
तब सुख के मिले समन्दर का
रह जाता कोई अर्थ नहीं।

जब फसल सूख कर जल के बिन
तिनका-तिनका बन गिर जाये,
फिर होने वाली वर्षा का
रह जाता कोई अर्थ नहीं।

संबंध कोई भी हो लेकिन
यदि दुःख में साथ न दे अपना,
फिर सुख में उन संबंधों का
रह जाता कोई अर्थ नहीं।

सुख -साधन चाहे जितने हों
पर काया रोगों का घर हो
फिर उन अगणित सुविधाओं का
रह जाता कोई अर्थ नहीं।

मुकेश

बी.ए. द्वितीय वर्ष

हिन्दी भाषा

हिन्दी की मिठास, हिन्दी की चमक,
ये एक ऐसी भाषा, जो है हमारी जबान।
शब्दों की भरमार, व्याकरण की चमत्कार,
हिन्दी है वो भाषा, जो है हमारी अभिमान।

हिन्दी भाषा विश्व में एक महत्वपूर्ण भाषा है। हिन्दी भाषा का विकास भारतीय सभ्यता, संस्कृति और इतिहास के साथ जुड़ा हुआ है। हिन्दी भाषा की सुंदरता उसके शब्दावली, व्याकरण और विविधता में छिपी है। यह भाषा हमारी भाषा और संस्कृति की गहराई और समृद्धता को दर्शाती है। हिन्दी भाषा के माध्यम से हम अपने भावों, विचारों और अनुभवों को सबसे अच्छी तरीके से व्यक्त कर सकते हैं। इसलिए, हिन्दी भाषा न केवल एक भाषा है, बल्कि एक संवेदनशीलता और समृद्धता का प्रतीक भी है।

1. हिन्दी भाषा का विकास और इसकी क्षेत्रीय भिन्नताओं के बारे में-

हिन्दी भाषा का विकास एक लंबे समय तक चलने वाली प्रक्रिया रही है और यह भारतीय उपमहाद्वीप में व्यापक रूप से बोली जाती है हिन्दी भाषा के विभिन्न राज्यों में भिन्नताएँ होती हैं, जैसे की उत्तर और मध्य भारतीय हिन्दी, बंगाली हिन्दी, राज्यस्थानी हिन्दी, दक्षिणी हिन्दी आदि

2. हिन्दी काव्य की सुंदरता और महत्व के बारे में-

हिन्दी काव्य एक अद्वितीय और समृद्ध परंपरा है जो हमारे साहित्यिक धरोहर का महत्वपूर्ण हिस्सा है। हिन्दी काव्य की खूबसूरती उसके व्याकरण, शब्दावली, ओर छंद की माहिरी में छिपी है हिन्दी काव्य में अनेक रंग-विरंगे रस, भावनाएँ और विचारों का समावेश होता है। यह हमें जीवन की अद्वितीयता, प्रेम, संघर्ष, और जीवन के विभिन्न पहलुओं के साथ जोड़ता है। हिन्दी काव्य के माध्यम से हम अपनी भाषा और संस्कृति की गहराइयों तक पहुँचते हैं। इसके साथ ही, हिन्दी काव्य आनंद और सुंदरता प्रदान करता है। जहां अंग्रेजी अधिकांश देशों में व्यापक रूप से बोली जाती है और इस दुनिया की शीर्ष दस सबसे अधिक बोली जाने वाली भाषाओं में से एक माना जाता है, वहीं दूसरी ओर हिन्दी इस सूची में तीसरे स्थान पर है।

देश के कई राज्यों में हिन्दी अभी भी कई लोगों के लिए मातृभाषा है और ज्ञान प्रदान करने के माध्यम के रूप में इस्तेमाल की जाने वाली अंग्रेजी एक बड़ी बाधा बनी हुई है। यह भी कहा गया है कि संख्यात्मकता और साक्षरता में मजबूत आधार कौशल सुनिश्चित करने के लिए, पाठ्यक्रम उस भाषा में प्रदान किया जाना चाहिए जिसे बच्चा समझ जाता है।

3. हिन्दी भाषा के इतिहास में कोई महत्वपूर्ण घटनाएं

हिन्दी भाषा के इतिहास में कई महत्वपूर्ण घटनाएं हुई हैं हिन्दी को भारत की राष्ट्रभाषा घोषित किया जाना। 1965 में हिन्दी को भारत की राष्ट्रभाषा घोषित करने का निर्णय लिया गया था। इसके अतिरिक्त, हिन्दी साहित्य के विकास में भी कई महत्वपूर्ण घटनाएं हुई हैं, जैसे रामायण और महाभारत की रचना, तुलसीदास के रामचरित्रमानस का प्रकाशन, प्रेमचन्द और सूर्यकांत त्रिपाठी निराला जैसे महान कवियों के जन्म आदि। ये घटनाएं हिन्दी भाषा के इतिहास में महत्वपूर्ण हैं।

निष्कर्ष

वाक्य संग्रह है जो हमें हमारे विचार और भावनाओं को व्यक्त करने का एक अद्वितीय माध्यम प्रदान करता है हिन्दी भाषा का महत्वपूर्ण हिस्सा होने के साथ-साथ, यह हमारी संस्कृति इतिहास और विरासत का प्रतीक भी है हिन्दी भाषा की सुंदरता उसके अद्वितीय शब्दावली, व्याकरण और विविधता में छिपी हुई है। हमें गर्व है कि हम इस भाषा के माध्यम से हमारे भावों को सबसे अच्छी तरीके से व्यक्त कर सकते हैं हिन्दी भाषा वास्तव में विशेष है

नजमा खातुन
बी.कॉम प्रथम वर्ष

महिला सशक्तिकरण

लैंगिक असमानता भारत में मुख्य सामाजिक मुद्दा है जिसमें पुरुषवादी प्रभुत्व देश में पिछड़त जा रहा है। पुरुष और महिला को बराबरी पर लाने के लिए महिला सशक्तिकरण में तेजी लाने की जरूरत है। सभी क्षेत्रों में महिलाओं का उत्थान राष्ट्र की प्राथमिकता में शामिल होना चाहिए। महिला और पुरुष के बीच की असमानता कई समस्याओं को जन्म देती है जो विकास में बड़ी बाधा के रूप में सामने आ जाती है ये महिलाओं का जन्मसिद्ध अधिकार है कि उन्हें समाज में पुरुषों के बराबर महत्व मिले। वास्तव में सशक्तिकरण को लाने के लिए महिलाओं को अपने अधिकारों से अवगत होना चाहिए। न केवल घरेलू और पारिवारिक जिम्मेदारियों बल्कि महिलाओं के हर क्षेत्र में सक्रिय और सकारात्मक भूमिका निभानी चाहिए। उन्हें अपने आस-पास और देश में होने वाली घटनाओं को भी जानना चाहिए। महिला सशक्तिकरण में ये ताकत है कि समाज और देश में बहुत कुछ बदल सकें। वे समाज में किसी सामान्य को पुरुषों से बेहतर ढंग से निपट सकती हैं। वो देश और परिवार के लिए अधिक जनसंख्या को अच्छी तरह से समझ सकती हैं। अच्छे पारिवारिक योजना से वो देश और परिवार की आर्थिक स्थिति का प्रबंधन करने में पूरी तरह से सक्षम हैं। पुरुषों की अपेक्षा महिलाओं को किसी भी प्रभावकारी हिंसा को संभालने में सक्षम है चाहे वो पारिवारिक हो या सामाजिक। महिला सशक्तिकरण के द्वारा ये संभव है कि एक मजबूत अर्थव्यवस्था के महिला-पुरुष समानता वाले देश को पुरुषवादी प्रभाव वाले देश से बदला जा सकता है। महिला सशक्तिकरण की मदद से बिना अधिक प्रयास किए परिवार के हर सदस्य का विकास आसानी से हो सकता है। एक महिला परिवार में सभी चीजों के लिए बेहद जिम्मेदार मानी जाती है अतः वो सभी समस्याओं का समाधान अच्छी तरह से कर सकती है। महिलाओं के सशक्त होने से पूरा समाज अपने आप सशक्त होजाएगा। मनुष्य, आर्थिक या पर्यावरण से संबंधित कोई भी छोटा या बड़ी समस्या का बेहतर उपाय महिला सशक्तिकरण है। पिछले कुछ वर्षों में हमें महिला सशक्तिकरण का फायदा मिल रहा है। महिलाएँ अपने स्वास्थ्य, शिक्षा, नौकरी, परिवार, देश, समाज के प्रति जिम्मेदारी को लेकर ज्यादा सचेत रहती है। वो हर क्षेत्र में प्रमुखता से भाग लेती है और अपनी रुचि प्रदर्शित करती हैं। अंततः कई वर्षों संघर्ष के बाद बही राह पर चलने के लिए उन्हें उनका अधिकार मिल रहा है।

माधुरी कुमारी
बी.कॉम प्रथम वर्ष

नारी सशक्तिकरण

नारी सशक्तिकरण का अर्थ है, महिलाओं को उनके अधिकार, स्वतंत्रता और समान अवसर प्रदान करना। यह समाज में महिलाओं की स्थिति को सुधारने और उन्हें हर स्तर में आत्मनिर्भर बनाने का एक महत्वपूर्ण कदम है। नारी सशक्तिकरण का उद्देश्य महिलाओं को शिक्षा, स्वास्थ्य, रोजगार और राजनीतिक अधिकार जैसे महत्वपूर्ण क्षेत्रों में समान अवसर देना है। जब महिलाएं सशक्त होती हैं, तो वे समाज में सकारात्मक बदलाव ला सकती हैं और समाज की प्रगति में योगदान देती हैं। महिला सशक्तिकरण के लिए शिक्षा सबसे महत्वपूर्ण कारक है। जब महिलाएं शिक्षित होती हैं, तो वे अपने अधिकारों को समझने और समाज में अपनी स्थिति को मजबूत करने में सक्षम होती हैं। महिला सशक्तिकरण केवल महिलाओं के लिए नहीं, बल्कि पूरे समाज के लिए फायदेमंद हैं। जब महिलाएं सशक्त होती हैं, तो वे अपने परिवार और समाज की प्रगति में योगदान करती हैं, जिससे पूरे देश का विकास प्रगतिशील संभव हो पाता है।

आज महिलाएं हर क्षेत्र में पुरुषों के बराबरी कर रही हैं, चाहे वह राजनीति हो, विज्ञान, खेल, या कला हो। नारी सशक्तिकरण से महिलाओं का आत्मविश्वास बढ़ता है और वे अपने सपनों को पूरा करने में प्रेरित होती हैं। उसके बावजूद, समाज में अब भी महिलाओं को कई चुनौतियों का सामना करना पड़ता है, जैसे कि भेदभाव, असमान वेतन, और घरेलू हिंसा। इन जैसे कि भेदभाव, असमानवेतन, और घरेलू हिंसा। इन समस्याओं को सुलझाना समाज की जिम्मेदारी है, ताकि महिलाएं पूरी तरह से सशक्त हो सकें।

चंपा देवी
बी.ए. द्वितीय वर्ष

कुछ ना कुछ तो करना होगा

आगे तुझको हर हाल में, बढ़ना होगा,
कुछ ना कुछ, तो करना होगा
कब तक, ऐसे बैठे रहोगे,
हार से, कब तक डरोगे,
जिन्दगी यू ही, निकल रही
बक्त की रेत भी फिसल रही,
कुछ क्षण बचे हैं, अब तो कर लो
कुछ साहस तो, मन में गढ़ लो
बुजुर्ग और विधवाओं से सिखो,
बेबस, बेचारे, बिलांग से सीखो,
कदम आगे, बढ़ाना होगा
तुझको साहस, दिखाना होगा
जीत की प्यास, नयी जगानी होगी
हार की पीड़ा, अब भुलानी होगी
बिखरे साहस को, जुटाना होगा
रक्त में उबाल, फिर लाना होगा
सोए जमीर को फिर जुटाना होगा
जीवन को, खुद सजाना होगा
“टूटी हिम्मत” की मरम्मत, फिर करनी होगी
“फूटी किस्मत” से ही, पर लड़ाई ये लड़ाई ये लड़नी होगी
आगे तुमको हर हाल में, अब बढ़ना होगा
कुछ ना कुछतो, अब करना होगा।

जया भारती
तृतीय वर्ष

चिड़िया

चिड़िया रानी चिड़िया रानी।
तुम हो पेड़ों की रानी।।
सुबह सवेरे उठ जाती हो।
ना जाने क्या गाती हो।।
क्या तुम भी पढ़ने को जाती हो।
या नौकरी करने को जाती हो।।
शाम से पहले आती हो।
बच्चों का दाना लाती हो।।
भर-भर चोंच खिलाती दाना।
चूँ-चूँ चहक सुनाती गाना।।

रजनी
बी. ए. प्रथम वर्ष

पेड़

धरती बोले पेड़ लगाओ
पेड़ लगाओ, संसार को
सुंदर बनाओं ! मनुष्य
पेड़ काट रहा है, पेड़
हमें छाया देते हैं,
धरती को सूना बना रहा है।
पेड़ धरती की शान है,
जीवन की शान मुस्कान है,
छाया ये हम को देते हैं,

फल भी इनपर भरपूर होते हैं
एक एक यदि हम पेड़
लगाएँ ! तो हम एक बगीचा
बनाएँ, आओ मिलकर कसम
खाएँ, अपनी धरती हरी बनाएँ !!

साँसे हो रही है, कम
आओ पैड़ लगाए हम
आओ मिलकर धरती
को सुंदर बनाएँ हम

दीपाली
प्रथम वर्ष

पहाड़ी का दीदार

तेरी खुबसूरती का दीदार करते हैं,
जब भी मन हो घूमने का,
तेरी ही बात करते हैं,
ख्यालों में हम हरदम,
तेरी वादियों में होते हैं,
ये पहाड़ियाँ होती ही ऐसी है,
सबको अपना बनाती है।

हम जाते हैं निभानें
सबसे हँसी लम्हा पहाड़ों पर,
पर कभी ना सोचा हमने,
क्या छोड़कर बदले में आते हैं।

चार धाम, पंच प्रयाग
या फिर कश्मीर की हँसी वादियाँ।
सब कुछ तो मिलता है इन पहाड़ों में,
फिर भी हम लौटते हैं ऐसे,
जैसे फिर वापस ना आएंगे।

पलक
बी. ए. तृतीय वर्ष

ग्लोबल वार्मिंग

ग्लोबल वार्मिंग एक ऐसा शब्द है जिससे लगभग हर कोई परिचित है। लेकिन इसका अर्थ अभी भी हम में से अधिकांश के लिए स्पष्ट नहीं है। तो, ग्लोबल वार्मिंग पृथ्वी के वातावरण के समग्र तापमान में क्रमिक वृद्धि को संदर्भित करता है विभिन्न गतिविधियां हो रही है जो धीरे-धीरे तापमान बढ़ा रही है। यह धरती के साथ-साथ इंसानों के लिए भी बेहद हानिकारक है। ग्लोबल वार्मिंग को नियंत्रित करना काफी चुनौतिपूर्ण है।

ग्लोबल वार्मिंग एक गंभीर समस्या बन गई है जिस पर अविभाजित ध्यान देने की आवश्यकता है यह किसी एक कारण से नहीं बल्कि कई कारणों से हो रहा है। ये कारण प्राकृतिक और मानव निर्मित दोनों हैं। प्राकृतिक कारणों में ग्रीन हाउस गैसों की रिहाई शामिल है। जो पृथ्वी से भागने में सक्षम नहीं है जिस से तापमान में वृद्धि होती है।

निशा देवी
तृतीय वर्ष

पर्यावरण

पर्यावरण में यह सभी प्राकृतिक संसाधन शामिल है जो कई तरीकों से हमारी मदद करते हैं तथा चारों ओर से हमें घेरे हुए हैं। यह हमें बढ़ने तथा विकसित होने का बेहतर माध्यम देता है यह हमें वह सब कुछ प्रदान करता है जो उस ग्रह पर जीवन यापन करने हेतु आवश्यक है। पर्यावरण के अभाव में जीवन की कल्पना भी नहीं की जा सकती। हमें भविष्य में जीवन को बचाए रखने के लिए पर्यावरण की सुरक्षा को सुनिश्चित करना होगा। यह पृथ्वी पर निवास करने वाले प्रत्येक व्यक्ति की जिम्मेदारी है।

मिनाकशी
बी.ए. तृतीय वर्ष

भ्रष्टाचार

एक दो, एक दो;
भ्रष्टाचार को फेंक दो।

जब से आया ये दुनियाँ में भ्रष्टाचार,
तब से लोग कर रहे हैं खूब दूराचार।

इसकी छाया बन रही है सर्वव्यापी,
पर परमात्मा के प्रति ये है पापी।

है नेता भ्रष्टाचारी, तो है दुनिया दूराचारी,
हे भगवान पकड़ो बैया और पार करो नैया।

लोगो ! भ्रष्टाचार को मारो ऐसे गोले,
ताकि हर बच्चा सिर्फ यही बोले;
कि.....
एक दो, एक दो;
भ्रष्टाचार को फेंक दो।

संगम
बी. कॉम प्रथम वर्ष

शिक्षक

जीवन में जो राह दिखाए,
सही तरह चलना सिखाए।
माता-पिता से पहले आता,
जीवन में सदा आदर पाता।

सबको मान प्रतिष्ठा जिससे,
सीखी कर्तव्यनिष्ठा जिससे।
कभी रहा न दूर मैं जिससे,
वह मेरा पथदर्शक है जो।
मेरे मन को भाता है,
वह मेरा शिक्षक कहलाता।

कभी है शांत, कभी है धीर,
स्वभाव में सदा गंभीर,
मन में दबी रहे ये इच्छा,
काश मैं उस जैसा बन पाता,
जो मेरा शिक्षक कहलाता।

कोमल
तृतीय वर्ष

मुझे बस हिमाचल में रहने दो

ये पहाड़, पर्वत नीले आसमान,
इन सबके आँचल में रहने दो,
छोड़ो जन्नत-वन्नत की बातें,
मुझे बस हिमाचल में रहने दो।

ये बादल, बारिश, बहती हरियाली,
ये मेले, नाटी, ये गीत,
इन सब को यादों में बसने दो,
छोड़ो जन्नत-वन्नत की बातें,
मुझे हिमाचल में रहने दो।

धौलाधार की इन पहाड़ियों में
शिमला की उन तंग गलियों में,
सोलन की खुली हवा में,
तो प्रकृति के सुकून में,
यहाँ के जूनून में,
इन सब से साँस लेने दो,
छोड़ो जन्नत-वन्नत की बातें,
मुझे बस हिमाचल में रहने दो।

कोमल

बी.ए. तृतीय वर्ष

हृदय स्पर्श करने वाली कविता

जब तक चलेगी जिंदगी की साँसे,
कही प्यार कही टकराव मिलेगा।
कहीं आत्मीयता का अभाव मिलेगा
कहीं मिलेगी जिंदगी में प्रशंसा तो,
कहीं नाराजियों का बहाव मिलेगा
कहीं मिलेगी सच्चे मन से छुआ तो,
कहीं भावनाओं में दुर्भाव मिलेगा।
कहीं अपनों से ही खिंचाव मिलेगा।
कहीं होगी खुशामदें चंहरे पर तो,
कहीं पीठ पे बुराई का छाप मिलेगा।
तू चलाचल राही अपने कर्मपथ पे,
जैसा तेरा भाव वैसा प्रभाव मिलेगा।
रख स्वभाव में शुद्धता का स्पर्श तू,
अवश्य जिंदगी का पड़ाव मिलेगा।

सोनाली

बी.ए. तृतीय वर्ष

प्रकृति

हरे-हरे खेतों में
बरस रही है बूँदे
खुशी आया सावन
भर गया मेरा आँगन।

ऐसा लग रहा है जैसे
मन की कलियाँ खिल गई जैसे
ऐसा ही आया बसंत
लेके फूलों का जश्न।।

धूप से प्यासी मेरे मन को
बूँदो ने दी ऐसी अँगड़ाई
कूद पड़ा मेरा तनमन
लगता है मैं हूँ एक दामन।।

यह संसार है कितना सुंदर
लेकिन लोग नहीं उतने अकलमंद
यही है हमारा एक निवेदन
न करो प्रकृति का शोषण।।

राधा

बी.ए. तृतीय वर्ष

टूटा तारा

सूरज ढला,
उठा सिर आकाश की ओर,
अटके नैन !
तारे झिल मिल एक समान,
चमकी आंखें
ये नजारा देख हुई हैरान,
हृदय में आनंद की लहर जागी,
खुशी प्रतीत हुई,
रोशनी देख मन में उमंग सी भागी,
टूटा तारा !
कुछ क्षण हुई उदासी,
फिर कुछ मांगने की इच्छा जागी,
कुछ दुख सा प्रतीत हुआ,
हृदय सहम उठा,
इसके टूटने से मुझे इतना सुख क्यों हुआ।
फिर खुद को यूँ समझाया,
जो टूटा,

सुखवीर

बी.ए. तृतीय वर्ष

मेरी आँख में आँसू है।

मेरी आँख में आँसू है....मगर मैं रो नहीं सकता.....
सफलता के पंख कटे तो क्या कुछ हो नहीं सकता ?
मेरी आँख में आँसू है... मगर मैं रो नहीं सकता....

लोग ताने कसते हैं.... मेरी दुर्दशा पर हसते हैं
तानों के एस बोझ को अब मैं धो नहीं सकता.....
मेरी आँख में आँसू है... मगर मैं रो नहीं सकता.....

आशाएँ माँ बाप की जुड़ी हैं मुझसे
चला था जब घर से.... वादा किया था खुद से
मुश्किल कैसी भी हो...आत्म विश्वास को
खो नहीं सकता मेरी आँख में आँसू है...
मगर मैं रो नहीं सकता....

प्रवजोत

बी. ए. प्रथम वर्ष

बढ़े चलो

फूल बिछे हो या कांटे हों,
राह न अपनी छोड़ो तुम।
चाहे जो विपदायें आयें,
मुख को जरा न मोड़ो तुम।
साथ रहें या रहें न साथी,
हिम्मत मगर न छोड़ो तुम।
नहीं कृपा की भिक्षा मांगो,
कर न दीन न बन जाओ तुम।
बस ईश्वर पर रखो भरोसा,
पाठ प्रेम का पढ़े चलो।
जब तक जान बनी हो तन में,
तब-तक आगे बढ़े चलो।
सामने पहाड़ हो,
सिंह की दहाड़ हो,
तुम निडर, हटो नहीं,
वीर, तुम बढ़े चलो।

काजल

बी.ए. प्रथम वर्ष

माँ

भगवान हर जगह नहीं हो सकते,
इसलिए उसने माँ बनायी।

अपनी माँ का हमेशा ध्यान रखना,
उनके चेहरे पर सदा मुस्कान रखना।

अपने बच्चों के जीवन में खुशियाँ भर लाती है,
इसलिए माँ देवी कहलाती है।

माँ तो, आखिर माँ होती है,
उस जैसी कोई कहाँ होती है।

माँ है जीवन का झरोखा
उसका प्रेम है सबसे अनोखा

माँ की ममता और उसका प्यार
बच्चे के लिए है, सारा संसार

माँग लूँ यह मन्नत कि फिर यही जहान मिले,
फिर वही गोद और फिर वही माँ मिले।

खुशबू

बी. ए. प्रथम वर्ष

लगन

जरा सी मुहब्बत भी छूती है,
मन को तभी राम संग सीता जाती हैं।

वन को छाया अगर डालियां थोड़ी देंगी,
कूछ तो आराम आएगा तन को।

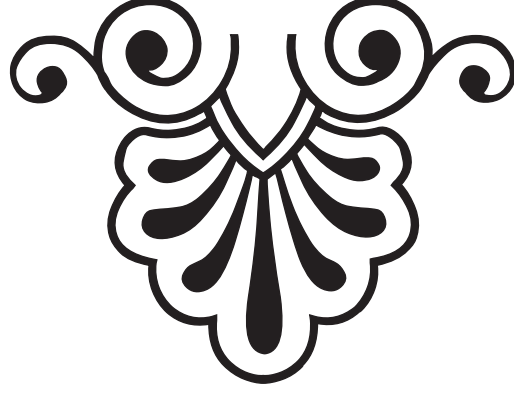
शीतलता चंदा की सुख दे रही है,
उसने मिटाया है दिन की अगर को।

अगर तुमने अपना किसी को कहा है,
मर के निभाना अपने वचन को वो हंसता हैं।

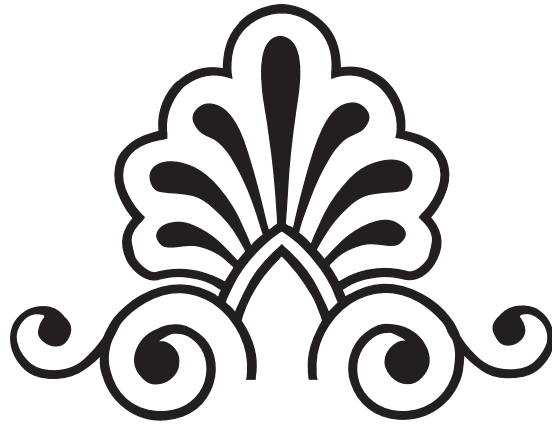
अगर उसी उलफ़त पे मधुकर
उसे कह दो हल्का ना समझे लगन को।

अंजली

बी. ए. प्रथम वर्ष



हमारा हिमाचल



संपादकीय

‘पहाड़ी’ हिमाचल प्रदेशो रे लोका रे मनो रे भाषा है। ऐती रे लोका रे जिन्दगीया साथ ये बहुत डुगी जुड़ी दी ये। ऐसे प्रदेशो दे रहने वाले लोका रा कोई बी धार्मिक कामए कोई तीज. त्योहार पहाड़ी भाषा ते बिना पूरा नी ऊंदा। ऐत भाषा दे लोककथाए, लोकगीतए, लोकोक्तियाँ और मुहावरेया रा बहुत बड़ा खजाना ये। आऊँ सरकारी कॉलेज बरोटीवाला रे प्रिंसीपल डॉण अंजोरी शर्मा रे बड़ी भारी धन्यवादी हूँ। इना माखे कॉलेजा रे वार्षिक पत्रिका श्रयासख खातर हमारा हिमाचलख खण्डा रे सम्पादक बनाया। एते खण्डो दे विद्यार्थिये आपणी बोलिया दे मौलिक रचना लिखणे रा प्रयास किता। इना रचना रे लेखका रे लिखने रे यात्रा एबु शुरू ई हुई रे। पर इतना जरूर आये कि इना रचना दे पहाड़ी संस्कृतिया रे महकए पहाड़ी जिन्दगीया ते प्यार झलकदा हुआ दिशुये। आऊँ डॉ० अनुपमा पाठक मुख्य सम्पादको रे बहुत धन्यवादी ये जिनारे सहयोगो ते प्रयास पत्रिका रा अंक तुसा सामने पहुँचेया। आऊँ रचना लेखका रे बी आभारी आये जिने लिखणे दे खूब रुचि दिखाई और आपणी रचना साथे पहाड़ी भाषा खे बढ़ाणे दे अपना योगदान दिता। आसा खे आपणी पहाड़ी संस्कृतिया खे बचाने खे आपणी बोलीए होर रीतिरिवाजा खे संजोणे रे जरूरत ई।



डॉ. नीति गुप्ता

सहायक आचार्य (संगीत विभाग)

राजकीय महाविद्यालय बरोटीवाला



रांझू-फुलमू: हिमाचल प्रदेश की लोककथा

हिमाचल एक ऐसी जगह है जहां एक-एक कोने में प्यार की धारा बहती है। पहाड़, नदियाँ, पेड़, हवा सब में प्यार उमड़ता नज़र आता है। इसी प्रदेश में चम्बा जिले की एक प्रेम कहानी है फूलमू रांझू की। वह प्रेमी जोड़ा था, जिनका प्यार एक मिसाल बन गया। रांझू एक बड़े जमींदार का बेटा था, जिसके पास बहुत भेड़ें और ज़मीन थी। फुलमू भेड़ चराने वाले गडरिये की बेटी थी। रांझू फुलमू एक साथ खेलते थे, उनके बीच दोस्ती हो गई और एक दूसरे को मन ही मन चाहने लगे। जब-जब रांझू बांसुरी बजाता था, तब फुलमू भागते हुए आती और बांसुरी बजाने को मना करती, क्योंकि वह कोई काम नहीं कर पाती थी और वह बेचैन हो जाती थी। इसके साथ रांझू ने प्यार का इजहार किया और दोनों छिप-छिपकर मिलने लगे। एक आदमी ने ये सब देख लिया और ज़मीनदार को बता दिया। गांव में यह बात फैल गई। अब उनका मिलना मुश्किल हो गया और जमींदार ने बेटे रांझू की शादी पक्की कर दी। रांझू की शादी का फुलमू को पता चला तो वह सहन नहीं कर पाई और जहर खाकर अपनी जान दे दी। जब रांझू को यह पता चला तो उसी चिता में कुद कर अपनी जान दे दी और इस प्रकार यह कहानी अमर हो गई।

इस प्रेमकथा पर बनाया एक लोकगीत

ग्वारूणं पूछाडूणं तूं कजो झांकदी
झांका कजो मारदी.....
दो हत्थ बुटणे दे, ला ओ फुलमू
गलां होई बीतियां
बुटणा जे लाण तेरियाँ ताईयो चाचियाँ
ओ रांझू सकी भाबियां.....
जिनां दे मने बिच्च चां ओ रांझू
गल्ला होई बितियां

कुनी जे परोते तेरा ब्या पढ़या
ओ रांझू ब्याह लिखेया.....
कुनी ओ कित्ती कुड़माई ओ रांझू
गल्लां होई बीतियां

यारी नी लाणी इना कच्चेयां कन्ने
लोकों कवारेयो कन्ने.....
ब्याई करी हुंदे बेईमान लोकों
गल्लां होई बीतियां
गल्लां होई बीतियां।

मोहित
बी.ए. दुजा साल

पहाड़ी कहावतें

1. जेहडा बीजे ओहड़ी, ओहड़ा लाहे घड़ी-घड़ी।
अर्थ:- जो मेहनत करता है, वही उसका फल पाता है।

2. थोथा चना बाजे घना।
अर्थ:- जो अंदर से कमजोर होता है, वही ज्यादा शोर मचाता है।

3. डंगर जेहा सूख गया, पाणी पता खा गया।
अर्थ:- जो मेहनत नहीं करता, वह तक्लीफ उठाता है।

4. जेहड़ा करदा, ओहड़ा भरदा।
अर्थ:- अच्छे-बुरे कर्मों का फल व्यक्ति को जरूर मिलता है।

5. अपने घर दी गुंगी मिठी।
अर्थ:- अपने घर की चीजें सदा प्यारी लगती हैं चाहे वे साधारण ही क्यों न हों।

6. भीड़ ते भाग, कमाई ला खा।
अर्थ:- मेहनत करके कमाना ही असली सुख देता है।

7. ऊँचे पहाड़, कम पाणी।
अर्थ:- जो ज्यादा घमंड करता है, वह अंदर से खोखला होता है।

राधा रानी
बी.ए. तीजा साल

पहाड़ा साई जीणा कुथु

ठंडी ठंडी हव कुथु,
छर-छर करदे चरने ते सां-सां करदियाँ,
खडडां कुथु, बरफां ते लदे पहाड़ कुथु,
हरा भरा नजारा कुथु,
इसा दुनियाँ च पहाड़ा साई जीणा कुथु।

लगया बया ता नचदीयां हसदियां जुणासां कुथु,
मरया कोई ता रडांदियां पिटदियां स्याणायां कुथु,
चाचे दिया घुसियां सुनादियां मेफिलां कुथु,
इसा दुनियाँ च पहाड़ा साई जीणा कुथु।

छैल बांकियां छोरीयां ते, हटटे कटटे मुंडू कुथु,
पेग लाई ने मारदे लपेटे माणु ते,
चिलमा दा तुं कड़दे स्याणे ते दिन भर,
गुलेलां खेलदे न्याणे कुथु।

कुमी लेया तुसा धरती सारी,
फिरि लेया तुसा अनिया प्यारी,
कुथी ए नजारा,
मिलने प्यारे पहाड़ कुथु,
इसा दुनियाँ च पहाड़ा साई जीणा कुथु।

दीपिका कश्यप
बी.ए. तीजा साल

ये है हिमाचल के नजारे

खिली न प्रकृति कहीं ऐसी,
धूल के कण में भी हिमाचल जैसी,
पर्वत पर बर्फ बिछी है ऐसी,
मानो ईश्वर से मिली तोंहफे जैसी,
ये है हिमाचल के नजारे,
जो लगते सबको प्यारे।

सूरज की पहली किरणों के धोखे,
मद-मद हवा के ये झोंके,
कल-कल बहती नदियाँ,
उन नदियों में घुमती हुई नौके,
झर-झर झरनों के ये शोर,
बादलो का मुख जमी की ओर,
ये है हिमाचल के नजारे,
जो लगते सबको प्यारे।

भोले-भाले चेहरे यहाँ के,
चालाक भी है इस जहाँ के,
थोड़े यहाँ के थोड़े वहाँ के,
बसते हैं गांव में लोग यहाँ के,
लहराती है फसले तो,
चंचल है मेले यहाँ के,
ये है हिमाचल के नजारे,
जो लगते सबको प्यारे।

जया भारती
बी.ए. तीजा साल

पहाड़ी रा जीणा

पहाड़ो रा नजारा नोखा,
पहाड़ो रा माणु बांका
देश दुनिया घूमो,
हटे फिरो सबी पहाड़ ही
लुबाउदे।
उँचे देवदार शोबले, केसी
बान केसी चील, कई जैगे
बुरांश उगदे।
उँची टिंबी दे देव-देवी
बसदे,
तिनो रे सहारे सबी रे काज
बणदे,
साजी त्योरो रे दैड़े से पूजे
जाऊँदे
जेबे आउंदी फसल नई,
सबी दे पैले मंदरा दे चढ़ाई
जांदी।
तीज-त्योरो री का लाणी
गल,
सब जणे मिले जुली रे
मनाऊँदे।

चम्या
बी.ए. दूजा साल

हिमाचल प्रदेश की संस्कृति

हिमाचल प्रदेश एक उत्तर भारतीय राज्य है। यह उन कुछ राज्यों में से एक था, जो बाहरी रिवाजों से काफी हद तक प्रभावित नहीं हुआ। तकनीकी प्रगति के साथ, राज्य बहुत तेजी से बदल रहा है। हिमाचल प्रदेश एक बहुसांस्कृतिक और बहुभाषी राज्य है। सबसे ज्यादा बोली जाने वाली भाषाएँ हिन्दी और पहाड़ी हैं। हिमाचल में रहने वाले हिन्दु समुदाय में ब्राह्मण, राजपूत, कन्नट, राशी और कोली शामिल हैं। इनहीं में जनजातीय आबादी भी शामिल है; जिसमें मुख्य रूप से गद्दी, पनवाल, लाहौला शामिल हैं। हिमाचल प्रदेश अपने हस्त शिल्प के लिए भी जाना जाता है। स्थानीय संगीत और नृत्य, राज्य की सांस्कृतिक पहचान को दर्शाता है।

प्रिंस कुमार
बी.ए. तीजा साल

पहाड़ी कविता

आजा री पीढ़ी बड़ी बेमिसाल
सारा गुगल देवते रा कमाल
लिखणा भी नी पड़दा
ते सोचणा भी नी पड़दा
सारा गुगल देवते रा कमाल
आजा री पीढ़ी बड़ी बेमिसाल

दिमाग च असर गूगले पाया
ते अब नी चलाँदा आपणा दिमाग
आजा री पीढ़ी बड़ी बेमिसाल

गूगल भाई रा बड़ा बुरा जाल
सारा कुछ गूगलों ते देखदे
ते अब नी चलाँदे आपणा दिमाग

गूगलो री महिमा बड़ी अपरंपार
सारे रिश्ते गूगले खोए
घरे न कोई टेम देंदा
गूगलो च 24 घण्टे व्यस्त रेंदा
आजा री पीढ़ी बड़ी बेमिसाल

फायदे ते नुकसान दोनो ही हूँदे
जानकारी सारे संसारो री राखदे
एही तो गुगल देवता री पहचान

आजा री पीढ़ी बड़ी बेमिसाल
सारा गूगल देवता रा कमाल
नीलु
बी.ए. पैला साल

मैं हिमाचल हूँ

अनंत अलौकिक आनंद हूँ,
प्रकृति पर मोहक निबंध हूँ,
पुष्प व सुमन कि सुगंध हूँ।

दिव्यता की असीमित आसक्ति हूँ,
अध्यात्म की बहुल वृष्टि हूँ,
सौंदर्य की अथाह तृप्ति हूँ।

नाटी व झमाकड़ा का सम्पूर्ण ज्ञान हूँ,
त्याग पर विस्तृत व्याख्यान हूँ,
मधुर सौहार्द का एहसास हूँ।

जल शक्ति का निवास हूँ,
प्रगाढ़ सुरम्यता का निवास हूँ,
मधुर सौहार्द का एहसास हूँ।

पर्यटन की अनवरत गाथा हूँ,
भारत का गौरवशाली माथा हूँ,
श्रेष्ठ विकास का विधाता हूँ।

शक्ति व शौर्य का अद्भुत शील,
हिमालय का उन्मुक्त आंचल
स्वभाव मेरा निर्मल व सरल,
मैं अविश्रसनीय हिमाचल हूँ।

जया भारती

बी.ए. तिजा साल

हिमाचली और गढ़वाली मुहावरे

1. घुघूती बासूती- बेकार बैठे रहने वाला व्यक्ति।
2. जैसा बौया, बैसा काटया- जैसा कर्म करेगा बैसा फल मिलेगा
3. डांडू सूखणु, खेत उजाडणु- आलसी और लापरवाह व्यक्ति
4. कबलु ओदी, बोकां नि गणी- किसी चीज का उपयोग करके भी उसकी कद्र न करना।
5. भीतर से खोखला, ऊपर से टिक्कू- बाहर से मजबूत दिखना लेकिन अंदर से कमजोर होना।
6. भैस आगे बीन बजाणु- मूर्ख व्यक्ति को समझाने की व्यर्थ कौशिश करना।
7. जा दूध पीनो, मुँह पोछीनो- बचकानी बातें मत करो।
8. खाया पीया कुछ नहीं, गिलास तोड़ा बारा आने- बिना मतलब नुकसान करना।
9. हिसालू को पात कंबहु न चाकू- जो चीज जितनी मुश्किल हो, वह आसानी से नहीं मिलती।

राधा रानी
बी.ए. तीजा साल

बुजुर्गों री सीख

आसा रे बुजुर्ग हुंदे बड्डे काबिल
तिन्हा जो हुन्दा तजुर्बा जिन्दगी दा,
सेही तजुर्बा तिन्हा आगे जो सिखाणा
आसा कन्ने आपणी आपबीती सुणाणा।

बुजुर्ग हुन्दे खजाना संघर्ष रा
जिवणा रे जजबे रा सौंगी बाटा रे पाथरू रा
सारी जिन्दगी आपणी गरीबी च बिताई
छहलिया कन्ने छाह पीयी कन्ने
भूख आपणी मिटाई।

खेतरा काम कमाई कन्ने, धान कोदर बाई कन्ने
खिंद, खदोलुआ च सोई कन्ने नींद मीठी आवदी

रिश्ते नाते निभावदे थे चावल कन्ने
नाटी रा फेरा पांवदे थे पुरे गाँव कन्ने
बुजुर्गों री सीख बड़ा कुछ सिखांदी
कदी आसा जो नी भटकांदी

बुजुर्गों री सीख आसा सभी जिंदगिया च याद रखणी
अपु भी निभावणी सोगी आपणी आवणे
आली पीढ़ी जो भी सिखाणी

आशिया
बी.ए. तीजा साल

“ आवा मेरे पहाड़ मा ”

आवा भै बधु मेरे पहाड़ मा
कनी रस्याण छिन मेरे पहाड़ मा
ठंडी हवा, बांजा की जड़ियों कू पाणी
सेब, काफल, हिसंर की रस्याणी
ऊंची डांडी, कांठी धारा, पंधेरा, गाड़, गदनी
कनू भलु लगदा मेरे पहाड़ मा.....
बद्री, केदार, गंगोत्री, यमुनोत्री, हेमकुंड
बहुत ही सुंदर पवित्र धाम मेरा पहाड़ मा
जव देश विदेश विटि हर साल औंदा श्रद्धालु
जब देखा बख शफीली सड़क, हयूं वाला कांठा....
मखमली बुग्याल, सहस ताल
चार चांद लगे छाया मेरे पहाड़ मा
पोथक कू चौच्याट, मदनियूं कू सौंस्यार
बकरौ कू मियांम्याट, पौथलौं कू च्यूंच्याट
छोड़ा पवाड़ा देवताओं की भूमि पण्डों कू मंडाण
कनू भलू लगदू मेरे पहाड़ मा।

मीनाक्षी
बी.ए. तीजा साल

“ माँ दी ममता प्यार ”

ममता दा एहसास दिलांदी ऐ माँ
बच्चया दे सुख-दुख च शामिल हुदी है माँ
अपनी भूखा दा ख्याल न करी के,
पहले अपने बच्चयां जो रोटी खोआंदी ऐ माँ।
बच्चया दे बासते भगवान दा रूप ऐ माँ।
अपने बच्चया जो बुरी नज़रा ते बचाटो,
बासते काला टिका लगांदी ऐ माँ।

बच्चे पयागा जालू अपने-अपने कमयो चली
जांदे तां संजा तिना दा ओने दा इंतजार
करदी ऐ माँ।

बच्यां दी गलतियां जो वी माफ करदी ऐ माँ
चोट लगदी जालू बच्चया जो ता तडपदी ऐ माँ
बच्चयां दे हर इक दर्दे दा ईलाज ऐ माँ
इसी करी के सांजो माँ दी सेवा करना चाहिदी
एहि सबते बड्डा धर्म कने कर्म ऐ॥

‘लबों पे उसके कभी बटुआ नहीं होती
बस एक माँ है जो मुझसे खफा नहीं होती’

कुमार तमन्ना
बी.ए. पैला साल

पहाड़ी री पुकार

बोली भाषा च तबदीली ता हुंदी आई,
पर आसे अपनी बोली रा अस्तितव दित्या मुकाई।
बचेयां जो माँ-बापुए, हिन्दी ता अंग्रेजी ही सिखाई ,
ए ता पिछड़ी पुराणी ही, ऐ सोच केथी ते आई।

भाई एड़ा भी क्या हुआ, ए ध्याड़ा दित्या दिखाई,
पहाड़ा री संस्कृति री पहचान ही देती मुकाई।
भोटी, किन्नौरी, कांगड़ी, चंबयाली, मुहासुवी,
सिरमौरी कने मेडयाली-इना सारियाँ दा नाव
ही दित्या मुकाई।

केसी भाषा ने मिंजो बैर नी, हर भाषा छेल हुई,
पर आपणी जो होरी ते छोटा समझना, केथी री रीत हुई।
अंग्रेजी गाने मॉर्डनटी, ते भ्यागड़े पुराने हुए।
पहाड़ी ग्लांदा ग्वार, ते अंग्रेजी री गाली मुहां री शोभा बढ़ाई।

NSS UNIT



NSS UNIT SWACHATA PROGRAM AT HARIPUR



RED RIBBON CLUB



CAREER GUIDANCE CELL



SAR VISIT



ROVERS RANGERS



ECO CLUB



ANNUAL ATHLETIC MEET



ROAD SAFETY CLUB EVENT



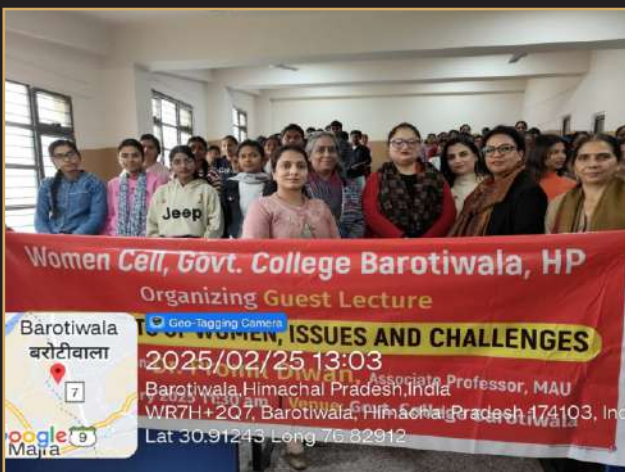
ANTI DRUGS UNIT



ANTI DRUGS DAY



WOMEN CELL



FRESHERS DAY



FAREWELL PARTY

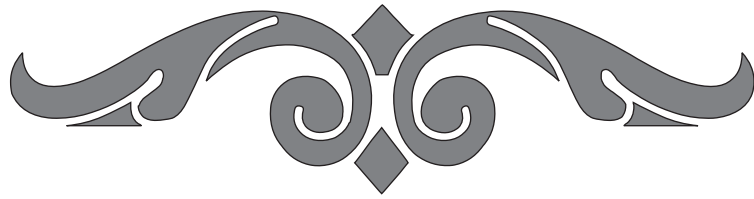


WRITING SKILLS WORK SHOP



HINDI DIWAS CELEBRATIONS





Chronicle Section

2024-25



Compiled by Prof. Visheshar



The academic year 2024–25 was marked by an array of vibrant academic, cultural, and awareness-based initiatives undertaken by the college. From counselling sessions and plantation drives to technical workshops and national festivals, the college community came together with enthusiasm and purpose, fostering holistic student development. The following chronicle captures the essence of the year's journey:

JUNE 2024

- **Pre-admission Counseling (3–15 June)** : *Pre-admission Counselling* sessions were conducted by various admission committees, helping prospective students make informed academic choices.
- **Summer Vacations (18 June–12 July)**: College was close for summer break during this period.

JULY 2024

Display of Merit Lists (16 & 20 July): College displayed the first and second merit lists for new admissions.

- **Post Admission Counseling (20–22 July)**: New students received orientation and mentoring support to ease their transition.
- **Commencement of Regular Classes (23 July)**: The academic session officially began with full-scale teaching.

AUGUST 2024

- **Orientation Program (13 August)**: College welcomed freshers and an orientation programme was held to introduce them with the system and functioning of college.
- **Har Ghar Tiranga Celebration (14 August)**: Celebrated national pride with the NSS conducting patriotic activities.
- **Eco Club Student Registration (21 August)**: New students joined the Eco Club to take part in environmental activities.
- **Red Ribbon & Road Safety Orientation Meets (30 August)**: Awareness sessions held by both clubs to explain their objectives and functioning.
- **Wall Magazine Preparation (31 August)**: NSS volunteers created theme-based visual content for college corridors.

SEPTEMBER 2024

- **Formation of Anti-Drug Club (2 September)**: A step toward youth empowerment against drug abuse.
- **Teacher's Day Discussion (4 September)**: *Discussion*: "Role of Teacher in a Changing Environment" by NSS.
- **Guest Lecture on Radio Income (4 September)**: *Guest Lecture*: "Income Generation Through Radio" by Mr. Hardeep Chandpuri (Media) – CC&PC. Media expert Sh. Hardeep Chandpuri inspired students about entrepreneurship in media.

- **Workshop on HIV/AIDS (12 September):** A collaborative session with experts from Plan India and ICTC organized by Ribbon Club.
- **Hindi Diwas (14 September):** Celebrated the richness of Hindi language and literature.
- **International Ozone Day (16 September):** Emphasized environmental protection through lectures and student participation.
- **Anti-Ragging Awareness via Nukkad Natak (19 September):** Performed in college to educate students on ragging issues.
- **Swachhta Hi Seva Poster/Slogan Event (19 September):** Creative competition held by NSS.
- **Flash Mob Awareness (23 September):** Red Ribbon Club used dance to spread HIV/AIDS awareness in Barotiwalla market.
- **NSS Foundation Day (24 September):** Celebrated with service and outreach activities.
- **Skill Development & Career Talks (26–27 September):** 26 September: *Lecture on Skill Development* by Jio team – CC&PC. 27 September: *Early Career Counseling Program* – HCL Tech Bee – CC&PC.
- **Swachhta Pakhwada (30 September):** Cleanliness drives led by NSS, Rovers & Rangers to promote hygiene and community responsibility.

OCTOBER 2024

- **Lecture on Vultures (3 October):** Eco Club hosted a biodiversity conservation talk by Jatayu Conservation Centre.
- **PTA Formation (5 October):** The Parent-Teacher Association was constituted for 2024–25.
- **Stress Management Lecture (11 October):** Life skill session by Dr. Anviksha Jagota for mental well-being organized by Department of Commerce.
- **Disaster Management Mock Drill (15 October):** Safety awareness initiative in collaboration with the fire department.
- **Mock Drill and Review of SAR 2023–24 (15 October):**
 - *Mock Drill:* Fire Safety Awareness – Disaster Management Committee.
 - *SAR Review 2023-24* – IQAC conducted a comprehensive review of the previous year's Self-Assessment Report.
- **Motivational Talks (22 October):** *Motivational Talk:* Competition and Hard Work – NSS
- **Declamation on Integrity (28 October):** NSS Organized *Declamation Contest* on “Integrity and National Prosperity” in collaboration with State Vigilance Bureau to promote ethical values among students.
- **Reel Making Competition:** Red Ribbon Club organized a **reel making competition** to engage students in digital creativity on social themes.

NOVEMBER 2024

- **Reel Making (7 November):** NSS continued with visual awareness campaigns.
- **Guest Lecture on Communication Skills (11 November):** A guest lecture was organized by CC&PC on

'Communication Skills for Career Growth'. Prof. Praveen Kumar was the resource person on this occasion.

- **Debate on Road Safety (13 November):** Stimulated critical thinking on traffic discipline.
- **CSCA Oath Ceremony (20 November):** Student leaders took charge with pledges of integrity and service.
- **Career Lectures (25–27 November):** *Guest Lecture on Wellness and Careers* by Vrindavan Chikitsalaya organized by CC&PC on **25 November**. 26 November: *Eco Club Registration* on the EEP Portal (Ministry of Environment). **27 November:** *Entrepreneurship Talk: Think Global, Act Local* – CC&PC.

DECEMBER 2024

- **World AIDS Day Activities (1–6 December):** AIDS Awareness Week by *Red Ribbon Club*, NSS, and R&R, including:
 - Pamphlet Distribution
 - Public Awareness Campaigns
 - Awareness Rally
 - AIDS Helpline Demonstration
 - *Walk with Message*
- **Educational Trip (4–5 December):** Visit to Manikaran and Kasol for cultural and ecological exposure.
- **Poster and Lecture Series (7–9 December):**
 - *Road Safety Poster & Slogan Competition* – Road Safety Club.
 - *Lecture on Textile Designing and Fashion Tech* – Nirmal Textiles – CC&PC.
- **Industrial Visits (18 December):** Insightful trips to Vrindavan Chikitsalaya for healthcare career learning- CC&PC.
- **Sports Meet (20–21 December):** Athletic enthusiasm shone at the annual sports gala.
- **Food Fest & Art Fest (23 & 31 December):** Rovers and Rangers Students showcased culinary and artistic skills with great enthusiasm. **26 December:** *Road Safety Quiz* – Road Safety Club.
- **29 Dec – 4 Jan:** *Seven-Day NSS Special Camp*.
- **Mid-Term Exams**

JANUARY 2025

- **29 Dec – 4 Jan:** *Continuation of NSS Camp*.
- **Essay Competition on Road Safety (16–20 January):** Held in collaboration with the Directorate of Transport.
- **16–20 January:** *Online Essay Competition on Road Safety* – Road Safety Club & Directorate of Transport.

FEBRUARY 2025

- **Annual Prize Distribution (15 February):** Celebrating student excellence across disciplines.
- **Workshop on SAR (18 & 24 February):** Capacity-building sessions for academic auditing by IQAC.

- **Swachh Shehar Contest and Industrial Visit (19 February):**

- *Industrial Visit:* Agrestal Organic Living & Nirmal Furnishing – CC&PC
- *Slogan/Poster Competition:* "Swachh Shehar, Samridh Shaher" – Eco Club

- **Workshop on My Bharat App and Completion of Vermicompost Pit Project (22 February):**

- *My Bharat Portal Workshop* – NSS.
- *Completion of Vermicompost Pit Project* – Eco Club & HIMCOSTE.

- **Lecture on Gender Equality (25 February):** *Lecture on Gender Equality* by Dr. Promil Divan – Gender Equality & Women Empowerment Cell. Advocacy for inclusive growth and equal opportunities.
- **Plastic Bottle Cage Installation (27 February):** *Plastic Bottle Cage Installation* – Eco Club & HIMCOSTE.
- **Awareness Talk on Substance Use (28 February):** Conducted by NGO expert Ms. Jyoti Sharma Bhardwaj and organized by Anti-Drug Club.

MARCH 2025

- **Traffic Awareness Rally (1 March):** Educating the public on traffic norms via student participation organized by Road Safety Club.
- **Grandparents Bonding Program (7 March):** A heartwarming event that connected generations organized by Gender Sensitization Cell.
- **Interview & Career Prep Workshops (10–11 March):**
 - On 10 March, experts from Nimbus Academy guided students on career planning and job interviews. It was a Workshop on 'Interview Skills & Mock Interviews'
 - On 11 March, lecture was delivered by Mr. Paramvir Arya, Manager UCO Bank on '*Job Opportunities in Banking*'. These events were organized by the CC&PC.
- **Community Service by NSS (19 March):** NSS Volunteers served meals and did cleaning work at *Gurudwara Haripur Sahib*.

APRIL 2025

- **SAR Workshop (24 April):** Continued IQAC's efforts in self-review and academic planning.

MAY 2025

- **Industrial Internships (7–20 May):**
 - Industrial Internship – Vrindavan Chikitsalaya – CC&PC.
 - Industrial Internship – Agrestal Organic Living – CC&PC.
 - Industrial Internship – Nirmal Furnishing & Fabric – CC&PC.

Achievements of Staff:

This wide spectrum of curricular and co-curricular activities speaks volumes about the college's commitment to academic excellence, environmental consciousness, career readiness, and community service. The 2024–25 session was a vibrant and eventful year with a strategic balance between academics, outreach, and skill development. Different departments, clubs and societies played a key role in ensuring continuous quality improvement of academic, and enhancing the educational experience for all stakeholders.

प्राचार्य, शिक्षक व गैर शिक्षक वर्ग



प्राचार्य व गैर शिक्षक वर्ग



भाषण प्रतियोगिता में दिव्या ने मारी बाजी