

2025  
2026

# SARVASADHIKA

GOVERNMENT COLLEGE  
SECTOR 9  
GURUGRAM



# EDITORIAL BOARD





# GURUGRAM UNIVERSITY, GURUGRAM (HARYANA)

(A State Govt. University Established under Haryana Act 17 of 2017)

**Prof. Sanjay Kaushik**  
Vice Chancellor



Ref: V.C./2026/45

Date : 18/03/2026

## VICE CHANCELLOR'S MESSAGE

It gives me immense pleasure to interact with the students of the college through this issue of the college magazine- 'Sarvasadhika'. A college magazine is not merely a collection of articles that bring out the creativity of the students, it is a vibrant reflection of the intellectual energy, creativity, and aspirations of young minds. It gives voice to our youth that represent our diverse demography.

In an age marked by rapid technological advancement and constantly evolving global challenges, students have a crucial role to play in shaping the future. Education today must go beyond the classroom and encourage curiosity, critical thinking, and responsible citizenship. Platforms such as a college magazine provide students with an opportunity to articulate their ideas, explore diverse perspectives, and engage meaningfully with the world around them. Dear students I want you to remember that every meaningful change in society begins with thoughtful ideas and courageous voices. Use your education not only to build successful careers but also to build a more just, humane, and enlightened world. I encourage you to question, to create, and to contribute meaningfully to society. The future will be shaped not only by technological advancement but by the values and leadership that young minds bring to it.

I am confident that this publication will showcase the literary talents, innovative thinking, and social awareness of the student community. I congratulate the editorial team, contributors, and faculty members who have worked diligently to bring out this issue. I extend my best wishes to the students and hope that this magazine continues to inspire dialogue, creativity, and academic excellence.

Warm Regards,

**Prof. Sanjay Kaushik**

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**Dr. Sanjay Arora**  
Registrar



Ref: Reg./D-63...

Date: 20/03/2026...

### REGISTRAR'S MESSAGE

It is a matter of great satisfaction to connect with the students through this edition of the college magazine, Sarvasadhika. Such publications are not merely compilations of writings, but meaningful platforms that reflect the ideas, talents, and perspectives of our student community.

In today's dynamic and fast-changing world, education must extend beyond academic learning and nurture creativity, critical thinking, and a sense of responsibility towards society. A college magazine serves as an important medium where students can express themselves freely, exchange ideas, and engage with contemporary issues in a constructive manner.

I encourage all students to use such opportunities to explore their potential, develop confidence in their voice, and contribute positively to the academic and social environment of the institution.

It is through thoughtful expression and active participation that individuals grow and communities become stronger. I appreciate the efforts of the editorial team, contributors, and faculty members whose dedication has made this publication possible. I am confident that this issue will continue to motivate students towards creativity, innovation, and excellence.

I extend my best wishes to all for their future endeavors.

Warm regards,

  
**Dr. Sanjay Arora**

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# PRINCIPAL'S MESSAGE



It gives me great pleasure to extend my warm greetings to all the readers and contributors of Sarvsadhika, our college magazine. This publication beautifully reflects the intellectual vibrancy, creativity, and diverse talents that flourish within our institution. Every article, poem, and creative expression featured in these pages represents the enthusiasm, imagination, and thoughtful perspectives of our students and faculty.

A college is not merely a place for acquiring academic knowledge; it is a nurturing ground where young minds develop values, confidence, and a sense of responsibility towards society. I am delighted to see our students actively engaging not only in academic excellence but also in cultural activities, sports, research, and various co-curricular pursuits that contribute to their holistic development.

In today's dynamic and ever-evolving world, it is essential for young learners to cultivate curiosity, critical thinking, and adaptability. I encourage all our students to continue exploring new ideas, expressing themselves freely, and using their talents to bring positive change to society. Publications like Sarvsadhika provide an excellent platform for such expression and intellectual engagement.

I sincerely appreciate the efforts of the editorial team, faculty members, and all the contributors whose dedication and hard work have made this issue possible. I hope this magazine continues to inspire creativity, dialogue, and a spirit of excellence among our students.

My best wishes to everyone associated with Sarvsadhika. May it continue to grow as a vibrant forum of ideas, creativity, and achievement.

DR NEELAM DAHIYA  
Principal

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# Chief Editor's Note

Dear students it's been a great privilege interacting with you all through these years as the editor of our college magazine- Sarvasadhika. We have discussed numerous issues concerning student life ranging from environment, education, the new education policy and even mundane everyday problems we face in the contemporary world order. But this time I wish to highlight a problematic reality of the contemporary media - and this includes all forms of it- social as well as the well established older forms. Print media, television and radio are comparatively older forms that have had our trust for generations and we have relied on the information provided by these forms in times as volatile as wars and conflicts. In the wake of the 21st century new forms of media in the form of digital social media have taken over and occupied more than fifty percent of our life and the time that we spend on recreation. The borders between the real world and its representation in the media have blurred to a great extent in the current times and that too without anyone having noticed it. I would not like it to become a platform for the debate that has been going on in the past on the pros and cons of social media, rather my idea is to point out how the illusions created by these forms is deceiving the common man.

We are a credulous beings and even the smartest of us easily fall prey to expressions of emotions and passions. What I'm hinting at is the modern form of advertising which has really crossed all ethical boundaries. Earlier if we watched television or listened to the radio, the commercials were a major part of the show but it was clearly proclaimed as an advertisement and we knew what we were watching. But in recent years we have RJs on radio channels telling us about products that are good and should be used by us and that too in a very convincing conversational tone.



This irks me and makes me think how the vulnerable youth who adore their favourite RJ would be completely taken in by these advertisements in the guise of honest conversations. Then I also came across the kind of publicity the film makers are doing for their films. They create real life perceptions through their own social media handles and/ or the media in all forms to arouse curiosity for the upcoming film. We have even seen some fake news being spread in the recent times to promote a certain film. The actors for instance pretend to fight and quarrel on their media handles while still being on perfectly good terms with each other. Subsequently they reveal the truth but till then the innocent audience has completely been deceived into believing the earlier narrative. This in my opinion is playing with the credulousness of the common man of all generations. To top it all the situation has been worsened by AI which has made it easier for people to propagate narratives through AI videos which a layman cannot recognise as being unreal and digitally created.

So dear students my advice to you in such circumstances is to develop awareness and intelligence to differentiate between propaganda and reality. Nurture independent thinking to reduce your vulnerability in times like these and be the torch bearers for the older as well as future generations. This is a great social responsibility that you all need to shoulder so that we, as a society are not led astray by the changing currents.

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DR MEENAKSHI DALAL  
Editor-in-Chief

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# Assistant Editor's Note

Working on this edition of Sarvsadhika has been a truly meaningful experience. A college magazine is not merely a compilation of articles and poems; it is a living reflection of the thoughts, emotions, creativity, and aspirations of the people who form this institution. Each page carries a voice, a perspective, and a story that deserves to be heard.

The contributions in this issue showcase the diverse talents of our students and faculty. From thoughtful reflections and informative articles to creative writing and artistic expressions, every piece adds a unique color to the magazine. What makes this publication special is the honesty and individuality with which our contributors have expressed themselves.

The process of putting together this magazine has been a journey of learning, collaboration, and discovery.



It required patience, teamwork, and a shared commitment to create something meaningful for our college community. I am sincerely grateful to our respected Principal for constant encouragement, to the editorial team for their dedication, and to all the contributors who trusted us with their work.

I hope that as you read Sarvsadhika, you will not only enjoy the content but also feel the spirit of creativity and curiosity that defines our college. May this magazine continue to serve as a platform where ideas are shared freely and talents continue to flourish.

Happy Reading!

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**PRIYANKA BALHARA**  
ASSISTANT EDITOR

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## COMMERCE EDITORIAL

The articles in this compilation collectively highlight a defining transition in India's economic and social landscape—where sustainability, technology, creativity, and inclusion are reshaping the foundations of growth.

The shift toward a green economy emphasizes that environmental sustainability and job creation must move together. Renewable energy, sustainable agriculture, and circular industries present strong employment potential, but inclusive policies and skill development are essential to ensure equitable benefits. Similarly, the rise of eco-friendly products reflects changing consumer consciousness, where ethical responsibility and transparency increasingly influence market success. At the macro level, reforms in the Consumer Price Index (CPI) demonstrate the importance of modernizing economic measurement. By incorporating updated consumption patterns and digital data, inflation tracking becomes more accurate and policy-relevant.

The growing prominence of the Orange Economy underscores the power of creativity as capital. Sectors such as animation, gaming, film, and digital content are emerging as major contributors to employment and exports, provided structural and regulatory challenges are addressed.



Technology-driven transformation is evident across sectors. Hybrid education models, expanding net banking services, and the Prop-Tech revolution in Gurugram reflect how digital tools enhance accessibility, efficiency, and consumer confidence. At the same time, research on brand image highlights the growing importance of trust, quality, and ethical conduct in shaping consumer behaviour. Collectively, these insights point toward a clear conclusion: India's future growth must be integrated—green yet inclusive, digital yet trustworthy, creative yet structured. Sustainable prosperity will depend not only on economic expansion but on responsible governance, technological adaptation, and human capital development.

**Dr KAUSHAL PHOGAT**  
**Asst. Professor**  
**Department of COMMERCE**

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## **Inclusion, Development and Sustainability**

**Dr. Kaushal Phogat**

**Assistant Prof. Commerce**

The current social diagnosis exhibits the inequality between people in wealth and opportunities for personal development, violations of human rights, and discrimination thus highlights the need to move to public, egalitarian, and inclusive development. It is quite evident that the economic growth in previous years have failed to address these problems and some of which are now even worse than before. This creates challenges for further economic progress and social cohesion of societies.

Inclusion is state in which all people are given access to such vital areas as resources, jobs, education, culture, political decision-making, which increase their chances of well-being, self-realization, and acquisition of a higher status, while no person feels excluded from social processes. Inclusion is based on two pillars: 1) creating opportunities / chances, including economic ones, for all members of society; 2) participation in the distribution of benefits from development and sustainable growth.

Inclusive economic development is progress that benefits the whole population, so that everybody, have active participation in social processes and enjoys benefits in various areas of his or her life. Creating conditions of solidarity, equal opportunities, access to resources, etc. is fundamental to inclusive development.

Inclusive development is not a fundamentally new paradigm but an evolutionary strengthening of the sustainable development framework, which remains the dominant civilizational model of the twenty-first century. While sustainable development originally integrated economic, social, and environmental dimensions, its implementation often underemphasized socio-economic equity, thereby necessitating a stronger focus on inclusion. Inclusive development thus reinforces the social and economic pillars of sustainability by promoting active participation of all population groups in productive economic activity rather than relying solely on redistributive mechanisms. It responds to contemporary challenges such as the decoupling of economic growth from employment generation, widening income inequality, persistent poverty, and structural economic transformations that limit traditional industrialization-led growth. The concept is grounded in principles of social inclusion (reducing poverty and inequality), economic inclusion (ensuring productive employment and participation in value creation), environmental inclusion (sustainable resource use), territorial inclusion (reducing urban–rural disparities), and intergenerational equity. Although inclusive development entails significant financial and institutional costs—such as investments in education, healthcare, and inclusive labour markets, the social and economic costs of exclusion are far greater. Ultimately, inclusive development is socio-economically enriched articulation of sustainable development that places people at the center of the “people–planet–prosperity” triad, ensuring that economic growth translates into equitable and broad-based well-being.

# INDIAN KNOWLEDGE SYSTEMS FOR SMART AND ETHICAL INVESTMENT

DR. VANDANA DANGI, ASSISTANT PROFESSOR  
DEPARTMENT OF COMMERCE



## ABSTRACT

The integration of ancient and eternal Indian knowledge into investment management is vital for smart and ethical investment. This article is an attempt to integrate the “Knowledge of India” into the applied learning of investment management. It identifies the existing gap and frames the applied learning approach, using thematic inclusion of insights from ancient India and its contributions to modern India, to provide a clear sense of India’s future aspirations about investment planning and management.

## INTRODUCTION

According to National Education Policy, 2020, “The pursuit of knowledge (Jnan), wisdom (Pragyaa), and truth (Satya) was always considered in Indian thought and philosophy as the highest human goal. The aim of education in ancient India was not just the acquisition of knowledge as preparation for life in this world, or life beyond schooling, but for the complete realization and liberation of the self.”

While keeping these guiding principles in consideration, it is vital to incorporate the rich heritage of ancient and eternal Indian knowledge and thought into the study of various aspects of investment management.

The Indian Knowledge System (IKS) represents the vast body of knowledge that has been developed in India over thousands of years. It encompasses disciplines like philosophy, trade, economics, governance, mathematics, astronomy and medicine. IKS is basically based on texts like Vedas, Upanishads, Bhagvat Gita, Arthashastra, Jain Agamas, Thirukkural, and Buddhist scriptures. In nutshell, IKS in the realm of investment decision reflects a holistic view where wealth creation and ethics are intertwined.

### Investment Philosophies and Approaches

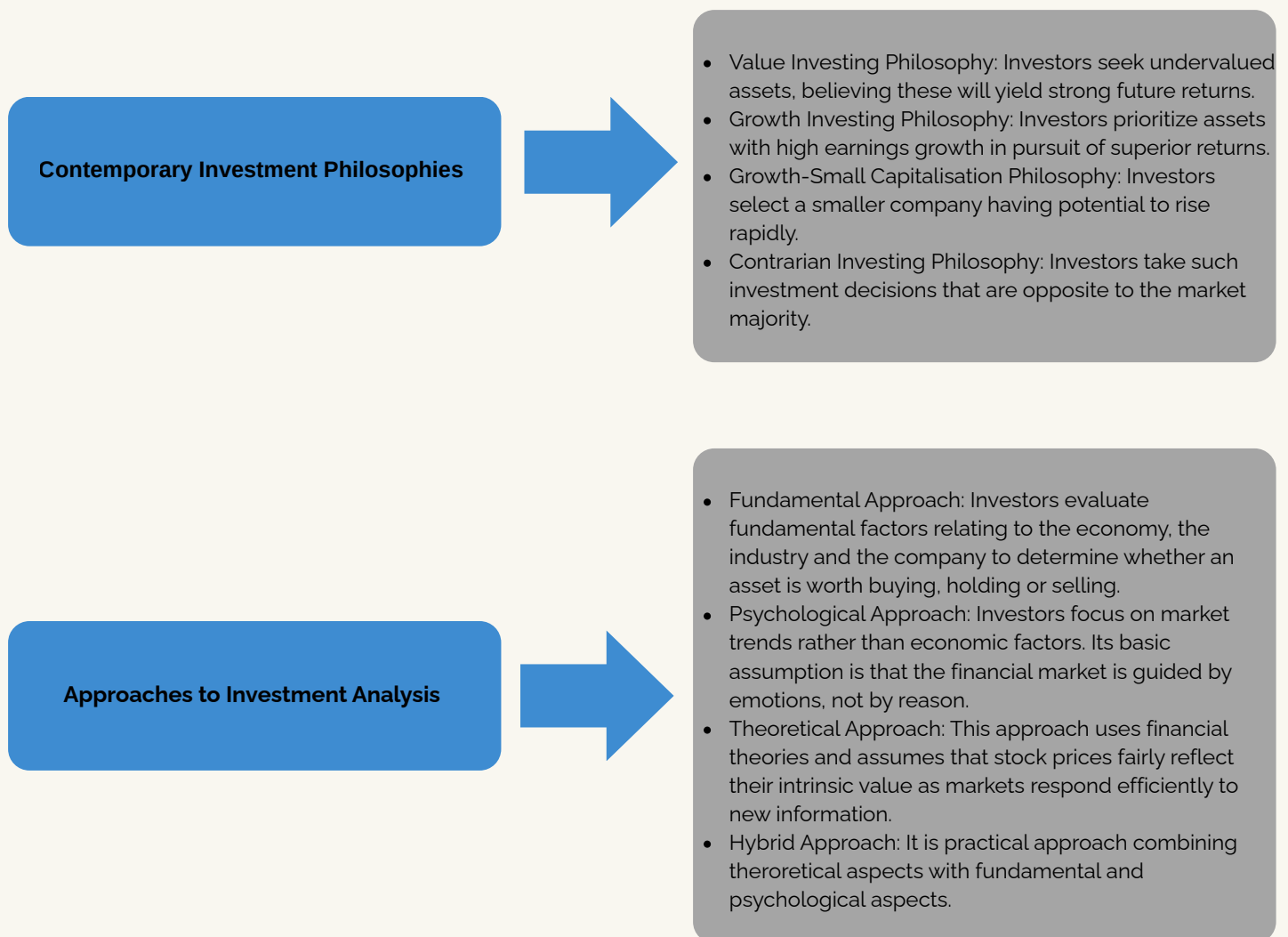
“Investment is putting money after thorough analysis into something with the expectation of gain along with specific level of security for principal amount and return within expected period of time. Whereas putting money into something with an expectation of gain without thorough analysis and without security of principal and return is just speculation or gambling not investment” (Dangi, 2024).

The process of choosing avenues to increase return or to decrease risk is known as identification of investment opportunity. An investor identifies an opportunity to invest money on the basis of certain guiding principles, strategies and approaches. The identification of investment opportunities basically depends on:

- (a) Investment philosophies
- (b) Investment analysis

### Reality Check and Current Gaps in Investment Analysis

The problem is the reality of financial markets, as its behaviour is neither speculative as the psychological approach indicates nor well planned as theoretical approach recommends. Hybrid approach reacts rationally, and it is quite efficient to the flow of information but there are some deficiencies also as it is not perfect. There are some instances that the assets are mispriced based on this approach but still there appears to be quite strong association between risk and return (Dangi, 2024).



The main lacunas in traditional investment management are:

- Limited ethical grounding in portfolio selection.
- Overemphasis on short-term returns and quantitative metrics.
- Neglect of social responsibility and sustainability concerns.
- One-size-fits-all approach that disregards indigenous financial wisdom.

The integration of IKS will enhance the individuals' capabilities to take holistic investment decisions. It will help investors in framing their set of guiding principles from the acquired wisdom.

### **Key Components of IKS Relevant to Investment Management**

The holistic body of knowledge developed in India encompasses following key components relevant to investment management:

- Philosophical frameworks of Artha (wealth) and Dharma (righteousness) from philosophical texts like Vedas, Upanishads, Mahabharata, Ramayana and Bhagavad Gita.
- Economical and financial frameworks from texts like Arthashastra by Kautilya and Thirukkural by Thiruvalluvar.
- Indigenous financial systems including village economies, barter systems, community financing, chit funds, hundi systems and self-help groups.

### **IKS Principles Relevant to Investment Management**

The ancient philosophical, economical and indigenous financial systems offer following enduring principles that resonate with contemporary concerns

regarding financial ethics, behavioural finance, risk management and sustainability:

1. Harmonious linking of wealth creation and righteousness: IKS emphasizes on pursuing 'Artha' (wealth) in harmony with 'Dharma' (righteousness) for sustainable and ethical wealth creation.
2. Time Cycles: IKS also emphasizes on 'Kaala Chakra' for long-term thinking and cyclical behaviour in nature as well as in economical systems.
3. Risk and Uncertainty: IKS also emphasizes on 'Maya and Karma' for accepting uncertainty as a constant and realising the role of human actions i.e. karma in outcomes.
4. Sustainability: IKS also emphasizes on 'Loka Sangraha' for ensuring economic actions for the well-being of society and environment.
5. Diversity of Assets: IKS also emphasizes on 'Pancha Mahabhutas –earth, water, fire, air, and space' for representations of asset classes in the diverse portfolios.

### **Conclusion**

The integration of IKS into the realm of investment management offers a unique opportunity to broaden the cognitive toolkit for investors. This approach will not only fosters technical competence but also ethical judgment, sustainability-oriented thinking and a culturally contextual understanding of wealth creation. The applied learning model of the integration, using thematic inclusion of insights from ancient India and its contributions to modern India, provides a clear sense of India's future aspirations about smart and ethical investment.

This integration of Indian Knowledge System will enhance the capabilities of individuals to take holistic investment decisions from the acquired wisdom. It will basically help investors in framing their set of guiding principles i.e. their investment philosophies and approaches.

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# ORANGE ECONOMY



**Ms Shaili Soni**  
**Lecturer**  
**Commerce Department**

A green economy refers to an economic system that promotes growth and development while ensuring environmental sustainability and social equity. It aims to reduce environmental risks, minimize carbon emissions, and use natural resources efficiently, without compromising the needs of future generations. At the same time, social inclusion ensures that all individuals—regardless of gender, income level, location, or background—have equal access to employment opportunities and economic participation. The connection between a green economy and social inclusion is increasingly important in today's world, as countries strive to balance economic progress with environmental protection. The United Nations, through its Sustainable Development Goals (SDGs), emphasizes the importance of decent work, reduced inequalities, and climate action, highlighting that sustainable development must include both environmental and social dimensions.

The transition to a green economy has the potential to generate millions of new jobs across various sectors. Renewable energy is one of the most significant areas of growth, creating employment opportunities in solar panel manufacturing, wind turbine installation, energy storage systems, and maintenance services. Companies such as Tesla, Inc. have accelerated the shift toward electric vehicles and clean energy solutions, leading to job creation in battery production, research and development, and charging infrastructure. In addition, sustainable agriculture promotes organic farming, eco-friendly supply chains, and responsible resource management, providing income opportunities for rural communities. Waste management and recycling industries also support the concept of a circular economy, where resources are reused and recycled, generating local employment while reducing environmental damage. Green construction, including energy-efficient buildings and sustainable urban infrastructure, further contributes to economic growth while lowering carbon footprints.

## **Budget 2026 Focus (India)**

- Skill Development: The government is focusing on AVGC training in schools and colleges, with plans for content creation labs in 15,000 schools.
- Infrastructure & Support: The Indian Institute of Creative Technologies (IICT) in Mumbai will lead in designing curriculum and, in conjunction with the World Audio Visual and Entertainment Summit (WAVES) 2025, supports the industry's growth.

## **Challenges**

- Structural Hurdles: The sector faces limited access to finance, weak intellectual property (IP) protection, and an unorganized workforce.
- Regulation: There is a need for better policy frameworks to address infrastructure shortages and operational constraints.

The Orange Economy represents a shift towards a knowledge-based, sustainable economy that leverages intellectual assets rather than relying solely on natural resources.

## **Examples**

- A musician selling songs on streaming platforms
- A fashion designer building a brand
- A filmmaker producing local movies
- A game developer creating mobile games
- A content creator monetizing YouTube videos

# GREEN ECONOMY AND SOCIAL INCLUSION: CREATING JOBS FOR A SUSTAINABLE FUTURE

Dr. Priya Sharma, Lecturer , Department of Commerce

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Companies such as Tesla, Inc. have accelerated the shift toward electric vehicles and clean energy solutions, leading to job creation in battery production, research and development, and charging infrastructure. In addition, sustainable agriculture promotes organic farming, eco-friendly supply chains, and responsible resource management, providing income opportunities for rural communities. Waste management and recycling industries also support the concept of a circular economy, where resources are reused and recycled, generating local employment while reducing environmental damage. Green construction, including energy-efficient buildings and sustainable urban infrastructure, further contributes to economic growth while lowering carbon footprints.



However, economic growth through green industries must be inclusive to ensure that its benefits are shared widely. Social inclusion in the green economy means providing equal employment opportunities for women, youth, and marginalized communities. It also involves investing in education and skill development programs to prepare workers for emerging green jobs. According to the International Labour Organization, the shift toward environmentally sustainable practices can create substantial employment opportunities if supported by proper training and fair labor standards. Without inclusive policies, there is a risk that only highly skilled workers or large corporations will benefit from green growth, leaving vulnerable groups behind.

Governments and financial institutions play a critical role in supporting this transition. Public policies such as subsidies for renewable energy, green tax incentives, and sustainable finance initiatives encourage businesses to adopt environmentally friendly practices. International organizations like the World Bank provide funding and technical assistance for green development projects, particularly in developing countries. responsible investment and ethical busint,

Corporate strategies that integrate Environmental, Social, and Governance (ESG) principles also contribute to inclusive and sustainable economic growth by ensuring responsible investment and ethical business practices. Despite its potential, the transition to a green economy faces several challenges. High initial investment costs, technological barriers, and skill gaps can slow progress. There is also a risk that workers in traditional industries, such as fossil fuels, may lose employment if adequate retraining programs are not implemented. Therefore, careful planning and inclusive policy frameworks are essential to ensure a just transition that protects both the environment and livelihoods.

In conclusion, the green economy represents a powerful pathway toward a sustainable future, but its success depends on social inclusion. By creating decent work opportunities, promoting equal access to employment, and investing in skill development, societies can ensure that environmental sustainability and economic growth go hand in hand. A truly sustainable future is one where economic development not only protects the planet but also empowers people, reduces inequality, and creates shared prosperity for all.

## Sustainability Shift: The Future of Eco-Friendly Products

Dr. Kavita Dua, Lecturer, Department of Commerce



Growing environmental awareness among consumers is transforming the global marketplace. People today are more conscious of how their purchasing choices affect the planet, leading to a significant rise in demand for eco-friendly products 🌿. This shift is encouraging businesses to rethink their production methods, materials, and marketing strategies to align with sustainability values. Eco-friendly products are designed to minimize environmental harm throughout their lifecycle. They often use renewable or recycled materials, generate less waste, and promote responsible consumption. Common examples include biodegradable packaging, organic textiles, electric vehicles, and energy-efficient appliances. These products not only reduce environmental impact but also signal a broader movement toward sustainable living.

The importance of eco-friendly products extends beyond environmental protection. First, they help lower pollution levels and carbon emissions, contributing to efforts against climate change. Second, they meet rising consumer expectations, as modern buyers increasingly prefer brands that demonstrate environmental responsibility. Third, businesses must comply with environmental regulations and standards, making sustainability not just a choice but a necessity for long-term success and reputation.

Effective marketing plays a crucial role in promoting eco-friendly products. Companies can highlight environmental benefits, use recognized eco-labels and certifications, target environmentally conscious audiences, and maintain transparency about their sustainability practices. Honest communication is especially important, as consumers today are quick to recognize exaggerated or misleading environmental claims. However, marketing sustainable products also presents challenges. Businesses must ensure that their claims are genuine, balance eco-friendly features with affordability, and educate customers about why sustainable choices matter. Without these elements, even environmentally beneficial products may struggle to gain acceptance in competitive markets.

In conclusion, eco-friendly products represent more than a passing trend, they signal a fundamental shift in how businesses and consumers view responsibility, innovation, and growth. As awareness continues to expand and technologies improve, sustainability will increasingly shape the future of products and marketing, making it a defining factor in modern commerce.

## “Consumer Price Index: Measuring the price of everyday life.”

Dr. Minakshi Sharma, Lecturer, Department of Commerce



The **Consumer Price Index (CPI)** is one of the most important tools used to measure inflation and understand changes in the cost of living. Often described as the “thermometer of the economy,” CPI tracks the average change over time in the prices paid by consumers for a fixed basket of goods and services such as food, housing, clothing, transportation, healthcare, and education. When the CPI rises, it signals that households must spend more money to maintain the same standard of living. In simple words, *when CPI climbs, the purchasing power of money declines*. Governments, businesses, and central banks rely heavily on CPI data to make critical decisions. For instance, the Reserve Bank of India uses CPI-based inflation as a key benchmark for setting interest rates and controlling price stability. Wage revisions, pension adjustments, and social welfare schemes are also linked to CPI movements. Thus, CPI is not just a statistic—it directly affects everyday life, from grocery bills to home loan EMIs. “Inflation touches every wallet,” and CPI is the measure that tells us how hard it hits.

In recent years, significant amendments have been introduced to modernize and improve the accuracy of CPI calculations, particularly in

India. The Ministry of Statistics and Programme Implementation has revised the CPI base year from 2012 to 2024 to better reflect current consumption patterns. This revision is based on findings from the latest Household Consumption Expenditure Survey (2023–24), which revealed notable changes in how households spend their income. One major change is the reduction in the weight of food and beverages in the CPI basket, reflecting that as incomes rise, people spend proportionally less on food and more on services, housing, transport, and lifestyle-related items. Housing and utilities have gained greater importance, and for the first time, rural house rent has been systematically included, making the index more representative. Additionally, highly subsidized or free items distributed through welfare schemes are being excluded from the basket to align with international standards. “**A modern economy needs a modern index,**” and these amendments aim to ensure CPI mirrors real consumption behavior rather than outdated spending patterns.

Another key development is the integration of digital data collection methods. Prices are now being gathered not only from traditional retail markets but also from e-commerce platforms

and online service providers. This change recognizes the growing influence of digital spending in today's economy, including expenses on streaming services, online travel bookings, and app-based services. By incorporating these categories, CPI becomes more reflective of urban and semi-urban consumption trends. Moreover, updated weighting patterns may slightly alter the interpretation of inflation trends, as reduced food weight can lower volatility in headline inflation figures. These reforms strengthen transparency, international comparability, and policy relevance. In essence, CPI continues to serve as the backbone of inflation measurement, but its updated framework ensures that it evolves alongside changing lifestyles and economic realities. "As the

economy changes, so must the measure that tracks it." Through these latest amendments, CPI remains not just a number released each month, but a powerful indicator shaping economic policy, business planning, and household decisions across the nation.

In conclusion, the Consumer Price Index remains a cornerstone of economic stability and policy formulation. Its recent amendments ensure that inflation measurement reflects present-day consumption patterns and digital transformation. By adopting updated methodologies and broader coverage, CPI has become more accurate, transparent, and globally comparable. Ultimately, a stronger CPI framework means better economic decisions and a clearer understanding of how inflation impacts every household.

## ENTREPRENEURIAL JOURNEY: VISION EXPRESS WORLDWIDE – COURIER & CARGO SERVICES

Robin Mishra, B.com 2<sup>nd</sup> Year

Vision Express Worldwide is a courier and logistics startup introduced by Robin Mishra. The company aims to provide reliable, fast, and trustworthy courier and cargo services both domestically and internationally. In today's world, logistics plays a crucial role for students, professionals, business owners, and e-commerce sellers who depend on timely and secure delivery services. Vision Express Worldwide was founded with the mission of solving the challenge of finding dependable logistics partners and delivering efficient courier services across regions.

The founder, Robin Mishra, established the company with the belief that every business requires patience and dedication to succeed. Although the venture is still in its early stage, with about one year of operations, the vision is focused on long-term growth and service excellence. The company promotes the idea that success takes time and consistent effort, emphasizing dedication and perseverance in building a strong logistics network.

Vision Express Worldwide provides a wide range

of courier and cargo services including domestic and international parcel delivery, document shipments, corporate shipments, and logistics support for online sellers, offices, and BPO organizations. The company ensures fast and reliable courier services with convenient pickup facilities and affordable pricing structures for customers.

The organization collaborates with several trusted courier and logistics partners such as DTDC, Blue Dart, Delhivery, DHL, FedEx, Aramex, and Shree Maruti to provide efficient delivery solutions across India and internationally. Through these partnerships, Vision Express Worldwide is able to offer secure shipment handling, live tracking facilities, and dedicated support to ensure smooth and transparent delivery operations.

The services include same-day pickup facilities, live tracking, dedicated customer support, and competitive corporate rates. The company also provides GST billing and specialized logistics support without relying on traditional call-center systems, ensuring personalized service and faster communication.

**VISION EXPRESS**  
- WORLDWIDE COURIER

**Introducing My Startup**  
I am Robin Mishra,  
and I'm proud to present my startup –  
**VISION EXPRESS**  
Worldwide Courier & Logistics Solution

In today's world, logistics are crucial—whether you're a student, professional, business owner, or running an e-commerce site, reliable logistics partners are hard to find. That's why I founded **Vision Express Worldwide**: to deliver fast and trustworthy courier services, both domestic and international.

It's been about 1 year since I started, and while I'm not yet making big profits, I believe every business needs patience. It takes at least 5 years of dedication before expecting real success. Always stay patient!

**Success takes time and dedication—never give up.**

Mobi: 8750665836

# The Digital Classroom vs. The Lecture Hall: Finding the Balance

By Ishika

M.Com 2nd Year

The landscape of education is shifting rapidly. With the rise of digital tools and the recent necessity of remote study, the debate between online learning and traditional education has never been more relevant. While online platforms offer the allure of studying from the comfort of home, the traditional classroom remains the gold standard for social interaction. To understand what students and educators really think, a recent study was conducted at Government College Sector-9, gathering insights from over 100 respondents, including students, teachers, and working professionals. The results paint a picture not of division, but of a desire for the best of both worlds.

## The Convenience of the Cloud

It is undeniable that online learning has changed the game regarding flexibility. In the survey, 42.9% of respondents rated online learning as the more cost-effective option, saving money on travel and materials. Furthermore, when it comes to flexibility and convenience—such as time and location—online learning was the clear winner for many, with over 35% favouring it over traditional methods. However, this convenience comes with a cost. Respondents noted that online environments often lead to distractions at home, screen fatigue, and a sense of isolation. As one finding highlighted, maintaining self-discipline without the physical presence of a teacher is a significant hurdle.

## The Power of Presence

Despite the tech boom, traditional education holds its ground. The study found that 32.1% of respondents believe traditional settings are superior for preparing students for real-world collaborative environments, compared to just 23.2% for online learning. The structured

environment of a physical classroom helps students focus, clears doubts instantly, and fosters the face-to-face interactions that are vital for social growth.

## The Verdict: The Future is Hybrid

Perhaps the most telling finding of the study is that students are no longer looking for a binary choice. When asked about the overall effectiveness of the two formats, nearly half of the participants (49.1%) stated that both are equally effective. Even more significantly, when asked to choose a format for their next major qualification, the majority did not choose "fully online" or "fully offline." Instead, 48.2% of respondents expressed a preference for a Hybrid Model—a mix of both.

## Conclusion

The data suggests that the future of education isn't about choosing screens over scenes, or vice versa. It is about integration. While traditional education provides the necessary structure and social connection, online learning offers unmatched flexibility and resource accessibility. As we move forward, the ideal educational experience will likely be one that combines the discipline of the classroom with the freedom of the digital world.

## Quick Stats from the Study

- Cost Effectiveness: 42.9% say Online is cheaper.
- Collaboration: 32.1% say Traditional is better for teamwork.
- The Sweet Spot: 48.2% prefer a Hybrid (Mix) of both for future studies.
- Satisfaction: 36.6% are satisfied with their current learning format.

# The Power of Perception: How Brand Image Drives Purchase Intentions

By Mr. Jitin Kumar

M.Com Final Year | Roll No. 2240895049

## Brand Image and Consumer Thinking:

In today's competitive market, consumers consider more than just price while purchasing products. Their decisions are largely influenced by how they perceive a brand. Brand image represents the overall perception formed in the minds of consumers through product quality, experience, reputation, and media influence.



## Key Elements That Define Brand Image:

My recent research study, Data collected from 109 respondents across different occupational groups shows that consistent product quality and features are the most important elements of brand image. About 43.1% of consumers consider quality as the key factor. Around 24.8% associate brand image with reputation and emotional connection, while the same percentage links it to logos and advertising. Only 7.3% consider product availability as important. This clearly shows that consumers value reliability and performance more than promotion.

## Changing Nature of Brand Perception:

Consumer perception of brand image is not fixed. The findings show that 32.1% of consumers believe brand image changes based on personal experience, while 29.4% feel it is shaped by media and opinions of others. Another 22% believe both experience and media together influence brand image. This highlights that brand perception continuously evolves over time.

## Brand Image as a Purchase Influencer:

When it comes to purchase decisions, perceived quality emerged as the strongest influencing factor, followed by social responsibility. Brand personality and price perception were found to have comparatively less influence. This indicates that consumers prefer brands that are dependable and ethically responsible.

## Consumer Reaction to Price and Media Impact:

The study also explains how consumers react to price changes and negative publicity. Only 30.3% of consumers are willing to continue buying a brand after a price increase due to its established image. Others prefer switching brands or waiting for discounts. In the case of negative media attention, nearly 57% of consumers would stop or pause buying even if the product quality remains high. This shows how sensitive consumer trust is toward brand reputation.

**Overall Insight:** Overall, the findings show that brand image plays a crucial role in shaping consumer buying decisions. Consistent quality, positive reputation, and ethical practices strongly influence consumer trust. At the same time, price increases and negative publicity can quickly affect purchasing behavior, making effective brand image management essential for long-term success.

## How Net Banking Services Influence Customer Satisfaction and Loyalty

By Ms. Aparna

M.Com Final Year | Roll No. 2240895019

### Customer Experience in Digital Banking:

With the rapid growth of digital technology, net banking has become an important part of modern banking. Customers now use online platforms for fund transfers, bill payments, and account management. Their satisfaction mainly depends on ease of use, security, and reliability of these services.



### Profile of Net Banking Users:

The study was conducted with 102 respondents from different age and occupational groups. Most users belonged to the 18–25 years and 26–35 years age groups, indicating higher usage of net banking among young and working individuals. Private sector employees and students formed the major user base.

### Usage Pattern of Net Banking Services:

The findings show that net banking is used frequently. About 34.3% of respondents use net banking daily, while 32.4% use it two to three times a week. Public and private sector banks are almost equally preferred, showing wide acceptance of digital banking services.

### Ease of Use and Service Quality:

Ease of use plays a key role in customer satisfaction. Around 70% of respondents rated net banking services as excellent or good in terms of user-friendliness. Many respondents felt neutral about the range of available features, suggesting that improvement is possible in-service variety.

### Security, Speed, and Support Services:

Security remains a major concern for customers. Nearly 61% of respondents were satisfied with security features like OTPs and login processes. In terms of speed and reliability, most users rated services as average, while customer support received positive feedback for handling technical issues effectively.

### Factors Influencing Satisfaction and Loyalty:

The most important factors affecting customer satisfaction were security and trustworthiness and ease of use, each preferred by 32.4% of respondents. Speed and reliability also influenced satisfaction. A majority of users felt that net banking services are better than traditional banking methods.

### Overall Insight:

The findings indicate that net banking services strongly influence customer satisfaction and loyalty. Secure systems, simple interfaces, and reliable support increase customer trust. Banks that continue improving digital services are more likely to retain customers in the long run.

# From Bricks to Clicks: How Prop-Tech is Rewiring Gurugram's Real Estate

By Mr. Twinkle Verma

M.Com Final Year | Roll No. 2240895039

The skyline of Gurugram has always been a symbol of rapid urbanization, but recently, an invisible force has been reshaping the city's real estate landscape even faster than the construction cranes. This force is Prop-Tech (Property Technology).



Gone are the days when buying a home meant endless site visits, opaque paperwork, and relying solely on word-of-mouth. Today, the intersection of real estate and technology is driving a massive transformation in how we buy, sell, and experience property.

## The Digital Surge

My recent research study, "Consequences of Prop-Tech on Real Estate Sales in Gurugram," highlights a fascinating trend. As Gurugram evolves into a tech hub, the adoption of digital platforms is directly fueling a boom in housing sales. The numbers tell a compelling story. In 2024 alone, housing sales in Gurugram jumped to 1,06,739 units, a significant rise from approximately 64,000 units the previous year. Even more striking is the luxury market, which saw a demand surge of 66%, reaching a valuation of nearly Rs 1.07 lakh crore.

## The Science Behind the Sales

Is this growth just a coincidence? My analysis suggests otherwise. By correlating the rise of Prop-Tech start-ups, such as Magic Bricks, Square Yards, and No Broker, with real estate sales data, I found a high positive correlation of 0.96. In simpler terms: *more technology equals more sales*. This strong linear relationship indicates that as developers and brokers adopt tools like AI-driven valuations, virtual reality (VR) tours, and blockchain for transparent transactions, buyer confidence goes up, and sales cycles go down.

## Beyond the App

Prop-Tech is not just about listing websites; it is about the "Prop-Tech 3.0" revolution. We are moving toward an era of:

- **Virtual Property Tours:** allowing buyers to walk through homes without leaving their couch.
- **Data-Driven Decisions:** using AI to predict property value and market trends accurately.
- **Smart Living:** where IoT (Internet of Things) creates energy-efficient, sustainable smart homes.

## **The Road Ahead**

While challenges like data privacy and the need for regulatory compliance remain, the future is undeniably digital. For stakeholders in Gurugram, from major developers to first-time homebuyers, embracing technology is no longer an option; it is a necessity. As we look toward 2030, the Prop-Tech sector is poised to grow into a multi-billion industry. For students of commerce and economics, this represents a new frontier of opportunity, proving that the foundation of future real estate is being laid not just with concrete, but with code.



# DREAM BIG, ACHIEVE BIGGER

## The Impactful Journey of GC Sec-9's Student-Led Placement Cell

In today's dynamic professional landscape, preparing students for successful careers is paramount. Government College Sector-9, Gurugram, stands at the forefront of this mission with its highly effective Student-Led Placement Cell (SLPC). More than just a department, the SLPC is a vibrant Launchpad, empowering students with the skills, connections, and confidence needed to navigate the competitive worlds of internships, placements, and career success.

### A Visionary Leadership Team

The SLPC thrives under the dedicated guidance of its esteemed Placement In-charge, Dr. Kaushal Phogat, and the invaluable support of Ms. Deeksha Singh from Medha organisation. Their vision and commitment have been instrumental in fostering an environment where students can not only dream big but truly achieve bigger.



DR. KAUSHAL PHOGAT



MS. DEEKSHA SINGH

### The Driving Force: Our SLPC Team

The heart of the SLPC's success lies with its energetic and dedicated student team. These individuals are the backbone of every initiative, working tirelessly to find various options for skill enhancement and connecting their peers with invaluable opportunities. We proudly introduce the team members of SLPC:



HIMANSHI



ANSHIKA PANDEY



PRAGATI



MEENAKSHI



KIRTI PANCHAL



POOJA BHATT



DIVYA



PARUL



TWINKLE VERMA



ROHAN ARYA



SAMEER RAM



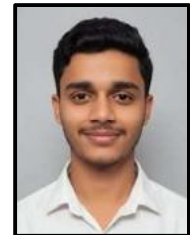
DHRUV VERMA



DEVAL GOYAL



SUMIT



VANSH

## Empowering Through Knowledge: A Series of Transformative Seminars

The SLPC understands that comprehensive career preparation extends beyond just securing placements. It involves cultivating a well-rounded skill set and staying abreast of industry trends. To this end, the SLPC organized a series of impactful seminars and workshops designed for student awareness and welfare. These events have equipped students with crucial knowledge and practical skills:

### AI & Cybersecurity (September 25, 2025)

Addressing the growing importance of technology in the modern world, this seminar provided insights into artificial intelligence and essential cybersecurity practices with Mr. Purshottam Sharma.



### Group Discussion Session (October 9, 2025)

Enhancing critical communication and analytical skills, this session prepared students for one of the most common assessment tools in recruitment with Mrs. Aparna Rastogi.



### VALL Team Session (October 14, 2025)

Focused on specific industry insights and career pathways, this session offered targeted guidance with Mr. Tiwari.



### Entrepreneurship Awareness Session (November 18, 2025):

Inspiring the next generation of innovators, this seminar encouraged students to explore the exciting world of entrepreneurship with Ms. Smriti Sharma.



### Placement Cum Banking Career Workshop (January 27, 2026):

A comprehensive



workshop covering both general placement strategies and specific career opportunities within the banking sector with Careers247.

**Research & Academic Writing (January 31, 2026):** Essential for both academic pursuits and professional development, this session honed crucial research and writing skills.



**Interpersonal Skills Session (February 20, 2026):** Recognizing the importance of soft skills, this seminar focused on developing effective communication and relationship-building abilities with Mr. Bhawani Shanker.



## Your Launchpad to Success

The SLPC at Government College Sector-9, Gurugram, is more than just a placement cell; it's a dynamic community dedicated to student success. With its visionary leadership, dedicated student team, and a robust calendar of empowering events, the SLPC is truly your Launchpad to Internship, Placements, & Career success! It continuously strives to identify and provide various options for skills enhancement, ensuring that every student is well-prepared to face the challenges and seize the opportunities of their professional journey.

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## COMPUTER EDITORIAL



Welcome to the Computer Science section of Sarvasadhika. This year, we stand at a pivotal crossroads where Artificial Intelligence is no longer just a specialized field of study—it is the very fabric being woven into the tapestry of our lives. From enhancing women's security through predictive safety to driving global sustainability and modern web development, AI is the silent engine of a new era.

However, this rapid integration brings a profound responsibility. If deployed without ethical foresight, AI poses significant risks—from the automation-driven displacement of traditional jobs to the creation of sophisticated digital threats in warfare. The danger lies not in the machines themselves, but in our potential to use them improperly.

This makes skill enhancement and ethical literacy more critical than ever; we must learn to command these tools, or risk being replaced by them.

In this edition, we aim to bridge the gap between high-level algorithms and their human impact. Whether you are an aspiring coder or a curious observer, these pages offer a curated look at how "intelligence" is being redefined. Join us as we navigate this digital renaissance—where every line of code has the power to build a safer, smarter, and more balanced world.

**Rakhi Soni**  
**Assistant Professor**  
**Department of**  
**Computer Science**

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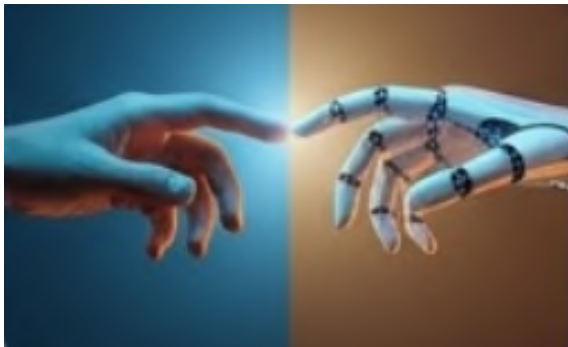
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# TECH SURVIVAL GUIDE



## **VENU**

*Assistant Professor  
Department of Computer  
Science*

- **Blink Rate:** We normally blink 15–20 times a minute, but when looking at a screen, that drops to 7 times, which is why your eyes feel dry.
- **The 30-Second Rule:** To truly "reset" hardware, unplug it for 30 seconds to allow the capacitors to fully discharge and clear the memory.
- **Keyboard Germs:** The average office keyboard can host up to 400 times more bacteria than a toilet seat; wipe yours down weekly!
- **The Password Paradox:** Adding one capital letter and one symbol to an 8-character password makes it 1,000 times harder for a bot to crack.
- **Incognito Myth:** "Incognito Mode" only hides your history from people using your computer; your ISP and the websites you visit can still see you.
- **USB Danger:** 45% of people who find a random USB drive in a parking lot will plug it into their computer—the easiest way to get hacked.
- **Public Wi-Fi:** Avoid logging into bank accounts on public Wi-Fi; hackers can create "Evil Twin" networks with the same name to intercept your data.
- **The "S" in HTTPS:** Never enter credit card info unless the URL starts with "https"—the "S" stands for "Secure" (encrypted).
- **The Infinite Sheet:** A single Excel sheet has 1,048,576 rows—if you typed one name per second, it would take you 12 days to fill it.
- **Flash Fill Magic:** If you have a column of "First Name Last Name," type the first one correctly in the next column and hit Ctrl + E; Excel will do the rest automatically.
- **The Calculation King:** Excel is arguably the most used "programming language" in the world, powering the global financial system.
- **Blackout Secret:** While presenting, press the "B" key to turn the screen black or "W" for white; this instantly shifts the audience's focus back to you.
- **Slide Zoom:** You can create a "non-linear" presentation using the Zoom tool, allowing you to jump to any section without clicking through every slide.
- **The 3-Second Hook:** On social media, you have less than 3 seconds to capture a user's attention before they scroll past your content.
- **The "Delete" isn't Permanent:** Most social media platforms keep your "deleted" data for up to 30 days, and the "Internet Archive" may have a copy forever.
- **Search Like a Pro:** Put quotes around a phrase in Google (e.g., "computer science poem") to find that exact wording rather than just the individual words.
- **Blue Light Filter:** Turning on "Night Light" or "Blue Light Filter" on your devices two hours before bed can significantly improve your sleep quality.

# Tech Survival Guide



*Track Your Expenses*

We normally blink 15–20 times a minute, but when looking at a screen, that drops to 7 times, which is why your eyes feel dry.

*Invest Early & Consistently*

Start small but invest regularly to grow wealth steadily through compounding over time.

*Pay Debts on Time*

Clear credit cards and loans promptly to avoid high interest and stress.

*Build an Emergency Fund*

Save at least three months of expenses for unexpected financial challenges or emergencies.

*Live Below Your Means*

Spend wisely, prioritize needs over wants, and save consistently for financial stability.

# AI: Friend or Danger?

## *Understanding the Ethics and Risks of Artificial Intelligence — In Simple Words*

AI — or Artificial Intelligence — is basically a computer that can think and make decisions on its own. You have probably already used it. When YouTube suggests your next video, or when Google finishes your sentence, that is AI at work. It is everywhere now. But with great power comes great responsibility — and AI comes with some serious risks we all need to know about.

### **Problem 1: AI Can Be Unfair**

AI learns from old data — basically, information from the past. The problem is, the past was not always fair. For example, in the USA, a computer program was used to decide if a criminal might commit a crime again. It was found to be much harder on Black people than white people — not because anyone told it to be racist, but because it learned from unfair old records. This is called bias. If we feed AI bad or unfair data, it will make unfair decisions.

### **Problem 2: AI Does Not Explain Itself**

Imagine you applied for a scholarship and a computer said 'No' — but nobody could tell you why. That is actually happening today. Many AI systems work like a 'black box.' They give an answer, but even the people who built them do not always know how they got there. This is a big problem. People deserve to know why a machine made a decision about their life. Some countries, like those in Europe, are making laws to fix this — but it is still a work in progress.

### **Problem 3: What Happens When AI Gets Too Smart?**

This one sounds like a movie, but scientists are actually worried about it. As AI keeps getting smarter, there is a chance it could one day be smarter than humans in every way. If that happens and we have not planned carefully, it could cause serious problems. Many top researchers have already raised the alarm. History teaches us that when powerful technology moves too fast without rules, things can go wrong — like social media spreading fake news, or nuclear weapons being misused.

#### So, What Can We Do?

The good news is — AI is not evil. It is just a tool. Whether it helps us or hurts us depends on the choices we make. As students, learning about these risks is the first step. The people building AI tomorrow are sitting in classrooms today. That might even be you.

The goal is not to be scared of AI. The goal is to be smart about it.

**Alok  
Student, BCA-I**

# ARE DEGREES STILL ENOUGH IN 2026?

## The Reality of Jobs, Skills, and Competition Today

Not long ago, the formula for success looked simple: go to college, earn a degree, and a stable job would follow. For many students and parents, a degree was considered the ultimate ticket to a secure future.

But in 2026, the situation has changed. A degree still matters, but it is no longer the only thing that decides someone's career.

### **The Growing Competition**

Every year, thousands of students graduate with similar degrees. Engineering, business, computer science, arts – almost every field is producing more graduates than before. When companies receive hundreds of applications with the same qualifications, they cannot choose candidates based only on degrees. They start looking for something extra.

### **Skills: The Real Game Changer**

Today, skills are what truly set candidates apart. Employers prefer people who can solve problems, communicate ideas clearly, and work with modern tools.

For example, a student who knows data analysis, digital marketing, programming, or even strong presentation skills often stands out more than someone who only focuses on textbooks and exams.

Many students are also realizing this change themselves. They see seniors with good degrees still searching for jobs, which shows that practical ability matters just as much as academic results.

### **Technology is Changing the Job Market**

Yes, a degree provides the basic foundation of knowledge and shows that a student has completed formal education. In many professions, it is still the first requirement.

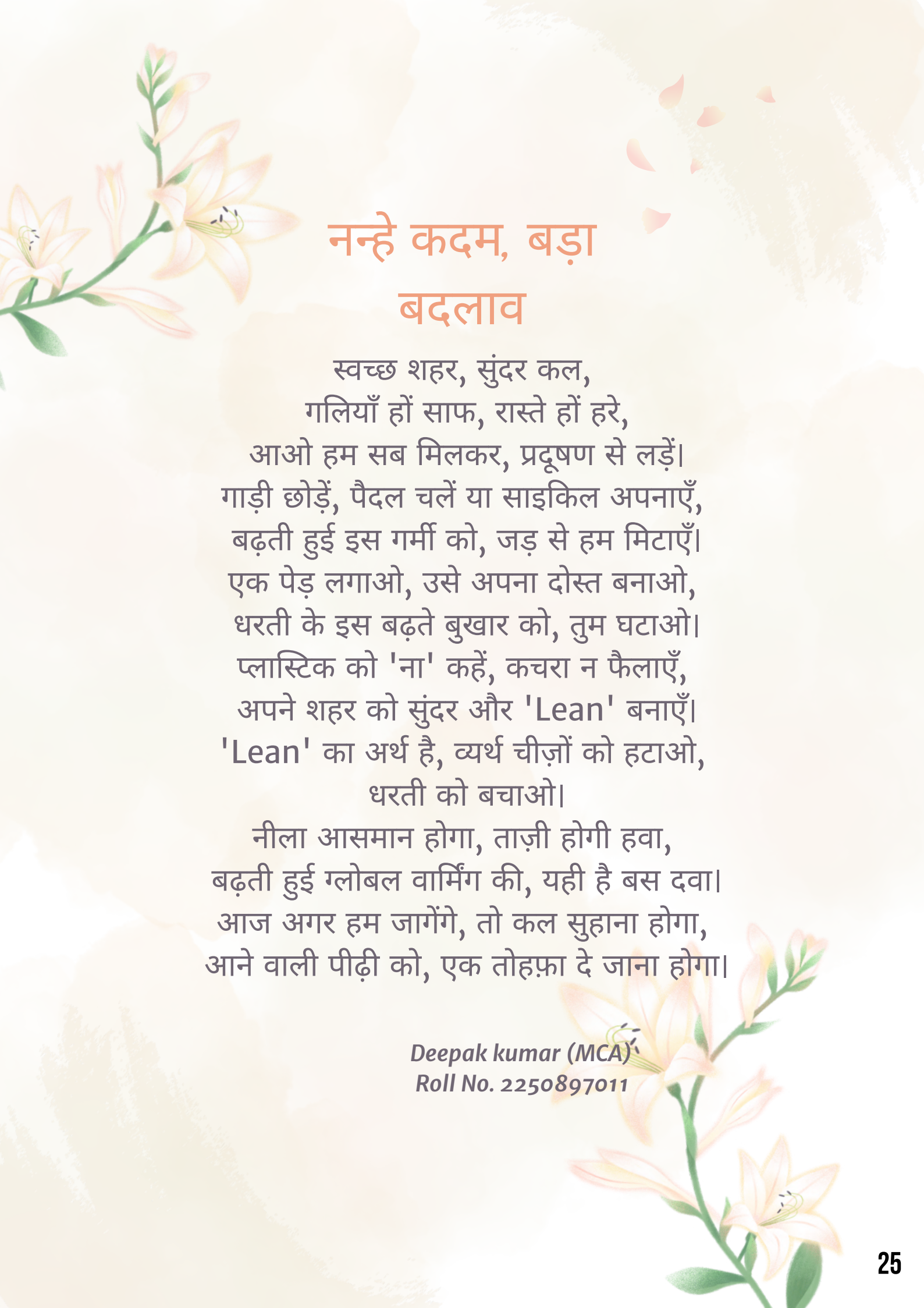
However, it should be seen as the starting point, not the final achievement.

### **The New Path to Success**

Students today need to focus on more than classroom learning. Internships, certifications, practical projects, and real-world experience help them understand how industries actually work.

In simple words, the most successful students are those who combine education with practical skills and continuous learning.

**Prince Walia**  
Student, BCA-II



## नन्हे कदम, बड़ा बदलाव

स्वच्छ शहर, सुंदर कल,  
गलियाँ हों साफ, रास्ते हों हरे,  
आओ हम सब मिलकर, प्रदूषण से लड़ें।  
गाड़ी छोड़ें, पैदल चलें या साइकिल अपनाएँ,  
बढ़ती हुई इस गर्मी को, जड़ से हम मिटाएँ।  
एक पेड़ लगाओ, उसे अपना दोस्त बनाओ,  
धरती के इस बढ़ते बुखार को, तुम घटाओ।  
प्लास्टिक को 'ना' कहें, कचरा न फैलाएँ,  
अपने शहर को सुंदर और 'Lean' बनाएँ।  
'Lean' का अर्थ है, व्यर्थ चीज़ों को हटाओ,  
धरती को बचाओ।

नीला आसमान होगा, ताज़ी होगी हवा,  
बढ़ती हुई ग्लोबल वार्मिंग की, यही है बस दवा।  
आज अगर हम जागेंगे, तो कल सुहाना होगा,  
आने वाली पीढ़ी को, एक तोहफ़ा दे जाना होगा।

Deepak kumar (MCA)  
Roll No. 2250897011

# How to Stop AI from Taking Your Job

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Why the future belongs not to those who fear AI, but to those who learn to lead with it

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Artificial Intelligence is no longer a distant idea from science fiction. It is already present in classrooms, offices, startups, hospitals, banks, and almost every modern workplace. In the technology industry especially, AI is changing the way people work at a speed that many professionals did not expect. From writing code and testing software to generating reports, designing interfaces, and answering customer queries, AI is now capable of handling many tasks that once required human effort. Because of this, a serious question is being asked by students and working professionals alike: Will AI take our jobs? The honest answer is that AI will not replace every person, but it will replace people who refuse to improve. It is making the job market tougher, faster, and more competitive. Companies now expect more output in less time. Employers are no longer impressed only by hard work; they are increasingly looking for people who can combine skill, speed, communication, judgment, and AI literacy.

As a student of computer science, I believe this is not the time to panic. It is the time to prepare. AI should not be seen only as a threat. It is also a powerful tool. The real challenge is not how to stop AI itself, but how to stop becoming replaceable in an AI-driven world.

## **How AI Is Changing the Job Market:**

AI is transforming jobs by automating routine and repetitive tasks. In software engineering, for example, AI tools can now generate code, suggest bug fixes, write documentation, summarize meetings, create test cases, optimize workflows, and even help in basic system design.

This has created two major changes in the job market.

**Entry-level roles are becoming more demanding.** Earlier, freshers could stand out by knowing programming languages and solving basic technical tasks. Today, AI tools can perform many of those tasks instantly, so companies now expect problem-solving ability, ownership, communication, adaptability, and the ability to work intelligently with AI.

**Competition has become tougher.** A professional using AI effectively can often do the work of multiple people who rely only on traditional methods. This raises performance expectations across teams and industries.

So yes, AI is affecting jobs. But the bigger truth is this: AI is not only replacing workers; it is redefining what makes a worker valuable.

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## How to Stop AI from Replacing You:

The most effective way to stay relevant is not to fight AI, but to become the person who knows how to use it best. Here are some practical measures that can help any student or professional protect their career.

- Learn AI Tools Before They Become a Requirement
- Use AI to Become More Productive, Not More Dependent
- Move Beyond Coding and Take Ownership
- Learn Management and Workforce Coordination
- Improve Your Communication and Vocabulary
- Leverage AI to Get a Job

## The New Definition of Job Security

Earlier, job security was often linked to a degree, a company name, or years of experience. That is no longer enough. In the AI era, real job security comes from continuous relevance.

Your safety in the job market will depend on questions like these:

- Can you adapt quickly?
- Can you learn new tools faster than others?
- Can you communicate clearly?
- Can you lead work, not just do work?

• Can you combine human judgment with AI efficiency?

If the answer is yes, then AI becomes your advantage. If the answer is no, then AI becomes your competition.

## The Future Fear: Even After Getting a Job, the Risk Remains:

Many students think the struggle ends once they get placed. But in reality, getting a job is only the beginning. The bigger challenge is staying valuable after you enter the workforce. A person may get hired today for technical ability, but if they stop learning tomorrow, they may slowly become outdated. AI tools are improving every month. Companies are changing workflows rapidly. Skills that seem impressive today may become basic tomorrow.

This is the real fear of the future: not unemployment, but professional stagnation.

A person who does not improve may remain employed for some time, but eventually they will lose importance. Their work will become easier to automate, and their contribution will become easier to replace. In contrast, the people who keep learning, communicating, leading, and adapting will continue to rise.

**AI will not simply take your job. It will test whether you are ready for the next version of it.**

Pratham Verma  
Student, MCA-I

# Selenium with Java: The Freedom to Test Everything, Everywhere

*How a single open-source framework hands professionals across healthcare, finance, education, e-commerce, and government the power to automate any browser on any machine — and why every MCA student must master it today.*



Figure 1 — Selenium + Java: The Universal Cross-Browser Automation Engine



Figure 2 — Five industries where Selenium + Java delivers browser independence

## WHAT IS SELENIUM WITH JAVA?

Think of it as a universal remote for web browsers — one that works on any TV brand, on any screen, in any country. **Selenium** is a free, open-source tool that controls a web browser exactly the way a human would: clicking buttons, filling forms, reading results. Pair it with **Java** — the world's most widely taught programming language — and you get a testing superpower that runs your script once and delivers it perfectly on Chrome, Firefox, Edge, and Safari alike.

*“Selenium is the gold standard for browser automation. It hands independence*

## THE THREE FREEDOMS IT GIVES YOU

**Browser Freedom:** Write your test once — run it on Chrome, Firefox, Edge, and Safari without changing a single line. Your users can browse anywhere; your code already covers it.

**Platform Freedom:** Java's legendary "Write Once, Run Anywhere" principle means your Selenium scripts execute identically on Windows, macOS, and Linux — across continents, without conversion.

**Tool Freedom:** Selenium plugs into Maven, TestNG, JUnit, Jenkins, and Docker. You choose your stack. Selenium adapts. That is the definition of zero vendor lock-in.

*“Selenium frees you from rewriting code for every browser, every OS, every tea liberation.”*

### INDEPENDENCE ACROSS EVERY INDUSTRY

**Healthcare:** Hospitals test patient portals, prescription forms, and appointment systems across all browsers — because a broken login could delay a doctor’s critical access.

**Finance:** Banks automate login, fund transfers, and balance verification — catching glitches before they reach a single customer’s account.

**Education:** EdTech platforms verify that assignment submission, grading workflows, and result publishing work for every student on every device.

**E-Commerce:** Online stores stress-test cart flows, coupons, and payment gateways — because every checkout bug is a lost sale.

*“Wherever there is a browser and a workflow, Selenium with Java can step in user.”*

### WHY JAVA IS THE PERFECT PARTNER

Java runs on over **3 billion devices** worldwide and is taught in every engineering college in India. Its clean object-oriented structure keeps test code modular and maintainable. Its ecosystem — Log4j, Extent Reports, Apache POI, Rest Assured — means your automation suite can grow without switching languages. For an MCA student, mastering Selenium + Java is a career passport accepted by every IT company, hospital tech team, bank, and government agency.

*“Java is the backbone of enterprise automation. Its platform independence and perfect partner.”*

### THE HUMAN TRUTH: AUTOMATION ELEVATES PEOPLE

Strip away the code and here is what Selenium truly delivers: **time back to human beings**. A tester who once spent eight hours clicking through two hundred screens every release cycle now runs those same checks in under twenty minutes — automatically, accurately, and without fatigue. Automation does not replace people. It elevates them — freeing human minds for creativity, judgment, and empathy that no machine can replicate.

*“The goal of automation is not to replace the tester, but to free them from the machines never will: think, feel, and innovate.”*

#### QUICK FACTS

**3B+**

Devices run Java

**100%**

Free & Open Source

**5+**

Browsers Supported

**ALL OS**

Win · Mac · Linux

**#1**

Automation Tool

SELENIUM + JAVA

**Piyush Kumar**

MCA 2nd Semester · Roll No. 27

# Udaan- The Flight



सदियोंकी खामोशीको, अब उसनेपीछे छोड़ दियाहै,  
समाजकी हर जंजीरको अपनेहौसले से तोड़ दियाहै।  
कोई नाज़ुकसी कली नहीं, जो ज़रा सी हवा से डर जाए,  
वो तो एक ऐसा तूफानहै, जो बड़ी चट्टानोंसे भी टकराए।  
उसे अब अपनीपहचान के लिए, किसीके सहारेकी आस नहीं,  
उसकेइरादों की उड़ानपर, अब किसीका कोई राज नहीं।  
आँखोंमें एक आग लिए, जब वो घर से बाहरआती है,  
सच कहूँतो, अपनी मेहनतसे वो नया इतिहासबनाती है।  
उसे कमज़ोरसमझने वालों, अब अपनीये सोच बदल डालो,  
जब वो अपनेहक़ पे अड़ जाए, तो पूरीदुनिया को झुकातीहै।

Gaurav Sharma  
BCA 2nd year  
1240098080

## The Business of Blood: Inside the Global War Machine

The military-industrial complex (MIC) has evolved from a defensive alliance into a high-octane wealth redistribution engine. Since 9/11, U.S. defense spending has funneled roughly \$14 trillion to private firms, with the "Big Five" contractors alone capturing over \$2 trillion. This isn't just about security—it's about a permanent war economy where the public socializes the costs while an elite minority privatizes the gains.



### **The Racket of Influence**

Corruption is institutionalized through a "revolving door" that saw over 600 former officials join defense boards in a single year to "peddle brass for gold". This influence facilitates "no-bid" contracts, which nearly tripled to \$140 billion annually, often rewarding waste over performance.

### **Profits over People**

While tech giants like Palantir and SpaceX embed billionaire influence into the tactical fabric of war, executives celebrate record gains. Palantir's CEO reportedly saw \$6.8 billion in compensation in 2024 as defense stocks outpaced the market.

### **The Business of Blood: Inside the Global War Machine**

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### **The Human Dividend**

The cost is externalized to the innocent. Beyond 940,000 direct war deaths, the destruction of infrastructure has caused up to 3.8 million "indirect" deaths from malnutrition and disease. In this economy, global instability is a "buy" signal, turning human tragedy into a calculated corporate asset.

*Vikram Kumar, student, BCA-I*

## The Role of Computers in Modern Education

In today's digital age, computers have become an important part of the education system. The development of technology has greatly changed the traditional methods of studying. Today, students can access knowledge much more easily with the help of computers and the internet. Computers have made learning not only easy but also very interesting.

### **Easy Access to Information**

In the past, students had to depend on libraries and textbooks for information on any topic. But now, with the help of computers and the internet, information from all over the world can be found in just a few seconds. Online resources like e-books, research articles, and educational websites help students learn new topics easily.

### **Interactive Learning**

Computers have made learning much more interactive. Even difficult concepts can be easily understood through videos, presentations, animations, and diagrams. This kind of visual learning helps students understand topics in a much better way.

### **Online Education and Flexibility**

Today, online education is possible because of computers and the internet. Students can take online classes and complete courses right from their homes.

This gives a great learning opportunity to students who cannot attend regular classes for any reason.

### **Role of Computers in Technical Courses**

The role of computers is extremely important in technical courses like BCA. Students learn programming languages like C, Java, and Python. This helps develop their logical thinking and problem-solving abilities. These skills are very useful for their future careers.

### **Data Management in Education**

In schools and colleges, computers are used to manage student data. Tasks like maintaining attendance, preparing exam results, and storing records become fast and accurate with the help of computers. Software like Excel and Database Management Systems (DBMS) makes this work even more efficient.

### **Conclusion**

*In today's modern world, computers have become an essential part of education. They have made learning easy, fast, and accessible. If students use technology in the right way, computers can play a very important role in building a strong career for their future.*

**Vikash Kumar**  
**Student, BCA-I**

## WOMEN SAFETY

### A Crucial Issue in Modern Society

Women safety is one of the most pressing issues of our time. Every woman, regardless of her age, background, or location, deserves to live with dignity and freedom from fear. Despite significant social progress, women continue to face harassment, violence, and discrimination in public spaces, workplaces, and even within their own homes. Addressing this issue requires urgent attention from individuals, communities, governments, and institutions alike.

#### **Key Problems Faced by Women**

1. **Street Harassment & Eve Teasing:** Women face verbal abuse, unwanted comments, gestures, and physical harassment in public areas like markets, bus stops, roads, and parks. Many women avoid going out alone, especially after dark, due to the fear of being harassed.
2. **Domestic Violence:** Millions of women suffer physical, emotional, and financial abuse within their own homes. Domestic violence remains largely underreported due to social stigma, fear, and financial dependence on abusers.
3. **Unsafe Public Transport:** Public buses, metro stations, and auto-rickshaws are common sites of harassment. Poor lighting, lack of security personnel, and overcrowding make commuting risky for women, especially late at night.
4. **Workplace Harassment:** Many women face sexual harassment, unfair treatment, unequal pay, and a hostile work environment. Fear of job loss or social judgment prevents most victims from speaking up.

5. **Cybercrime & Online Harassment:** With the rise of social media and internet usage, women are increasingly targeted online through cyberbullying, stalking, morphed images, and non-consensual sharing of private photos. Online abuse causes severe mental trauma.

6. **Weak Law Enforcement & Slow Justice:** Even when crimes are reported, delayed trials, victim-blaming, and lack of sensitivity in the justice system discourage women from seeking help. Many cases go unpunished, emboldening offenders.

#### **Solutions & Ways Forward**

1. **Strict Laws & Fast-Track Justice:** The government must enforce strict laws against crimes targeting women. Dedicated fast-track courts should ensure timely justice. Penalties for offenders must be severe enough to act as a strong deterrent.
2. **Better Policing & Patrolling:** Increased police patrolling in high-risk areas, especially at night, can significantly reduce crime. Dedicated women police helpdesks and sensitization training for officers are essential to encourage reporting.
3. **Safe Public Infrastructure:** Better street lighting, CCTV cameras in public spaces, women-only compartments in transport, and safe bus stops can greatly improve safety. Smart city planning must prioritize women's safety as a key criterion.



4. Technology-Based Safety Tools: The following technology tools can help women in emergencies:

- Emergency helpline 112 — available 24x7 across India
- Safety apps like Himmat Plus, Nirbhaya, and bSafe
- GPS tracking for women working late shifts
- Smart wearables with SOS features for instant alerts

5. Education & Awareness: Schools and colleges should include gender equality and respect as core values in their curriculum. Boys and men must be educated about appropriate behavior, consent, and respect for women from an early age.

6. Self-Defence Training: Encouraging girls and women to learn self-defence builds physical confidence and mental resilience. Many NGOs and institutions now offer free self-defence workshops, and these programs should be made widely available.

7. Change in Social Mindset: The root cause of most crimes against women is a patriarchal and regressive mindset. Society must collectively challenge stereotypes, victim-blaming culture, and gender bias. Media, cinema, and community leaders have a huge responsibility in reshaping these attitudes. Women's safety is not just a women's issue — it is a human rights issue and a societal responsibility. A nation cannot truly progress if half its population lives in fear. By combining strong laws, better infrastructure, technology, education, and a shift in mindset, we can build a world where every woman feels safe, respected, and free.

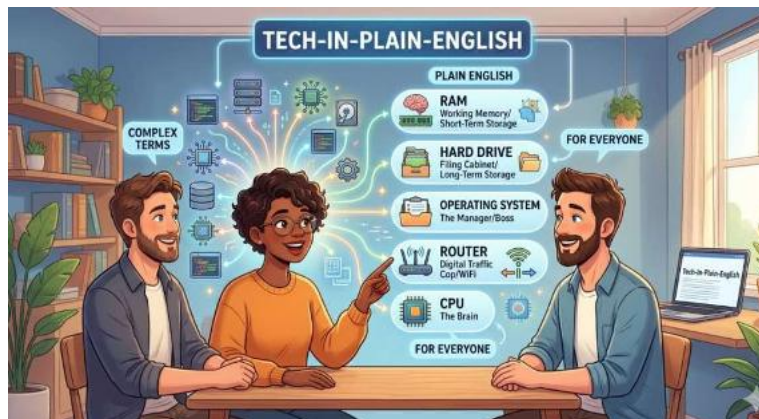
***"Empowering women is the first step towards building a safe and progressive society."***

***Lavishka  
Student, BCA-I***

## Tech-In-Plain-English

Common tech terms often have beautiful or surprising real-world metaphors.

- **Algorithm:** Not just code, but a **recipe**. Just as a cake requires specific steps in order, an algorithm is simply a set of instructions to solve a problem.
- **The Cloud:** It isn't in the sky; it's just **someone else's computer**. It's a massive library of data sitting in a giant room (data center) that you access via a long digital straw (the internet).
- **Cookies:** Not the chocolate chip kind! These are like **digital breadcrumbs** that websites use to remember who you are so you don't have to re-introduce yourself every time you click a link.
- **Cache:** Pronounced like "cash." It's your computer's **"short-term memory."** It keeps the things you use most often right on top of the pile so it doesn't have to go looking in the basement (the hard drive) for them.



### The Internet's Infrastructure

**IP Address:** Think of this as the **digital home address** of your computer. Just as the post office needs your house number to deliver a letter, the internet needs an IP address to know exactly where to send that YouTube video or email.

- **Bandwidth:** This is the **width of the highway**. A road with one lane (low bandwidth) gets jammed easily; a road with eight lanes (high bandwidth) allows many cars to move at once without slowing down.
- **Firewall:** Imagine a **security guard at the gate** of a private community. The guard checks the ID of everyone trying to enter (data packets) and only lets in the people who are on the "approved" list, keeping the "troublemakers" (viruses) out.

### Software & Logic

- **Open Source:** This is like a **community recipe book**. Instead of a secret sauce kept in a vault (like Windows or iOS), anyone can look at the recipe, suggest improvements, and share their own version with the world. Linux and Android are famous examples.
- **Metadata:** This is **"data about data."** If a digital photo is the "data," the metadata is the invisible note on the back telling you what time the photo was taken, what camera was used, and exactly where you were standing.

- **Encryption:** Think of this as a **secret code ring**. You scramble your message into gibberish before sending it. Even if a spy steals the letter, they can't read it unless they have the specific "key" to unscramble the letters.

#### **Artificial Intelligence (Modern Buzzwords)**

- **Machine Learning:** Instead of giving a computer a strict rulebook, you give it **thousands of examples**. It's like teaching a child what a "dog" is by showing them 5,000 pictures of dogs until they start recognizing the patterns themselves.
- **The Turing Test:** A famous "imitation game." If a human talks to a computer and a human at the same time but **cannot tell which is which**, the computer is said to have passed the test. It's the ultimate benchmark for "human-like" AI.
- **Neural Networks:** These are inspired by the **human brain**. Just as our brain has layers of neurons that pass information to each other to make a decision, a computer uses "layers" of math to figure out if an image shows a healthy cell or a concerning one.
- **Algorithm Bias:** This is like a **prejudice learned from bad data**. If a computer only studies "textbooks" (data) written from one perspective, it will make unfair or incorrect decisions. It reminds us that AI is only as fair as the humans who provide the data.

*Rakhi Soni*  
*Assistant Professor*

## **ARTIFICIAL INTELLIGENCE**

### ***The New Brain of Modern Computing***

#### **WHAT IS AI?**

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Artificial Intelligence refers to the simulation of human intelligence in machines — enabling them to think, learn, reason, and solve complex problems. From smartphone assistants to recommendation engines, AI powers the technologies we interact with every day.

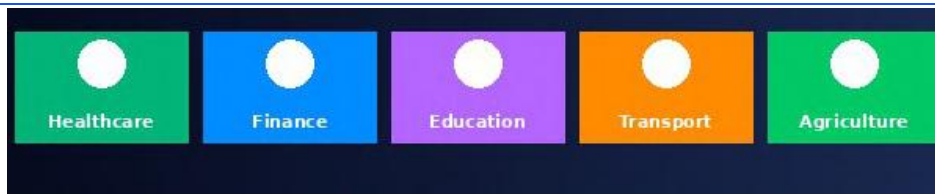
#### **CORE SUBFIELDS**

- 
- ▣ **Machine Learning:** Systems that learn patterns from data — powering fraud detection, music recommendations, and predictive analytics.
  - ▣ **Deep Learning:** Neural networks with many layers that excel at image recognition, speech synthesis, and language translation.
  - ▣ **NLP:** Enables computers to read, interpret, and generate human language — the engine behind ChatGPT and virtual assistants.
  - ▣ **Computer Vision:** Allows machines to see and interpret images and video — used in medical imaging, self-driving cars, and security.

## A BRIEF HISTORY

|         |  |
|---------|--|
| 1950    | Alan Turing proposes the Turing Test       |
| 1956    | Term 'AI' coined at Dartmouth Conference   |
| 1997    | IBM Deep Blue defeats chess world champion |
| 2016    | AlphaGo defeats world Go champion          |
| 2022    | ChatGPT reaches 100M users in 2 months     |
| 2025–26 | Agentic & Multimodal AI reshape industries |

## REAL-WORLD IMPACT



|                    |   |
|--------------------|---|
| <b>Healthcare</b>  | AI diagnoses diseases from X-rays with 95%+ accuracy, accelerating drug discovery |
| <b>Finance</b>     | Fraud detection and algorithmic trading save billions annually worldwide          |
| <b>Education</b>   | Adaptive AI tutors personalise learning for every student's pace and style        |
| <b>Agriculture</b> | Precision farming with AI predictions boosts crop yield by up to 30%              |

## ETHICAL RESPONSIBILITIES

- ▣ **Bias & Fairness:** Historical data can embed societal prejudices — fairness-aware ML is crucial.
- ▣ **Privacy:** AI surveillance and data harvesting demand robust privacy protections.
- ▣ **Accountability:** Who bears responsibility when an AI makes a life-affecting error?
- ▣ **Employment:** Reskilling workers for the AI era is a societal and educational priority.

## THE ROAD AHEAD

Emerging frontiers — Agentic AI, Neuromorphic Computing, Quantum AI, and Explainable AI — are arriving faster than anticipated. For MCA students, proficiency in Python, TensorFlow/PyTorch, and ethical AI principles will be as fundamental as algorithms and data structures.

*"AI is the new electricity. Just as electricity transformed industries a century ago, AI is now poised to do the same."*

— **Andrew Ng, AI Pioneer & Co-founder of Coursera**

### **CONCLUSION**

AI is not a passing trend — it is a paradigm shift as profound as the internet. The machines of tomorrow will be as intelligent as we design them to be. It falls upon this generation — curious, technically empowered, and ethically aware — to ensure that AI serves humanity with fairness, transparency, and purpose.

***Gaurav Kumar***  
***Student, MCA-I***

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# *English Editorial*



## **BETWEEN THE LINES: VOICES OF OUR LITERARY YOUTH**

Language is the heartbeat of human interaction, a vital tool that shapes our thoughts, expressions, and connections. As the English section of Sarvsadhika, our college magazine, we believe that nurturing a love for the English language and literature is essential in empowering students to navigate the complexities of the modern world. English is not just a subject; it is a gateway to endless possibilities. It enables students to communicate effectively, debate passionately, and think critically. In a globalized society, proficiency in English opens doors to international opportunities, whether in academics, careers, or cultural exchanges. It bridges gaps between diverse communities, fostering understanding and cooperation. Moreover, English literature offers a mirror to society, reflecting human emotions, struggles, and triumphs. Through the works of Shakespeare, Wordsworth, Auden, and others, students gain insights into different eras, cultures, and philosophies. Literature cultivates empathy, broadens perspectives, and inspires creativity. It encourages students to question, analyse, and articulate their ideas with clarity and confidence.

Our college magazine provides this opportunity of developing strong language skills alongside literary appreciation among the students. Encouraging students to read widely, write regularly, and participate in discussions can enhance their communication abilities. Additionally, integrating modern technology and multimedia resources can make learning more engaging and effective. In a world driven by information and innovation, mastery of English is more than a skill; it is a vital tool for personal growth and societal progress. As members of Sarvsadhika, let us celebrate and promote the richness of the English language and literature, inspiring students to become confident, articulate, and compassionate individuals capable of making meaningful contributions to society.

Together, let's harness the power of language to build a brighter, more inclusive future.

DR LALITA GAUR  
ASST. PROFESSOR  
DEPARTMENT OF ENGLISH

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# WHY SELF-LOVE IS IMPORTANT FOR WOMEN TODAY

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Self-love- some people think self-love is actually people who are selfish, mean, greedy, and the list goes on. But I might challenge the belief of these people who think loving oneself and having clear boundaries is called being inconsiderate, nope; in a society like India, where women are expected to manage both household and outside responsibilities, self-love is a requirement, not selfishness.

Self-love is taking care of your well-being, respecting yourself, and knowing your worth. It simply means caring for your body and mind, don't let others treat you badly, and knowing that you deserve love, peace, and happiness.

In a life cycle of a married woman, she is often expected to be awake before sunrise, make breakfast for her family, get her children ready for school, pack lunches for everyone and if she works outside, she is expected to handle both domestic and professional duties, even if she manages to handle all these tasks, she doesn't get any appreciation from her family. It's heartbreaking how easily a woman's all effort is ignored and assumed that it's "her job."

This is exactly why self-love is not a luxury but a necessity for a woman today. If a woman doesn't respect herself, no one else will. If a woman doesn't value herself and does not make healthy boundaries, she will be taken for granted. A woman must learn to love her imperfection and herself authentically. A woman who knows when to say no is not arrogant but wise.

The time has come for the world to realise self-love is not egocentric but inner strength.

A woman who is emotionally and mentally strong uplifts everyone around her – her children, her partner, and society. A self-loved woman is not dangerous but powerful, and power, in the right hands, changes everything.

LAXMI

B.A ENGLISH HONS

# ARE WE LIVING OR JUST SCROLLING?

It starts innocently.

“I’ll just check one reel.”

Twenty minutes later, we are still their thumb moving, eyes fixed, mind half-awake. What began as a quick break quietly turns into hours lost in an endless digital tunnel. The real question is that are we actually living our lives, or just scrolling through someone else’s? We are the first generation to wake up and reach for a screen before even speaking to another human being. Notifications greet us before sunlight does. Birthdays, achievements, heartbreaks, vacations and everything is filtered, edited, and posted. Life has become content. Social media is not entirely bad. It connects us. It informs us. It entertains us. But somewhere between “staying updated” and “staying online,” we have started replacing experiences with highlights. Scrolling gives us quick dopamine small bursts of pleasure. A funny meme. A romantic reel.

A motivational speech. But like junk food, it satisfies instantly and leaves us mentally exhausted later. Have you ever closed Instagram and felt strangely empty? That’s because we consumed emotions without truly experiencing anything. So, what can we do?

Maybe start with small step:

- Keep the phone away during meals.
- Take one “no-scroll” hour daily.
- Turn off unnecessary notifications.
- Meet friends without checking your phone every five minutes.
- Choose creation over consumption sometimes write, paint, read, learn.

ANJALI  
B.A HONS 2<sup>ND</sup> YEAR

# THE SECRET TO SUCCESS

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Success has always been one of the most important aspirations in human life. Every individual, whether a student, teacher, professional, or leader, seeks to achieve success in their chosen field. However, the path to success is often misunderstood.

Many people associate success with talent, luck, or external opportunities, while overlooking the importance of focus, determination, and disciplined effort. The teachings of the Indian philosopher and spiritual leader Swami Vivekananda

provide valuable insight into this subject. One well-known anecdote associated with him explains the secret of success through a simple yet meaningful experience involving a young man and a dog.

The story begins with a young man who approached Swami Vivekananda with a question that has troubled countless individuals: What is the secret to success? Like many young people, he possessed ambition and enthusiasm but lacked clarity about how to achieve his goals. Instead of delivering a lengthy lecture, Vivekananda chose to teach him through observation and practical experience. He gave the young man a dog and instructed him to take it for a walk in a nearby forest. During the walk, a rabbit suddenly crossed their path. The dog immediately began to chase the rabbit with great excitement and speed.

However, the rabbit quickly disappeared into the bushes, leaving the dog unsuccessful in its attempt. Soon after,

a squirrel appeared on a tree branch. The dog ran toward it with the same enthusiasm, but the squirrel quickly climbed higher into the tree and escaped. As the walk continued, the dog chased several other creatures—birds, butterflies, and even moving leaves. Each time, the dog ran energetically but returned without catching anything.

Although it exerted considerable effort and movement, its attention constantly shifted from one object to another. By the time the walk ended, the dog was tired and exhausted, yet it had achieved nothing.

When the young man returned, Vivekananda asked him what he had observed. The young man described the dog's behaviour in detail. He explained how the dog ran repeatedly after different animals but failed to capture any of them because it kept changing its target.

Swami Vivekananda then revealed the lesson hidden in this simple experience. He explained that the dog represented the behaviour of many people in the world.

Individuals often work very hard and appear busy, yet they fail to achieve success because their attention and energy are divided among numerous goals.

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Instead of concentrating on one objective, they constantly shift from one ambition to another. The central message of the story is that success requires focus and persistence. If the dog had chosen a single target and pursued it with sustained attention; it might

have succeeded in catching it. However, by chasing everything, it ultimately achieved nothing. This anecdote offers a powerful reflection on the nature of success in modern life. In contemporary society, individuals are surrounded by numerous opportunities and distractions. Technological advancements, social media, and the pressure to compete with others often create confusion regarding personal goals. As a result, many people begin multiple pursuits simultaneously but fail to dedicate sufficient time and energy to any one of them. One of the secrets to success is clarity of purpose. Successful individuals generally possess a well-defined objective and organize their efforts toward achieving it. Their achievements are rarely the result of sudden luck; rather, they arise from consistent dedication and disciplined effort. For students in particular, this lesson holds significant relevance. Academic life presents a variety of subjects, activities, and potential career paths. While exploring different interests are valuable, long-term success depends on identifying a meaningful goal and pursuing it with commitment. Concentrated effort enables individuals to develop expertise, overcome challenges, and gradually progress toward excellence.

Another important ingredient of the success is the concept of persistence. Success rarely occurs instantly. Most achievements require patience, resilience, and the ability to continue working despite obstacles. When individuals frequently change their goals, they often become discouraged or mentally exhausted. In contrast, those who remain focused on a single objective are more likely to sustain their motivation and eventually achieve meaningful results.

In the pursuit of success effort alone is not sufficient; directed effort is essential. A person may appear extremely busy, but without clear direction such activity may not produce significant outcomes. Concentrated effort transforms ordinary work into productive achievement. These concerted efforts require discipline and self-control. In an environment filled with distractions, the ability to maintain concentration becomes a crucial skill. Individuals who learn to manage their attention and avoid unnecessary diversions are better positioned to achieve their goals.

In the end to quote Swami Vivekanand  
**“Take up one idea. Make that one idea your life—think of it, dream of it, live on that idea”**

DR LALITA GAUR  
ASST. PROFESSOR  
DEPARTMENT OF ENGLISH

# NATURE: A SILENT HEALER

**DOLLY DHINGRA**  
**BA ENGLISH HONOURS**

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Nature has always been a quiet source of comfort and healing. In today's fast-paced world, people often forget that nature can be one of the simplest and most powerful sources of healing. I truly understood this through my own experience when I was going through some health problems.

At that time, my doctor advised me not to move too much. Because of this, I spent most of my time sitting in my classroom. From my seat, I could clearly see the school ground and a big tree standing there. Every day, that tree was in front of my eyes, and slowly it became something I looked forward to seeing.

During that year, I noticed many different stages of that tree. Sometimes it was full of green leaves, and sometimes it stood quietly without any leaves at all. Sometimes butterflies would fly around it, and sometimes birds would come and sit on its branches. In the afternoon, its shadow spread across the ground, creating a calm and peaceful view.

It may sound simple to just watch a tree, but when someone is struggling with physical pain and has no one to talk to, even a small connection with nature can bring peace. Looking at that tree helped me calm my thoughts. For a few moments, I stopped worrying and simply admired the beauty of nature.

That tree also taught me an important lesson about life. Just like the tree, we should learn to stay strong during difficult times. Even when the tree had no leaves or fruits, birds still came and rested on its branches. In the same way, nature reminds us to remain patient and hopeful, even during our hardest moments.

For me, that tree was not just part of the school ground. It became a quiet companion that helped me find peace and strength.

Sometimes, the quiet presence of nature can heal us in ways words never can.

# BETWEEN DREAMS AND REALITY

*Every student lives between two worlds: - dreams and reality.*

Dreams are beautiful. They are filled with ambition, excitement, and hope. In our dreams, we imagine success, happiness, and a bright future. But reality is different. Reality is filled with struggles, sleepless nights, hard work, and sometimes disappointment.

College life is where these two worlds meet.

Behind every student sitting in a classroom, there is a story that most people never see. Some students are fighting financial struggles. Some are trying to make their families proud. Some are simply trying to discover who they truly are.

Exams feel stressful, responsibilities feel heavy, and the future feels uncertain. Yet, students continue to move forward.

There are days when motivation disappears and doubts become louder than dreams.

Why?

Because deep inside every student, there is a quiet belief that their efforts will one day turn into something meaningful. That the long nights of studying, the moments of failure, and the sacrifices made today will shape a better tomorrow.

College is not just a place to gain knowledge. It is a place where character is built. It teaches patience, resilience, and the courage to stand again after falling.

The truth is, success does not belong only to the most talented people. It belongs to those who keep going even when things become difficult.

Every student walking through the corridors of a college is carrying hope, determination, and a dream that refuses to give up.

And maybe one day, those dreams will turn into reality.

**Chetna Yadav**  
**BA with major in English**

# **MY KIND OF OVERTHINKING**

**Akansha Saini**  
**English Honours, 2nd Year.**

Sometimes my mind thinks a lot,  
Thoughts come again and again.  
But I do not see it as a problem,  
I see it as a sign of my strong brain.  
When I overthink, I imagine my dreams,  
I picture the future I want to see.

A voice inside softly tells me,  
“You can be whatever you want to be.”  
I think about my goals day and night,  
About learning more and doing things right.

Each thought gives me a little more power,  
Like a seed slowly growing into a flower.  
Sometimes I worry, sometimes I plan,  
But deep inside I know I can.  
If my mind can think it, my heart can try,  
And one day my dreams will touch the sky.

So, I will keep thinking, dreaming, and trying,  
Never stopping, never denying.  
Because every thought reminds me again,  
That I have the strength deep within.



# STEPS

Every dream begins with a step,  
A little courage, a promise kept.  
Roads may twist and storms may rise,  
But hope still shines beyond the skies.

Not every effort wins a prize,  
Not every plan will turn out wise.  
But those who stand and try once more,  
Are closer than they were before.

So, walk your path with patient will,  
Climb your dreams, step by step still.  
Great journeys start in simple ways,  
With small brave steps on ordinary days.

**Name - Vibhuti Tuteja**  
**B.Com. (1st)**



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# THE POWER OF WORDS: WHY LANGUAGE MATTERS

Words are one of the most powerful tools human beings possess. Through words we express our thoughts, emotions, ideas, and dreams. From ancient literature to modern communication, language has always played an important role in shaping human society.

A single sentence can inspire a person, change someone's perspective, or even influence the course of history. Many great thinkers have emphasized the importance of language. As the famous writer Mark Twain once said, "The difference between the right word and the almost right word is the difference between lightning and a lightning bug." This quote reminds us that choosing the right words is extremely important.

Language is also closely connected with creativity. Writers, poets, and storytellers use words to create imaginary worlds and express deep human emotions. Literature helps us understand different cultures, traditions, and ways of thinking. It allows readers to experience life from many perspectives.

At the same time, words can also bring humour and joy. A simple joke or witty line can make people smile and relieve stress. Sometimes creativity appears in unexpected ways, and even a small idea can lead to meaningful writing.

Another interesting aspect of language is that it evolves with time. New words are created, meanings change, and communication styles adapt to modern technology. Today, emails, messages, and social media have become common ways of sharing ideas. However, the essence of language remains the same—it connects people.

In conclusion, words are much more than simple sounds or symbols. They are the foundation of communication, creativity, and knowledge. When used wisely, words can educate, inspire, and bring people together.

# FUNNY JOKES SECTION

## “A LITTLE LAUGH FOR EVERYONE”

### 1. The Forgetful Friend

Friend 1: “I have a joke about memory loss.”

Friend 2: “What is it?”

Friend 1: “Wait... I forgot.”

---

### 2. The Restaurant Joke

A man went to a restaurant and ordered soup.

After tasting it, he called the waiter and said,

“Waiter, please taste this soup.”

The waiter replied, “Is something wrong with it?”

The man said, “Just taste it.”

The waiter said, “Sir, please tell me what the problem is.”

The man repeated, “Just taste the soup.”

Finally, the waiter asked, “Okay, but where is the spoon?”

The man smiled and said, “Exactly!”

---

### 3. The Sleepy Student

Teacher: “Why are you late?”

Student: “Because of the sign on the road.”

Teacher: “What sign?”

Student: “School Ahead – Go Slow.”

---

### 4. The Smart Student

Teacher: “If I give you two cats and two cats, how many do you have?”

Student: “Five.”

Teacher: “How?”

Student: “Because I already have one at home!”

---

### 5. The Doctor’s Advice

Patient: “Doctor, I feel tired all the time.”

Doctor: “Do you exercise?”

Patient: “No.”

Doctor: “Do you eat healthy food?”

Patient: “No.”

Doctor: “Then what do you do?”

Patient: “Complain.”

---

### 6. The School Question

Teacher: “Why are you late again?”

Student: “Because of a dream.”

Teacher: “A dream?”

Student: “Yes, I was dreaming I was already in school.”

---

7. The Morning Problem

Friend: "Why do you hate mornings?"

Boy: "Because they come too early."

---

8. The Gym Advice

Friend: "I asked my gym trainer if I could lose weight without exercise."

Trainer: "Yes."

Friend: "How?"

Trainer: "Stop eating."

---

9. The Gym Membership

I joined a gym last year...

They said, "In 12 months you'll see a big difference."

Yeah — my bank balance.

---

10. The High-Level Test

Friend: "Why do you bring a ladder to school?"

Boy: "Because the teacher said the test would be high level."

the test would be high level."

---

11.

Friend 1: Two cockroaches were singing the song

"Saiyara Tu To..." and then they died. Why?

Friend 2:

I don't know.

Friend 1:

Because the song was a hit

---

**Coral Sharma**

**Class: - B.com sem2**

# THE POWER OF DREAMS

**Name: Harsh Singh**  
**Course: B.Com (NEP)**

Dreams are the stars that light our way,  
Guiding our steps every day.  
They whisper hope in silent night,  
Filling our hearts with shining light.

When the road seems hard and long,  
Dreams give courage to stay strong.  
They tell us never to give up,  
Even when life feels tough.

With faith, patience, and a hopeful heart,  
Every dream gets a chance to start.  
Step by step, we move ahead,  
Following the dreams we once had.

So hold your dreams and let them grow,  
For they shape the path we go.  
One day they shine bright and true,  
Turning imagination into something new.



# **THE LEGACY WE** **HAVE**

We race through days with restless pace,  
Chasing dreams, we long to chase.  
Through crowded halls and sleepless  
nights,

We search for futures shining bright

We measure life in ranks and scores,  
In louder cheers and closing doors.

Yet time reveals a quiet truth,  
The Soul matters more than proof.

For trophies fade and applause grows thin,  
But kindness echoes deep within.

A gentle word, a hand that stays,  
Can light the dark of Someone 's days.

And when the noise of life is through,  
The world won't count what we once know,  
It reads instead the hearts we moved,  
The love we gave, the good we proud.

**Kashish**  
**B.A ENGLISH HONS**

# हिंदी संपादकीय



वर्तमान युग तकनीक और कृत्रिम बुद्धिमत्ता (ए.आई.) का युग है। जैसा कि हम जानते हैं कि ए.आई. ने हमारे जीवन को पहले से अधिक आसान और तेज़ बनाया है। शिक्षा, लेखन, चित्र निर्माण, संगीत और कई अन्य क्षेत्रों में ए.आई. की सहायता से हम अपने काम को कुछ ही मिनटों में पूरा कर लेते हैं। लेकिन इस सुविधा के साथ एक चिंता यह भी सामने आ रही है कि - क्या ए.आई. के बढ़ते प्रयोग से हमारी रचनाशीलता कम होती जा रही है?

हम इस बात से भी परिचित हैं कि हर व्यक्ति के भीतर एक रचनाकार छिपा होता है। उसे केवल एक मंच की आवश्यकता होती है, जहाँ वह अपने विचारों और भावनाओं को व्यक्त कर सके। रचनाशीलता व्यक्ति की सबसे बड़ी विशेषता है। नए-नए विचार सोचना, कल्पना करना और अपने अनुभवों को शब्दों या कला के माध्यम से व्यक्त करना ही रचनात्मकता है। पहले विद्यार्थी किसी विषय पर लेख, कविता या कहानी आदि लिखने के लिए स्वयं सोचते थे, किताबें पढ़ते थे और अपने अनुभवों व चिन्तन-मनन से सामग्री तैयार करते थे। इससे उनकी सोचने-समझने की क्षमता और कल्पनाशक्ति विकसित होती थी। आज जरूरत इस बात की है कि हम ए.आई. को सहायक उपकरण के रूप में प्रयोग करें, न कि अपनी सोच का विकल्प बना लें।

जब हम तकनीक और अपनी कल्पनाशक्ति के बीच संतुलन बनाए रखेंगे, तभी सच्ची रचनाशीलता जीवित रह पाएगी। आखिरकार मशीनें जानकारी दे सकती हैं, लेकिन भावनाएँ, संवेदनाएँ और मौलिक विचार केवल व्यक्ति ही दे सकता है।

सर्वसाधिका पत्रिका इसी उद्देश्य को पूरा करने का एक महत्वपूर्ण माध्यम है। यह विद्यार्थियों को अपनी भावनाओं, विचारों, अनुभवों और रचनात्मकता को शब्दों के रूप में व्यक्त करने का अवसर देती है। कविता, कहानी, लेख और चित्रों के माध्यम से रचनाकार अपने मन की बात पूरे समाज तक पहुँचा सकते हैं। इस पत्रिका में प्रकाशित सभी रचनाएँ रचनाकारों की प्रतिभा, कल्पनाशक्ति और रचनाशीलता एवं मेहनत का परिणाम हैं। मुझे आशा है कि यह पत्रिका पाठकों को प्रेरित करेगी और उन्हें सोचने के लिए नई दिशा देगी। अंत में, मैं सभी रचनाकारों और सहयोगियों का आभार व्यक्त करती हूँ, जिनके प्रयासों से यह पत्रिका संभव हो सकी।

इसमें प्रकाशित सभी रचनाकारों को मेरी ओर से शुभकामनाएँ.....

**डॉ.कविता यादव**  
**राजकीय महाविद्यालय से. 9,**  
**गुरुग्राम**

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# एक वहम

किस तरह अनजानी सी हो जाती है  
एक परिवार में रहकर भी  
किस तरह परायी सी हो जाती है  
अपनों के बीच रहकर भी।  
जो दो भाई-बहन  
एक ही आँगन की धूप थे,  
एक ही थाली की रोटी थे,  
एक ही माँ की गोद के हिस्से थे...

वे आज  
एक-दूसरे के घर में  
मेहमान बनकर बैठते हैं।  
कितना कठिन होता है  
एक लड़की का बड़ा होना —  
बचपन से जिस घर में  
पली, हँसी, रोई,  
उसी घर से  
धीरे-धीरे उसका नाम गया  
उसे कहा गया तू तो  
"पराया धन" है  
और वह भी  
एक दिन खुद से कह बैठती है —  
"शायद सच में  
मैं इस परिवार का हिस्सा नहीं हूँ।"

मानो जैसे  
अपनापन सिर्फ एक वहम था।  
जो वर्षों से अपना समझा,  
वह अपना निकला नहीं।  
और जो अनजाना है,  
उसे अपना इतना आसान भी  
नहीं।  
वो दो घरों के बीच  
सिर्फ एक रिश्ता बनकर रह जाती  
है,  
जिसका होना भी पूरा नहीं,  
और ना होना भी संभव नहीं।  
उसका बचपन  
यादों में सिमट जाता है,  
और वर्तमान  
समझौतों में ढल जाता है।  
कभी-कभी वो सोचती है —  
क्या मैं सच में  
किसी घर की थी?  
या फिर...  
सालों से जिसे मैं "अपना" कहती  
रही,  
वो बस  
एक वहम था।

दीपा  
बी ए द्वितीय वर्ष

# ज़िन्दगी

ज़िन्दगी तब समझ में आती है,  
जब सड़क पार करते वक्त पापा का हाथ  
नहीं मिलता,

ज़िन्दगी तब समझ में आती है,  
जब घर से दूर रहना पड़ता है,  
जब अपने खर्चों का हिसाब रखना पड़ता  
है,

पॉकेट मनी से ही सेविंग करनी पड़ती है,  
जब खर्चे सोच - विचार कर करने पड़ते हैं,

ज़िन्दगी तब समझ में आती है,  
जब खुद से खुद का ध्यान रखना पड़ता है,  
बीमार होकर भी घर से बाहर काम के  
लिए निकलना पड़ता है,

जब अपनों को याद रखना पड़ता है,  
ज़िन्दगी तब समझ में आती है,  
जब खुद से खुद को संभालना पड़ता है,  
बिखर कर फिर से खुद को जोड़ना पड़ता  
है,

ज़िन्दगी तब समझ में आती है,  
जब केवल फोन पे बात होती है,  
आँसू आए तो छुपाने पड़ते हैं,  
अपने गमों को दिल में कही दबाना पड़ता  
है,

सब ठीक है बस यही बताना पड़ता है,  
अपना खर्चा खुद ही उठाना पड़ता है,  
ज़िन्दगी तब समझ में आती है,  
जब गले लगने को कोई भी नहीं होता,  
खुद से खुद को संभालना पड़ता है,  
ज़िन्दगी तब समझ में आती है।

## लघुकथा — “ऑनलाइन”

राहुल रोज़ की तरह सुबह उठते ही मोबाइल खोलकर बैठ गया।  
नोटिफिकेशन की लंबी लाइन थी — किसी की नई कार, किसी की  
विदेश यात्रा, किसी की मुस्कुराती सेल्फ़ी।

वह धीरे-धीरे उदास होने लगा।

“सबकी ज़िंदगी कितनी अच्छी है... बस मेरी ही साधारण है,” उसने  
सोचा।

तभी माँ ने आवाज़ दी, “चाय ठंडी हो रही है।”

वह अनमने मन से बाहर आया। माँ बरामदे में बैठी उसका इंतज़ार कर  
रही थी।

“आज जल्दी उठ गए?” माँ मुस्कुराई।

राहुल ने पहली बार ध्यान से देखा — माँ की आँखों में सुकून था, सुबह  
की धूप हल्की-सी चमक रही थी, और चाय से भाप उठ रही थी।

माँ बोली, “फोन में क्या मिलता है इतना?”

राहुल कुछ पल चुप रहा, फिर मोबाइल मेज़ पर उल्टा रख दिया।

उसे अचानक समझ आया —

जो खुशियाँ सच में अपनी होती हैं, वे कभी सोशल मीडिया पर नहीं  
मिलती... वे सामने बैठी होती हैं, बस हम ही ऑनलाइन रहते हैं।

दिव्यांशी मिश्रा

बी ए द्वितीय वर्ष

# आखिरी कतार

सभा भवन खचाखच भरा था।  
मंच पर बैठे लोग चमकते चेहरे  
और भारी शब्दों के साथ भविष्य  
गढ़ने की बातें कर रहे थे।  
पीछे, सबसे आखिरी कतार में,  
एक बूढ़ा चुपचाप बैठा था।  
उसके हाथ में एक पुरानी  
फाइल थी—  
पीली पड़ चुकी, कोनों से फटी  
हुई।  
हर पन्ने पर किसी और का नाम  
था, पर मेहनत उसी की।  
जब तालियाँ बजती, वह भी  
ताली बजाता—  
धीरे, बहुत धीरे।  
शायद इसलिए कि उसकी  
हथेलियाँ नहीं, उसका जीवन  
थक चुका था।  
कार्यक्रम के अंत में घोषणा हुई  
—  
“देश के विकास में योगदान देने  
वालों को सम्मानित किया  
जाएगा।”  
नाम पुकारे गए।  
एक-एक कर लोग मंच पर गए।  
फोटो खिंचवाई।  
मुस्कुराए।

आखिरी कतार खाली होने  
लगी।  
बूढ़ा उठने लगा कि तभी मंच से  
आवाज़ आई—  
“और एक नाम... जो कभी मंच  
पर नहीं आया,  
पर हर मंच उसी की नीव पर  
खड़ा रहा।”  
सभा में सन्नाटा छा गया।  
आयोजक ने कहा—  
“यह कहानी उस व्यक्ति की है  
जिसने सवाल नहीं किए,  
श्रेय नहीं माँगा,  
और जीवन भर आखिरी कतार  
में बैठा रहा—  
ताकि पहली कतारें बनती रहें।”  
लोग पीछे मुड़े।  
बूढ़े की आँखें नम थीं।  
वह मंच की ओर नहीं बढ़ा।  
बस फाइल को सीने से लगाया  
और मुस्कुरा दिया।  
क्योंकि कुछ लोग सम्मान पाने  
के लिए नहीं,  
सम्मानित होने के लिए जीते हैं।

मुस्कान  
बी ए अंग्रेजी ऑनर्स  
अनुक्रमांक- 1250022010

# धर्म की सभा

सभा सजी थी राजाओं से, मुकुट चमकते  
जाते थे,  
सत्य खड़ा था बीच मगर, सब उससे नज़र  
चुराते थे।  
शंख न बजते, रण न होता, फिर भी भारी क्षण  
था,  
धर्म स्वयं प्रश्नों में घिरकर जैसे व्याकुल मन  
था।  
वीर खड़े थे मौन वहाँ, पर वचन किसी के जागे  
ना,  
जिनके नाम से भय काँपे, आज वही कुछ  
बोले ना।  
ऊँचे सिंहासन चुप बैठे, दीवारें सब जानती थी,  
अन्यायों की धीमी आहें हवा स्वयं पहचानती  
थी।  
तभी सभा के बीच अचानक एक सरल स्वर  
उठ आया,  
धीमा था पर सत्य भरा, सबके मन को छू  
पाया।  
“क्या बल केवल शस्त्रों में है?” प्रश्न गगन तक  
जाता था,  
हर उत्तर से पहले ही मन भय से भर-सा जाता  
था।  
क्षण बीते पर मौन गहराया, जैसे रात उतर  
आई,  
आशा की अंतिम ज्योति भी धीरे-धीरे  
घबराई।  
तभी किसी के अंतर में विश्वास नया जग  
जाता है,

घोर अँधेरे के भीतर भी प्रकाश याद आ  
जाता है।  
ना क्रोध उठा, ना शोर हुआ, ना कोई  
रणघोष हुआ,  
सत्य के केवल एक वचन से झूठ स्वयं ही  
रोष हुआ।  
मौन टूटा, दृष्टि उठी, साहस फिर मुस्काया  
था,  
डर के पीछे छिपा हुआ मानव बाहर आया  
था।  
तब सबने यह बात समझी — मौन भी  
अपराध है,  
अन्यायों के सम्मुख झुकना सबसे बड़ा  
विषाद है।  
युग बदलें, पर कथा यही हर युग को  
समझाती है,  
धर्म कभी झुकता नहीं, सत्य ही विजयी  
कहलाती है।  
जब भी सभा खामोश हो और सत्य अकेला  
रह जाए,  
एक साहसी स्वर उठे तो इतिहास नया बन  
जाए।

दिव्यांशी मिश्रा  
बी ए द्वितीय वर्ष

# अभी शब्द जीवित हैं

अभी शब्द जीवित हैं मेरे,  
अभी स्वप्नों की साँस बची,  
अभी अँधेरों की सत्ता में  
थोड़ी सी विश्वास बची।  
दीवारों ने रोक लिया था  
जब उड़ते विचारों को,  
मन ने फिर भी लिख डाला  
आकाश नए विस्तारों को।  
थकी हुई सी इस दुनिया में  
कितने चेहरे खो जाते,  
हँसते हुए मुखौटों के नीचे  
सौ-सौ आँसू सो जाते।  
पर समय कभी रुकता कब है,  
घावों को भी गीत करे,  
जो पीड़ा को शब्द बना दे  
वही सृजन का मीत बने।  
मैं चुप रहकर भी बोलूँगा,  
धड़कन को आवाज़ मिले,  
जब सच अपनी राह चुनेगा  
झूठ स्वयं ही हार चले।  
अभी शब्द जीवित हैं मेरे,  
अभी कलम में आग नई,  
जब तक मन में स्वप्न रहेंगे  
तब तक हार असंभव ही।

प्रिंस कुमार  
बी ए द्वितीय वर्ष



# आईना

रवि रोज़ सुबह अख़बार पढ़ते हुए समाज की बुराइयों पर  
लंबी बातें किया करता था —

“आजकल लोगों में संवेदनाएँ ही नहीं रही... सब स्वार्थी  
हो गए हैं।”

उसी समय दरवाज़े पर घंटी बजी। बाहर एक बुज़ुर्ग  
आदमी खड़ा था।

“बेटा, थोड़ा पानी मिल जाएगा?” उसने धीमी आवाज़ में  
पूछा।

रवि ने घड़ी देखी, ऑफिस के लिए देर हो रही थी।

“अभी समय नहीं है,” कहकर उसने दरवाज़ा बंद कर  
लिया।

कुछ देर बाद वह तैयार होकर निकला तो देखा — वही  
बुज़ुर्ग सामने की सीढ़ियों पर थके हुए बैठे थे। पड़ोस की  
छोटी बच्ची उन्हें पानी दे रही थी।

रवि कुछ पल चुप खड़ा रहा।

अख़बार की सुर्खियाँ अचानक उसे धुंधली लगने लगी।

उसे पहली बार महसूस हुआ —

समाज का आईना अख़बार नहीं, हमारे अपने व्यवहार में  
होता है।



अंजली  
बी ए द्वितीय वर्ष

# पुकार अजन्मी बेटी की

मेरी माँ तूने मुझे क्यों कोख दी  
कि मेरी माँ तूने मुझे क्यों कोख दी  
ओर इस प्यार भरी कोख में मुझे क्यों नरक जैसी मौत  
दी?

क्या गलती थी मेरी, क्या दोष था मेरा  
की माँ क्या गलती थी मेरी, क्या दोष था मेरा?  
मैं पूछ पूछ कर हार गई।

इस सुंदर स्वर्ग में आने से पहले  
कि इस सुंदर स्वर्ग में आने से पहले  
कोख में गिराकर मुझे क्यों नरक जैसी मौत दी।  
मैं नन्ही सी परी, मैं नन्ही सी गुड़िया  
कि माँ मैं नन्ही सी परी, मैं नन्ही सी गुड़िया।  
मैं तेरा ही तो स्वरूप थी।

फिर माँ तूने मुझे क्यों कोख दी और इस कोख से मुझे  
गिराकर मुझे क्यों नरक जैसी मौत दी ।

मुझे मालूम है तू खुश नहीं  
कि माँ मुझे मालूम है तू खुश नहीं।  
मुझे इस दुनिया में देखना, बस यही तो तेरा एक सपना  
था।

लेकिन इस सपने को पूरा करने के लिए तेरा साथ तेरा  
कौन ही अपना था।

इस जाँच रिपोर्ट पर हाय  
कि इस जाँच रिपोर्ट पर हाय।  
इससे पहले मुझे कितना प्यार दिया।  
तुझे मुझे दोनों को इन हत्यारों ने स्वर्ग का एहसास दिया।  
जाँच रिपोर्ट में आई बेटी कि जाँच रिपोर्ट में आई बेटी।  
बस यही दोष था मेरा, फिर क्यों तूने मुझे बेटी बनाया  
ओर इस दोष को क्यों मुझसे करवाया।  
एक बेटी बनाती तो शायद मैं जी पाती, कि एक बेटी

बनाती तो शायद मैं जी पाती।  
इस प्यार भरे स्वर्ग में हँसकर खिलखिलाती।  
अपनों का प्यार, अपनों का एहसास  
कि अपनों का प्यार, अपनों का एहसास इनसे मुझे क्यों  
वंचित करवाया और मेरी माँ तूने मुझे क्यों बेटी बनाया।  
मैं कुछ न माँगती , मैं कुछ न कहती  
कि माँ मैं कुछ न माँगती मैं कुछ न कहती, अगर तू  
कहती तो मैं हमेशा चुप ही रहती।  
आने तो दिया होता एक बार  
तेरे हाथों से खिलाया तो होता एक बार  
मैं वापस कभी न आती बार - बार  
लेकिन माँ मुझे इस दुनिया में आने तो दिया होता एक  
बार।

लेकिन तेरी भी क्या गलती थी  
कि माँ तेरी भी क्या गलती थी।  
तेरी इस घर में एक न चलती थी, सही किया न आने  
दिया, इस बनावटी स्वर्ग में मुझे न खिलखिलाने दिया।  
मेरे आने से होता तुझे बहुत दुख, ये हत्यारे छीन लेते तेरा  
सब कुछ।

अब खुश तो है आएगा बेटा दोबारा, हमारे वंशज को  
बढ़ाएगा हमारा दुलारा ।  
तू मेरी चिंता न करना  
कि माँ तू मेरी चिंता न करना, मैं वापस कभी न आऊंगी  
तेरे पास दोबारा।

बस अंत मे यही कहूंगी मैं, तेरी कोख में बेटा आए  
दोबारा  
इन हत्यारों के वंशज को बढ़ाए इनका दुलारा।  
बस तुझे मिले दुनिया का सुख सारा।  
माँ मैं वापस कभी न आऊंगी तेरी इस कोख में दोबारा  
तेरी इस कोख मे दोबारा ।

दीपांशु  
बी . ए ( द्वितीय वर्ष )

# नई शुरुआत

छोटा सा गाँव ,बड़े से सपने,  
आंखों में उजियारा लिए,  
बरखा सिसोदिया चल पड़ी,  
हौसलों का सहारा लिए।  
टूटे थे सपने, रूठे थे हर पल,  
न सोऊँ दिन भर,न सोऊँ रात भर,  
जब मेहनत के बाद भी सफलता ना पाई,  
आगे जाऊँ या पीछे जाऊँ,  
समझ ना आया जाऊँ किस मोड़ पर।  
फिर थककर रुक गई मैं,  
राहों में बस अंधेरा छाया।  
हिम्मत हौसले कम होने लगे,  
तभी आया एक फरिश्ता बनकर इस तरह।  
टूटे हौसले फिर जुड़ने लगे,  
हिम्मत भी लौटने लगी।  
उस फरिश्ते की सीख ने  
मुझमें नई रोशनी जगा दी।  
"खुद पर विश्वास करो  
नई शुरुआत तुम करो।"  
यही मंत्र दिया उन्होंने-  
मेहनत से हर सपना सच होता है,  
यह बात सिखाई उन्होंने।  
टूटे सपनों की राख से  
फिर उम्मीद बोई है।  
डर को पीछे छोड़  
आज नई राहें जोड़ी है।  
नया सवेरा ,नई शुरुआत  
नई सोच नई उड़ान भरनी है  
अपने दम पर अब सफलता का इतिहास बनना है।

अंजली  
बी ए द्वितीय वर्ष

## एक प्रेरणादायक संवाद : डॉ. नीलम दहिया जी से छात्रा आद्या और मुस्कान द्वारा लिया गया विशेष साक्षात्कार



**प्रश्न 1: मैडम सर्वप्रथम मैं आपकी शैक्षणिक यात्रा के बारे में जानना चाहूंगी ?**

प्राचार्या: मेरा नाम डॉ. नीलम दहिया है। मैंने एम.एस.सी. भौतिक विज्ञान में की है। मेरी प्रारंभिक शिक्षा हिसार से हुई। स्नातक भी मैंने सरकारी महाविद्यालय, हिसार से किया तथा परास्नातक कुरुक्षेत्र विश्वविद्यालय से किया। मेरा मुख्य विषय भौतिक विज्ञान रहा है, साथ ही मुझे कंप्यूटर साइंस विषय का भी ज्ञान है। मैंने कंप्यूटर साइंस विषय को शिक्षण के लिए चुना।

**प्रश्न 2: जब आपने प्राचार्या के पद पर कार्यभार संभाला, तब आपको सबसे बड़ी चुनौतियाँ क्या लगी ?**

प्राचार्या: जब मैंने कार्यभार संभाला, तब सबसे पहले साफ-सफाई की समस्या सामने आई। इसके अतिरिक्त विद्यार्थियों की नियमित कक्षाएँ सुनिश्चित करना भी एक चुनौती रही। मैं इस महाविद्यालय में लगभग पाँच वर्षों तक प्रोफेसर के पद पर कार्यरत रही हूँ, इसलिए मुझे यहाँ की आवश्यकताओं का अनुभव था। कुछ आधारभूत संरचना से जुड़ी समस्याएँ भी हैं, जिन पर लगातार कार्य किया जा रहा है।

**प्रश्न 3: मैडम इस महाविद्यालय की छात्रा होने के नाते मैंने इस समस्या को महसूस किया कि कुछ विषयों में शिक्षक उपलब्ध नहीं होते, तब इस स्थिति में छात्र-छात्राओं की आप किस प्रकार मदद कर सकती हैं ?**

प्राचार्या: हम इस दिशा में लगातार प्रयासरत हैं। डी. एच. ई. ओ. स्तर पर हम अन्य महाविद्यालयों से शिक्षकों की व्यवस्था करने का प्रयास करते हैं। मैं मानती हूँ कि राजनीति शास्त्र और इतिहास जैसे विषयों में कमी रही है, लेकिन हम विद्यार्थियों को उचित मार्गदर्शन देने के लिए निरंतर प्रयास कर रहे हैं।

#### **प्रश्न 4: मैडम इतिहास विषय के शिक्षक को लेकर क्या प्रगति हुई है ?**

प्राचार्या: इतिहास विषय के लिए हमने कई बार प्रयास किए हैं। हाल ही में भी इस संबंध में विश्वविद्यालय और डी. एच. ई. ओ. से दूरभाष पर लगातार बातचीत की गई है ताकि शीघ्र ही शिक्षक की व्यवस्था हो सके।

#### **प्रश्न 5: छात्रों को पाठ्यक्रम की जानकारी न होने की समस्या का समाधान क्या है ?**

प्राचार्या: इस पर भी कार्य चल रहा है। विश्वविद्यालय से शोधार्थियों को भेजने का प्रस्ताव रखा गया है, जो विद्यार्थियों को मार्गदर्शन देंगे। इस संबंध में हमने विश्वविद्यालय को पत्र भी लिखा है।

#### **प्रश्न 6: भविष्य में महाविद्यालय में आप क्या सुधार करना चाहेंगी ?**

प्राचार्या: भविष्य में मैं महाविद्यालय के हरित क्षेत्र को और विकसित करना चाहती हूँ। महाविद्यालय के बोटैनिकल उद्यान को विद्यार्थियों के लिए अधिक उपयोगी बनाया जाएगा, जहाँ वे बैठ सकें और विभिन्न गतिविधियाँ कर सकें। इसके अलावा खेल मैदान को भी बेहतर बनाने की योजना है, जिसके चारों ओर परिधि मार्ग बनाया जाएगा। ताकि विधार्थी या समस्त कर्मचारी वॉकिंग का आनंद उठा सकें। आधारभूत संरचना में सुधार जैसे कक्षाओं और खिड़कियों की मरम्मत, मनोविज्ञान एवं भूगोल विभाग का विकास, तथा संगोष्ठी कक्ष की मरम्मत भी की जा रही है। कक्षाओं की कमी को ध्यान में रखते हुए नए कक्षों के निर्माण का प्रस्ताव भी तैयार किया जा रहा है।

#### **प्रश्न 7. इस साक्षात्कार के माध्यम से आप विद्यार्थियों को क्या संदेश देना चाहेंगी ?**

प्राचार्या : इस साक्षात्कार के माध्यम से मैं विद्यार्थियों को सबसे पहले यही संदेश देना चाहूँगी कि मोबाइल का इस्तेमाल कम-से-कम करे, महाविद्यालय के परिसर को प्लास्टिक मुक्त बनाने में पूर्ण रूप से सहयोग करे तथा अपनी पढ़ाई के प्रति जिम्मेदार और नियमित रहे। परिस्थितियाँ चाहे जैसी भी हों, आत्मनिर्भर बनकर अपने लक्ष्य की ओर निरंतर प्रयास करते रहे। इसके साथ ही यह भी संदेश देना चाहूँगी कि महाविद्यालय प्रशासन विद्यार्थियों के हित में लगातार कार्य कर रहा है—चाहे वह बेहतर सुविधाएँ हों, शिक्षकों की व्यवस्था हो या हरित एवं स्वच्छ वातावरण का निर्माण। विद्यार्थियों को चाहिए कि वे उपलब्ध संसाधनों का सही उपयोग करें, सकारात्मक सोच रखें और अपने भविष्य के निर्माण में सक्रिय भूमिका निभाएँ।

**छात्रा आद्या : धन्यवाद मैडम।**

# Economics

*Economic growth without investment in human development is unsustainable - and unethical”*

Economics is more than just a field of academic study—it is a powerful force that influences the choices individuals and societies make every day. From how people work and spend money to how they save and invest for the future, economic principles shape many aspects of daily life. At a broader level, economics governs markets, informs public policy, and plays a critical role in determining the financial stability of both individuals and nations. Factors such as inflation, interest rates, and government regulations extend far beyond statistical indicators; they directly influence the cost of living, employment opportunities, and the overall well-being of societies.

In today's interconnected world, the global economic landscape has become increasingly interdependent. At the same time, the rise of protectionist policies in certain countries such as tariffs, subsidies, and import restrictions—has reignited debates about their long-term impact. While proponents argue that these measures help protect domestic industries and jobs, many economists emphasize the broader efficiency gains and collective benefits that free trade can bring to the global economy.

Despite the opportunities created by globalization, the global economy continues to face complex challenges, including income inequality, climate change, and financial instability. As Nobel laureate Abhijit Banerjee has observed in the context of India's economy, periods of economic distress require timely and innovative policy responses to revive economic momentum.



As economies continue to evolve, the importance of informed discussion and thoughtful analysis becomes even more critical. This section aims to provide meaningful perspectives on economic trends, policy decisions, and their real-world implications. By strengthening the understanding of economic principles, we hope to encourage constructive dialogue and inspire the next generation of thinkers and policymakers to contribute toward building a more equitable and prosperous global economy.

Let us embrace the power of economics as a tool for understanding the world and for shaping a better future.

DR. MEENU MENDIRATTA  
ASST. PROFESSOR  
(DEPARTMENT OF ECONOMICS)



**Claudia Goldin**  
**Nobel Prize Winner**  
**(2023)**

# Economics Section

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## Time Management in Student's Life: A Key to Success

Time is one of the most valuable resources in a student's life. Every student gets the same 24 hours in a day, but the way they use this time determines their success. Managing time effectively is crucial for students to balance their academics, extracurricular activities, personal lives, and social engagements. It is the key to maintaining a healthy lifestyle while achieving academic success. Time management means planning and organizing time in a proper way so that all tasks can be completed efficiently. For students, good time management is the key to achieving academic success and maintaining a balanced life.

This article delves into the importance of time management, the benefits it brings to student life, and offers tips on how to master this essential skill. Additionally, we will share some fascinating stories that illustrate how effective time management can make a huge difference.

### Why is Time Management Important in Student Life?

Time management is very important in a student's life because it helps them use their time effectively and achieve their goals. Students have many responsibilities such as attending classes, completing homework, preparing for exams, and participating in other activities. Without proper time management, it becomes difficult to handle all these tasks. Effective time management allows students to:



- **Complete Assignments and Homework on Time –**  
Effective time management helps students plan their study schedule properly. When students allocate specific time for homework and assignments, they can complete their tasks before deadlines. This reduces last-minute pressure and improves the quality of their work.
- **Improve Academic Performance -**  
When students manage their time well, they can give enough attention to every subject. Regular study and revision help them understand concepts better, remember information for a longer time, and perform well in exams.
- **Reduce Stress and Anxiety –**  
Poor time management often leads to unfinished work and exam pressure. When students organize their time properly, they feel more relaxed and confident because their tasks are completed on time.
- **Balance Studies and Other Activities –**  
Students do not only need to study; they also need time for sports, hobbies, family, and rest. Good time management helps them balance all these activities without neglecting their studies.
- **Develop Discipline and Responsibility –**  
Following a timetable teaches student discipline. When they regularly complete their work according to a schedule, they become more responsible and develop good habits that help them in the future.

- **Avoid Procrastination –**

Time management encourages students to start their work early instead of delaying it. This habit helps them avoid procrastination and makes them more productive.

- **Achieve Personal and Academic Goals –**

When students use their time wisely, they can focus on their goals. Proper planning helps them work step by step toward success in both their studies and personal development.

Let's explore this through some stories of famous individuals who mastered time management during their student years.

- ❖ **The Time Management Skills of Aryabhata**

Aryabhata was one of the greatest scholars of ancient India, known for his dedication to learning and effective use of time. As a student and researcher, he spent most of his time studying mathematics and astronomy with great focus and discipline. He carefully divided his time between learning, observation of the sky, and solving complex mathematical problems. Instead of wasting time, he used every moment to gain knowledge and improve his understanding of science. His regular practice and deep concentration helped him write his famous work *Aryabhatiya* at a young age. Aryabhata's disciplined routine and commitment to learning show that proper time management and focus can lead to great achievements in education and research.

Aryabhata believed in discipline, dedication, and the productive use of time for learning and research. He believed that time should not be wasted and that every moment should be used to gain knowledge and improve skills. Aryabhata spent his time observing the movements of stars and planets, solving mathematical problems, and studying astronomy. He followed a focused and disciplined routine, which helped him make great discoveries and write his famous work *Aryabhatiya* at a young age. His belief in using time wisely shows that proper planning, concentration, and consistent study are essential for success in education and research.

- ❖ **Srinivasa Ramanujan's Daily Schedule –**

When Srinivasa Ramanujan was a student, Ramanujan spent most of his time studying mathematics.

Daily Study Habits:

He used to study mathematics for many hours every day. He carried notebooks where he wrote formulas and solved problems regularly. Even in his free time, he preferred thinking about mathematical ideas and practicing calculations. His strong focus and dedication helped him become one of the greatest mathematicians in the world.

- ❖ **Sundar Pichai's Daily Schedule –**

During his studies at Indian Institute of Technology Kharagpur, he followed a balanced study schedule. He spent time on classes, assignments, and self-study. He also used time to learn new technologies and improve his knowledge. His organized routine helped him become one of the top students.

### ❖ **Time Management Tips for the Students –**

- **Make a Daily Schedule** - Students should prepare a timetable for their daily activities such as studying, homework, and rest. This helps them stay organized.
- **Set Clear Goals** - Setting short-term and long-term goals helps students focus on what they want to achieve in their studies.
- **Prioritize Important Tasks** - Students should complete important and difficult tasks first when their mind is fresh.
- **Avoid Procrastination** - Delaying work creates pressure later. Students should try to finish their tasks on time.
- **Take Short Breaks** - Studying continuously can make students tired. Taking short breaks helps improve concentration and productivity.
- **Limit Distractions** - Students should avoid distractions like excessive mobile phone use, social media, or television during study time.
- **Review and Revise Regularly** - Regular revision helps students remember their lessons better and prepares them for exams.
- **Maintain Balance** - Good time management allows students to balance studies with hobbies, sports, and proper rest.

### **Conclusion**

In conclusion, time management plays a very important role in a student's life. It helps students organize their daily activities, complete their work on time, and reduce stress. By planning their schedule, setting goals, and avoiding distractions, students can use their time more effectively. Good time management not only improves academic performance but also helps students maintain a balance between studies and other activities. Therefore, students who learn to manage their time wisely are more likely to achieve success in their studies and future life.

***Tannu Bansal***  
***M.A. Eco 2nd Year***

## Algorithms and the Economy



In markets once ruled by pen and trade,

A silent worker now is made.

Not born of sweat, nor bound by rest,

But lines of code that serve their best.

Factories hum with robotic hands,

Efficiency spreading across the lands.

Costs fall low and output grows,

Innovation steadily flows.

Banks predict with models wise,

Patterns hidden before our eyes.

Farms grow smart with data and light,

Harvests planned with digital sight.

Yet shadows stretch beneath the gain,

For progress seldom comes without pain.

Jobs once steady fade away,

As machines learn faster every day.

Workers wonder what remains,  
When skill meets automated brains.  
Will wealth expand for all to share,  
Or gather only in few hands' care?

Economies shift like tides at sea,  
Between productivity and equity.  
For every tool that drives growth high,  
A question follows quietly: why?

If guided well with thoughtful law,  
With ethics firm and social awe,  
AI may build a balanced way—  
Where work and progress both can stay.

For economies are more than gold,  
They are the stories people hold.  
And in this age of minds we design,  
The human future draws the line.

***Aswathy Jayan***  
***M.A. Economics (2<sup>nd</sup> Sem)***

## Women Empowerment: A Catalyst for Economic and Social Development

Women empowerment has become one of the most significant topics of discussion in modern society. It is widely recognized that the progress of a nation depends not only on economic growth but also on the equal participation of both men and women in all spheres of life. For centuries, women have contributed silently to the development of families and communities, yet their efforts were often undervalued. Today, empowering women is not just a matter of social justice but also an essential requirement for sustainable economic and social development. Women empowerment refers to the process of enabling women to gain control over their lives, make independent decisions, and have equal access to opportunities and resources. It involves improving women's status in society by ensuring equality in education, employment, healthcare, and political participation. When women are empowered, they become more confident, independent, and capable of contributing to the development of their families, communities, and the nation as a whole.

One of the most important aspects of women empowerment is education. Education acts as a powerful tool that transforms the lives of women and opens doors to new opportunities. An educated woman is more aware of her rights and responsibilities, and she can make informed decisions for herself and her family. Education not only enhances women's knowledge and skills but also builds their confidence and self-respect. Moreover, when a woman is educated, she becomes a role model for her children and encourages them to pursue education and personal growth. Economic empowerment is another crucial dimension of women empowerment. When women are financially independent, they gain the ability to make important decisions and actively participate in economic activities. In recent years, the participation of women in the workforce has increased significantly. Women are contributing in various sectors such as business, science, education, technology, healthcare, and entrepreneurship. Their involvement not only improves household income but also strengthens the overall economy of a country. From an economic perspective, empowering women can significantly boost economic growth. According to many economic studies, increasing women's participation in the labor force leads to higher productivity and innovation. Women bring diverse perspectives and creative ideas that help organizations and societies grow. When women are given equal opportunities in employment and entrepreneurship, it leads to the creation of new businesses, job opportunities, and economic stability. Therefore, gender equality in the workplace is not only a social goal but also an economic necessity. Women empowerment also plays a crucial role in social development. Empowered women are more



likely to invest in the health, education, and well-being of their families. Research shows that when women have control over financial resources, they prioritize spending on children's education, healthcare, and nutrition. As a result, empowering women contributes to the development of healthier and more educated communities. It also helps in reducing poverty and improving the overall quality of life. Despite the progress made in recent decades, many challenges still hinder the path of women empowerment. Gender discrimination, unequal pay, limited access to resources, and social stereotypes continue to affect women in many parts of the world. In some societies, traditional beliefs and cultural norms restrict women's freedom and opportunities. These barriers not only limit women's potential but also slow down the overall development of society. To overcome these challenges, collective efforts from governments, institutions, and society are essential. Governments can play a significant role by implementing policies that promote gender equality, provide better educational opportunities for girls, and encourage women's participation in economic activities. Programs related to skill development, financial inclusion, and entrepreneurship can help women become economically independent. At the same time, society must change its mindset and recognize the equal capabilities and rights of women. In the context of India, women empowerment has gained considerable attention over the past few decades. Various initiatives have been introduced to support women's education, health, safety, and economic independence. Increasing awareness about gender equality and the importance of women's participation in development is gradually bringing positive changes in society. Today, many Indian women are breaking traditional barriers and achieving success in fields such as science, sports, business, politics, and technology. However, true empowerment cannot be achieved solely through policies and programs. It also requires a transformation in societal attitudes and beliefs. Families must encourage girls to pursue education and career opportunities without limitations. Providing a supportive environment where women can express their ideas, develop their skills, and achieve their ambitions is essential for building an inclusive and progressive society. Women empowerment is not only beneficial for women themselves but also for the entire society. When women are empowered, they contribute to economic productivity, social stability, and national progress. A society that values and respects the empowerment of women leads to the empowerment of families, communities, and ultimately the nation. In conclusion, women empowerment is a powerful force that drives both economic growth and social transformation. It ensures equality, promotes human dignity, and unlocks the true potential of half of the population. Empowering women through education, economic opportunities, and social support is essential for creating a just and prosperous society. As we move forward in the 21st century, it is important to remember that the progress of a nation is closely linked to the progress of its women. Therefore, empowering women today will undoubtedly lead to a brighter, stronger, and more sustainable future for all.

**Jyoti Yadav**  
**M.A. Eco Final Year**

## The Economics of Happiness: Is Money Enough?

In economics, money and income are often seen as the main indicators of a good life. A higher salary, better job opportunities, and economic growth are usually considered signs of progress and development. Many people believe that if they earn more money, they will automatically become happier. However, an important question arises: *Is money enough to make people truly happy?* The field of happiness economics tries to answer this question by studying the relationship between income, well-being, and life satisfaction.

For a long time, traditional economic thinking assumed that people become happier as their income increases. This idea seems logical because money helps people meet their basic needs. With sufficient income, individuals can buy food, clothing, shelter, healthcare, and education. When people struggle to meet these basic necessities, their stress levels are high and their quality of life is low. In such situations, an increase in income can significantly improve their well-being. For example, if a poor family suddenly earns more money, they can afford better food, safer housing, and proper medical treatment. These improvements naturally increase their happiness and security.

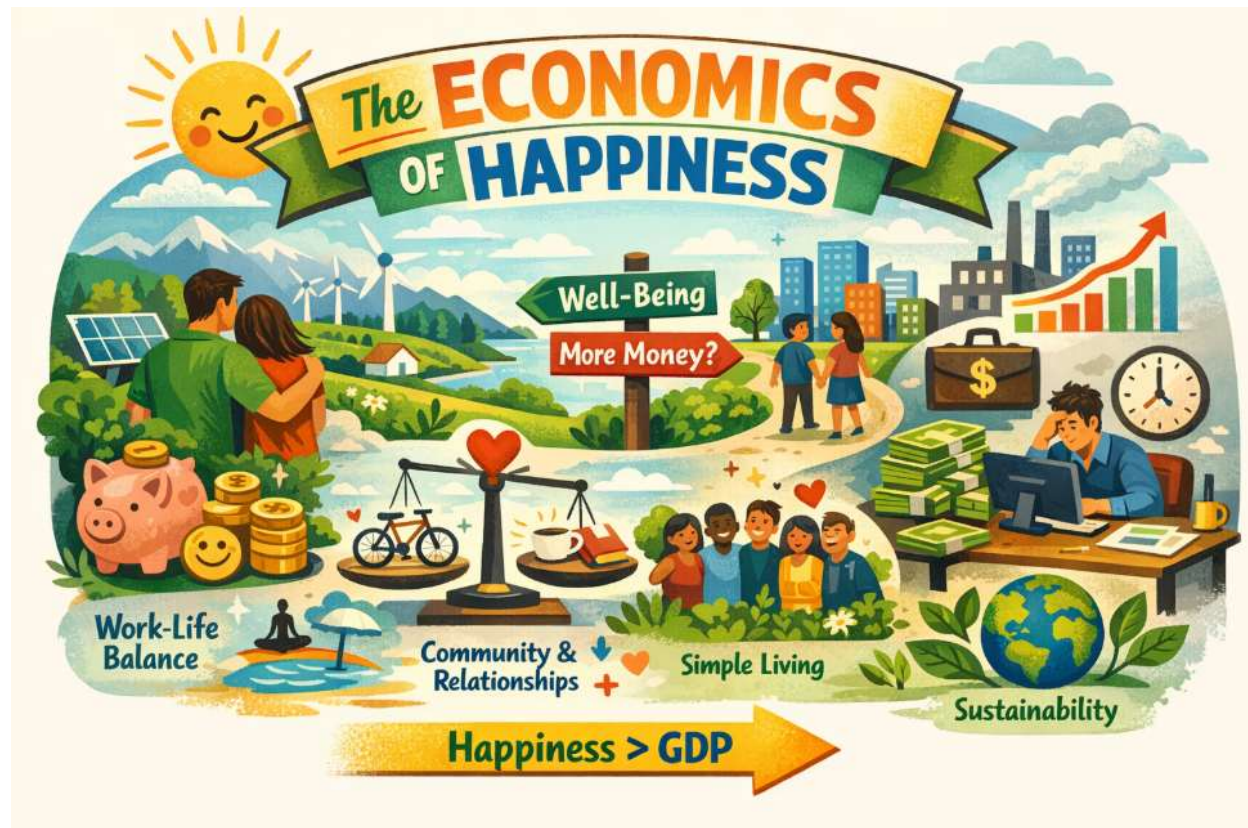
However, research in modern economics shows that after a certain level of income, the impact of money on happiness becomes smaller. Once basic needs are fulfilled, additional income does not always lead to a proportional increase in happiness. People may buy more goods, travel more, or enjoy a higher standard of living, but these benefits often provide only temporary satisfaction. Over time, individuals become used to their new lifestyle, and their level of happiness returns to normal. This phenomenon is often called the “adaptation effect,” where people quickly adjust to changes in their income or living conditions.

Another important idea in happiness economics is the role of comparison. People often compare their income and lifestyle with those around them. If a person earns a good salary but sees others earning much more, they may still feel dissatisfied. On the other hand, someone with a moderate income may feel happy if their lifestyle is similar to or better than their neighbors. This shows that happiness is not only about how much money a person earns, but also about how they perceive their situation compared to others.

In addition to income, many non-economic factors play an important role in determining happiness. Good health is one of the most important factors. Even a wealthy person may feel unhappy if they suffer from serious health problems. Similarly, strong family relationships and supportive friendships are essential for emotional well-being. People who have caring families and meaningful social connections often report higher levels of happiness than those who are socially isolated.

Job satisfaction is another important element. Many individuals spend a large part of their lives working, so the quality of their work environment matters greatly. A high salary cannot always compensate for a stressful or unpleasant job. People often feel happier when their work is

meaningful, when they are respected by colleagues, and when they have a healthy balance between work and personal life. Therefore, happiness is influenced not only by how much people earn but also by how they experience their daily lives.



Education and personal growth also contribute to happiness. Education helps individuals develop skills, knowledge, and confidence. It opens opportunities for better careers and allows people to understand the world more clearly. Moreover, learning new things and achieving personal goals can give individuals a strong sense of purpose and satisfaction.

Another factor that influences happiness is the quality of the environment and society in which people live. Clean surroundings, safety, and access to public services improve the quality of life. Countries that invest in healthcare, education, and social welfare often report higher levels of overall well-being among their citizens. This suggests that economic policies should not focus only on increasing national income but also on improving the living conditions of people.

In recent years, economists and policymakers have started to recognize that economic growth alone cannot fully measure a country's success. Some countries now consider indicators of well-being, life satisfaction, and social development along with traditional measures such as Gross Domestic Product (GDP). These broader indicators help governments understand whether economic progress is actually improving people's lives.

Mental health has become an important topic in modern discussions about well-being. Even if people have good income and material comfort, they may still feel unhappy if they experience anxiety, stress, or depression. A supportive environment, emotional stability, and the ability to manage stress are essential for a happy life. Societies that pay attention to mental health awareness and support systems tend to have higher levels of overall well-being.

Happiness is also influenced by the sense of belonging to a community. People feel happier when they live in societies where there is trust, cooperation, and mutual support. Friendly neighbors, helpful communities, and safe public spaces create a sense of security and comfort. When people feel connected to others, they are more likely to experience satisfaction and emotional stability.

Another factor often discussed in happiness studies is the importance of gratitude and simple living. People who appreciate what they already have often experience greater happiness than those who constantly chase more wealth or possessions. Practicing gratitude helps individuals focus on positive aspects of life rather than comparing themselves with others. In many cases, simple experiences such as spending time with loved ones, enjoying nature, or pursuing hobbies bring deeper happiness than material wealth.

Governments also play an important role in promoting happiness through effective policies. Public services such as healthcare, education, clean infrastructure, and social security improve people's quality of life. When governments focus on inclusive development and reduce inequality, citizens feel more secure and satisfied. Therefore, many economists now argue that public policies should aim not only for economic growth but also for improving people's well-being.

In recent years, economists and policymakers have started to recognize that economic growth alone cannot fully measure a country's success. Some countries now consider indicators of well-being, life satisfaction, and social development along with traditional measures such as Gross Domestic Product (GDP). These broader indicators help governments understand whether economic progress is actually improving people's lives.

In conclusion, while money can improve people's lives by meeting their basic needs and providing comfort, it is not the only source of happiness. After a certain point, factors such as relationships, health, job satisfaction, and personal growth become more important for overall well-being. Therefore, both individuals and policymakers should aim for a balanced approach that values not only economic success but also the broader aspects of human happiness. When society focuses on improving both economic and social well-being, it creates a healthier and happier future for everyone.

**Monisha**

**B.A. Eco (H) 3<sup>rd</sup> Year**

## Union Budget 2026-27 – Key Highlights

The Union Budget 2026–27 of India was presented on 1 February 2026 by Nirmala Sitharaman, Finance Minister of India. It outlines the government’s revenue, spending, tax policies, and economic priorities for the financial year 2026–27.

### Key Highlights of Budget 2026–27

#### Overall Size of the Budget

Total expenditure: about ₹53.5 lakh crore.

Fiscal deficit target: around 4.3% of GDP.

Expected GDP growth: about 7% real growth.

#### Income Tax

Full tax rebate for individuals earning up to ₹12.75 lakh per year.

Steps taken to simplify tax compliance and filing.

❖ Goal: Increase disposable income and boost consumption.

#### Big Push for Infrastructure

- Capital expenditure: about ₹12.2 lakh crore.
- Plans include:
  - 7 high-speed rail corridors
  - 20 new national waterways
  - Logistics and freight corridor expansion.

❖ Goal: Create jobs and improve transport connectivity.

#### Focus on Manufacturing

- New programs to expand advanced manufacturing sectors.
- Focus sectors include:
  - Semiconductors
  - Biopharma
  - Textiles
  - Critical minerals & rare earths.

❖ Aim: Reduce imports and make India a global manufacturing hub.

#### Support for MSMEs (Small Businesses)

- ₹10,000 crore SME Growth Fund announced.
- Programs to create “Champion SMEs” and improve financing.

❖ Aim: MSMEs generate a large share of jobs in India.

#### Technology & Future Industries

- India Semiconductor Mission 2.0 for chip manufacturing.
- Investment in AI, digital infrastructure, and high-tech industries.

Textile & Handloom Support programs like Samarth 2.0 for textile skill development and Tex-Eco initiative for sustainable textiles.

Fiscal Discipline - Government plans to reduce debt-to-GDP ratio to about 50% by 2030.

**Conclusion** - The budget focuses on three major goals:

- Fast economic growth
- Job creation and manufacturing expansion
- Infrastructure and technology development.

**Khushi Khatana**

**M.A. Eco (H)**

## **Economic Growth and Employment Generation in India: Understanding the Jobless Growth Paradox**

### **Introduction**

Economic growth and employment generation are fundamentally intertwined pillars of a nation's development. In theory, when an economy experiences higher output and income growth, it is expected to create greater employment opportunities and reduce unemployment. However, in developing economies such as India, this relationship often reveals several complexities and paradoxes.

Over the past two decades, India's economy has expanded rapidly, growing at an average annual rate of approximately 6.5–7.5 percent. This growth has been driven primarily by the expansion of the services sector, increasing digital innovation, and rising domestic demand. Despite this impressive economic performance, employment creation has not kept pace with the growing labour force.

Official estimates indicate that India generates only about 8–9 million new jobs annually, whereas nearly 12 million new jobs are required each year to absorb new entrants into the labour market. According to the Periodic Labour Force Survey (PLFS), the unemployment rate in India was 5.1 percent in August 2025, while youth unemployment remains significantly higher at around 14–15 percent. These figures highlight the structural challenges involved in converting economic growth into inclusive employment opportunities.

## **The Jobless Growth Paradox in India**

The disconnect between economic growth and employment generation is often referred to as the “jobless growth paradox.” Several structural factors contribute to this phenomenon.

One major factor is the sectoral imbalance in the economy. Growth in India has been largely driven by the services sector, which is typically capital-intensive and requires highly skilled labour. While this sector contributes significantly to GDP, it does not generate large-scale employment compared to labour-intensive sectors.

At the same time, agriculture continues to employ a large share of the workforce even though its contribution to national output has been declining over time. This situation leads to low productivity and disguised unemployment in rural areas.

The manufacturing sector, which traditionally plays a major role in employment generation in many developing economies, has not expanded sufficiently in India. Despite government initiatives such as “Make in India,” the sector has not produced the expected level of employment growth relative to its output.

Another critical challenge is the skill mismatch in the labour market. Only about 4.7 percent of India's workforce has received formal skill training, which limits the employability of a large portion of the population. Rapid technological advancements, including automation and artificial intelligence, further reduce the demand for low- and medium-skilled labour.

In addition, the dominance of informal employment remains a significant concern. Many workers are engaged in jobs that lack job security, stable wages, and social protection. Gender disparities also persist, with female labour force participation remaining relatively low.

## **Definition of Unemployment**

Understanding unemployment is essential for analysing labour market conditions.

According to the International Labour Organization (ILO), unemployed persons are individuals of working age who satisfy the following conditions:

- They are without work, meaning they are not engaged in paid employment or self-employment.
- They are available for work, meaning they can start employment if opportunities arise.
- They are actively seeking work, meaning they have taken steps to find employment during a recent period.

In India, unemployment statistics are measured through the Periodic Labour Force Survey (PLFS) conducted by the National Statistical Office. According to PLFS, a person is considered unemployed if he or she did not work even for one hour during the reference period but was available for work and actively seeking employment.

PLFS measures unemployment using three approaches:

- Usual Status (Principal + Subsidiary Status) – employment status during the last 365 days.
- Current Weekly Status (CWS) – employment status during the previous 7 days.
- Current Daily Status (CDS) – employment status measured day by day during the previous week.

### **Economic Growth Trends in India**

Economic growth refers to the annual increase in the value of goods and services produced within an economy, typically measured through Gross Domestic Product (GDP).

India has emerged as one of the fastest-growing major economies in the world, maintaining a growth rate of around 6–7 percent in recent years. Rising domestic demand, structural reforms, urbanization, and digital transformation have played an important role in strengthening the country’s economic performance.

However, despite this strong economic growth, employment generation has remained limited. While high-skill sectors such as information technology, finance, and professional services have expanded rapidly, labour-intensive sectors such as manufacturing, agriculture, and construction have not grown at the same pace in terms of employment.

### **GDP Growth Rate of India (FY 2024–25)**

| Indicator   | Growth Rate |
|-------------|-------------|
| Real GDP    | 6.5%        |
| Nominal GDP | 9.8%        |

Real GDP measures economic growth after adjusting for inflation, providing a clearer picture of actual production. Nominal GDP, on the other hand, reflects economic output at current market prices, including the impact of inflation.

### **Unemployment Rate in India (2024)**

| Area        | Unemployment Rate |
|-------------|-------------------|
| Urban Areas | 6.5%              |

| Area        | Unemployment Rate |
|-------------|-------------------|
| Rural Areas | 4.2%              |

Urban areas generally experience higher unemployment because of migration and greater competition for jobs, whereas rural areas often face disguised unemployment, especially in agriculture.

### Sectoral Growth Trends

Recent sectoral data show uneven growth patterns across different sectors of the economy. The construction sector has recorded the highest growth due to infrastructure development and urban expansion. Financial and professional services have also grown steadily, while the primary sector has experienced relatively slower growth.

| Sector  | Growth Rate |
|---|-------------|
| Construction                                    | 9.4%        |
| Public Administration, Defence & Other Services | 8.9%        |
| Financial, Real Estate & Professional Services  | 7.2%        |
| Primary Sector (Agriculture, Forestry, Mining)  | 4.4%        |

### Okun's Law and the Growth–Employment Relationship

The relationship between economic growth and unemployment is commonly explained through Okun's Law. This economic principle states that there is an inverse relationship between GDP growth and unemployment. When economic growth increases, unemployment generally decreases because firms expand production and hire more workers.

In its original formulation, a 3 percent increase in GDP was estimated to reduce unemployment by approximately 1 percent.

However, the Indian experience shows deviations from this pattern. Economic growth in India has been concentrated in capital-intensive and high-productivity sectors, which generate relatively fewer employment opportunities. As productivity increases due to technological progress, labour demand may decline rather than increase. This phenomenon explains why India sometimes experiences “job-poor” or “job-reverse” growth.

### **Objectives of the Study**

The study focuses on the following objectives:

- To analyse employment growth and labour market trends in India.
- To examine the relationship between GDP growth and unemployment in the Indian context.

### **Hypothesis of the Study**

- There exists a significant relationship between economic growth and employment generation in India.
- There exists a negative relationship between GDP growth and unemployment, consistent with Okun’s Law.

### **Conclusion**

India’s economic growth over the past two decades has been remarkable, positioning the country as one of the fastest-growing economies in the world. However, the benefits of this growth have not translated fully into widespread employment opportunities. The persistence of unemployment, particularly among youth and women, indicates structural challenges within the labour market.

To address the issue of jobless growth, policymakers must focus on promoting labour-intensive sectors, strengthening skill development initiatives, and encouraging formal employment opportunities. Such measures are essential for ensuring that economic growth leads to inclusive development and improved social welfare.

Harnessing India’s demographic dividend will require policies that connect economic expansion with meaningful employment creation. Only then can the country achieve sustainable and equitable economic development.

**Sneha Singh**

**M.A. Eco, 4<sup>th</sup> Sem**

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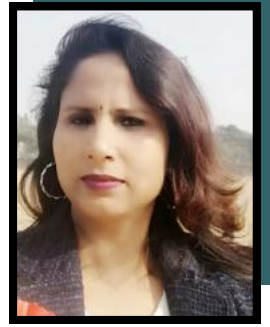
## TOURISM EDITORIAL

Artificial Intelligence (AI) is rapidly transforming the tourism industry by making travel more personalized, efficient, and sustainable. In the coming years, AI will play a major role in how tourists plan trips, experience destinations, and share feedback.

One of the most important contributions of AI is personalization. Travel platforms such as MakeMyTrip and Booking.com use AI algorithms to analyze customer preferences, search history, and booking patterns. Based on this data, they recommend customized destinations, hotels, and activities. This helps travelers save time and enjoy experiences suited to their interests.

AI also supports smart travel planning. Chatbots and virtual assistants provide instant responses to customer queries, assist in booking, and offer real-time updates on flights or weather conditions. Airlines like Air India use AI systems to improve customer service and operational efficiency. In the future, AI will enable seamless travel through biometric check-ins, automated baggage handling, and digital payments.

In the hospitality sector, global hotel chains such as Hilton are adopting AI-powered tools to enhance guest experiences. Smart rooms can adjust lighting and temperature automatically, while AI analyzes guest feedback to improve services. Robots and automated systems are increasingly being used for room service and housekeeping support.



AI also contributes to sustainable tourism. By analyzing tourist flow data, AI helps manage overcrowding at popular destinations and promotes lesser-known places. In countries like India, AI-based smart city initiatives help manage traffic, waste, and resource use. Additionally, AI improves airline route planning, reducing fuel consumption and carbon emissions.

Governments and global organizations such as World Tourism Organization emphasize digital transformation in tourism. AI-powered data analysis helps policymakers forecast demand, manage crises, and improve destination marketing strategies.

However, the growing use of AI also raises concerns about data privacy, cybersecurity, and job displacement. Responsible implementation, ethical guidelines, and workforce training are essential to ensure balanced growth.

In conclusion, AI is shaping the future of tourism by making it smarter, faster, and more sustainable. While technology enhances efficiency and personalization, the human touch will remain essential in delivering meaningful travel experiences. The future of tourism lies in the balanced integration of artificial intelligence and human creativity.

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# Artificial Intelligence and Smart Tourism: Impact of AI on Tourist Experience

Artificial Intelligence (AI) is transforming the global tourism industry by reshaping how travelers plan, experience, and remember their journeys. As destinations evolve into “smart tourism” ecosystems, AI technologies are being integrated into transportation, hospitality, attractions, and customer service. Smart tourism refers to the use of advanced technologies, big data, and interconnected systems to enhance efficiency, sustainability, and visitor satisfaction. AI stands at the center of this transformation, enabling more personalized, efficient, and immersive travel experiences.

## **1. Understanding Smart Tourism**

Smart tourism builds upon the concept of smart cities, where digital infrastructure and data-driven systems improve urban life. In tourism, this means integrating AI, Internet of Things (IoT), mobile applications, and data analytics to optimize services and create seamless experiences for visitors. Cities such as Barcelona and Singapore are pioneers in smart tourism initiatives, using AI-driven traffic management, digital visitor information systems, and predictive analytics to manage tourist flows and reduce overcrowding.

## **2. Personalized Travel Planning**

One of AI's most significant impacts on tourist experience is personalization. Traditional travel planning often required manual research and reliance on generic recommendations. Today, AI-powered platforms analyze user preferences, browsing behavior, and past travel history to offer customized suggestions. Companies like Airbnb and Booking.com use machine learning algorithms to recommend accommodations and experiences based on individual preferences. Virtual assistants and chatbots provide 24/7 support, answering questions about destinations, weather, visa requirements, and local attractions. These systems reduce uncertainty and empower travelers to make informed decisions quickly.

## **3. Smart Transportation and Seamless Mobility**

Transportation is a critical component of the tourist experience, and AI has revolutionized this sector. Smart airports use facial recognition, automated check-ins, and predictive maintenance systems to reduce waiting times and enhance security. Airlines employ AI algorithms to optimize flight schedules, manage delays, and improve customer communication.

## **4. Enhanced On-Site Experiences**

AI enhances on-site experiences through augmented reality (AR), virtual reality (VR), and intelligent tour guides. Museums and heritage sites increasingly use AI-powered applications to provide interactive storytelling and personalized tours.

# ARTIFICIAL INTELLIGENCE IN HOTEL AND HOSPITALITY SERVICES

## SUMMARY

Artificial Intelligence (AI) is transforming almost every industry, and the hotel and hospitality sector is no exception. AI refers to the development of smart machines that can perform tasks requiring human intelligence such as decision-making, learning, problem-solving, and communication. From automated booking systems to robot receptionists, AI is reshaping how hotels operate and how guests experience services.

The concept of AI dates back to 1950 when Alan Turing introduced the idea of machine intelligence. Later, the 1956 Dartmouth Conference formally established AI as an academic field. Today, AI technologies like Machine Learning (ML), Natural Language Processing (NLP), Robotics, and Computer Vision are widely used in the hospitality industry. Modern AI tools such as ChatGPT demonstrate how machines can interact with humans naturally and intelligently.

The hospitality industry is a service-oriented sector that includes hotels, resorts, restaurants, airlines, and travel agencies. Since guest satisfaction is the core objective of this industry, technology plays a vital role in enhancing service quality, speed, and personalization.

## ROLE OF AI IN HOTELS

AI is widely used in hotel reservation systems through smart booking engines and dynamic pricing models. According to industry reports, hotels using AI-based revenue management systems have increased revenue by 5–10% annually due to demand forecasting and competitor price monitoring.

For example, Hilton Hotels & Resorts introduced an AI-powered robot named “Connie” using IBM Watson technology. It assists guests by providing information about hotel services and nearby attractions. Similarly, Marriott International uses AI catboat’s to improve booking efficiency and customer engagement.

AI chatbots provide 24/7 customer support, instantly resolving guest queries and complaints. Studies show that nearly 70% of hotel guests prefer instant digital assistance over waiting at reception desks.

In housekeeping operations, AI helps in room allocation, predictive maintenance, and energy management. Smart sensors can detect maintenance issues before they become serious problems, reducing operational costs by up to 15%.

In the Food & Beverage department, companies like Domino's Pizza use AI to predict customer orders and manage inventory efficiently. AI-based demand forecasting reduces food waste by approximately 20–30%, improving sustainability.

## SMART HOTELS AND REAL-WORLD EXAMPLES

One of the most famous AI-based hotels is Henn-na Hotel, where robot receptionists and facial recognition systems are used for check-in and check-out processes. Another example is The Cosmopolitan of Las Vegas, which introduced AI voice assistants in guest rooms to enhance customer experience.

According to global hospitality reports, the AI market in hospitality is expected to grow at a CAGR of over 10% in the coming years, driven by automation, personalization, and smart tourism development.

### **BENEFITS AND CHALLENGES**

The major benefits of AI in hospitality include cost reduction, improved efficiency, better customer satisfaction, data-driven marketing, and faster decision-making. AI helps hotels analyze customer preferences, enabling personalized services that increase guest loyalty.

However, there are also challenges such as high installation costs, cybersecurity risks, data privacy concerns, and fear of job displacement. Despite these challenges, experts believe that the future model will focus on collaboration between humans and AI rather than complete replacement.

### **FUTURE OF AI IN HOSPITALITY**

The future of hospitality lies in fully automated smart hotels, AI-powered robots, and hyper-personalized guest experiences. Technology giants like Amazon and Google are investing heavily in AI innovations that will further support smart tourism and hotel automation.

In conclusion, Artificial Intelligence is revolutionizing the hotel and hospitality industry. While human warmth and emotional intelligence remain irreplaceable, AI enhances operational efficiency and service quality. The best future model will be a balanced combination of human touch and smart technology, ensuring both efficiency and exceptional guest experiences.

| <b>Feature / Service</b>  | <b>Traditional Hotel</b> | <b>AI Hotel</b>                       |
|---------------------------|--------------------------|---------------------------------------|
| Reservation System        | Manual / Limited         | Smart C Dynamic Pricing               |
| Customer Support          | Human Only               | AI Chatbot 24/7                       |
| Personalization           | Low                      | High (Based on data)                  |
| Check-In Process          | Front-Desk Manual        | Facial Recognition /Kiosks            |
| Housekeeping              | Manual Scheduling        | Predictive C Automated                |
| Security                  | CCTV + Human             | Smart Surveillance + Face Recognition |
| Cost Efficiency           | Lower                    | Higher (Long-term savings)            |
| Guest Satisfaction        | Medium                   | High                                  |
| Service Speed             | Slow                     | Fast                                  |
| Data Analytics Capability | Limited                  | Strong C Real-Time                    |

**Comparison Table: Traditional Hotel vs AI Hotel**

**Name-Ritu**  
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## **Climate Change Crisis and Its Impact on Tourism**

Climate change is one of the most pressing global challenges of the 21st century. Rising temperatures, melting glaciers, extreme weather events, and shifting ecosystems are no longer distant predictions—they are present realities. The tourism industry, which depends heavily on natural environments, stable weather patterns, and cultural heritage sites, is particularly vulnerable to these changes. As the climate crisis intensifies, its impact on tourism is becoming increasingly visible, affecting destinations, businesses, and travelers worldwide.

### **The Growing Climate Crisis**

Climate change is largely driven by greenhouse gas emissions from human activities such as burning fossil fuels, deforestation, and industrial processes. According to the United Nations, global temperatures have risen significantly since the late 19th century, and the pace of warming is accelerating. The Intergovernmental Panel on Climate Change (IPCC) warns that without substantial reductions in emissions, the world will experience more frequent and severe climate related disasters. These changes include stronger hurricanes, prolonged droughts, rising sea levels, and devastating wildfires. Such events not only threaten human life but also disrupt economies that rely on tourism as a major source of income.

### **Impact on Coastal and Island Destinations**

Coastal regions and island nations are among the most popular tourist destinations globally. However, they are also among the most vulnerable to climate change. Rising sea levels and coastal erosion threaten beaches, resorts, and infrastructure. Coral reefs, which attract millions of tourists for snorkeling and diving, are also under threat due to ocean warming and acidification. The Great Barrier Reef in Australia has experienced significant coral bleaching events in recent years. As reefs deteriorate, marine biodiversity declines, reducing the attractiveness of these destinations for eco- tourism.

### **Effects on Mountain and Winter Tourism**

Mountain regions are also feeling the impact of climate change. Warmer temperatures lead to reduced snowfall and shorter winter seasons, directly affecting ski resorts and winter sports industries. Popular destinations in the Alps are facing unpredictable snow patterns, forcing resorts to invest in artificial snowmaking or shift toward year-round tourism activities. Melting glaciers not only reduce scenic beauty but also increase the risk of landslides and avalanches. As a result, tourism businesses in mountainous areas face financial uncertainty and rising operational costs.

### **Increased Frequency of Extreme Weather Events**

Extreme weather events such as hurricanes, floods, and wildfires can devastate tourist destinations in a short period. In recent years, regions like Australia and California have experienced severe wildfires that disrupted tourism, damaged infrastructure, and led to temporary closures of national parks and attractions. Similarly, hurricanes in the Caribbean have caused extensive damage to hotels, airports, and local communities. Recovery can take years, leading to loss of income and employment for those dependent on tourism.

### **Threats to Cultural Heritage Sites**

Climate change also threatens cultural and historical landmarks. Rising sea levels and flooding put coastal heritage sites at risk. For instance, Venice faces frequent flooding events that endanger its architectural treasures and reduce tourist access. Damage to such iconic

destinations not only affects tourism revenue but also results in the loss of cultural heritage for future generations.

### **Economic and Social Consequences**

Tourism is a major economic sector for many countries, contributing significantly to GDP and employment. When climate change disrupts tourism, the economic consequences can be severe. Small businesses, local artisans, tour operators, and hospitality workers are often the most affected. Developing countries that rely heavily on tourism are particularly vulnerable. Climate-induced declines in tourist arrivals can lead to reduced government revenues, limiting funds available for climate adaptation and disaster recovery. This creates a cycle of vulnerability and economic instability.

### **The Tourism Industry's Role in Climate Change**

While tourism is affected by climate change, it also contributes to the problem. Transportation, especially air travel, generates significant greenhouse gas emissions. Large-scale resorts and cruise ships consume high levels of energy and water. Therefore, the tourism industry must take responsibility for reducing its environmental footprint. Sustainable tourism practices—such as promoting eco-friendly accommodations, supporting local communities, reducing waste, and encouraging low-carbon transportation—are essential. Travelers also play a role by making environmentally conscious choices, such as choosing sustainable destinations and minimizing waste.

### **Adaptation and Mitigation Strategies**

To address the climate crisis, both governments and tourism stakeholders must implement adaptation and mitigation strategies. These include investing in climate-resilient infrastructure, protecting natural ecosystems, diversifying tourism offerings, and developing early warning systems for extreme weather events. International cooperation is crucial. Agreements such as the Paris Agreement aim to limit global temperature rise and encourage countries to reduce emissions. The success of such initiatives will significantly influence the future of global tourism.

### **Conclusion**

The climate change crisis poses a serious threat to the global tourism industry. From disappearing beaches and coral reefs to shrinking ski seasons and damaged cultural landmarks, the effects are widespread and growing. At the same time, tourism itself contributes to greenhouse gas emissions, making it both a victim and a contributor to climate change. Addressing this challenge requires collective action from governments, businesses, and travelers. By adopting sustainable practices and supporting global climate initiatives, the tourism industry can adapt to changing conditions and help protect the natural and cultural treasures that make travel meaningful. Only through coordinated global efforts can tourism continue to thrive in a rapidly changing world.

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## **PRASHAD Scheme and Religious Tourism in India**

India is a country famous for its rich culture, traditions, and religious diversity. People of different religions such as Hinduism, Islam, Christianity, Sikhism, Buddhism, and Jainism live here peacefully. Because of this diversity, India has a large number of temples, mosques, churches, gurudwaras, monasteries, and other sacred places. Every year, millions of people travel to these religious places for worship and spiritual peace. This type of travel is known as religious tourism. Religious tourism has become an important part of India's tourism industry. To improve pilgrimage destinations and provide better facilities to visitors, the Government of India introduced the PRASHAD Scheme.

### **What is the PRASHAD Scheme?**

PRASHAD stands for pilgrimage Rejuvenation and Spiritual Augmentation Drive. It was launched in the year 2014-15 by the Ministry of Tourism. The main aim of this scheme is to develop and improve important religious destinations across the country. Before this scheme was introduced, many pilgrimage sites faced several problems. Basic facilities like clean toilets, proper roads, parking areas, drinking water, and lighting were often not available. During festivals and peak seasons, overcrowding created more difficulties for visitors. Due to these issues, pilgrims sometimes had an uncomfortable experience. The PRASHAD Scheme was started to solve these problems and to make religious travel safer, cleaner, and more organized.

### **Objectives of the PRASHAD Scheme**

The PRASHAD Scheme has several important objectives:

- To improve infrastructure at major pilgrimage sites
- To provide basic facilities such as sanitation, clean drinking water, better roads, and parking
- To promote cleanliness and hygiene
- To preserve cultural and spiritual heritage
- To generate employment opportunities for local communities

Under this scheme, many well-known religious places have received financial support for development. The focus is not only on beautification but also on improving the overall experience of visitors. The government works in coordination with state governments to complete these development projects.

### **Importance of Religious Tourism in India**

Religious tourism plays a very important role in India. For many people, visiting pilgrimage sites is a matter of faith and devotion. Some people travel to seek blessings, while others visit for peace of mind and spiritual growth. Apart from its religious importance, this type of tourism also helps the country economically. When pilgrims travel to a destination, they spend money on hotels, food, transportation, shopping, and local services. This increases income for shopkeepers, hotel owners, guides, and many others. Small businesses around religious places

benefit greatly from tourism activities. In this way, religious tourism supports local development and improves the standard of living of people. India has many famous pilgrimage destinations that attract large numbers of visitors every year. During special festivals, the number of tourists increases even more. This shows that religious tourism has strong growth potential in India. Religious tourism also promotes unity among people. Individuals from different regions, languages, and backgrounds come together at these sacred places. This helps in building social harmony and understanding among citizens.

### **Impact of the PRASHAD Scheme on Religious Tourism**

The PRASHAD Scheme has brought noticeable improvements to many pilgrimage destinations. Better infrastructure, improved cleanliness, proper lighting, and organized pathways have made travel easier and more comfortable. Security arrangements and crowd management systems have also improved in many places. Another positive impact of the scheme is that it encourages sustainable development. The government tries to ensure that development projects do not harm the environment. Efforts are made to protect the natural surroundings and maintain the original beauty of religious sites. This is important for preserving these places for future generations. The scheme has also helped in boosting local employment. Construction work, maintenance services, tourism-related businesses, and other activities have created job opportunities for many people.

### **Challenges in Religious Tourism**

Even though the PRASHAD Scheme has improved many aspects of religious tourism, some challenges still remain. Overcrowding during peak seasons can create pressure on facilities. Waste management and environmental pollution are also serious concerns at some pilgrimage sites. It is important for both the government and the public to work together. Visitors should maintain cleanliness and follow rules to protect these sacred places. Responsible tourism can help in solving many of these problems.

### **Conclusion**

In conclusion, the PRASHAD Scheme has played an important role in developing religious tourism in India. By improving infrastructure and providing better facilities, it has made pilgrimage travel more comfortable and organized. At the same time, it has supported local economies and preserved India's rich spiritual and cultural heritage. If proper planning and management continue in the future, religious tourism in India will grow further and contribute positively to the country's development. The PRASHAD Scheme is therefore an important step toward promoting spiritual tourism in a structured and sustainable manner.

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# Government Initiatives for Sustainable Tourism in India

Tourism is one of the fastest-growing industries in India. It creates jobs, supports local businesses, and helps people learn about India's rich culture and natural beauty. However, tourism can also harm the environment and local communities if it is not managed properly. To solve this problem, the Government of India has introduced many initiatives to promote \*sustainable tourism\*. Sustainable tourism means developing tourism in a way that protects the environment, respects local culture, and benefits local people. This article explains the major government initiatives for sustainable tourism in India in an easy and simple way.

## What is Sustainable Tourism?

Sustainable tourism means:

- Protecting nature and wildlife
- Reducing pollution and waste
- Saving water and energy
- Respecting local culture and traditions
- Creating jobs for local people

The Government of India is working towards these goals through various policies and schemes.

### 1. Swadesh Darshan 2.0

Swadesh Darshan 2.0 is one of the most important schemes launched by the Ministry of Tourism. It focuses on developing tourist destinations in a sustainable and responsible way.

Under this scheme:

- . Tourist places are developed with eco-friendly infrastructure.
- . Clean drinking water, proper waste management, and green energy are promoted.
- . Local communities are involved in tourism activities.
- . Cultural and natural heritage sites are protected.

The aim is to make tourist destinations clean, safe, and environmentally friendly.

### 2. PRASHAD Scheme

PRASHAD stands for Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive. This scheme focuses on developing pilgrimage and spiritual sites in a sustainable way.

Through this scheme:

- . Basic facilities like toilets, roads, and clean surroundings are improved.
- . Heritage buildings are restored and preserved.

. Local businesses and artisans benefit from increased tourism.  
It helps protect India's spiritual and cultural heritage while improving tourist facilities.

### **3. Travel for Life**

Travel for Life (Lifestyle for Environment) encourages tourists to travel responsibly. It promotes simple eco-friendly habits such as:

- . Avoiding plastic use
- . Saving electricity and water
- . Respecting wildlife
- . Keeping tourist places clean

This initiative spreads awareness among tourists so they can contribute to environmental protection.

### **4. Dekho Apna Desh**

Dekho Apna Desh encourages Indian citizens to travel within the country. It promotes lesser-known destinations to reduce pressure on overcrowded tourist spots.

Benefits of this campaign include:

- . Balanced tourism development
- . More income opportunities for rural areas
- . Promotion of local culture and traditions

This helps spread tourism benefits across different regions.

### **5. National Strategy for Sustainable Tourism**

The Government of India has also introduced a National Strategy for Sustainable Tourism. This strategy focuses on:

- . Reducing carbon footprint in tourism
- . Promoting eco-tourism in forests and wildlife areas
- . Encouraging green hotels and resorts
- . Supporting local handicrafts and homestays

The government also encourages hotels to use solar energy, rainwater harvesting, and proper waste management systems.

### **6. Eco-Tourism and Wildlife Protection**

India has many national parks, wildlife sanctuaries, forests, and mountains. The government promotes eco-tourism in these areas while protecting biodiversity.

Activities like:

- . Nature walks
- . Bird watching
- . Guided safaris
- . Community-based homestays are encouraged in a controlled way to protect wildlife and natural habitats.

Eco-tourism creates jobs for local communities and reduces illegal activities like poaching and deforestation.

## **7. State Government Initiatives**

Many state governments are also promoting sustainable tourism. For example:

- . Kerala promotes Responsible Tourism, involving local communities, especially women, in tourism activities like homestays and handicrafts.
- . Rajasthan focuses on heritage conservation and rural tourism.
- . These efforts help in protecting natural beauty while generating income for local people.

## **Importance of Sustainable Tourism in India**

Sustainable tourism is important because:

- . It protects India's natural resources for future generations.
- . It supports rural development and reduces poverty.
- . It promotes Indian culture and traditions globally.
- . It helps control pollution and climate change effects.

Without sustainability, tourism can lead to overcrowding, pollution, and destruction of heritage sites.

## **Conclusion**

The Government of India is taking strong steps to promote sustainable tourism through schemes like Swadesh Darshan 2.0, PRASHAD, Travel for Life, and Dekho Apna Desh. These initiatives aim to protect the environment, preserve cultural heritage, and improve the lives of local communities.

Sustainable tourism is not only the responsibility of the government but also of tourists. If tourists follow eco-friendly practices and respect local culture, India can continue to grow as a beautiful and responsible travel destination.

In the future, sustainable tourism will play a key role in India's economic development while protecting its rich natural and cultural heritage.

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# Role of Artificial Intelligence in the Tourism Industry

Artificial Intelligence (AI) has become one of the most transformative technologies in the tourism and hospitality sector. From personalized travel recommendations to intelligent customer service systems, AI is reshaping how travellers plan, book, and experience their journeys. As global tourism continues to expand, AI plays a crucial role in improving efficiency, enhancing customer satisfaction, and supporting sustainable development within the industry.

## Enhancing Customer Experience

One of the most significant roles of AI in tourism is improving customer experience. Modern travellers expect personalized services, quick responses, and seamless booking processes. AI-powered recommendation systems analyse user preferences, past bookings, search history, and online behaviour to suggest customized travel packages, destinations, accommodations, and activities. For example, companies like Expedia and Booking.com use AI algorithms to recommend hotels and travel deals tailored to individual customers. These intelligent systems not only save time for travellers but also increase customer satisfaction by offering relevant choices. Virtual assistants and chatbots are also widely used in tourism. AI chatbots on websites and mobile applications provide instant responses to customer inquiries about flight schedules, hotel availability, booking modifications, and travel policies. Airlines such as KLM Royal Dutch Airlines use AI-driven customer support tools to respond to passengers quickly and efficiently. This reduces waiting time and improves service quality.

## Smart Tourism and Destination Management

Governments and tourism boards are increasingly adopting AI to create “smart tourism” destinations. Smart tourism uses data analytics, machine learning, and IoT (Internet of Things) devices to enhance visitor management and improve infrastructure. Cities like Singapore use AI-based systems to monitor tourist flows, manage traffic congestion, and improve public transportation services. By analysing real-time data, authorities can prevent overcrowding at popular attractions and ensure better crowd control. AI also supports language translation tools that help international travellers communicate more easily. Real-time translation applications powered by AI break down language barriers, making travel more accessible and inclusive. Artificial Intelligence plays a transformative role in the tourism industry by enhancing customer experience, improving operational efficiency, supporting smart destination management, strengthening marketing strategies, increasing safety, and promoting sustainability. As technology continues to evolve, AI will become even more integrated into travel services, making tourism more personalized, efficient, and sustainable. However, despite its many advantages, the adoption of AI also raises concerns about data privacy, cybersecurity, and job displacement. Therefore, the tourism industry must implement AI responsibly and ethically to ensure that technological advancements benefit both businesses and travellers. With proper regulation and innovation, AI will continue to shape the future of global tourism in a positive and impactful way.

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# Post-Pandemic Challenges and Recovery of Tourism Industry

## Introduction

The tourism industry is one of the most important sectors contributing to economic growth, employment generation, cultural exchange, and regional development across the world. It supports millions of jobs directly and indirectly through hotels, airlines, travel agencies, tour operators, transport services, restaurants, handicrafts, and local businesses. However, the COVID-19 pandemic created an unprecedented global crisis that severely affected the tourism industry. Due to lockdowns, travel bans, quarantine rules, and fear of infection, tourism activities came to a complete halt. International and domestic travel declined sharply, resulting in heavy financial losses and unemployment. This paper discusses the major post-pandemic challenges faced by the tourism industry and the recovery strategies adopted to rebuild and strengthen the sector.

## Impact of COVID-19 on Tourism

The pandemic led to border closures, flight cancellations, hotel shutdowns, and suspension of tourism services worldwide. International tourist arrivals dropped drastically. Many small and medium tourism enterprises suffered huge losses and some were forced to shut down permanently. Airlines faced bankruptcy risks due to reduced passenger demand. Cruise tourism and event tourism were also badly affected. The sudden disruption highlighted the vulnerability of the tourism sector to global crises.

## Post-Pandemic Challenges

After the pandemic, the tourism industry faced several challenges. One of the biggest challenges was reduced tourist confidence. People were afraid of travelling due to health and safety concerns. Even after restrictions were lifted, many tourists preferred to postpone international trips. Financial instability was another major issue. Small hotels, travel agencies, and local tour operators struggled to recover from previous losses. Many businesses had limited funds to restart operations. Access to credit and financial support became essential for survival. Shortage of skilled manpower also became a challenge. During the pandemic, many employees left the tourism sector and shifted to other industries for stable income. When tourism activities resumed, businesses faced difficulty in recruiting trained staff. International tourism recovered slowly due to varying entry rules, vaccination requirements, and high travel costs. Different countries followed different health protocols, which created confusion and uncertainty among travelers.

## Recovery Measures

To overcome these challenges, governments and tourism organizations adopted various recovery measures. One of the first steps was promoting domestic tourism. Campaigns encouraging people to explore local destinations helped revive the industry gradually. Governments introduced financial assistance packages, tax relief, subsidies, and low-interest loans to support tourism businesses. Vaccination drives and public awareness campaigns helped rebuild tourist confidence. Hotels and airlines implemented strict hygiene and sanitation protocols to ensure safety. Regular cleaning, thermal screening, mask policies, and social

distancing measures were introduced. Contactless services such as online check-in, digital payments, and e-tickets became common.

### **Role of Technology in Recovery**

Technology played a significant role in the recovery process. Digital platforms, online travel agencies, and mobile applications made booking easier and safer. Social media marketing helped tourism businesses reconnect with customers. Contactless technologies reduced physical interaction and minimized health risks. QR codes, digital menus, automated check-ins, and AI-based customer service improved convenience.

### **Sustainable and Resilient Tourism**

The pandemic highlighted the need for sustainable and resilient tourism development. Many destinations started promoting eco-tourism, responsible tourism, and community-based tourism. The focus shifted towards environmental protection, local employment generation, and cultural preservation. Building resilience against future crises became important. Crisis management planning, diversification of tourism products, and digital transformation are now key priorities for long-term stability.

### **Future Prospects**

Although the COVID-19 pandemic created serious challenges for the tourism industry, the sector is gradually recovering. Domestic tourism is growing rapidly, and international tourism is improving step by step. With government support, technological innovation, improved safety standards, and sustainable practices, the tourism industry is expected to become stronger and more adaptable in the future.

### **Conclusion**

In conclusion, the tourism industry faced severe disruption due to the COVID-19 pandemic. Reduced tourist confidence, financial instability, manpower shortages, and changing travel patterns were major post-pandemic challenges. However, through government support, digital transformation, health safety measures, and sustainable tourism strategies, the sector is moving towards recovery. The experience of the pandemic has taught the industry to be more resilient, flexible, and prepared for future global crises.

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**CHAMPIONSHIP (M/W)**





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# PRIDE OF NATION



# NCC GIRLS



# CULTURAL FEST SHANKHNAD

# Eco club activities 2025-2026





# FLASH AWARENESS POSTERS

1-DAY POSTER MAKING & DISPLAY



## Climate Change

### Women



**VENUE:**  
GIRLS' COMMON ROOM

**DATE:** 15/10/25

**ORGANIZED BY**  
WOMEN CELL, GOVERNMENT COLLEGE  
SECTOR-9, GURUGRAM

**Women cell activities 2025-26**



Organised by students  
of Govt. College Sector 9  
in association with  
Women Cell

**9/10/25**

**11 AM**

**GIRLS**



In Collaboration with  
**WOMEN CELL, GOVERNMENT COLLEGE,**  
**SECTOR-9, GURUGRAM**

**Speaker:**  
**Dr. Indu Bansal Aggarwal**

MD, Radiation Oncology  
Group Director & HOD, Paras Hospital, Gurgram

**Date:** Saturday, 04th October 2025

**Time:** 09:00 AM – 10:00 AM

# जयपुर TOUR





17 JANUARY 2026

# INTERNATIONAL SEMINAR

The Department of Computer Science, Government College Sector 9, Gurugram, successfully organized an International Seminar on "ICT Driven Innovations for Smart Cities and Sustainable Communities" on 17 January 2026