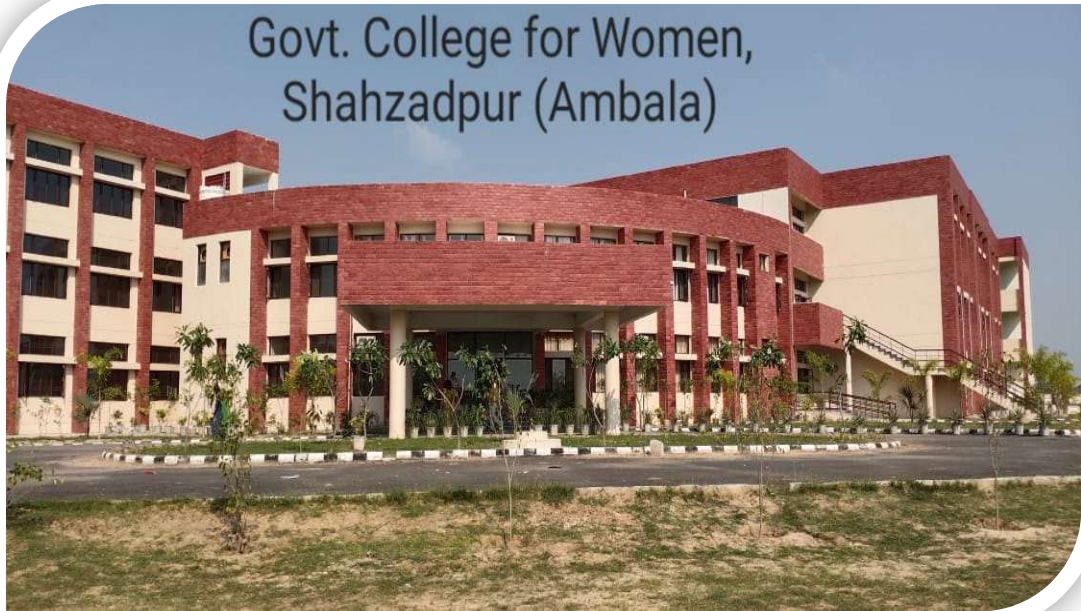


राजकीय महिला महाविद्यालय ,शहजादपुर(अम्बाला)

“प्रतिबिम्ब”

सत्र:2024-25



राजकीय महिला महाविद्यालय, शहजादपुर

## **From the Principal's desk .....**



लिखना एक कला है साहित्य के प्रति छात्राओं की रुचि बढ़ाने के लिए महाविद्यालय में प्रत्येक वर्ष 'प्रतिबिम्ब' नामक पत्रिका छपवाई जाती है जिसमें छात्राओं को अपनी प्रतिभा को निखारने का अवसर प्रदान किया जाता है। आज वैश्वीकरण का युग है। इस युग में किसी भी विद्या को सीमित विचारों में बाँध कर नहीं रखा जा सकता। इसलिए आज यह कोशिश की जाती है कि कोई भी गुण या विचार किसी एक व्यक्ति विशेष के पास न रहकर समस्त समाज यहाँ तक कि पूरे विश्व में फैलाया जा सके। आज का समय महिला सशक्तिकरण का समय है इसलिए आज की छात्राओं को सामाजिक, आर्थिक, राजनैतिक और व्यक्तिगत रूप से सशक्त बनाना ज़रूरी है। इसलिए महाविद्यालय की पत्रिका 'प्रतिबिम्ब' भी छात्राओं को हर प्रकार से सशक्त होने का मौका देती है। इसके माध्यम से कोई भी छात्रा अपनी अलग पहचान बना सकती है। छात्राओं के सर्वांगीण विकास में यह पत्रिका अहम भूमिका अदा करेगी।

**Dr. Kashmir Singh)**

**Principal**

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## संपादकीय

किसी भी महाविद्यालय की वार्षिक पत्रिका विद्यार्थियों की रचनात्मक प्रतिभा को प्रतिबिंबित करने का एक मंच होता है। यहाँ पर पढ़ने वाले सभी विद्यार्थी को अपने मन की बात उकेरने का एक सुनहरा अवसर मिलता है जिसके माध्यम से वो अपने मन में उठने वाले विचारों को लिख सकते हैं। राजकीय महिला महाविद्यालय शहजादपुर (अम्बाला) की इस ई-संस्करण (मैगज़ीन) आप सभी के सामने प्रस्तुत करते हुए मुझे अत्यन्त खुशी हो रही है क्योंकि इस मैगज़ीन में हिंदी अनुभाग, अंग्रेजी अनुभाग, पंजाबी अनुभाग, संस्कृत अनुभाग और वाणिज्य अनुभाग आदि से अनेक छात्राओं ने अपने मन के विचार इस मैगज़ीन में प्रस्तुत किए हैं। यहां पर कोई भी अपने विचारों को रख सकता है, किसी भी महाविद्यालय की शान वहां के विद्यार्थी होते हैं। कई बार ये विद्यार्थी छोटी छोटी बातों में बहुत बड़ी सीख दे जाते हैं। मैं सभी विद्यार्थियों की रचनाओं को देखकर बहुत खुश हुई कि उन्होंने अपने विचारों को इस मैगज़ीन में प्रस्तुत किया है। महाविद्यालय की इस पत्रिका के माध्यम से सभी विद्यार्थियों को एक ऐसा मंच प्रदान करना है जिससे वे अपने मन में उठने वाले परिपक्व और अपरिपक्व विचारों को प्रस्तुत कर सकें। इस पत्रिका को प्रकाशित करने में किये गए प्रयासों के लिए मैं महाविद्यालय प्राचार्या, सभी विद्यार्थियों, संपादकीय समूह को धन्यवाद करती हूँ।

**डॉ. गीता देवी**  
**मुख्य संपादकीया**

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## **COLLEGE AT A GLANCE**

*Established in 2018, Govt. College for Women, Shahzadpur(Ambala) is affiliated to KUK. With a sprawling campus of 09 acres, the college is surrounded by hills and greenery which provides a visual feast. Presently being run in Senior Secondary Govt. School, Shahzadpur, College boasts of a spacious building having more than 20 class rooms, various labs, multipurpose hall, cafeteria and other facilities. In this Session College has a total admission of 270 girls. It is at present running BA, M.A Psychology and B.Com,M.Com & B.Com C&V ,B.Sc (N.M) ,B.Sc. (CS)& B.Sc Med. The institute aims to empower girl students not only in academic way but also targets their overall grooming. The college has the privilege of bagging many prizes at District, Zonal and Divisional Level.*

*Though new college, still the college is first one to upload AISHE data on MHRD portal. College has been registered with NAAC and SHREYAS (Scheme for Higher Education Youth for Apprenticeship and Skills). The IQAC has been formed and a meeting has already been held.*

***VISION:-*** *Our Vision is to create a generation with good moral values, high cultural values, who take pride for being Indian; able to learn and align these qualities with the changing world to have a successful future; following our logo श्रद्धावान् लभते ज्ञानं.*

***MISSION:-*** *Our Mission is to impart quality education to develop lawful, balanced citizens with humanistic approach, who can serve nation and globe with their analytical knowledge and multi-skilled personality.*

### ***MEMORABLE EVENTS:-***

*In this year our college organised Talent Show Competition on dated 19 & 20 September 2024 which provide good platform to students to sharpen their talent. A Tree Plantation drive was organised in the college under the supervision of college principal to increase the greenery of the campus 6<sup>th</sup> June 2025. 6<sup>th</sup> Annual athletic meet was organised on dated 18-19<sup>th</sup> February 2025 to enhance the calibre of the girls students. A Cultural Programme VASNTOTSAV organised on dated 13-14-February 2025 to sharpen the talent of young minds and Alumni meet, Annual Prize distribution function was organised under supervision of the chairperson Dr. Umesh Bharti on dated 16<sup>th</sup> May 2025.*

## OUR FACULTY- TEACHING STAFF-

Sr.No.	NAME	Designation	Department
1.	Dr.Kashmir Singh	Associate Professor	Punjabi
2.	Mrs.Monika	Assistant Professor	Commerce
3.	Dr.Pankaj Kumar	Assistant Professor	Computer science
4.	Dr.B.G.Kapoor	Assistant Professor	Commerce
5.	Mrs. Vaneeta Sharma	Assistant Professor	Political science
6.	Dr. Geeta Devi	Assistant Professor	Sanskrit
7.	Mrs.Ashu	Assistant Professor	Commerce
8.	Mrs. Monika Sharma	Assistant Professor	Commerce
9.	Dr. Raj Kumari	Assistant Professor	Physics
10.	Mr.Rajesh Kumar	Assistant Professor	History
11.	Mrs.Aarti Saini	Assistant Professor	Maths
12.	Dr. Punam	Assistant Professor	Economics
13.	Mr. Ravi Kumar Barwal	Assistant Professor	Computer science
14.	Ms. Shivani	Assistant Professor	Commerce
15.	Ms.Natasha	Assistant Professor	Maths
16.	Dr. Yogita Sarohi	Assistant Professor	Commerce
17.	Dr. Nirmal Singh	Assistant Professor	Hindi
18.	Dr.Yash Pal	Assistant Professor	English
19.	Mr. Raj Kumar	Assistant Professor	Geography
20.	Dr. Nandini	Assistant Professor	Psychology
21.	Ms.Suman	Assistant Professor	Sociology

## **NON-TEACHING STAFF**

<b><i>Sr. No.</i></b>	<b><i>Name</i></b>	<b><i>Designation</i></b>
<b><i>1.</i></b>	<b><i>Dr. Kashmir Singh</i></b>	<b><i>Principal</i></b>
<b><i>2.</i></b>	<b><i>Ms. Manisha</i></b>	<b><i>Clerk</i></b>
<b><i>3.</i></b>	<b><i>Ms. Neeru</i></b>	<b><i>Data Entry Operator</i></b>
<b><i>4.</i></b>	<b><i>Ms. Neha</i></b>	<b><i>Restorer</i></b>
<b><i>5.</i></b>	<b><i>Mrs. Jyoti</i></b>	<b><i>Peon</i></b>
<b><i>6.</i></b>	<b><i>Mr. Balinder Singh</i></b>	<b><i>Chowkidar cum Peon</i></b>
<b><i>7.</i></b>	<b><i>Mr. Vijay Kumar</i></b>	<b><i>Chowkidar</i></b>
<b><i>8.</i></b>	<b><i>Mr. Arvind</i></b>	<b><i>Chowkidar</i></b>
<b><i>9</i></b>	<b><i>Ms. Jaswanti</i></b>	<b><i>Sweeper</i></b>
<b><i>10</i></b>	<b><i>Mr. Gaurav Kumar</i></b>	<b><i>Sweeper cum Mali</i></b>
<b><i>11</i></b>	<b><i>Mr. Arvind</i></b>	<b><i>Sweeper cum Mali</i></b>



## NSS ACTIVITIES





Golden Temple Visit



15th August Celebration



Herbal Park Inauguration





Annual Athletic Meet



Annual Prize Distribution



Science Exhibition

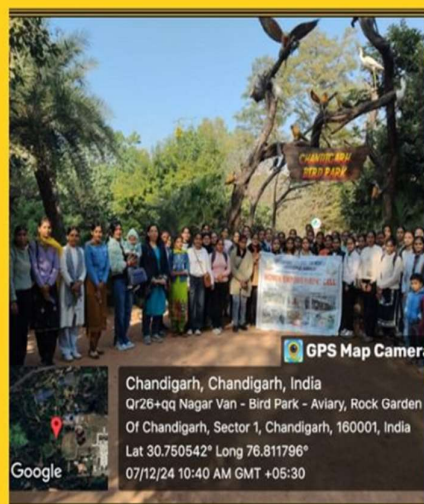




# Women Cell Activities (2024-25)



# Women Cell Educational Tour (07/12/24)





## RED CROSS Activities





### संस्कृतभाषायाः महत्त्वम्

संस्कृतभाषा विश्वस्य सर्वासु भाषासु प्राचीनतमा सर्वोत्तमसाहित्यसंयुक्ता चास्ति ।। संस्कृतभाषाया उपयोगिता एतस्मात् कारणाद् वर्तते यद् एषैव सा भाषाऽस्ति यतः सर्वासा भारतीयानाम् आर्यभाषाणाम् उत्पत्तिर्बभूव। संस्कृता वाक्, भारती, सुरभारती, अमरभारती, अमरवाणी, सुरवाणी, गीर्वाणवाणी, देववाणी, देवभाषा, इत्यादिभिः नामभिः एतद्भाषा प्रसिद्धा।

भारतीयभाषासु बाहुल्येन संस्कृतशब्दाः उपयुक्ताः। संस्कृतात् एव अधिका भारतीयभाषा उद्भूताः। तावदेव भारत-युरोपीय-भाषावर्गीयाः अनेकाः भाषाः संस्कृतप्रभावं संस्कृतशब्दप्राचुर्यं च प्रदर्शयन्ति।

व्याकरणेन सुसंस्कृता भाषा जनानां संस्कारप्रदायिनी भवति। अष्टाध्यायी इति नाम्नि महर्षिपाणिनेः विरचना जगतः सर्वासां भाषाणाम् व्याकरणग्रन्थेषु अन्यतमा, वैयाकरणानां भाषाविदां भाषाविज्ञानिनां च प्रेरणास्थानं इवास्ति। संस्कृतस्य प्राचीनतमग्रन्थाः वेदाः सन्ति। वेद-शास्त्र-पुराण-इतिहास-काव्य-नाटक-दर्शनादिभिः अनन्तवाङ्मयरूपेण विलसन्ती अस्ति एषा देववाक्। न केवलं धर्म-अर्थ-काम-मोक्षात्मकाः चतुर्विधपुरुषार्थहेतुभूताः विषयाः अस्याः साहित्यस्य शोभां वर्धयन्ति अपितु धार्मिक-नैतिक-आध्यात्मिक-लौकिक-पारलौकिकविषयैः अपि सुसम्पन्ना इयं देववाणी।

संस्कृता परिष्कृता परिशुद्धा व्याकरणसम्बन्धिदोषादिरहिता भाषा संस्कृतभाषेति निगद्यते। अतोऽन्या भाषा प्राकृतभाषापदवी प्राप्ता। प्राचीने समये एषैव भाषा सर्वसाधारणा आसीत्, सर्वे जनाः संस्कृतभाषाम् एव वदन्ति स्म। अतः ईसवीयसंवत्सरात्पूर्वं प्रायः समग्रमपि साहित्यं संस्कृतभाषायामेव उपलभ्यते। संस्कृतभाषायाः सर्वे जनाः प्रयोगं कुर्वन्ति स्म, इति तु निरुक्तमहाभाष्यादिग्रन्थेभ्यः सर्वथा सिद्धमेव। आधुनिक भाषाविज्ञानमपि एतदेव सनिश्चयं प्रमाणयति। संस्कृतभाषायामेव वेदेषु मनुष्याणां कर्तव्याकर्तव्यस्य सम्यक्तया निर्धारणं वर्तते। वेदानां व्याख्यानभूता ब्राह्मणग्रन्थाः सन्ति।

तदनन्तरम् अध्यात्मविषयप्रतिपादिका उपनिषदः सन्ति, यासां महिमा पाश्चात्यैरपि निःसंकोचं गीयते। ततश्च भारतगौरवभूताः षड्दर्शनग्रन्थाः सन्ति। विश्वसाहित्येऽद्यापि सर्वमान्याः सन्ति। ततश्च श्रौतसूत्राणां, गृह्यसूत्राणां, धर्मसूत्राणां, वेदस्य व्याख्यानभूतानां षडङ्गानां च गणना भवति।

महर्षिवाल्मीकिकृतवाल्मीकीयरामायणस्य, महर्षिव्यासकृतमहाभारतस्य च रचना विश्वसाहित्येऽपूर्ण घटना आसीत्। सर्वप्रथमं विशदस्य कवित्वस्य, प्रकृतिसौन्दर्यस्य, नीतिशास्त्रस्य, अध्यात्मविद्यायाः तत्र दर्शनं भवति। तदनन्तरं, कौटिल्यसदृशाः अर्थशास्त्रकाराः भासकालिदासाश्चोषभवभूतिदण्डिसुबन्धुबाणजयदेवप्रभूत यो।

महाकवयो नाट्यकाराश्च पुरतः समायान्ति, भगवद्गीता, पुराणानि, स्मृतिग्रन्थाः अन्यद्विषयकं च सर्व साहित्यं संस्कृतस्य माहात्म्यमेवोद्घोषयति।

संस्कृतभाषा एव भारतस्य प्राणभूता भाषाऽस्ति। भारतीयगौरवस्य रक्षणाय एतस्याः प्रचार प्रसारश्च सर्वव कर्तव्यः।

डॉ. गीता देवी

संस्कृत विभागाध्यक्षः

## संस्कृत दिवसः

1. आत्मन्तितोल्लासविलासिवर्षः  
विवृद्धवृद्धौघहुषीकहर्षः।  
विघोतितच्छात्रगुणप्रकर्षः  
सुपर्वनाभदिवसोप्रवमार्षः।।
2. मनोमुदः कोविदकुत्रजराणां  
तन्यन्तः एतेन च निर्जराणां।  
गुणैर्गरिष्ठैरिहः मासमानो  
विराजतां संस्कृतवासरोप्रयम्।।
3. प्रतिप्रदेशं किल कीर्तिघोषः  
जनैः समुत्तोल्य मदा स्वदोषः।  
गीर्वाणावीगुणगौरवाणा  
माचर्यते ससंदि कोविदानाम्।।

Nancy  
Roll no 97  
B.A first year

## मातृवन्दनम्

पुरः पुरः प्रगच्छ रे। प्रगाय मातृवन्दनम् ।।  
स्व-जन्म-भूमि रक्षणे। प्रयच्छ वीर! जीवनम्।।  
शिरः कुरु समुन्नतम् । तवास्तु मा क्वचिद् भयम्।।  
पुरः पुरः प्रगच्छ रे। प्रगाय मातृवन्दनम्।।  
रणे धृतिः सुकौशलम्। प्रवर्धताम् मनोबलम्।।  
सुनिश्चितः जयस्तव। कुरु स्वर्धपालनम्।।  
पुरः पुरः प्रगच्छ रे प्रगाय मातृवन्दनम्।।

Saloni  
Class-BA  
Roll no- 09

## मम मातृभूमिः

"जननी जन्म भूमिश्च स्वर्गादपि गरीयसी"।  
मातृभूमि जन्मतः आरभ्य मृत्युपर्यन्तं अस्माकं रक्षणं पोषणं च करोति।  
माता भूमिः पुत्रोऽहम् पृथिव्याः इति वेदवाक्यम् अस्ति।  
मातृभूमि सवैः नरैः वन्दनीया भवति।  
येन - केन-परकारेण मातृभूमेः रक्षणं करणीयम्।

Shivani  
Class - BA first year  
Roll No. 94

## पिपासितः काकः

एकदा एकः काकः पिपासितः आसीत्। सः जलं पातुम् इतस्ततः अभ्रमत्। परं कुत्रापि जलं न प्राप्नोत्। अन्ते सः एकं घटम् अपश्यत्। घटे जलं स्वल्पम् आसीत्। सः जलं पातुं समर्थः न अभवत्।  
स एकम् उपायम् अचिन्तयत्। सः पाषाणस्य खण्डानि घटे अक्षिपत् एवं क्रमेण घटस्य जलम् उपरि आगच्छत्।  
काकः जलं पीत्वा संतुष्टः अभवत्।  
शिक्षा- उद्यमेन हि सिध्यन्ति कार्याणि न मनोरथैः।

Meenu  
Class -BA 1st  
Roll No.58

## तीन वचन

तीन वचन है तीन पुरुष है,  
तीनों के नियम भी तीन है।

10 लकार और 8 कारक,  
आठो मे है लिंग भी तीन।

एक् अकेला एकवचन है,  
द्विवचन मे दो को गिन।

बहुवचन् आते सारे  
सभी पुरुषो मे वचन् भी 3।

सः तौ ते पृथम पुरुष कहलाते,  
त्वम् युवां यूयं मध्यम है,  
अहं आवां वयं उत्तम जाने जाते

धातु है अनेक यहां पर,  
क्रिया भी अनेक  
वाच्य 3 बन जाते है

पठ से पढते, लिख से लिखते,  
पिब् से हम पीते है।

गुण ,वृद्धि, यण् दीर्घ  
सन्धि का अर्थ बदलते है।

Palak  
Class BA First year  
Roll No. 17

### सदाचारः

आलस्यं हि मनुष्याणां शरीरस्थो महान् रिपुः।  
नास्त्युध्मसमो बन्धुः कृत्वा यं नावसीदति॥1॥

श्वः कार्यमच्य कुर्वीत पूर्वाह्णे चापराहिकम्।  
नहि प्रतीक्षते मृत्युः कृतमस्य न वा कृतम्॥2॥

सत्यं ब्रूयात् प्रियं ब्रूयात् न ब्रूयात् सत्यमप्रियम्।  
प्रियं च नानृतं ब्रूयात् एष धर्मः सनातनः॥3॥

सर्वदा व्यवहारे स्यात् औदार्यं सत्यता तथा।  
ऋजुता मृदुता चापि कौटिल्यं न कदाचन॥4॥

श्रेष्ठं जनं गुरुं चापि मातरं पितरं तथा।  
मनसा कर्मणा वाचा सेवेत सततं सदा॥5॥

मित्रेण कलहं कृत्वा न कदापि सुखी जनः।  
इति ज्ञात्वा प्रयासेन तदेव परिवर्जये ॥6॥

Manju Bala  
Class. B. A 2nd year  
Roll No. 91

### चतुरः काकः

एकः काकः अस्ति। सः बहु तृषितः। सः जलार्थं भ्रमति। तदा ग्रीष्मकालः। कुत्रापि जलं नास्ति। काकः कष्टेन बहुदूरं गच्छति। तत्र सः एकं घटं पश्यति। काकस्य अतीव सन्तोषः भवति। किन्तु घटे स्वल्पम् एव जलम् अस्ति। जलं कथं पिबामि ? इति काकः चिन्तयति सः एकं उपायं करोति। शिलाखण्डान् आनयति। घटे पूरयति। जलम् उपरि आगच्छति। काकः सन्तोषेण जलं पिबति। ततः गच्छति।

Khushi  
Class -BA 1ST  
Roll No.24

## सर्वेभ्यः शिक्षिकाभ्यः शिक्षकेभ्यः च समर्पितम्

किम् अस्ति तत् पदम्

यः लभते इह सम्मानम्

किम् अस्ति तत् पदम्

यः करोति देशानाम् निर्माणम्

किम् अस्ति तत् पदम् यम् कुर्वन्ति सर्वे प्रणामम्

किम् अस्ति तत् पदम्

यस्य छायायाः प्राप्तम् ज्ञानम्

किम् अस्ति तत् पदम्

यः रचयति चरित्र जनानाम्

'गुरू' अस्ति अस्य पदस्य नाम सर्वेषाम् गुरूणाम् मम शतं शत प्रणामः ॥

Tanu  
Class. B. A 2nd year  
Roll No. 90

### जीवन जीने कि कला

इस धरती पर लाखों करोड़ों वर्षों से विभिन्न रूपों में जीवन का आगमन हुआ है सभी जीव जंतुओं के रूप में, जीवन में इस धरती पर अपना अस्तित्व बरकरार रखा है। कई प्रजातियां उभरी और कई विलुप्त हो गईं किंतु धरती से जीवन कभी पूरी तरह समाप्त नहीं हुआ है उनमें से एक हम हैं **होमो सेपियंस**, यानी मनुष्य जिनका जीवन अनेक रंग रूपों में विभाजित है मानव जीवन इस दुनिया का सबसे खूबसूरत रूप है जो कि इस प्रकृति की देन है परंतु आज के इस भाग दौड़ वाले जीवन में इंसान कहीं ना कहीं अपने जीवन को जीना भूल सा गया है जैसे पुराने समय में संसाधनों की कमी होने के बावजूद भी मनुष्य पूरा दिन व्यस्त होते थे उनके पास फालतू सोचने का समय नहीं होता था और न ही तनाव लेने का, वह तो केवल एक ही विषय में चिंतित होते थे कि अपना भोजन कैसे तलाश करें। परंतु आज सब कुछ बदल चुका है पर्याप्त मात्रा में संसाधन होने के बावजूद भी मनुष्य आज इतना परेशान है कि अपने जीवन को जीना भी भूल चुका है चारों तरफ की समस्याओं ने इंसान को बंदी बनाकर रखा है तनाव ग्रस्त जीवन हो गया है मनुष्यों का चाहे वह किसी भी प्रकार का तनाव हो। छोटे-छोटे बच्चे जिन्होंने अभी बचपन भी ढंग से नहीं जिया वह भी परेशान होते हैं। छोटी सी उम्र जो खेलने कूदने की होती है तनाव के कारण उसमें बचपन कहीं खो सा गया है।



मनुष्य के जीवन में उम्मीद से ज्यादा सुख सुविधायें होने के बावजूद भी हमें और चाहिए कि होड़ लगी रहती है । इंसान को कभी भी संतुष्टि नहीं मिलती हैं और इन्ही सब कारणों से हम जीना भूल रहे हैं साधु संतों की वाणी हमेशा कहती थी कि क्या लेकर आए हैं और क्या लेकर जाना है पर फिर भी हम इन बातों को समझना ही नहीं चाहते और परेशान ही रहते हैं कुछ और पाने की होड़ में हम अपने जीवन का हर एक पल व्यर्थ ही गवां रहे हैं और अगर मिल भी जाता है तब भी हम संतुष्ट नहीं हो पाते हैं बहुत सारे सर्वो से ज्ञात होता है कि नौजवान लोग सिर्फ और सिर्फ तनाव की वजह से अपना जीवन खो चुके हैं किसी को पढाई की चिंता, नौकरी की और कई अन्य प्रकार की चिंताओं ने हमें घेर रखा है अर्थात मेरे कहने का अर्थ यह है कि प्रकृति ने हमें बहुत खूबसूरत जीवन दिया है हमें इसको सही ढंग से जीना चाहिए क्योंकि जो भी होता है वह हमारे वश में नहीं होता । प्रकृति के बंधे बंधाये नियम होते हैं मैंने हमेशा महसूस किया है कि कल जैसा आज कभी नहीं होता और हर रात के बाद सुबह आती ही है। अर्थात परेशानियां और खुशियां जिंदगी की देन है इनको स्वीकार करके चलो तो हमेशा जीवन आसान लगता है।

**अंत में मेरा संदेश है कि सभी जीवों पर दया करें । उनको केवल अपने स्वार्थ हेतु इस्तेमाल न करें। क्योंकि यह धरती सब की है प्रकृति ने सबको जीने का अधिकार दिया है इसलिए सभी को अपने सामान समझे  
जय हिंद जय भारत**

(Ms. Neeru Devi)  
Office Clerk

## Commerce Section

### From the Editors' Desk



Once again, we are extremely content and excited to present to all of you, our commerce section for “Prati Bimb” 2024-25 edition.

The latest edition of the Commerce Section represents free expressions of the students. The magazine is not limited to one theme or expression for the session 2024-25. We aim to let our students explore the world of knowledge

with free will. We bring to your attention different forms of thoughts, expressions and concerns, if you find yourself reading our commerce section in your ample free time. Students have beautifully expressed their views in the form of poems, articles, images etc. in this section

In this section, you will find students covering a wide range of topics of relevance in today's world. Students have expressed their views on the topics representing the dynamic areas of commerce.

I am thankful, to the principal mam, Prof. (Dr.) Umesh Bharti, Principal for her support and encouragement. I am indebted to the young Contributors of the college magazine.

Dr. Yogita Sarohi  
Assistant Professor Commerce

## **Title: "Breaking the Habit: How small steps can change your life"**

By Diksha

Roll No:

Class : B.com 1<sup>ST</sup> Year

We all have dreams. Some of us want to become successful entrepreneurs, some want government jobs, others dream of changing the world. But between us and our dreams, there's often one silent enemy — Procrastination (delay). The good news is you don't need a massive breakthrough to beat it. You just need to start small.

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### THE POWER OF ONE STEP

Most successful people didn't wake up successful. They took one step at a time.

Want to be fit? Start with a 10-minute walk. Want to be a topper? Begin with 20 minutes of focused study a day. Small actions build habits. Habits build success.

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### CONSISTENCY BEATS MOTIVATION

When motivation fades, but discipline stays, set a daily routine. Use a planner. Track your progress. Celebrate your efforts, not just results. Slowly, you'll feel more in control and proudful

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### CHANGE YOUR STORY

We often say "I'll start tomorrow" or "I'm not ready yet." But the truth is, you don't need to be perfect to begin. You just need to be consistent. Write your own story where you are the hero. Make your mornings count, value your time, replace scrolling on phone with reading. These changes seem small but they are powerful.

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### YOU DESERVE A GREAT LIFE

Whether you are in comfort zone, preparing for anything, or exploring your passion, remember: you are capable. Don't compare yourself with others. Focus on being better than you were yesterday, and most importantly—believe in your journey.

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Note:

The future belongs to those who dare to begin. So take that first step today. Your best version is waiting.

## **Title: "Ratan Tata: The Silent Person Who Let His Work Speak"**

By Diksha

Roll No:

Class: B.com 1<sup>ST</sup> Year

When we think of power and success, we often imagine loud speeches, flashy lifestyles, or global fame. But Ratan Tata, one of India's most respected industrialists, chose a different path—quiet strength, values, and a heart full of dreams of India.

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### **HUMBLE BEGINNING**

Born in 1937, Ratan Tata wasn't always seen as a future tycoon (Big Businessman). Raised by his grandmother after his parents separated, his childhood taught him independence and humility. He studied architecture at Cornell University and later joined the Tata Group in 1962—not as a boss, but as a regular employee.

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### **TAKING THE WHEEL**

When he became the chairman of the Tata Group in 1991, many doubted him. People said he was too quiet, too soft. But Ratan Tata believed in one thing—"Action over words."

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He led with a vision and turned Tata into a global brand, acquiring big names like Jaguar, Land Rover, Tetley Tea and Corus Steel.

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### **WHAT WE CAN LEARN FROM HIM**

Lead with values. Ratan Tata always believed in honesty and ethics, even when others chose shortcuts.

Stay humble. He never craved the spotlight, yet the world admires him.

Think beyond profit. He focused on creating impact, not just income.

Bounce back from failure. His projects sometimes failed, but he never gave up.

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Final Words:

In a world full of noise, Ratan Tata's journey reminds us that true greatness is silent, consistent, and full of purpose.

Whether you are a student, a dreamer, or a future entrepreneur, his life says one thing loud and clear:

“Success is not just about what you achieve, but what you give back.”

### **Title: The Evolving Impact on the Fashion Industry**

By Ritika

Roll No: 1232322010

Class: B.com 1<sup>ST</sup> Year (CAV)

The fashion industry is undergoing significant transformations driven by technological advances, environmental concerns, changing consumer behaviour, and global economic shifts. These impacts are reshaping how fashion is designed, produced, marketed, and consumed.

#### 1. Digital Transformation:

Technology has revolutionized the fashion world. From virtual fitting rooms and AI-powered design tools to e-commerce platforms and social media marketing, fashion brands are now more connected to consumers than ever before. The rise of online shopping has diminished the dominance of traditional brick-and-mortar stores, pushing companies to invest heavily in digital presence and logistics.

#### 2. Sustainability and Ethical Concerns:

There is a growing demand for sustainable fashion as consumers become more environmentally conscious. Fast fashion, once celebrated for its affordability and variety, now faces criticism for its environmental impact and poor labour practices. As a result, many brands are turning to eco-friendly materials, circular fashion models, and transparent supply chains to meet ethical standards.

#### 3. Changing Consumer Expectations:

Today's consumers seek individuality and authenticity. Personalization, inclusivity, and social responsibility have become key drivers of brand loyalty. Fashion is no longer just about style—it's also about values. This shift is prompting brands to embrace diversity in their marketing and product offerings.

#### 4. Economic and Global Disruptions:

Events like the COVID-19 pandemic and ongoing geopolitical tensions have disrupted global supply chains, caused store closures, and shifted consumer spending. These challenges have forced brands to reassess their strategies, emphasizing agility and resilience.



### 5. Rise of Fast and Ultra-Fast Fashion:

While sustainability is a growing concern, the rise of ultra-fast fashion brands that launch new styles weekly or even daily poses a significant challenge. These brands thrive on trends and speed, often at the expense of environmental and labour considerations, creating a complex ethical dilemma for the industry.

## **Title: Startups Driving Innovation and Jobs in India**

By Vanshika Saini

Roll No: 1230707018

Class : B.com 4<sup>th</sup> Sem

May 2025 – Startups in India are growing fast and changing the way businesses work. From food delivery apps to online education platforms, young entrepreneurs are launching creative ideas that solve real problems.

Many startups begin with small teams but grow quickly with the help of technology and funding. The government is also supporting startups through schemes like Startup India, which provides easier loans, tax benefits, and training.

“Startups are not just about business – they create jobs, bring new ideas, and make life easier for people,” says business mentor Arvind Rao.

However, starting a business also has challenges like competition, finding money, and building trust. Still, with hard work and innovation, many Indian startups are now reaching global markets and inspiring the next generation of entrepreneurs.

## **Topic: - E-way Bill**

By Manpreet

Roll No: 1220051003009

Class: B.com Final year

☆ INTRODUCTION: E-way bill is an electronic way bill for movement of goods to be generated the e-way bill portal. A GST registered person cannot transport goods in a vehicle whose value exceeds Rs. 50,000 without an e-way bill that is generated on e-way bill portal. When an e-way bill is generated, a unique E- Way Bill Number (EBN) is allocated and is available to the supplier, recipient and the transporter.

☆ DISTANCE LIMIT FOR THE E-WAY BILL: No specific kilometre for the validity of an e-way bill; however, the validity period depends on the distance the goods are transported. Generally, an e-way bill is valid for one day for 100 kilometres. For distance less than 100 kilometres, the e-way bill is valid for a day.

☆ ADVANTAGES: Less documentation, Cost reduction, Fast and efficient transportation, Simple and quick generation of e-way bill, Real time tracking of bills.

☆ DISADVANTAGES: Technical glitch, Internet based system, Compliance challenges for multiple daily movement, Challenges around the extension of e-way bill.

### **Topic: E-way bill**

By Mannat

Roll No: 1220051003010

Class: B.com Final year

**Introduction:** An e-way bill is an electronic document generated for the movement of goods worth over Rs.50000 from one place to another. It contains essential details about the goods being transported including the type of goods, quantity, value and the transporter's information. There are many benefits of e-way bill like Reduced paperwork, increased efficiency, enhanced transparency and improved compliance act. Generating an e-way bill is a straightforward process that can be completed online through the GST portal or through authorized e-way bill generation portals. It includes following steps -

- Registration
- Provide details
- Generate e-way bill

E-way bill has great impact on business and logistics. With the ability to generate e-way bills online, businesses can now track their shipments in real-time, reducing the risk of delays, increasing customer satisfaction. The e-way bill system has been a game-changer for India's logistics and tax compliance landscape. There are still some challenges to be addressed. These include - Technical glitches, lack of awareness etc. To overcome these challenges the government and GST council need to continue improving the portals functionality and providing support to business through various initiatives.

**Conclusion:** The e-way bill system has revolutionized the way goods are transported in India, making it easier for business to comply with tax regulations. The e-way bill system is expected to play an increasingly important role in promoting economic growth and development.

### **Article: - FDI-A financial Anchor**

By Pratiksha Saini

Roll No: 1220051003005

Class: B.com Final year

**Introduction:** As the global economy, becomes increasingly interconnected, Foreign Direct Investment. Foreign Direct Investment refers to the investment made by a company or any person from one country to another country.

**India's FDI Story:**

India Has been a significant recipient of FDI , with various sectors attracting foreign investment. Some of key sector include:

(1) Information technology that has been a major draw for foreign investors. (2) Manufacturing under which foreign companies have interested in India. (3) Service sector that includes finance and health care.

Business that makes foreign direct investment is often called as multi-national corporation.

**Advantages:** FDI plays an important role as it helps in bringing the capital needed for economic growth development, it also introduces new technologies, enhancing productivity and providing the employment opportunities that contributes to economic stability.

**Disadvantages:** FDI is involved in the regulation and oversight of multiple Government, leading to higher level of political risk. Also, FDI experienced a significant decline globally

due to COVID - 19 pandemic. The pandemic arises the need for investment promotion agencies to help the investors. While FDI, declines globally but now the trend is recovering.

Conclusion:

As by understanding the benefits and challenges of FDI, it has to be discovered that FDI has been a leading to economic growth and development. By creating a significant investment climate and facing challenges India can continue to attract FDI. Therefore, FDI will be remaining a vital component of India's economic growth story.

### **Title: CON MEN WITH A VISION.**

By Tanu

Roll No: 1240707003

Class: B.com 1<sup>st</sup> Year

In a world where the term "vision" has been used so often, what does it mean to be truly a visionary? Real vision and true visionaries take the entire society to another level of development. A visionary faces a wide variety of challenges, uncertainties, personal shortcomings, etc. So, now let's talk about some of them whose aim was to create something unique but the road they chose was wrong. Thus, they were later called 'CONMEN'.

Everyone knows Indian Harshad Mehta. He was able to swindle over 1 billion from the banking system to buy stocks on the Bombay Stock Exchange. Then can we say that he was a visionary or a genius with crooked mind? Technically, Harshad Mehta was wrong, as he borrowed money from the money market and invested it in the share market to rig share prices. But on the other hand, he found existing loopholes in the system and exploited them proving that banking systems were not secure.

Many financial experts believe that he did not commit any fraud. He would have returned the money to SBI without any issue, also the banks associated with him made extremely huge profits, including SBI. Harshad Mehta always made profits for his clients and associated banks. In my opinion, he was a market manipulator as the scams caused significant disruption to the stock market of India. Techniques used by him involved having corrupt officials signing fake cheques, misusing market loopholes etc. Which in resulted in the collapse of the Indian Stock market.

A journey from flashy diamantaire to fugitive, ending up in a jail cell; Nirav Modi, who committed a fraud of Rs.11,000 crore from PNB bank, but his aim was very unique in itself. Nirav Modi was "passionate" about creating an internationally renowned luxury jewellery brand that was uniquely Indian. So why did he require large sums of capital? The reason in all probability could be that a boutique is profitable only after two or three years. The diamond business is basically capital intensive, so to be successful, he had to raise capital which he did by unscrupulously using the Indian banking system and the greed of officials. He was an unusual mix of being an excellent entrepreneur and a con artist.

Vijay Mallya committed to fraud of Rs.9,000 crore owed 17 Indian banks, but he was the one whose knowledge should have been put to good use. He was the KING OF AIR TRANSPORT & KING of Good times. He has shown Indians that air travel isn't as costly as gold, you can be as with first-class customers in the Economy classes well. Also, one of the best beers (KINGFISHER) in the world came from the breweries of Mr. Vijay Mallya. Nirav Modi and Vijay Mallya must be brought to justice and sentenced in such a way they help Indian entrepreneurs and startups add value to them

Product.

The conclusion to a story about Con Men with a vision like many stories involving deception, often explores the theme of manipulation, trust and consequences of greed. The stories often

leave the reader to ponder the moral ambiguities of success achieved through dishonest means. Whether the con men ultimately succeed or are exposed, the narrative usually highlights the fragility of trust and power of deception.

## **Title: The People Behind the Pages: Unsung Heroes of the Commerce Field**

By Vishakha

Roll No: 124070723

Class: B.com 1<sup>st</sup> Year

In the bustling world of commerce, consumers often interact with polished websites, seamless payment systems, and fast delivery services—rarely pausing to think about the people who make all of it work behind the scenes. These individuals, often operating in the background, are the true architects of modern business. From digital marketers and supply chain coordinators to financial analysts and customer support specialists, they are the backbone of commercial success.

### **1. Digital Marketers: The Brand Storytellers**

Every successful product or service needs visibility, and that's where digital marketers step in. They craft compelling content, manage social media campaigns, and analyse web traffic data to increase reach and engagement.

### **2. E-commerce Developers and IT Professionals: The Builders of Digital Infrastructure**

The sleek interface of an online store is the result of hours of coding and testing. E-commerce developers ensure that websites are not only functional but secure and user-friendly.

### **3. Supply Chain and Logistics Managers: The Orchestrators of Movement**

Getting a product from warehouse to doorstep involves an intricate network of suppliers, warehouses, and transportation providers. Logistics managers optimize this process, balancing cost efficiency with speed and reliability.

### **4. Financial Analysts and Accountants: The Money Managers**

Commerce thrives on numbers. Financial analysts track performance metrics, forecast growth, and identify areas for cost savings. Meanwhile, accountants ensure accurate reporting, regulatory compliance, and prudent financial management—keeping the business solvent and scalable.

### **5. Customer Support Teams: The Human Connection**

After a sale, customer service representatives become the voice of the brand. They resolve issues, handle returns, and maintain customer satisfaction.

### **6. Product Managers and Merchandisers: The Curators of Value**

Product managers research market needs, develop new offerings, and refine existing ones based on feedback. Merchandisers decide how products are presented online, ensuring the right items are promoted at the right time and price.

### **Conclusion**

While CEOs and brand ambassadors often take centre stage, the success of any commercial enterprise rests firmly on the shoulders of these behind-the-scenes professionals. They are the people behind the pages—meticulously crafting, analysing, and supporting every step of the buyer journey. Recognizing their contributions not only fosters a deeper appreciation for commerce but also highlights the collaborative nature of success in this ever-evolving field.

### **Title: The chamar studio: success story**

By Ruchi

Roll No: 2242707018

Class: M.com First Year

Chamar studio, launched in 2017 by the Mumbai based designer Sudheer Rajbhar, is a luxury fashion label that reclaims the historically derogatory term-chamar, used against Dalit leather workers – and transforms it into a symbol of dignity, empowerment and innovation. Sudheer Rajbhar the CEO who grew up in Mumbai's slums, experienced caste-based discrimination that determined him to challenge societal norms, so he established chamar studio to transform this slur into a symbol of pride. The studio engaged artisans from the Dalit community specially, chamar caste. In regards to the 2015 beef ban that affected the livelihood of Dalit leather workers. Then Rajbhar looked for the alternative material that allow artisans to continue their work without relying on animals. He discovered that recycled rubber from old tyres and tubes and other materials like cotton. Chamar studios gained international attention. In December 2024, the Hollywood pop star Rihanna was photographed on the red chair, which was the part of chamar studio collaboration at design Miami. In just few year chamar studio net worth is valued at over ₹ 15 crore (\$ 1.8 Million) and has gained international recognition. Rajbhar introduced this brand with the initial investment of approximately 10 lakh (around \$ 13,700 USD). The chamar private limited authorized share capital is ₹10,00,000 and its paid-up capital is ₹ 10,000. The Studio follows different market strategies like digital presence and e-commerce they also collaborate with different countries mainly Germany and USA. It creates a huge brand awareness of the chamar studio. As, the Studio continues to grow, empower communities, promotes traditional crafts in the fashion Industry.

### **Title: Cryptocurrency**

By Geeta

Roll No: 1230707019

Class: B.com 4<sup>th</sup> Sem

Cryptocurrency is a type of digital or virtual currency that uses cryptography for security. Unlike traditional currencies issued by governments (like dollars or euros), cryptocurrencies are decentralized and typically operate on blockchain technology—a distributed ledger enforced by a network of computers (called nodes).

Popular examples include Bitcoin, Ethereum, and Litecoin. People use cryptocurrencies for various purposes: investment, online purchases, or as a way to transfer money across borders quickly and often with lower fees.

Bitcoin is a new kind of money that exists only in digital form. Unlike traditional currencies like the dollar or euro, Bitcoin isn't printed by any government or controlled by any bank. It was created in 2009 by a person (or group) using the name Satoshi Nakamoto. No one knows exactly who Nakamoto is, but their invention changed the world of finance forever.

The idea behind Bitcoin was to create a form of money that didn't need a middleman, like a bank, to keep track of who owns what. Instead, Bitcoin uses something called blockchain technology. The blockchain is a special kind of database that stores every Bitcoin transaction ever made. This database is shared across thousands of computers around the world, making it very secure and hard to cheat.



Bitcoin is created through a process called mining. Mining is when powerful computers solve complex math problems. When they solve one, a new block of transactions is added to the blockchain, and the miner is rewarded with new bitcoins. This process is how new bitcoins come into the world, but there is a limit: only 21 million bitcoins can ever be created. This makes Bitcoin scarce, like gold, and is one reason some people call it “digital gold.”

One of the most exciting things about Bitcoin is that it lets people send money directly to each other, anywhere in the world, without using a bank. This can be especially useful in countries where the banking system is weak or where inflation is very high. With just a smartphone and internet connection, anyone can send or receive Bitcoin quickly and at low cost.

However, Bitcoin also has its challenges. Its price can go up and down very quickly. This makes it hard to use as regular money for everyday things like groceries or rent. Some people buy Bitcoin as an investment, hoping the price will go up over time. Others worry about its use in illegal activities, since Bitcoin transactions can be somewhat anonymous. Still, all transactions are recorded on the public blockchain, so they can be traced if needed.

Bitcoin has also raised important questions about energy use. Mining takes a lot of electricity because the computers solving those math problems run 24/7. Some people are trying to find more energy-efficient ways to run the system, while others are exploring alternative digital currencies that use less power.

In just over a decade, Bitcoin has gone from a strange idea on the internet to a powerful financial tool that millions of people use and invest in. It’s inspired the creation of thousands of other digital currencies, and it’s made many people rethink what money can be. Whether it becomes the future of finance or just a stepping stone to better technology, there’s no doubt that Bitcoin is one of the most important inventions of our time.

Conclusion:

Cryptocurrency represents a major shift in how we think about money and financial transactions. While it offers advantages such as decentralization, security, and potential for innovation, it also comes with risks like volatility, regulatory uncertainty, and potential for misuse. As technology and regulation evolve, cryptocurrencies could play a significant role in the future of finance.

### **Title: Social media marketing: A conceptual study**

By: Manpreet Kaur  
Roll No: 1240707055  
Class: B.com 2<sup>ND</sup> Year

MEANING:

The world of marketing has undergone unimaginable changes in the last century. The level of transformation marketing practices, tools and techniques have undergone, is beyond one’s wildest imagination. The emergence of new information and communication technologies, particularly the internet and social networks has changed market dynamics, threatened the competitive positions of firms and increased the power of consumers.

The era of globalisation has ensured that the world market is shrunk to the size of human palm as all the markets are accessible with the touch of our fingertips. Evidently, social media which started off as a platform for human interaction, now has been developed into a platform that can effectively be used for brand positioning, advertising and many others aspects of marketing management.

INTRODUCTION:

The foundation for sharing, studying, debating and discussing is communication and interacting. We understand social media as including all Internet-based technological applications, in accordance with the principles of Web 2.0 and providing the creation and exchange of user-generated content, while also facilitating interaction and collaboration between participants. Such applications also include blogs and microblogs (such as Twitter), social networking sites (such as Myspace and Facebook), virtual worlds (such as Second Life), collaborative projects (such as Wikipedia), content community sites (e.g., YouTube, Flickr).

What is social media marketing?

Social media marketing is a mechanism that empowers people through online social networks to advertise their websites, goods, or services and to engage with and tap into a much wider audience that would not have been possible through conventional advertising channels. Most notably, social media emphasises the group rather than the individual. Communities exist on the Internet in various shapes and sizes, and people speak to each other. In order to effectively connect with group members about specific product and service offerings, it is the responsibility of social media marketers to exploit these communities properly. Social media marketing also includes listening to the groups as a representative of business and building relationships with them.

Importance of social media marketing:

1. Fast and wide access to target consumers is one of the big advantages of social media marketing. It takes a bit of searching, however, to find the perfect communities on social networking sites and post relevant content.
2. Social media marketing can be very useful in generating good leads for business-to-business marketing when done effectively.
3. On social networking sites, video sharing sites and photo sharing sites, etc., the company is promoted. This helps to improve the company's coverage and exposure.

CONCLUSION:

In communication and marketing campaigns, social media has acquired a fundamental position. The new generations of customers have a very high degree of brand awareness; they use the internet to function on foreign markets and their views can have a significant influence on people in various parts of the world. The advantages of social media marketing speak for themselves by generating a high degree of brand loyalty and reducing the company's contact gap with its customers.

### **Title: The Impact of 5G on Communication and Industry**

By Rinkal

Roll No: 2242707021

Class: M.com First Year

5G, or fifth-generation wireless technology, is changing the way we connect and communicate. It is much faster than 4G and offers higher speed, better reliability, and very low delay (called latency). With 5G, people can enjoy smoother video calls, faster downloads, and improved internet experiences. It allows more devices to connect at the same time without slowing down the network, which is helpful in crowded places or smart homes.

In industries, 5G brings major improvements. In manufacturing, it helps in running smart factories where machines and robots are connected in real-time. In healthcare, 5G supports telemedicine, remote surgeries, and faster sharing of medical data. In transport, self-driving cars and smart traffic systems use 5G to send and receive information instantly. Even farming is benefiting, as farmers use drones and sensors to monitor crops and save water. Online

education and remote work also become easier and more interactive with 5G, thanks to high-speed video and file sharing.

However, 5G also has some challenges. Setting up 5G networks is expensive and not yet available everywhere, especially in rural areas. Also, only new smartphones and devices support 5G, which limits access for some users. Despite these issues, 5G is expected to play a big role in the future of communication

## **Credit Card**

A credit card is a smart card that gives its users a fixed credit period and reward points on their transaction. If used wisely one can get credit for a period for the amount they have to spend immediately on an item. Also, on the contrary, one must not ignore the exorbitant interest charges charged by banks on missing the due date or making cash withdrawals. When access to such funds is provided to one individual he/she might get tempted to overuse and to overcome this one must bring in Financial discipline in his/herself which means commanding your wealth and getting aware of all the financial instruments in the market.

### **Top Credit Card Issuers in India**

1. **HDFC Bank** – Over 18 million credit cards issued (Source: HDFC Annual Report 2024)
2. **SBI Card** – 17+ million credit cards (Source: SBI Investor Report 2024)
3. **ICICI Bank** – 15+ million credit cards (Source: ICICI Financial Statement 2024)
4. **Axis Bank** – 12+ million credit cards (Source: Axis Bank Investor Presentation 2024)
5. **Kotak Mahindra Bank** – 8+ million credit cards (Source: Kotak Bank Annual Report 2024)

In the end, I would like to conclude that if used wisely and not being tempted or lazy to spend more or pay later, one must surely use the credit card and enjoy its benefits.

Mrs.Ashu  
Assistant Professor  
Commerce

## How Social Media Influencers affecting Consumer Buying behaviour

A significant percentage of purchases are now completed online, and the 2020 lockdown has significantly increased this percentage. As more people use the internet and computer companies develop new ways to integrate the online world into purchasing, online retail is expected to grow quickly. Given that social media is where individuals spend the majority of their online time, it seems sense that many consumers make their shopping decisions online as well. According to Global Web Index, 54% of social media users use social media to research products, and 71% of individuals are more likely to purchase goods and services based on recommendations from social media. Social media has become one of the biggest drivers of consumer purchasing behaviour. Here's how it affects what people buy and how they make decisions:

### 1. Influence of Reviews and Recommendations:

- **Peer reviews** on platforms like Instagram, YouTube, or Facebook strongly shape opinions.
- Positive feedback, unboxings, and user-generated content build trust and encourage purchases.
- Negative reviews can quickly deter buyers.

### 2. Rise of Influencers and Creators

- Influencers act as **trusted advisors**; their product endorsements feel more authentic than traditional ads.
- Micro-influencers (with smaller but loyal audiences) often drive niche product purchases.

### 3. Personalized Advertising

- Platforms collect data on browsing, likes, and interests to show **targeted ads**.
- Dynamic ads remind users of products they viewed, creating impulse buying opportunities.

### 4. Social Proof and FOMO

- Seeing friends or celebrities using a product creates **social pressure** to purchase.
- Limited-time offers and countdown posts trigger **fear of missing out** (FOMO).

### 5. Ease of Discovery and Instant Shopping

- Shoppable posts on Instagram, TikTok, and Pinterest let users buy directly from the app.
- “Swipe-up” links and integrated checkout shorten the decision-making process.

### 6. Trends and Viral Content

- Viral challenges, memes, or trending products can drive **sudden demand spikes** (e.g., Stanley cups, fidget spinners).
- Brands actively use trending sounds, hashtags, and reels to push products.

### 7. Community Engagement

- Online groups, brand communities, and forums foster conversations that influence what to buy.
- People rely on others' **real experiences** more than advertisements.

### 8. Emotional Connection and Brand Loyalty

- Behind-the-scenes videos, relatable stories, and interactive polls create emotional ties with brands.
- This connection encourages **repeat purchases** and brand advocacy.

**Conclusion:** Social media has transformed consumer purchasing behaviour by blending entertainment, information, and shopping into one seamless experience. It shapes decisions through influencer recommendations, peer reviews, targeted ads, and viral trends that create urgency and desire. Consumers are not just buyers but active participants in sharing opinions, which further drives product popularity. While this connectivity offers convenience and discovery, it can also encourage impulsive and emotionally driven purchases. Overall, social media has become a powerful force guiding how, why, and what consumers choose to buy.

Mrs. Shivani  
Assistant Professor  
Commerce

## ਪੰਜਾਬੀ ਵਿਭਾਗ

ਪੱਤਰੀਕਾ ਸੰਪਾਦਕ : ਡਾ. ਕਸ਼ਮੀਰ ਸਿੰਘ  
ਪ੍ਰਾਧਿਆਪਕ ਪੰਜਾਬੀ

ਵਿਦਿਆਰਥੀ ਸੰਪਾਦਕ : ਸਿਮਰਨ  
ਜਮਾਤ ਬੀ. ਏ. ਭਾਗ ਦੁਜਾ  
ਰੋਲ ਨੰ. 1230714056

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1	ਸੰਪਾਦਕੀ	ਡਾ. ਕਸ਼ਮੀਰ ਸਿੰਘ	1
2	ਅਬੂਝ ਸਮਾਂ (ਕਵਿਤਾ)	ਡਾ. ਕਸ਼ਮੀਰ ਸਿੰਘ	2
3	ਅਸਾਂ ਹੁਣ ਨੀ ਜੁਲਮ ਨੂੰ ਸਹਿਣਾ (ਕਵਿਤਾ)	ਸਿਮਰਨ ਬੀ.ਏ.-॥	3
4	ਮਾਂ ਮੇਰੀਏ (ਕਵਿਤਾ)	ਸਨੇਹਾ ਬੀ.ਏ.-।	4
5	ਇਹ ਇੱਕ ਖੁਆਬ ਸੀ (ਕਵਿਤਾ)	ਹਰਮਨਜੋਤ ਬੀ.ਏ.-॥	5
6	ਕਦੇ-ਕਦੇ ਤਾਂ (ਕਵਿਤਾ)	ਸਨਾਕਸ਼ੀ ਬੀ.ਏ.-॥	6
7	ਯਾਦ (ਕਵਿਤਾ)	ਪ੍ਰਿਯੰਕਾ ਬੀ.ਏ.-॥	7
8	ਸੱਭ ਤੋਂ ਖਤਰਨਾਕ (ਕਵਿਤਾ)	ਸਾਹਿਬਾ ਬੀ.ਏ.-॥	8
9	ਮੇਰੀ ਮਾਟੀ (ਕਵਿਤਾ)	ਕਰੂਣਾ ਬੀ.ਏ.-॥	9
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11	ਪਹਿਚਾਣ (ਕਵਿਤਾ)	ਨੀਤੂ ਬੀ.ਏ.-॥	11
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16	ਇੱਕ ਤਾਲਾ (ਲੇਖ)	ਸੁਨੈਨਾ ਬੀ.ਏ.-॥	16

## ਸੰਪਾਦਕੀ

ਪਿਆਰੇ ਵਿਦਿਆਰਥੀਓ ਅੱਜ ਦਾ ਜਮਾਨਾ ਲਗਾਤਾਰ ਬਦਲਦਾ ਜਾ ਰਿਹਾ ਹੈ । ਸਮੇਂ ਦੀ ਗਤੀ ਅਸਲੀਅਤ ਨਾਲੋਂ ਕੁੱਝ ਤੇਜ਼ ਹੋ ਗਈ, ਇਹ ਅਨੁਭਵ ਹੋ ਰਿਹਾ ਹੈ । ਇਹ ਠੀਕ ਹੈ, ਕਿ ਪਰਿਵਰਤਨ ਕੁਦਰਤ ਦਾ ਨਿਯਮ ਹੈ । ਬਦਲਨਾ ਪ੍ਰਕ੍ਰਿਤੀ ਅਤੇ ਮਨੁੱਖ ਦੋਵਾਂ ਦਾ ਹੀ ਸੁਭਾਅ ਹੈ । ਪਰ ਇਸ ਬਦਲਾਵ ਦੀ ਰਫ਼ਤਾਰ ਵਾਜਿਬ ਤੋਂ ਜਿਆਦਾ ਹੁੰਦੀ ਜਾ ਰਹੀ ਹੈ । ਇਹ ਵੀ ਕਿਹਾ ਜਾਂਦਾ ਹੈ, ਕਿ ਜਿਹੜਾ ਵਿਅਕਤੀ ਸਮੇਂ ਨਾਲ ਬਦਲਦਾ ਨਹੀਂ ਉਹ ਜਿੰਦਗੀ ਦੀ ਦੌੜ ਵਿੱਚ ਪਿੱਛੇ ਰਹਿ ਜਾਂਦਾ ਹੋ । ਜਿੰਦਗੀ ਨੂੰ ਸੁਖਾਵੀਂ ਹਰ ਕੋਈ ਬਣਾਉਣਾ ਚਾਹੁੰਦਾ ਹੈ । ਪਰ ਹਰ ਇੱਕ ਵਿਅਕਤੀ ਆਪਣੀ ਜਿੰਦਗੀ ਨੂੰ ਸੁਖਾਵੀਂ ਨਹੀਂ ਬਣਾ ਸਕਦਾ ।

ਜਿੰਦਗੀ ਨੂੰ ਜੀਉਣਾ ਅਤੇ ਸਾਹਿਤ ਰਚਨਾ ਕਰਨਾ ਵੀ ਇੱਕ ਕਲਾ ਹੈ । ਇਹ ਕਲਾ ਵੀ ਸਮੇਂ ਦੀ ਰਫ਼ਤਾਰ ਵਾਂਗ ਬਦਲ ਰਹੀ ਹੈ । ਕਈ ਵਿਦਿਆਰਥੀ ਇਸ ਕਲਾ ਦੇ ਜਿਆਦਾ ਨਜ਼ਦੀਕ ਆ ਰਹੇ ਹਨ ਅਤੇ ਕੁੱਝ ਜਿਆਦਾ ਦੂਰ ਜਾ ਰਹੇ ਹਨ । ਪਰ ਜਿਨ੍ਹਾਂ ਵਿਦਿਆਰਥੀਆਂ ਨੇ ਮੈਗਜ਼ੀਨ ਲਈ ਆਪਣੀ ਰਚਨਾ ਲਿਖ ਕੇ ਦਿੱਤੀ ਹੈ, ਅੰਦਾਜ਼ਾ ਲਗਾਇਆ ਜਾ ਸਕਦਾ ਹੈ, ਕਿ ਵਿਦਿਆਰਥੀਆਂ ਵਿੱਚ ਲਿਖਣ ਕਲਾ ਮੌਜੂਦ ਹੈ । ਲਿਖਣਾ ਬਦਲਾਵ ਦਾ ਕਾਰਣ ਬਣਦਾ ਹੈ । ਲਿਖਣਾ ਵਿਅਕਤੀ ਦੀ ਪਹਿਚਾਣ ਬਣ ਜਾਂਦੀ ਹੈ । ਇਸ ਲਈ ਲਿਖੋ ਅਤੇ ਆਪਣੇ ਆਪ ਨੂੰ ਬਦਲੋ । ਭਵਿੱਖ ਸੁਖਾਵਾਂ ਬਣਾਉ ।

ਸੰਪਾਦਕ

ਡਾ. ਕਸ਼ਮੀਰ ਸਿੰਘ

ਪ੍ਰਾਧਿਆਪਕ ਪੰਜਾਬੀ

ਸਰਕਾਰੀ ਕਾਲਜ ਸ਼ਹਿਜ਼ਾਦਪੁਰ

## ਅਬੂਝ ਸਮਾਂ

ਨਹੀਂ ਪਤਾ ਸੀ ਦੋਸਤੋ, ਇਹ ਜਮਾਨਾ ਵੀ ਆਏਗਾ,  
ਆਪਣੇ ਹੀ ਘਰ ਵਿੱਚ ਲਗਾ ਕੇ ਅੱਗ, ਜਸਨ ਮਨਾਇਆ ਜਾਏਗਾ ।  
ਆਪਣਿਆਂ ਨੂੰ ਕਰ ਅੱਖੋਂ ਔਹਲੇ, ਪਰਾਇਆਂ ਨੂੰ ਬੁਲਾਇਆ ਜਾਏਗਾ,  
ਵਿਹੜੇ ਜਾ ਕੇ ਮੂਰਖਾਂ ਦੇ, ਨਕਲੀ ਗਿੱਧਾ ਪਾਇਆ ਜਾਏਗਾ ।  
ਗਾਲੜ੍ਹ ਬਣ ਕੇ ਮਾਲੀ ਬਾਗਾਂ ਦਾ, ਧਰਤੀ ਨੂੰ ਮਪਵਾਏਗਾ,  
ਸਲਾਹ ਮੰਗੀ ਜਾਵੇਗੀ ਬੰਦਰ ਤੋਂ, ਉਛਲ ਕੁਦ ਮਚਾਏਗਾ ।  
ਜਦੋਂ ਪੁਛ ਹੋਏਗੀ ਗੀਦੜ ਦੀ, ਤਾਂ ਸ਼ੇਰ ਸ਼ੇਰ ਮਨਾਏਗਾ,  
ਖੋਤਾ ਬਹਿ ਗਿਆ ਦੀਵਾਨ ਤੇ, ਤਾਂ ਘੋੜਾ ਅਫਸੋਸ ਜਤਾਏਗਾ ।  
ਬੇਬਸ ਹੋਵੇਗਾ ਬਾਜ਼, ਕਾਂ ਖੁੱਲ ਕੇ ਖੂਬ ਮੁਸਕਾਏਗਾ,  
ਮੋਰ ਦਾ ਨੱਚਣਾ ਬੰਦ ਹੋਏਗਾ, ਉਲੂ ਦਿਨੇ ਅਖਾੜਾ ਲਾਏਗਾ ।  
ਹਾਥੀ-ਚੀਂਟੀ ਦਾ ਮੇਲ ਹੋਵੇਗਾ, ਮਕੋੜਾ ਅਲੱਖ ਜਗਾਏਗਾ,  
ਡੱਡੂ ਦੀ ਗਵਾਹੀ ਮੰਨੀ ਜਾਏਗੀ, ਕਿਰਲੀਆ ਹੁਕਮ ਚਲਾਏਗਾ ।  
ਕੰਗਾਰੂ ਕਰੇਗਾ ਹਿਸਾਬ ਕਿਤਾਬ, ਫਿਰ ਚੂਹਾ ਸਾਹਿਤ ਰਚਾਏਗਾ,  
ਕੱਛੂ ਦੌੜ ਵਿੱਚ ਅਵੱਲ ਆਵੇਗਾ, ਖਰਗੋਸ਼ ਖੁਦ ਨੂੰ ਰੋਏਗਾ ।  
ਸ਼ਿਆਰ ਨੇ ਚਬੂਤਰੇ ਤੋਂ ਬੁੱਤ ਡੇਗਿਆ, ਬਿੱਛੂ ਤੋਂ ਲਗਵਾਇਆ ਜਾਏਗਾ,  
ਕੇਂਚੂਆ ਆਵੇਗਾ ਸੋਗ ਮਨਾਉਣ, ਕੋਬਰਾ ਨਿੱਜੀ ਫੈਂਸਲਾ ਸੁਣਾਏਗਾ ।  
ਨਹੀਂ ਬੋਲੇਗੀ ਬਿਲ-ਬਤੌਰੀ, ਗਿੱਧ ਤੋਂ ਬੁਲਵਾਇਆ ਜਾਏਗਾ ।  
ਗੁਟਾਰ ਭਰੇਗੀ ਖੱਡ ਦੀ ਹਾਮੀ, ਕਬੂਤਰ ਉਜਾੜ ਮਿਟਾਏਗਾ ।  
ਵਿਸਵਾਸ ਕੀਤਾ ਜੇ ਬੰਦੇ ਤੇ, ਅੰਤ ਸਮੇਂ ਪਛਤਾਏਗਾ,  
ਨਹੀਂ ਪਤਾ ਸੀ ਦੋਸਤੋ, ਇਹ ਜਮਾਨਾ ਵੀ ਆਏਗਾ ।

ਡਾ. ਕਸ਼ਮੀਰ ਸਿੰਘ  
ਪ੍ਰਾਧਿਆਪਕ ਪੰਜਾਬੀ ।



## ਅਸਾਂ ਹੁਣ ਨੀ ਜੁਲਮ ਨੂੰ ਸਹਿਣਾ

ਉਠੋ ਜਾਗੋ ਆਵੋ ਭੈਣੋ,  
ਤੋੜੋ ਇਹ ਦੀਵਾਰਾਂ ।

ਸਰਮੋ ਸਰਮੀ ਕੁੱਝ ਨੀ ਹੋਣਾ,  
ਆਵੋ ਬੰਨ੍ਹ ਕਤਾਰਾਂ ।

ਸਮਾਜ ਇਹ ਕਦੇ ਨਾ ਬਦਲੇ,  
ਸਾਨੂੰ ਬਦਲਣਾ ਪੈਣਾ ।

ਜਿਹੜਾ ਮਰਦ ਜੁਲਮ ਹੈ ਕਰਦਾ,  
ਇਕ ਪਲ ਵੀ ਨਾਲ ਨਾ ਰਹਿਣਾ ।

ਸਮਾਜ ਦੇ ਵਿੱਚ ਨਾ ਪਰਦਾ ਪਾਉਂਣਾ,  
ਹੋਕਾ ਦੇ ਦੇ ਕਹਿਣਾ ।

ਕਾਹਦੀ ਸ਼ਰਮ ਕਾਹਦਾ ਹੈ ਪਰਦਾ,  
ਵਿੱਦਿਆ ਹੈ ਸਾਡਾ ਗਹਿਣਾ ।

ਜੇ ਕੋਈ ਪੜਦਾ ਸੁਣਦਾ ਹੋਵੇ,  
ਅਸਾਂ ਹੁਣ ਨੀ ਜੁਲਮ ਨੂੰ ਸਹਿਣਾ ।

ਸਿਮਰਨ

ਬੀ. ਏ-॥

ਰੋਲ ਨੰ. 1230714056

## ਮਾਂ ਮੇਰੀਏ

ਉਂਗਲ ਤੇਰੀ ਫੜ ਕੇ ਮਾਏ ਖੇਤਾਂ ਵੱਲ ਨੂੰ ਜਾਣਾ,  
ਚੇਤੇ ਮੈਨੂੰ ਸਾਰਾ ਏ ਮੈਂ ਭਾਵੇ ਸੀ ਨਿਆਣਾ ।  
ਤੇਰੇ ਵਿੱਚ ਏ ਰੱਬ ਦਿਸਦਾ, ਕਿਉਂ ਮੰਦਰ ਵੱਲ ਨੂੰ ਜਾਵਾ ਮੈ,  
ਅਗਲੇ ਜਨਮ ਵਿੱਚ ਅੱਖਾਂ ਖੁੱਲਣ ਤੈਨੂੰ ਹੀ ਮਾਂ ਪਾਵਾਂ ਮੈਂ ।

ਭਾਵੇਂ ਕਦੇ ਗਰੀਬੀ, ਕਦੇ ਸਾਡੇ ਉਤੋਂ ਆਈ ਨਾਂ,  
ਤੂੰ ਆਪ ਧੁਏਂ ਵਿੱਚ ਬਹਿ ਕੇ ਰੋਟੀ ਸਾਡੇ ਲਈ ਬਣਾਈ ਮਾਂ ।  
ਕੀਤਾ ਏ ਅਹਿਸਾਨ ਤੂੰ, ਦੱਸ ਕਿਵੇਂ ਚੁਕਾਵਾ ਮੈ,  
ਅਗਲੇ ਜਨਮ ਵਿੱਚ ਅੱਖਾਂ ਖੁੱਲਣ ਤੈਨੂੰ ਹੀ ਮਾਂ ਪਾਵਾਂ ਮੈਂ ।

ਆਪ ਦੁੱਖਾਂ ਵਿੱਚ ਰਹਿ ਕੇ ਮਾਏ ਸਾਨੂੰ ਖੁਸ਼ੀਆਂ ਦਿਤੀ ਤੂੰ,  
ਆਪ ਸੀਨੇ ਵਿੱਚ ਦੱਬ ਕੇ ਰੀਝਾਂ ਸਾਡੀਆਂ ਪੁਰੀ ਕੀਤੀ ਤੂੰ ।  
ਸ਼ੌਂਕ ਜੋ ਅਧੂਰੇ ਰਹਿ ਗਏ ਸਾਰੇ ਮਾਂ ਪੁਗਾਵਾਂ ਮੈਂ,  
ਅਗਲੇ ਜਨਮ ਵਿੱਚ ਅੱਖਾਂ ਖੁੱਲਣ ਤੈਨੂੰ ਹੀ ਮਾਂ ਪਾਵਾਂ ਮੈਂ ।

ਸਨੇਹਾ

ਬੀ.ਏ.-।

ਰੋਲ ਨੰ. 1240714021

## ਇਹ ਇੱਕ ਖੁਆਬ ਸੀ

ਮੈਂ ਇੱਕ ਖੁਆਬ ਵੇਖਿਆ  
ਮੈਂ ਇੱਕ ਅਜਨਬੀ ਨੂੰ ਮਿਲੀ,  
ਪਰ ਉਹ ਕਿਸੇ ਜਾਣੇ ਪਹਿਚਾਣੇ ਵਰਗਾ ਲਗਿਆ  
ਜਿਵੇਂ ਮੈਂ ਉਹਨੂੰ ਹਮੇਸ਼ਾ ਤੋਂ ਜਾਣਦੀ ਸੀ ।

ਮੈਂ ਚਾਹਿਆ ਕਿ  
ਉਸਦੇ ਨਾਲ ਪਹਾੜਾਂ ਦੀਆਂ ਸੁੰਦਰ  
ਘਾਟੀਆਂ ਦੇ ਰਾਹੀਂ ਯਾਤਰਾ ਕਰਾਂ ।

ਉਸ ਦੀਆਂ ਅੱਖਾਂ ਵਿੱਚ ਇੱਕ ਡੂੰਘਾ ਸਮੁੰਦਰ  
ਦੇਖਿਆ, ਅਤੇ ਮੈਂ ਚਾਹਿਆ ਕਿ ਉਸ  
ਦੀਆਂ ਡੂੰਘਾਈਆਂ ਵਿੱਚ ਡੁੱਬ ਜਾਵਾਂ ।

ਇੱਕ ਅਜਨਬੀ-ਪਰ ਫਿਰ ਵੀ, ਉਹ ਮੇਰੇ  
ਅੰਦਰ ਦਾ ਇੱਕ ਹਿੱਸਾ ਲਗਦਾ ਸੀ ।

ਅੱਖ ਖੁਲੀ ਤਾਂ ਸੱਚ ਵੀ ਖਾਲੀ ਸੀ,  
ਉਹ ਵੀ ਖੁਆਬ ਸੀ.....  
ਤੇ ਇਹ ਵੀ ਝੂਠੀ ਕਹਾਣੀ ਸੀ ।

ਹਰਮਨਜੋਤ

ਬੀ.ਏ.-II

ਰੋਲ ਨੰ. 1230714105

## ਕਦੇ-ਕਦੇ ਤਾਂ

ਕਦੇ-ਕਦੇ ਤਾਂ ਮਰ ਜਾਨਾ ਵਾਂ,

ਖਾਰੇ ਸਮੁੰਦਰ ਤਰ ਜਾਨਾ ਵਾਂ ।

ਅੱਖਾਂ, ਚੋਂ ਅਥਰੂ ਬੇਸੱਕ ਨੀ ਡਿੱਗਦੇ,

ਪਰ ਅੰਦਰੋ-ਅੰਦਰੀ ਭਰ ਜਾਨਾ ਵਾਂ ।

ਕੋਈ ਆਪਣਾ ਕਹਿ ਦਵੇ ਏ ਕੰਮ ਨੀ ਵੱਸ ਚ,

ਉਥੇ ਅਕਸਰ ਹਰ ਜਾਨਾ ਵਾਂ ।

ਤੈਨੂੰ ਭੁੱਲਣਾ ਨਾ ਗੱਲ ਏ ਵੱਸ ਦੀ,

ਤਾਂ ਵੀ ਕੋਸਿਸ ਕਰ ਜਾਨਾ ਵਾਂ ।

ਤੁਰ ਜਾਣ ਦੀ ਤੂੰ ਗੱਲ ਜੇ ਆਖੇ,

ਸੱਚੀਓਂ ਓਦੋਂ ਡਰ ਜਾਨਾ ਵਾਂ ।

ਹੁਣ ਆਕੜ ਮੈਨੂੰ ਰਾਸ ਨੀ ਆਉਂਦੀ,

ਪਰ ਤੂੰ ਕਹੇ ਤਾਂ ਜਰ ਜਾਨਾ ਵਾਂ ।

ਕਦੇ-ਕਦੇ ਤਾਂ ਮਰ ਜਾਨਾ ਵਾਂ,

ਖਾਰੇ ਸਮੁੰਦਰ ਤਰ ਜਾਨਾ ਵਾਂ ।

ਸਨਾਕਸ਼ੀ

ਬੀ.ਏ.-॥

ਰੋਲ ਨੰ. 1230714103

## ਯਾਦ

ਕੋਈ ਮੁੜ ਕੇ ਨਹੀਂ ਆਉਂਦਾ ਵਾਪਿਸ,  
ਜਹਿਨ ਵਿੱਚ ਬਸ ਇੱਕ ਉਮੀਦ ਰਹਿੰਦੀ ਏ ।  
ਵਕਤ ਦੇ ਨਾਲ ਸਭ ਬੀਤ ਜਾਂਦਾ,  
ਬਸ ਯਾਦ ਇੱਕ ਤਰੀਕ ਰਹਿੰਦੀ ਏ ।

ਕੋਈ ਮੁੜ ਕੇ ਨਹੀਂ ਆਉਂਦਾ ਵਾਪਿਸ,  
ਦਿਲ ਵਿੱਚ ਇੱਕ ਦੀਦ ਰਹਿੰਦੀ ਏ ।  
ਵਕਤ ਦੇ ਨਾਲ ਸਭ ਬੀਤ ਜਾਂਦਾ,  
ਬਸ ਯਾਦ ਇੱਕ ਤਰੀਕ ਰਹਿੰਦੀ ਏ ।

ਕੋਈ ਮੁੜ ਕੇ ਨਹੀਂ ਆਉਂਦਾ ਵਾਪਿਸ,  
ਅੱਖਾਂ ਨੂੰ ਬਸ ਉਡੀਕ ਰਹਿੰਦੀ ਏ ।  
ਵਕਤ ਦੇ ਨਾਲ ਸਭ ਬੀਤ ਜਾਂਦਾ,  
ਬਸ ਯਾਦ ਇੱਕ ਤਰੀਕ ਰਹਿੰਦੀ ਏ ।

ਪ੍ਰਿਯੰਕਾ

ਬੀ.ਏ.-॥

ਰੋਲ ਨੰ. 1230714124

## ਸੱਭ ਤੋਂ ਖਤਰਨਾਕ

ਕਿਰਤ ਦੀ ਲੁੱਟ ਸਭ ਤੋਂ ਖਤਰਨਾਕ ਨਹੀਂ ਹੁੰਦੀ,  
ਪੁਲਸ ਦੀ ਕੁੱਟ ਸਭ ਤੋਂ ਖਤਰਨਾਕ ਨਹੀਂ ਹੁੰਦੀ,  
ਗਦਾਰੀ ਲੋਭ ਦੀ ਮੁੱਠ ਸਭ ਤੋਂ ਖਤਰਨਾਕ ਨਹੀਂ ਹੁੰਦੀ ।

ਬੈਠੇ ਸੁਤਿਆ ਫੜੇ ਜਾਣਾ ਬੁਰਾ ਤਾਂ ਹੈ,  
ਭਰੂ ਜਿਹਿ ਚੁਪ ਵਿੱਚ ਸੜੇ ਜਾਣਾ ਬੁਰਾ ਤਾਂ ਹੈ ।  
ਸਭ ਤੋਂ ਖਤਰਨਾਕ ਨਹੀਂ ਹੁੰਦਾ,  
ਸਹੀ ਹੁੰਦਿਆਂ ਵੀ ਦੱਬ ਜਾਣਾ ਬੁਰਾ ਤਾਂ ਹੈ ।

ਕਿਸੇ ਜੁਗਨੂੰ ਦੀ ਲੋਅ ਵਿੱਚ ਪੜਨ ਲੱਗ ਜਾਣਾ ਬੁਰਾ ਹੈ,  
ਸਭ ਤੋਂ ਖਤਰਨਾਕ ਨਹੀਂ ਹੁੰਦਾ ।  
ਸਭ ਤੋਂ ਖਤਰਨਾਕ ਹੁੰਦਾ ਹੈ,  
ਮੁਰਦਾ ਸ਼ਾਂਤੀ ਨਾਲ ਤਰ ਜਾਣਾ ।

ਘਰਾਂ ਤੋਂ ਨਿਕਲਣਾ ਕੰਮ ਤੇ,  
ਤੇ ਕੰਮ ਤੋਂ ਘਰ ਜਾਣਾ ।  
ਸਭ ਤੋਂ ਖਤਰਨਾਕ ਹੁੰਦਾ ਹੈ,  
ਸਾਡੇ ਸਪਨਿਆਂ ਦਾ ਮਰ ਜਾਣਾ ।

ਸਾਹਿਬਾ

ਬੀ.ਏ.-॥

ਰੋਲ ਨੰ. 1240714113

## ਮੇਰੀ ਮਾਟੀ

ਮੇਰੀ ਧਰਤੀ ਦੇ ਰੇਤ,  
ਮੇਰੀ ਰੂਹ ਵਿੱਚ ਵੱਸਦੇ ਨੇ ।

ਇਹ ਗਾਵਾਂ ਦੀਆਂ ਘੰਟੀਆਂ,  
ਮੇਰੇ ਸੁਪਨਿਆਂ ਚ ਬਜਦੇ ਨੇ ।

ਖੇਤਾਂ ਚ ਲਹਿਰਾਂ ਮਾਰਦੀ,  
ਸੋਨੇ ਵਰਗੀ ਕਣਕ ।

ਮਾਂ ਦੀ ਮਿੱਠੀ ਬੋਲੀ ਵਰਗੀ,  
ਹਰ ਗਲੀ, ਹਰ ਨੁਕੜ ।

ਇੱਥੇ ਹਵਾ ਵੀ ਗਾਉਂਦੀ ਏ,  
ਪਿਆਰ ਦੇ ਪੁਰਾਣੇ ਗੀਤ ।

ਇੱਥੇ ਰੋਟੀ ਦੀ ਖੁਸ਼ਬੂ ਵਿੱਚ,  
ਮੈਂ ਲੱਭ ਲੈਂਦਾ ਜੀਤ ।

ਕਰੁਣਾ

ਬੀ.ਏ.-II

ਰੋਲ ਨੰ. 1240714080

## ਮਾਂ-ਪਿਉ

ਮਾਂ ਬਿਨ ਨਾ ਕੋਈ ਘਰ ਬਣਦਾ,

ਪਿਉ ਬਿਨ ਨਾ ਕੋਈ ਤਾਜ ।

ਮਾਂ ਦੇ ਸਿਰ ਤੇ ਐਸਾਂ ਹੁੰਦੀਆਂ,

ਪਿਉ ਦੇ ਸਿਰ ਤੇ ਰਾਜ ।

ਮਾਪਿਆਂ ਬਿਨ ਨਾ ਕੋਈ ਰਿਸ਼ਤੇ ਬਣਦੇ,

ਨਾ ਬਣਦਾ ਏ ਪਰਿਵਾਰ ।

ਬਿਨ ਮਾਪਿਆਂ ਸਭ ਸੁੰਨੀਆ ਰਾਹਾਂ,

ਉਨਾਂ ਰਾਹਾਂ ਚ ਨਾ ਰਲਦਾ ਕੋਈ ਨਾਲ ।

ਨਵਜੋਤ ਕੌਰ

ਬੀ.ਏ.-II

ਰੋਲ ਨੰ. 1240714053



## ਪਹਿਚਾਣ

ਤਾਰੀਫ਼ ਸੁੰਦਰਤਾ ਦੀ ਕੀਤੀ,

ਤਾਂ ਕੀ ਕੀਤੀ ।

ਜੇ ਸੋਚ ਵਿਚਾਰਾਂ ਤੋਂ ਵੀ,

ਕੋਈ ਨੁਹਾਰੇ ਨਾ ।

ਦਿਖਾਵਾ ਰੂਪ ਦਾ ਕੀਤਾ,

ਤੇ ਕੀ ਕੀਤਾ ।

ਜੇ ਸਿੰਗਾਰ,

ਸੰਸਕਾਰਾਂ ਤੇ ਹੀ ਕੋਈ ਪਛਾਣੇ ਨਾ ।

ਨੀਤੂ

ਬੀ.ਏ.-II

ਰੋਲ ਨੰ. 1240714060

ਮਾਂ

ਉਂਜ ਤਾਂ ਮਾਂ ਇਕ ਸ਼ਬਦ ਹੀ ਪ੍ਰਤੀਤ ਹੁੰਦਾ ਹੈ,  
ਪਰ ਮਾਂ ਲਈ ਇਹ ਇਕ ਸ਼ਬਦ ਨਾ ਹੋਕੇ  
ਪੂਰਾ ਜਗਤ ਹੈ । ਬੱਚਾ ਮਾਂ ਦੇ ਆਂਚਲ ਵਿੱਚ  
ਰਹਿ ਕੇ ਵੱਧ ਫਲਦਾ ਫੁਲਦਾ ਹੈ ਤੇ ਮਾਂ  
ਦੀ ਮਮਤਾ ਪ੍ਰਾਪਤ ਕਰਦਾ ਹੈ । ਕਿਸੇ ਵੀ ਕੁੜੀ  
ਜਾਂ ਔਰਤ ਦੀ ਜਿੰਦਗੀ ਵਿੱਚ ਇਹ ਸ਼ਬਦ  
"ਮਾਂ" ਬੜੀ ਅਮੋਲਕ ਥਾਂ ਰਖਦਾ ਹੈ ।  
ਮਾਂ ਨਿਸਵਾਰਥ ਭਾਵ ਨਾਲ ਬੱਕੇ ਨੂੰ ਉਚਾਈਆਂ  
ਤੱਕ ਪੁਝਦੇ ਵੇਖਣਾ ਚਾਹੁੰਦੀ ਹੈ ।  
ਇਸ ਜਗਤ ਵਿੱਚ ਮਾਂ ਹੀ ਅਜਿਹਾ ਰਿਸ਼ਤਾ  
ਹੈ ਜੋ ਬੱਚੇ ਨੂੰ ਸਿੱਧੇ ਰਾਹ ਤੇ ਪਤਉਂਦੀ ਹੈ ।

ਕਨੁਪ੍ਰਿਯਾ

ਬੀ.ਏ.-III

ਰੋਲ ਨੰ. 1220051002006

## ਮਾਂ ਦੀ ਸਿਫਤ

ਮਾਂ ਦੀ ਕੀ ਮੈਂ ਸਿਫਤ ਕਰਾਂ  
ਮਾਂ ਤਾਂ ਸੰਘਣੀ ਛਾਂ ਦੋਸਤੋ  
ਦੁਨੀਆਂ ਦਾ ਹਰ ਰਿਸ਼ਤਾ ਬਦਲੇ  
ਪਰ ਕਦੇ ਨਾ ਬਦਲੇ ਮਾਂ ਦੋਸਤੋ  
ਰੱਬ ਤੋਂ ਇਹ ਦੂਆ ਕਰੀਉ  
ਕਦੇ ਬੱਚਿਆਂ ਦੀ ਨਾਂ  
ਵਿਛੜੇ ਮਾਂ ਦੋਸਤੋ  
ਮਾਂ ਬਿਨ ਜਗ ਵੈਰੀ ਬਣ ਜਾਵੇ  
ਤੇ  
ਜੁਲਮ ਹੋਣ ਹਰ ਥਾਂ ਦੋਸਤੋ

ਅੰਜਲੀ

ਬੀ.ਏ.-III

ਰੋਲ ਨੰ. 1230714112

## ਭੈਣ - ਭਰਾ

ਮੰਨਿਆ ਕਿ ਇਕ ਦੂਜੇ ਨਾਲ ਨਿੱਕੀ-ਨਿੱਕੀ ਗਲ ਤੇ ਲੱੜਦੇ ਨੇ,  
ਪਰ ਲੋਡ ਪਈ ਤੇ ਇਕ ਦੂਜੇ ਦੇ ਨਾਲ ਹਮੇਸ਼ਾ ਖੜਦੇ ਨੇ ।  
ਮੰਨਿਆ ਕੇ ਇਕ ਦੂਜੇ ਨੂੰ ਚੈਣ ਨਾਲ ਸੋਣ ਨੀ ਦਿੰਦੇ,  
ਪਰ ਇਕ ਦੂਜੇ ਦੀਆਂ ਅੰਖਾਂ ਵਿਚ ਕੋੜੇ ਹੰਜੂ ਆਨ ਨਹੀਂ ਦਿੰਦੇ ।  
ਐਸਾ ਫੁੱਲ ਜੋ ਦੁਨੀਆ ਦੇ ਵਿਚ ਕਿੱਤੇ-ਕਿੱਤੇ ਹੀ ਖਿੜਦਾ ਹੈ,  
ਭੈਣ ਭਰਾ ਦਾ ਰਿਸ਼ਤਾ ਰੱਬਾ ਕਿਸਮਤ ਦੇ ਨਾਲ ਮਿਲਦਾ ਹੈ ।  
ਇਕ ਬੋਲ ਤੇ ਜਾਨ ਵੀ ਕੁਰਬਾਨ ਹੁੰਦੀਆ ਨੇ,  
ਵੀਰ ਲਈ ਭੈਣ ਉਸਦੀ ਜਾਨ ਹੁੰਦੀ ਨੇ ।  
ਆਪੇ ਰੱਖੜੀ ਬੰਨਾ ਭਾਵੇ ਕਦੀ ਵੀ ਸਿੱਖਿਆ ਜਾਣ ਲਈ,  
ਇੱਕ ਭੈਣ ਲਈ ਉਹਦਾ ਵੀਰ ਕੀ ਹੁੰਦਾ  
ਕਦੇ ਕਿਤਾਬ ਵਿਚ ਲਿਖਿਆ ਜਾਣਾ ਨੀ ।

ਕੋਮਲ ਗੁਜੱਰ

ਬੀ.ਏ.-।

ਰੋਲ ਨੰ. 1240714049

## ਸਿੱਖਿਆ ਦਾ ਮਹੱਤਵ

ਸਿੱਖਿਆ ਦੀ ਹਰ ਇੱਕ ਵਿਅਕਤੀ, ਭਾਵੇਂ ਮੁੰਡਾ ਹੋਵੇ ਜਾਂ ਕੁੜੀ ਦੇ ਜੀਵਨ ਵਿੱਚ ਬਹੁਤ ਮਹੱਤਵ ਹੈ। ਇਹ ਇੱਕ ਹਥਿਆਰ ਹੈ। ਜੋ ਸਾਨੂੰ ਮੁਸ਼ਕਲਾਂ ਨਾਲ ਲੜਨ ਵਿੱਚ ਸਹਾਇਤਾ ਕਰਦੀ ਹੈ। ਇਹ ਸਾਡੀ ਸਹੀ ਅਤੇ ਗਲਤ ਵਿਚਕਾਰ ਅੰਤਰ ਨੂੰ ਸਮਝਨ ਦੀ ਤਾਕਤ ਨੂੰ ਵਿਕਸਿਤ ਕਰਦੀ ਹੈ। ਸਿੱਖਿਆ ਤੋਂ ਬਗੈਰ ਮਨੁੱਖੀ ਜੀਵਨ ਪਸ਼ੂਆਂ ਵਰਗਾ ਨਰਕ ਭੋਗਨ ਦੇ ਸਮਾਨ ਹੈ। ਸਿੱਖਿਆ ਨਾਲ ਮਨੁੱਖ ਦੀ ਕਾਬਲੀਅਤ ਤੇ ਹੂਨਰ ਵਿੱਚ ਨਿਖਾਰ ਆ ਜਾਂਦਾ ਹੈ। ਸਿੱਖਿਆ ਕਾਰਨ ਮਨੁੱਖ ਸਮਾਜਿਕ ਭੂਮਿਕਾ ਨੂੰ ਹੋਰ ਬਿਹਤਰ ਤਰੀਕੇ ਨਾਲ ਅੰਜਾਮ ਦਿੰਦਾ ਹੈ। ਇਸ ਕਰਕੇ ਸਿੱਖਿਆ ਸਮਾਜਿਕ ਪਛਾਣ ਅਤੇ ਮਾਨ ਸਨਮਾਨ ਦਾ ਜਰੀਆ ਵੀ ਬਣਦੀ ਹੈ। ਕਿਸੇ ਵੀ ਮੁਲਕ ਦਾ ਆਰਥਿਕ ਵਿਕਾਸ ਚੰਗੀ ਸਿਹਤ ਅਤੇ ਸਿੱਖਿਆ ਪ੍ਰਣਾਲੀ ਤੇ ਨਿਰਭਰ ਕਰਦਾ ਹੈ।

ਸਵਾਮੀ ਦਿਆਨੰਦ ਅਨੁਸਾਰ ਸਿੱਖਿਆ ਚਰਿਤਰ ਨਿਰਮਾਣ ਕਰਦੀ ਹੈ। ਮਹਾਤਮਾ ਗਾਂਧੀ ਅਨੁਸਾਰ ਸਿੱਖਿਆ ਸਖਸੀਅਤ ਦੇ ਸਰਬਪੱਖੀ ਵਿਕਾਸ ਦੀ ਨੀਹ ਹੈ।

ਜਸਨਪ੍ਰੀਤ ਕੌਰ

ਬੀ.ਏ.-II

ਰੋਲ ਨੰ. 1240714062

## ਇਕ ਤਾਲਾ

ਰਾਜਬੀਰ ਨਾ ਦਾ ਮੁੰਡਾ ਸਾਡੇ ਭਰਾਵਾਂ ਨਾਲ ਇਕੋ ਕਲਾਸ ਵਿਚ ਪੜਦਾ ਸੀ। ਉਸ ਦੇ ਪਿਤਾ ਮਨਸੂਕ ਰਾਮ ਦੇ ਤਿੰਨ ਭਰਾ ਸੀ। ਜਿਨ੍ਹਾਂ ਵਿਚੋਂ ਦੋ ਤਾਂ ਵਲਾਇਤ ਵਿਚ ਹੱਸ ਖੇਡ ਕੇ ਬੜੀ ਖੁਸ਼ੀ ਨਾਲ ਆਪਣਾ ਜੀਵਨ ਬਤੀਤ ਕਰ ਰਹੇ ਸਨ ਤੇ ਇਕ ਫੌਜ ਵਿਚ ਸ਼ਹੀਦ ਹੋ ਗਿਆ ਸੀ। ਮਨਸੂਕ ਰਾਮ ਦੇ ਭਰਾ ਉਸ ਦਾ ਬੜਾ ਮੋਹ ਕਰਦੇ ਹਨ। ਜਿਸ ਲਈ ਉਨ੍ਹਾਂ ਨੇ ਆਪਣੇ ਭਰਾ ਲਈ ਪਿੰਡ ਦੇ ਬਾਹਰਸੜਕ ਦੇ ਕਿਨਾਰੇ ਬਾਹਰਲੇ ਮੁਲਕ ਦੇ ਨਕਸ਼ੇ ਦਾ ਬਹੁਤ ਸੋਹਣਾ ਘਰ ਬਣਵਾਇਆ ਸੀ। ਕੋਈ ਵੀ ਸੜਕ ਦੇ ਕਿਨਾਰੇ ਲੰਘਦਾ ਉਸ ਘਰ ਨੂੰ ਵੇਖਦਾ ਤੇ ਦੰਗ ਰਹਿ ਜਾਂਦਾ ਸੀ। ਕੁਝ ਸਮਾਂ ਬੀਤਣ ਤੋਂ ਬਾਅਦ ਰਾਜਬੀਰ ਦੀ ਮਾਂ ਦਾ ਇੰਤਕਾਲ ਹੋ ਜਾਂਦਾ ਹੈ ਤੇ ਉਸ ਵੇਲੇ ਸਾਰੇ ਘਰ ਨੂੰ ਸੰਬਾਲਣ ਲਈ ਕੋਈ ਵੀ ਰਾਜੀ ਨਹੀਂ ਹੁੰਦਾ। ਰਾਜਬੀਰ ਆਪਣੀ ਪੜਾਈ ਵਿਚ ਤੇ ਉਸ ਦਾ ਪਿਉ ਆਪਣੀ ਨੌਕਰੀ ਵਿਚ ਲਗੇ ਰਹਿੰਦੇ ਸਨ। ਘਰ ਨੂੰ ਸੁਨਾ ਵੇਖ ਕੇ ਰਾਜਬੀਰ ਦੇ ਪਿਉ ਨੇ ਘਰ ਨੂੰ ਸਾਂਬਣ ਤੇ ਉਸਦਾ ਖਿਆਲ ਰੱਖਣ ਲਈ ਦੁਜਾ ਵਿਆਹ ਕਰ ਕੇ ਰਾਜਬੀਰ ਦੀ ਨਵੀਂ ਮਾਂ ਲਿਆਂਦੀ। ਰਾਜਬੀਰ ਕਾਲਜ ਜਾਣ ਵਾਲਾ ਮੁੰਡਾ ਸੀ ਇਸ ਉਮਰ ਵਿਚ ਆ ਕੇ ਉਸ ਲਈ ਆਪਣੀ ਨਵੀਂ ਮਾਂ ਨੂੰ ਸਵੀਕਾਰ ਕਰਨਾ ਕੋਈ ਸੋਖੀ ਗਲ ਨਹੀਂ ਸੀ। ਰਾਜਬੀਰ ਦੇ ਪਿਉ ਦੇ ਦੂਜੇ ਵਿਆਹ ਦੀ ਖਬਰ ਸੁਣ ਕੇ ਉਸਦੇ ਮਿੱਤਰ ਤੇ ਕਾਲਜ ਦੇ ਮੁੰਡੇ ਉਸ ਦਾ ਮਜ਼ਾਕ ਉਡਾਉਂਦੇ ਰਹਿੰਦੇ ਸੀ। ਉਹ ਇਸ ਸਭ ਤੋਂ ਪਹਿਲਾਂ ਹੀ ਤੰਗ ਸੀ। ਇਕ ਦਿਨ ਉਸ ਦੀ ਆਪਣੀ ਨਵੀਂ ਮਾਂ ਨਾਲ ਕਿਸੇ ਗੱਲ ਪਿੱਛੇ ਅਨ-ਬਨ ਹੋ ਜਾਂਦੀ ਹੈ ਤੇ ਉਹ ਬਹੁਤ ਗੁੱਸੇ ਵਿਚ ਆ ਜਾਂਦਾ ਹੈ ਉਹ ਰਾਤ ਨੂੰ ਬਿਨਾ ਭੋਜਨ ਕਰੇ ਆਪਣੇ ਕਮਰੇ ਦਾ ਲੋਕ ਲਗਾ ਕੇ ਸੌ ਜਾਂਦਾ ਹੈ। ਵੱਡਾ ਦਿਨ ਚੜ੍ਹ ਜਾਂਦਾ ਹੈ ਤੇ ਉਹ ਆਪਣੇ ਕਮਰੇ ਚੋਂ ਅਜੇ ਤੱਕ ਵੀ ਬਾਹਰ ਨਹੀਂ ਨਿਕਲੀਆ। ਉਸ ਦੇ ਘਰਦੇ ਚਿੰਤਾ ਵਿਚ ਆ ਜਾਂਦੇ ਹਨ ਤੇ ਕਮਰੇ ਦਾ ਲੋਕ ਤੋੜ ਕੇ ਵੇਖਦੇ ਹਨ ਤੇ ਉਹ ਪੰਖੇ ਨਾਲ ਲਟਕਾ ਹੁੰਦਾ ਹੈ। ਇਸ ਇੰਨੇ ਸੋਹਣੇ ਵੱਡੇ ਘਰ ਵਿਚ ਦੋ ਬੰਦੀਆਂ ਦੀ ਮੌਤ ਨੂੰ ਵੇਖ ਕੇ ਰਾਜਬੀਰ ਦਾ ਪਿਉ ਉਹ ਘਰ ਛੱਡਨ ਤੇ ਵੇਚਣ ਦੀ ਸਲਾਹ ਬਣਾ ਲੈਂਦਾ ਹੈ। ਹੁਣ ਪਿਛਲੇ ਪੰਜਾ ਸਾਲਾਂ ਤੋਂ ਉਸ ਘਰ ਵਿਚ ਕੋਈ ਨਹੀਂ ਰਹਿੰਦਾ ਕੇਵਲ ਇਕ ਤਾਲਾ ਹੀ ਦਿਖਾਈ ਦਿੰਦਾ ਹੈ।

ਸੁਨੈਨਾ

ਬੀ.ਏ.-II

ਰੋਲ ਨੰ. 1230714080