

# PT. MOHAN LAL S.D. COLLEGE FOR WOMEN

## SH. UPKAR KRISHAN SHARMA BLOCK

"आदर्श अनुशासन मर्यादा ईमानदारी तथा उच्च मानवीय  
मूल्यों के बिना किसी का जीवन महान नहीं बन सकता।"

PT. MOHAN LAL S.D. COLLEGE FOR WOMEN, GSD  
AFFILIATED TO GURU NANAK DEV UNIVERSITY, AMRITSAR

ACADEMIC PROGRAMS

B.Voc	10+1
B.Voc	10+2

PG FACILITY FOR WORKING WOMEN

**Pt. MOHAN LAL S.D. COLLEGE FOR WOMEN, GURDASPUR**

A MULTI FACULTY POST GRADUATE INSTITUTE

Re - accredited with 'A' grade by NAAC

MANAGED BY: GGSDS COLLEGE SOCIETY, CHANDIGARH

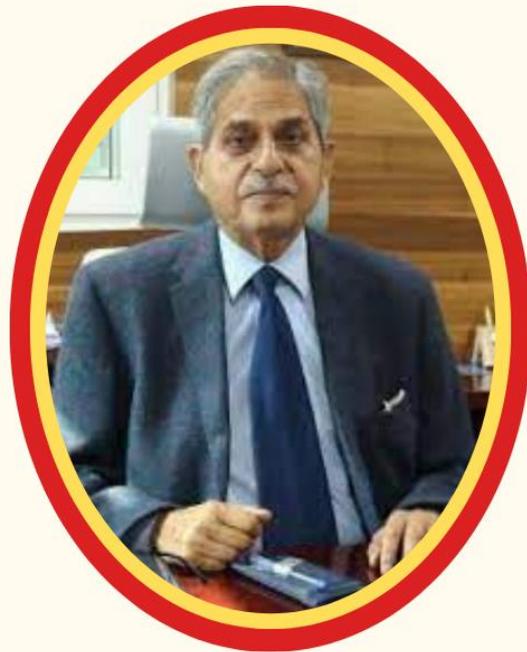
Affiliated to: GURU NANAK DEV UNIVERSITY, AMRITSAR

# **OUR INSPIRING SPIRIT**



## **PT. MOHAN LAL JI**

**FORMER EDUCATION, HOME AND FINANCE MINISTER, PUNJAB  
FOUNDER PRESIDENT OF GGSD COLLEGE SEC-32, CHANDIGARH  
PT. MOHAN LAL S.D. COLLEGE FOR WOMEN, GURDASPUR  
PT. MOHAN LAL S.D. SCHOOL, CHANDIGARH.**



## **SH. UPKAR KRISHAN SHARMA JI**

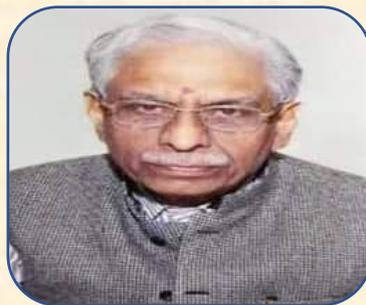
**FORMER PRESIDENT GGSD COLLEGE SOCIETY, CHANDIGARH  
FORMER PRESIDENT PTMLSD COLLEGE FOR WOMEN, GURDASPUR  
EX-VICE PRESIDENT, EVEREADY INDUSTRIES INDIA LTD.**

# E-MAGAZINE

## ‘DARPAN’



**Ms. Vaishali Sharma**  
**President,**  
**GGSDS Society Chd.**



**Dr. PK Bajaj**  
**General Secretary,**  
**GGSDS Society Chd.**



**Sh. Hiramani Aggarwal**  
**Chairman,**  
**PTMLSD College, Gurdaspur.**



**Dr. (Mrs.) Neeru Sharma**  
**Chief Editor : Principal**



**Er. Surkhab Shelly**  
**Editor**

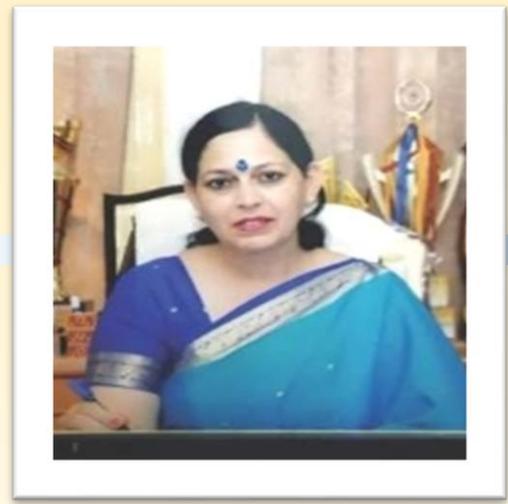


**Dr. Khushboo**  
**Editor**



**Er. Harpreet Singh**  
**Technical Expert**  
**& Designer**





## Dear Sdians...

It gives me immense sense of fulfilment when I look at the monthly edition of college e-Magazine '**DARPAN**'. The essential purpose of e-magazine '**DARPAN**' is to inform, engage and inspire faculty, students, parents, alumni and our stakeholders. This e-magazine endeavors to reflect the values and the long tradition of excellence of the institution itself. Throughout the year campus buzzes with various activities that makes learning experience at SD Gurdaspur, a unique one. The perpetual efforts of the faculty, students and clubs/societies of the college in keeping the campus alive are commendable. Workshops, conferences, competitions, rallies, sports, guest lectures, FDPs, PDPs and a great variety of activities that corroborate academic learning help our students to grow in the real sense.

I congratulate editors for giving practical shape to my idea of e-magazine and wish all the best for inspired and result oriented session.

**Dr. (Mrs.) Neeru Sharma**  
**Principal**



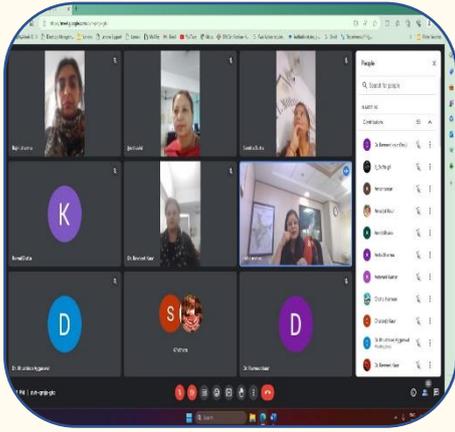
# **WORKSHOP ON 'ADVANCE HAIR CUT' AND 'PROFESSIONAL MAKEUP'**



**A workshop on 'Professional Makeup and Advance Hair cut' was organised by the Cosmetology department of the college. Famous Makeup artists Ms Suchita and Mr. Siddharth Dhiman from the Sabir Academy and Salon were the resource persons. Mr. Siddharth gave a demonstration of basic haircuts, advanced haircuts, hair colouring and other cutting techniques. Ms. Suchita gave details about basic makeup to advance make up. This workshop was organised to facilitate the students with basic skills of applying make-up and was focussed on the new hair cut styles and methods. The participants learnt about the basic tips and tricks of how they can do Self Makeup. They also learnt the process of prepping the face for makeup, analysing the skin type, about product recommendation according to skin type. Vice Principal Mrs. Daljinder Kaur said such workshops are organised to make girls self-dependent and giving them an opportunity to think of taking it as a profession.**



# **WORKSHOP ON 'ENTREPRENEURSHIP AND INNOVATION AS CAREER OPPORTUNITY'**



**Start-up Cell of IIC of college organised an online workshop on 'Entrepreneurship and Innovation as Career Opportunity' on 26th Oct, 2023. Mrs. Geetanjali Mehra, interior designer and founder of Green wrap was the resource person. She started her talk by showing a video clip of her work. She said that she along with her husband have started the first plant hospital. She motivated the students to convert their ideas innovatively into a successful business. She added that consistency, dedication and motivation is the mantra for a successful entrepreneur. She talked about her success story and how the poor air quality index motivated her to do something innovative for mother earth. For this she added that they brought the concept of vertical garden in India. She said that we need to change the culture of gifting. Instead of gifting bouquets one should give plants. She emphasized saving mother earth as there is no planet B. She gave examples on how a person can mingle innovation with entrepreneurship and run a successful and profitable venture. Members of IIC and Dr. Ravneet, Convener of IIC attended this event. At last, Dr. Khushboo, Startup Cell coordinator proposed a formal vote of thanks to the resource person for sparing her valuable time and an insightful workshop. 52 college students from various streams joined this workshop.**



# USING E- RESOURCES EFFECTIVELY



The library committee of the college organized a workshop on 'Effective usage of Inflibnet and Delnet Resources'. Mrs. Sandeep Kaur Goraya, Nodal Officer, Inflibnet and Delnet resources was the trainer. She held a practical session on usage of NLIST and Delnet information resources. She said that the Inflibnet provides access to e-journals, eBooks under N-LIST and a variety of eBooks through NDL to all colleges. Similarly Delnet provides access to more than 3.7 crore records of books, journal articles through its Discovery Portal. Also it provides access to nearly 1.6 Crore full-text e-books, e-journals, e-articles, etc. through its Knowledge Gainer portal. The access to DELNET can be made through college login/password as well as through IP range. The aim of this workshop was to know the use of Delnet and INFLIBNET open access services by the faculty members of different departments. She gave detailed information about Delnet resources so that the faculty and students can get appropriate benefits of these resources.



# SEMINAR ON 'DRUG ADDICTION'



**Legal Awareness Club & Sociology Dept. in association with Legal Services Authority, S.A.S Nagar was conducted in the college. A seminar on the topic 'Drug Addiction' was organized by the Legal Awareness Club and Sociology Department of the college in association with the Legal Services Authority, SAS Nagar. Advocate Meena Mahajan and Advocate Vaishali were the guest speakers. Advocate Meena Mahajan, while addressing said that today drug trafficking and their use has become a much discussed socio-economic and political topic in Punjab. Not only this, there are some districts in Punjab which are very sensitive, of which our district Gurdaspur is one. She deliberated that not only the youth of our district but even children are not deprived of its grip, she tried to make the students aware of this problem through various examples. Along with this, seminar incharge Dr. Rama Gandotra while addressing the girl students apprised that the things that Mahajan ji told us put before us really tell the truth of today. It is true that earlier the male class was in the grip of drugs but today many girls have also started falling into the trap of this deadly drug, which is a very sad situation. College Principal Dr. Neeru Sharma said thanked the keynote speaker and said that the knowledge given by the speakers will prove to be very beneficial for the students. The keynote speaker informed the students about Nasha Shudao helpline number and Saathi helpline numbers. 35 students and 3 faculty members attended this event.**



# SEMINAR ON 'MENSTRUAL HYGIENE'



The Health club and Science department organised a seminar on 'Menstrual hygiene' in which Dr. Navdeep Kaur (MBBS, MS Obstetrics and Gynecology) was the resource person. The resource person explained about the causes of irregular periods, its prevention and treatment. She also explained about the myth related to menstruation and about the changing time (4-5 hours) of sanitary napkins during periods to avoid fungal infections. She emphasized on the usage of biodegradable sanitary napkins, menstrual cups, tampons and reusable panties. Also Dr. Harwinder said that the girls' students should not feel shy or hesitant to discuss their problems related to menstruation with their parents. Total 89 students and 10 faculty members attended this seminar. The College Principal expressed heartfelt gratitude towards the resource person and other guests. She said good menstrual hygiene is essential for the health and dignity of girls and women.



# VIDYARTHI DARBAR



A meeting of Advance Learners of all streams was organised by the Advance Learner's club. Principal and Club incharges addressed Advance learners of BA / BSc / BCA / B. Com / M.Com / M.Sc / M.A classes. Principal said hard work is the key to success. She emphasized on a focused goal to achieve success during her address. She interacted with students personally and motivated them to secure University merits. She advised students to follow maximum good books, online tutorials and guided them for effective usage of the internet. She asked students to keep distance from time wasting online activities and utilize their time in practicing tough most subjects. Mrs. Money Ohri guided students about time management and balanced diet. She gave tips to secure good marks. Remedial Committee of the college organised Slow Learners Meet with College Principal. She interacted with weak students of different classes and the students having low marks in MSTs. She guided and shared tips on how to release stress during examinations. She said it's the best time to interact with weak students just before the final exams. Remedial incharges said slow learners were guided about important questions. Short notes were provided to them. Important questions and previous year papers were shared for final examinations preparations in order to get good marks. Incharges of the Remedial committee Mrs. Savita Nanda also motivated the students.



# **SPENDING QUALITY TIME WITH ELDERLY PEOPLE: OUTREACH PROGRAMME**



Rotaract Club organised 'A visit to Old age home on the eve of International Day of Older Person'. The visit was organized with the objective of spending quality time with the elderly residents, showing appreciation for their wisdom and life experiences and spreading awareness about the importance of caring for our senior citizens. The students engaged in heartfelt conversations with the elderly residents. They shared their life stories, experiences, and challenges they've faced over the years. In the spirit of giving small gifts and essential items were distributed to the residents. This gesture was met with gratitude and appreciation. A brief awareness session on the importance of respecting and caring for our older citizens was also conducted. This included discussions on elder abuse prevention and the significance of social inclusion. Overall, the visit to the old age home on the occasion of International Day for Older Persons was a heartwarming experience. It reinforced the importance of cherishing and respecting our senior citizens, acknowledging their contributions to society, and ensuring their well-being in their golden years. 5 students along with the teacher incharge visited there.



# **CLEAN INDIA BEAUTIFUL INDIA**



**Rotaract Club, NSS, Social Science Dept. and Environment Association of college organized 'A cleanliness Drive' under the theme of 'Swachhta Hi Sewa'. Prime minister Sh. Narendra Modi exhorted people to fulfil Mahatma Gandhi's (Father of the nation ) vision of Clean India. Different clubs and committees cleaned different areas of the college to pay tribute to Mahatma Gandhi. Science lab was cleaned by the Red Ribbon club. The Plantation drive was conducted by the Social sciences club. Student centre including almirah, windows, chairs and tables by NSS Unit . Computer lab was cleaned by the members of IIC. Hostel ( hostel mess; mess's tables, chairs, doors of the hostel, washroom, sink etc. ) by Central Association of the college. SD Nursery of the college was cleaned by the Environment Association. The students of Rotaract club cleaned the Fashion designing lab. Library was cleaned by the Motivational club of the college. Canteen area was cleaned by picking leaves, wrappers, plastic and unwanted things by the Patriotic club. Academic area of the campus was cleaned by support staff & Swachhta committee. This meaningful campaign instils a sense of responsibility in students towards the campus and fosters a spirit of community service. Along with students, faculty also developed a heightened sense of responsibility towards maintaining a clean and green environment. 35 students and 10 faculty members took a pledge of cleanliness to maintain the campus clean and also carried the message forward of Swachhta in their life .**



# CLASSICAL DANCE PERFORMANCE



The Youth club of the college organised a classical dance program under the directions of Honourable Deputy Commissioner Dr. Himanshu Aggarwal in collaboration with District Heritage Society, Gurdaspur and Indian International and Rural Culture Centre, New Delhi. Mrs. Asavari Pawar, a great and talented personality associated with the Pawar family in the field of Indian culture and Kathak dance was the performer of the day. In her dance presentations, she skilfully weaved abstract notions of Joy, Beauty, Values, Aspirations, Myth and Spirituality. She gave a wonderful demonstration of the popular dance form to the students for their knowledge. Apart from these, she also answered few questions raised from the students. The occasion was graced by the presence of District Guidance Counsellor Sardar Parminder Jeet Saini, State Awardee Shri Ramesh Mahajan, President of Heritage Society, Shri Raj Kumar Sharma, Sardar Damanjit Singh. 50 students and 8 faculty members attended this event.

## PARENT TEACHER MEET



The Parent Teacher Association of the college organized a Parent Teacher Meet after pre semester exams. Students and parents from various streams attended the meeting to discuss their wards academic performance with the respective subject teachers. Parents and teachers discussed the results of the pre-semester exams, including the overall performance, subject-wise scores and areas of improvement. The teachers provided feedback on the strengths and weaknesses of the students and suggested means to enhance their performance. Parents were also informed about the new grading system and NEP guidelines. The attendance and participation of students in classes, assignments and other academic activities were discussed during the PTM. Parents were counselled to ensure regular attendance and active participation of their children in academic activities for better performance. College Principal said that PTM provided a valuable platform for parents and teachers to collaborate and work towards the academic success of the students, fostering a positive and supportive learning environment in the college.



# EARN WHILE YOU LEARN



IQAC in association with the Fashion Designing and Cosmetology department of the college organised two days exhibition to celebrate the spirit of Karwa Chauth festival and to showcase the talent and entrepreneur skills of the students under 'Learn and Earn' scheme. In the exhibition, students put up Student Handicraft shop (SHS corner) and exhibited their talent through myriad stalls on tie and die, block and screen printing and utility items, apparel accessories, scarves, stoles, wall hangings, dupattas, mirrors, jewellery, decorative thalis and various handicrafts. Principal, staff and students bought accessories from the stalls. The cosmetology department offered make over and mehndi services in the campus at reasonable prices. The whole staff celebrated Karwa Chauth with full enthusiasm. Acknowledging the endeavours of the students and staff, Principal said that such events are necessary for acquainting the students with the glory of Indian culture and heritage. Students worked enthusiastically and earned Rs. 2750.

# CELEBRATING NATIONAL ENTREPRENEURSHIP DAY



Under the able guidance of the president of IIC (Institutions Innovation Council) Dr.(Mrs) Neeru Sharma, Convener Dr. Ravneet Kaur and celebration cell coordinator Mrs. Samita Khajuria National Entrepreneurship Day was celebrated. According to the guidelines of the Punjab Government, Josh Utsav was celebrated in Government College , Gurdaspur. SHGs (Self Help Groups) set up their stalls in this Utsav where the students of College put their stalls of vermicompost prepared in the college and sold plants. They earned an amount of Rs. 2000. Engaging the students in marketing education equips the students with the ability to decipher consumer preferences, honing skills in strategic communication, market research and crafting compelling promotional strategies. The outcome of the celebration of National Entrepreneurship Day was that in the pursuit of academic excellence, students adeptly ventured into diverse opportunities, deriving contentment from the fruition of their financial undertakings.



## CELEBRATING THE BIRTH ANNIVERSARY OF DR. A.P.J ABDUL KALAM JI



The birth anniversary of the revered Dr. APJ Abdul Kalam was commemorated on the 15th of October. The celebration took on a meaningful and environmentally conscious approach. A plantation drive was organized, attracting the participation of more than 40 dedicated students. In the college's established nursery, students eagerly planted this season's greenery in clay pots. Their enthusiasm shone through as they carefully selected different coloured pots and nurtured a diverse array of plant varieties. Additionally, students contributed by showcasing inspirational quotations from Dr. Abdul Kalam. This event served as an educational opportunity for the students, teaching them about the intricacies of plant growth, care, and propagation. This knowledge empowers them to cultivate plants at home, contributing to a greener environment. The impact of this activity was far-reaching. It not only kindled the students' interest in plant life but also inspired them to beautify their homes and consider gifting plants on special occasions.

## DISTRIBUTION OF SPORTS KITS



The college believes in the all-round holistic development of the students. Keeping this philosophy in view an initiative to distribute sports kits to students was taken by the college management. This program helped in inculcating the spirit of sportsmanship and discipline in the minds of the students because a healthy mind is home to a healthy soul. Seeing the excitement and involvement of students in sports, College Principal and Dean, College development motivated them to participate in sports more enthusiastically and to make the college proud with their achievements.



# **DISTRICT LEVEL COMPETITION UNDER THE SCHEME OF 'KHEDA WATTAN PUNJAB DIYA'**



It is a matter of great honour for our college that our students participated in Khedan Wattan Punjab Diyan at District Level tournament. Our Volleyball team under 21 and 21-40 bagged first position in both cadres, Basketball team under 21 and under 21-40 secured first position in both. Our Netball team got second place. Our students made us proud by bagging 8 gold medals and overall, first position in boxing and 6 gold medals in kick boxing respectively.

## **GNDU INTER-COLLEGE**



Our sports students brought laurels to the college by winning the overall champions Trophy in Volleyball. They participated in Inter College Volleyball championship held at GNDU, Amritsar and bagged first position.



# INSPIRATIONAL LECTURE BY OUR ALUMNI



IIC in collaboration with Alumni Association of the college organised a highly inspiring seminar featuring one of our accomplished alumni, Ms Priya. The session aimed to empower and motivate students by sharing the success story of her remarkable individual. The Inspirational Seminar commenced with a warm welcome to the alumni, Ms Priya who shared her personal journey of overcoming challenges and achieving success in the makeup industry. She emphasised the importance of perseverance, self-belief, and embracing failure as stepping stones to success. Her story resonated deeply with the audience, leaving everyone motivated and inspired. The session had a profound impact on the students, as they gained valuable insights and learned practical strategies for achieving their goals.

# PLANTATION DRIVE BY NSS



A Plantation Drive was undertaken to nurture environmental awareness and a deep appreciation for nature among our young learners by NSS unit and Environment Association of the college in collaboration with Environment Protection Society, Gurdaspur and Bharat Vikas Parishad, Gurdaspur. Plantation was done along the boundary wall of the college and also by planting saplings in pots.



## STUDENT'S ACHIEVEMENTS



It is a matter of great pride that Shiromani Gurdwara Parbandhak Committee, Amritsar, conducted the Annual Religious Examination in which 11 students of our college got scholarships and 12 students received medals. This religious exam is conducted every year to connect the children and youth with religion and its history. In this religious examination thousands of students participated out of some students are awarded with scholarships and special amounts. In the second grade, students Harnoor Kaur, Simranpreet Kaur, Mandeep Kaur, Sandeep Kaur and Davinder Kaur received 2100/- scholarships. In third grade, students Simranpreet Kaur, Jasleen Kaur, Rajwinder Kaur, Simranpreet Kaur, Manjot Kaur and Navjot Kaur received a scholarship of Rs.3100/. Apart from this, 12 students won gold medals named Akanksha, Harmandeep, Komal, Mehakdeep, Mandeep, Rajini, Diksha, Simranjeet, Jaspreet, Taranpreet, Subhpreet and Sejal. On this occasion, Dharma Prachar Committee, preachers of Amritsar Bhai Lakhbir Singh and Bhai Balbir Singh personally honoured the winning students by giving scholarship, money and medals.



# **WORLD OF TOXINS**

If drug use or poisoning is suspected in a crime, samples from an autopsy in a scene may be sent to toxicologists, who test them for toxins- any substances that are harmful or poisonous to the human body. According to the famous toxicologist Paracelsus, “the dose makes the poison”. Whether legal or illegal, any drug can be toxic, even fatal, if taken in excess or used for wrong purposes. In other words, every chemical can be considered a poison if you take enough of it. Some chemicals, like water and iron, are necessary for life but toxic in the right amounts . Many poisons have therapeutic effect, yet few have gained favoured status for committing murders and suicides. As well as looking for toxins in bodies, forensic scientists also investigate toxic hazards produced by our way of life. Industrial wastes are often toxic, and new and poorly tested materials can pose health risks. Here are some notable examples

## **ANTHRAX ATTACK**

In one of terrorist attack against the United States five letters containing spores of the deadly disease anthrax were sent to news companies and two US senators. Five people died, and 17 others were infected.

## **ENVIRONMENTAL CRIME**

Not all crime victims are human. A scientist studies the corpse of a rare Indian white-backed vulture killed by a toxin. These vultures and many others seem to have been killed by feeding on the carcasses of cows that had been given diclofenac, a veterinary drug.

## **TESTING FOR TOXINS**

Even a tiny amount of some toxins can be deadly. One of the most sensitive instruments for analysing small quantities of a substance is the mass spectrometer. By separating the molecules according to their mass, the spectrometer reveals which substance the sample contains.

## **POISONS**

Historically, poisoners could make it look as if their victim had died of natural causes. With today's sophisticated toxicology, few criminals could hope to get away with murder using any of the three poisons below. But accidental poisonings occur and forensic scientists may be called in to investigate.

## **MUSHROOM**

Just one of many deadly types of fungi, the death cap mushroom causes an agonizing death with cramps, vomiting, diarrhoea and liver failure.

## **STRYCHNINE**

This plant's toxic leaves cause a very unpleasant, slow death. Violent convulsions lasting some time eventually cause exhaustion and lung paralysis, which leads to suffocation.

## **ANTIMONY**

This metal was once ground up and used in powdered form as a poison. Its distinctive metal taste is hard to disguise, so it would be given in small doses over a long period. Ultimately it caused death by heart failure.

## **ILLEGAL DRUGS**

Some drugs, such as heroin, cocaine, and amphetamines cause serious harm and are prohibited by law- as in alcohol in some countries. If taken in large enough quantities, or with other drugs, they can produce life –threatening symptoms. If there are no signs of injury in a dead person, a toxicologist may test for evidence of drugs in the blood.

## **CANNABIS**

The most commonly used drug cannabis is illegal in many parts of the world. It can cause abnormal behaviour, so victims and suspects in apparently motiveless crimes are often tested for cannabis.

## **HEROIN**

Extracted from the opium poppy plant, heroin is a highly addictive drug and is commonly abused. Accidental overdose often causes death in addicts. Toxicologist can determine from a blood test whether heroin was responsible for the death.

**MRS. GURDEEP KAUR**

**ASSITANT PROFESSOR**

**CHEMISTRY DEPARTMENT**

## **Navigating Success:**

# **The Symbiosis of Destination Marketing and Management in Tourism**

### **INTRODUCTION:**

The world of tourism is a dynamic and competitive arena, where destinations vie for the attention of travelers seeking unique and memorable experiences. In this context, two critical pillars stand out—destination marketing and destination management. While these concepts share a common goal of attracting visitors, they represent distinct approaches that, when seamlessly integrated, contribute to the sustained success of a tourist destination.

### **DESTINATION MARKETING: CRAFTING ALLURE AND CURIOSITY**

Destination marketing serves as the beckoning call to travelers, capturing their imagination and instilling a desire to explore a particular locale. This proactive discipline encompasses a range of strategies and activities aimed at creating a distinctive identity for a destination.

#### **1. MARKET RESEARCH: UNDERSTANDING THE AUDIENCE**

Before the promotional wheels are set in motion, destination marketers search through comprehensive market research. Understanding the target audience, their preferences, and emerging trends is paramount. This knowledge forms the foundation upon which effective marketing campaigns are built.

#### **2. BRANDING: FORGING AN IDENTITY**

The heart of destination marketing lies in branding. A successful brand encapsulates the essence of a destination, evoking emotions and setting it apart from competitors. This unique identity becomes the magnet that attracts potential visitors, making the destination memorable and appealing.

### **3. ADVERTISING AND PROMOTION: BUILDING VISIBILITY**

In the age of digital connectivity, destination marketers leverage a myriad of channels to spread their message. From captivating social media campaigns to traditional advertising, the goal is to reach a broad audience and spark interest in the destination. Collaborations with travel agencies and airlines further amplify the promotional efforts.

### **4. ONLINE PRESENCE: CONNECTING IN THE DIGITAL REALM**

An essential aspect of modern destination marketing is maintaining a robust online presence. Social media platforms, official websites, and interactive content contribute to engaging potential visitors. The online realm serves as a virtual gateway, providing a glimpse of the destination's allure and facilitating direct communication with the audience.

### **DESTINATION MANAGEMENT: ORCHESTRATING SUSTAINABLE GROWTH**

While destination marketing focuses on attracting tourists, destination management is the stewardship of a location's long-term prosperity. It involves the strategic coordination and sustainable development of a destination to ensure its continued appeal and competitiveness.

## **1. INFRASTRUCTURE DEVELOPMENT: PAVING THE WAY FOR SUCCESS**

A key element of destination management is the development of infrastructure. Adequate facilities, transportation networks, and tourist services are vital to ensuring a seamless and enjoyable experience for visitors. Strategic planning is necessary to accommodate the rush of tourists without compromising the destination's authenticity.

## **2. COMMUNITY INVOLVEMENT: EMPOWERING LOCALS**

Destination management recognizes the importance of involving local communities in the tourism planning process. Empowering residents and ensuring they share in the benefits of tourism fosters a positive relationship between visitors and the community. This approach not only enhances the authenticity of the destination but also contributes to its social sustainability.

## **3. ENVIRONMENTAL SUSTAINABILITY: BALANCING GROWTH AND CONSERVATION**

As tourism grows, the impact on the environment becomes a critical concern. Destination management incorporates sustainable practices to minimize the negative ecological footprint of tourism. From waste management to conservation initiatives, responsible environmental practices are integral to ensuring the destination's longevity.

#### **4. QUALITY CONTROL: DELIVERING MEMORABLE EXPERIENCES**

Destination management focuses on maintaining and enhancing the quality of the visitor experience. By monitoring and managing the various facets of tourism, from accommodation standards to cultural attractions, destination managers ensure that the destination continues to meet or exceed visitor expectations.

#### **CONCLUSION:**

In the intricate dance of destination marketing and management, success lies in the harmonious integration of both disciplines. While marketing entices travelers to embark on a journey, management lays the foundation for a sustainable and fulfilling experience. The collaboration between these two pillars creates a synergy that not only attracts visitors but also ensures the long-term prosperity and positive impact of a tourist destination. As the global tourism landscape evolves, the symbiotic relationship between destination marketing and management remains a compass guiding destination toward continued success in the ever-expanding world of travel.

**RYTHEMA**

**ASSISTANT PROFESSOR**

**COMMERCE DEPARTMENT**

# **“The Future Of Transportation: From Autonomous Vehicles To Hyperloop Technology”**

The transportation industry is in the midst of a technological revolution that is changing the way we move people and goods. From autonomous vehicles to hyperloop technology, the future of transportation promises to be faster, safer, and more efficient than ever before.

## **AUTONOMOUS VEHICLES**

Autonomous vehicles, also known as self-driving cars, have been in development for several years and are rapidly becoming a reality. These vehicles use a combination of sensors, cameras, and advanced software to navigate roads and highways without human input. The benefits of autonomous vehicles are numerous, including increased safety, reduced traffic congestion, and improved fuel efficiency.

One of the most significant advantages of autonomous vehicles is their potential to eliminate human error, which is a leading cause of traffic accidents. Another benefit of autonomous vehicles is their potential to reduce traffic congestion.

## **HYPERLOOP TECHNOLOGY**

Hyperloop technology is a new mode of transportation that promises to revolutionize long-distance travel. It involves placing passengers or cargo in pods that travel through vacuum-sealed tubes at speeds of up to 700 mph.

The benefits of hyperloop technology are numerous, including faster travel times, reduced carbon emissions, and lower costs. Because hyperloop pods travel through a vacuum, they experience very little air resistance, allowing them to reach speeds far beyond what is possible with traditional modes of transportation.

In addition, hyperloop technology could significantly reduce carbon emissions by eliminating the need for large amounts of fuel.

Finally, hyperloop technology has the potential to be more cost-effective than traditional modes of transportation.

## **FLYING CARS**

Flying cars have long been a staple of science fiction, but recent advances in technology are making them a reality. The benefits of flying cars are numerous, including reduced traffic congestion, faster travel times, and improved emergency response times.

In addition, flying cars could significantly reduce traffic congestion by allowing people to bypass surface streets and highways. This could have a significant impact on air quality and reduce the time and money spent sitting in traffic.

## **ELECTRIC VEHICLES**

Electric vehicles are becoming increasingly popular as people look for more environmentally friendly ways to travel. These vehicles are powered by electricity, which can be generated from renewable sources such as wind or solar

power. Electric vehicles are often cheaper to operate than traditional vehicles because they require less maintenance and have lower fuel costs.

The benefits of electric vehicles are numerous, including reduced carbon emissions, improved air quality .

## **CONCLUSION**

The future of transportation promises to be an exciting time of innovation and advancement. From autonomous vehicles to hyperloop technology, the transportation industry is undergoing a revolution that has the potential to improve our lives in countless ways.

**AMANDEEP KAUR**

**B.SC NON-MEDICAL**

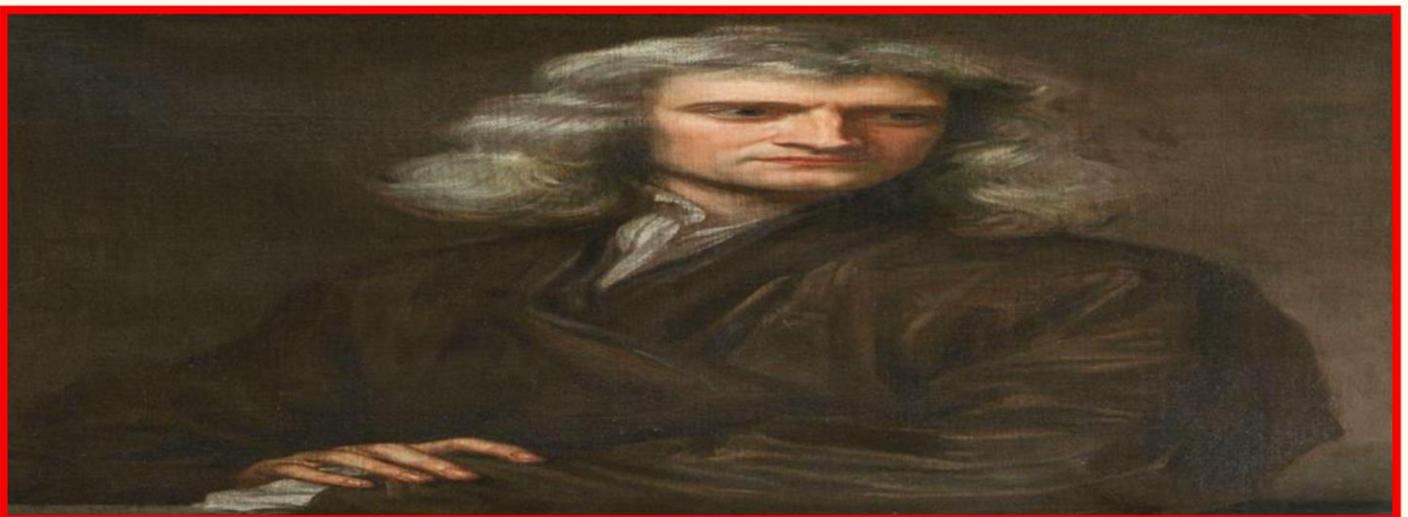
**SEM 6**

# **ASTROPHYSICS**



Astrophysics is a branch of science which utilizes the method and principles of physics to study the astronomical objects and phenomenon. It is a multidisciplinary field which incorporates concepts and methods from many disciplines such as classical mechanics, relativity ,nuclear and particle physics and atomic and molecular physics. The subject focuses on the study of sun , stars ,galaxies , extrasolar planets, the interstellar medium and cosmic wave background. Mervin Williamson holds master of physics in astronomy and astrophysics from the university of western Australia. He has authored and edited a number of articles and books in the field of dark matter and stellar dynamics.

## **HISTORY OF ASTROPHYSICS**



While astronomy is one of the oldest sciences , theoretical astrophysics began with Issac Newton. According to him, Astronomers described the motion of “heavenly bodies” as they were then called using complex mathematical models without a physical basis. He showed that a single theory known as gravity explains the orbits of moon , planets in space and the trajectory of a cannon ball on earth. However, his theory was predictive as well as descriptive. As they predicted the position of a new planet and named it Neptune.

### **MILESTONES IN ASTROPHYSICS**



Much of astrophysics has to do with studying of this radiation and working to explain the mechanisms behind it. The first ideas about the nature of stars emerged in the mid-19th century from blossoming science of spectral analysis. The sound a vehicle emits is different whether it is moving towards us or away from us and light has a similar effect because of something called the doppler shift in which the spectra of stars change whether they are moving towards or away from us .Edwin Hubble provided solid evidence that the universe is expanding . This is also predicted by Einstein theory and together form the basis of big bang theory.

## **CAREER IN ASTROPHYSICS**



If you dream of studying the stars, know that becoming an astrophysicist requires years of observations, training and work. But you can start at whatever age by doing things like joining an astronomy club, attending local astronomy events and taking online courses in astronomy and astrophysics and keeping up with news in the field. Astrophysics can work for the govt. university labs and occasionally, private organisations.

**Some instructions to take from the beginning of the career of the astrophysics.**

- Take maths and science classes all through high school
- Pursue the bachelor degree in maths or science
- Take on research opportunities
- Complete graduate degree or doctorate in astrophysics.

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