

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

**ST. MARY L.A.S.D. COLLEGE FOR WOMEN**

**APPLICANTS TO ENROLL MUST BE ACCEPTED TO A GRADE OR MAJOR**

**OCCUPATIONAL STUDIES AND ARTS** **TECHNICAL AND OTHER**

**PERMANENT RESIDENCY REQUIRED** **ENROLLMENT DEADLINE**

**MAIL APPLICATIONS TO:** **ST. MARY L.A.S.D. COLLEGE FOR WOMEN**

**ACADEMIC PROGRAMS**

**B.Voc.** **15-17**

**B.Voc.** **16-17**

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**Re - accredited with 'A' grade by NAAC (3<sup>rd</sup> cycle 2024)**  
**IIC Ranking '3 Star' Rating by Ministry of Education 2025**  
**MANAGED BY: GGDSD 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 GGDSD 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 GGDSD COLLEGE SOCIETY, CHANDIGARH  
FORMER PRESIDENT PTMLSD COLLEGE FOR WOMEN, GURDASPUR  
EX-VICE PRESIDENT, EVEREADY INDUSTRIES INDIA LTD.



# E-MAGAZINE

## ‘DARPAN’



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



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



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



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



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

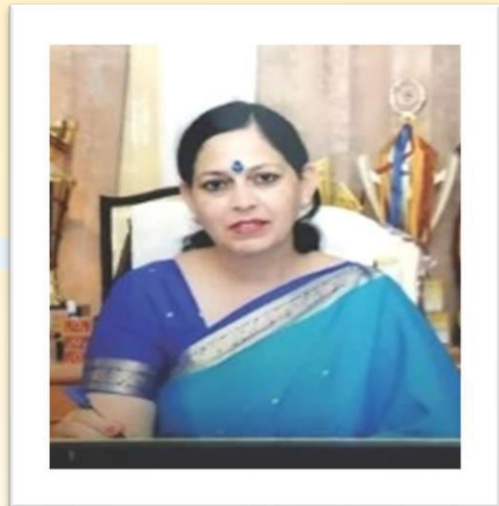


**Dr. Khushboo**  
**Editor**



**Mr. Ashwani**  
**Technical Expert**





## 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 Er. Surkhab Shelly and Dr. Khushboo (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**





# **GOLDEN MOMENTS**



**Madam Vaishali college  
President with E- Darpan team**



**Launching E-darpan  
September 2021**



**Students contribution for E-darpan**





# INTER-COLLEGE REGIONAL SEMINAR

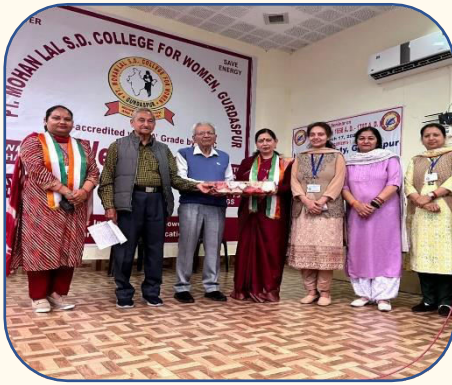


The PG Department of Commerce organized a Regional Seminar on 'India's Green Startups: Path to a Greener Future'. A total of 41 students from 14 different colleges participated enthusiastically in the event. Institutions such as Guru Nanak Dev University, Amritsar, Khalsa College of Law, Amritsar, Lyallpur Khalsa College Jalandhar, GNDU Regional Campus, Gurdaspur, Dasmesh Girls College, Mukerian, PCM SD College, Jalandhar, Baba Ajay Singh Khalsa College, Gurdas Nangal, SSM College, Dinanagar, PTMLSD College Fatehgarh Churian, among others, took part in the seminar. Students presented their insights on the theme through well-researched PowerPoint presentations, highlighting various dimensions of India's green startup ecosystem. Dr. Arwinder Singh from the Department of Business Management and Commerce, GNDU Regional Campus, Gurdaspur, was the Chief Guest of the day. He emphasized the significance of green startups in shaping a sustainable future and discussed the increasing role of businesses in addressing environmental concerns. Principal Dr. Neeru Sharma expressed her heartfelt gratitude towards the Chief Guest, faculty members, participants, and research scholars from various institutions. She concluded by stating that the seminar provided a platform for young minds to explore and understand the impact of innovative, eco-friendly business practices in the modern economy. She also appreciated Commerce faculty for initiating Inter-college seminar for students.



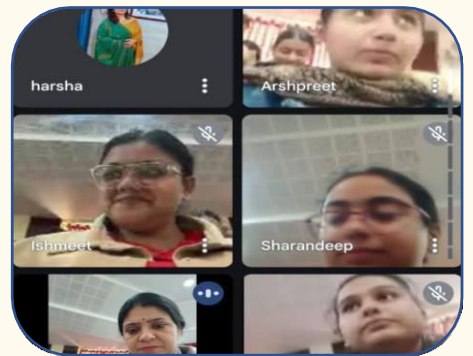


# SEMINAR ON MUGHAL EMPEROR AURANGZEB ALAMGIR



History and Social Sciences Club in collaboration with the History Society, Gurdaspur organized a one-day seminar on 'Mughal Emperor Aurangzeb Alamgir'. The event was graced by Principal Dr. Neeru Sharma as the Chief Guest. Renowned historian Professor Raj Kumar Sharma, President of the History Society, Gurdaspur, delivered a keynote address, highlighting Aurangzeb's oppressive policies and attributing them to the decline of the Mughal Empire. Professor S.S. Chauhan, Vice President of the History Society, and Mrs. Pooja Devi, Head of the History Department, also shared insights into Aurangzeb's reign and governance. College Principal Dr. Neeru Sharma and Mrs. Pooja Devi were honored with mementos by the History Society, Gurdaspur, as a token of appreciation.

## WEBINAR ON CAREER IN FASHION DESIGNING



The Fashion Designing Department organized an insightful webinar featuring Mr. Rakesh Pathak, Founder and Director of Hyly Fashion Industry, as the resource person. Mr. Pathak delivered an enlightening lecture on the 'Role of a Fashion Designer and Skills Required'. During the session, he emphasized the crucial role designers play in the industry, the essential skills for success, and the steps to building a thriving career. Mr. Pathak shared his vast experience and offered support, leveraging his extensive network and nurturing approach.



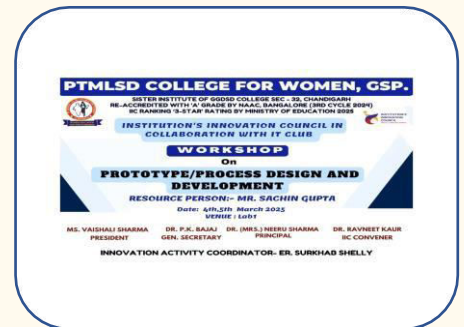


# DISTRICT LEVEL TRAINING WORKSHOP



Two-Day District Level Training Workshop was organized by Assistant Director Youth Services and Red Ribbon Club, Gurdaspur. With 63 participants from various institutions, the program focused on youth empowerment, life skills, and holistic development. Dr. Gagandeep Singh spoke on water conservation, S. Tejpartap Singh Kahlon emphasized tree plantation, and Mr. Suresh Kumar highlighted the importance of blood donation. Dr. Sarabjeet advocated for eye donation, Dr. Rahul addressed drug abuse, and Mr. Manpreet Singh shared insights on employment opportunities. The workshop concluded with certificate distribution. College Principal Dr. Neeru Sharma commended the organizers for their efforts in fostering youth development.

## WORKSHOP ON PROTOTYPE/PROCESS DESIGN AND DEVELOPMENT



The Innovation Activity Cell of the IIC organized a two-day workshop on 'Prototype/Process Design and Development'. The workshop aimed to equip students with advanced knowledge and skills in prototype development and process design. The resource person Mr. Sachin Gupta provided valuable insights into the principles, methodologies, and tools essential for effective prototype creation and process structuring. Through interactive sessions and hands-on activities, students gained practical experience. The workshop served as a platform for fostering innovation and creativity, preparing participants for real-world challenges in technology and development.



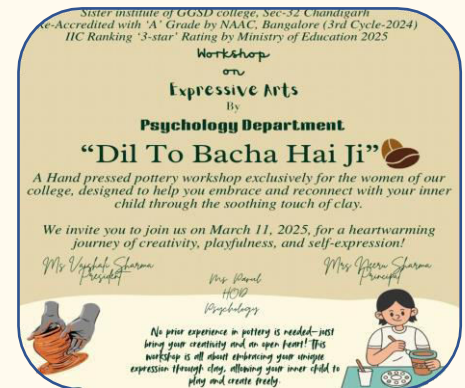


# WORKSHOP ON LIFE STUDIES



The Fine Arts Department organized a workshop on 'Life Studies'. Ms. Jasmeet Kaur from BBK DAV College, Amritsar served as the resource person, providing hands-on training in life sketching. She elaborated on the usage of colors through various sketching techniques and trained students in oil colors. The workshop provided valuable practical exposure to students. College principal appreciated efforts of Mrs Kiran for arranging such workshop.

# WORKSHOP ON WOMEN'S DAY



The Psychology Department celebrated Women's Day with an expressive arts workshop titled 'Dil To Bacha Hai Ji'. Guided by HOD Ms. Parul, the session created a safe space for 33 participants to reconnect with their inner child through creative activities involving clay and colors. The workshop highlighted the power of art as a tool for emotional healing, self-exploration, and acceptance, reminding everyone that art is not just about creating but about expressing, embracing imperfections, and finding freedom in the process. College principal encouraged Ms. Parul to arrange such more sessions for students.





# CELEBRATING INTERNATIONAL WOMEN'S DAY



The Women Cell and NSS of the college, in collaboration with Bharat Vikas Parishad, Gurdaspur, celebrated International Women's Day. The event honored the remarkable contributions of women in various fields, highlighting their impact on education and women empowerment in society. The College Principal, Dr. (Mrs.) Neeru Sharma, graced the occasion as the Chief Guest. Bharat Vikas Parishad recognized several distinguished women for their exceptional achievements, including Dr. Neeru Sharma (College Principal), Dr. Surinder Kaur Pannu (Doctor), Mrs. Neelam Mahant (Social Worker), Mrs. Upma Mahajan (Principal), Mrs. Baljinder Kaur (Principal), Mrs. Karamjit Kaur (Lecturer), Mrs. Punita Sehgal (Assistant Professor) and Mrs. Samita Khajuria (Assistant Professor). Adding to the spirit of the event, college students Ms. Akshita, Ms. Sehajdeep Kaur, and Ms. Bavleen eloquently shared their thoughts on the significance of International Women's Day. The celebration also included a special Award Ceremony by management of our college to honor other inspiring women which includes Sarpanch Jatinder Kaur (Village Khundi, National Awardee), Ms. Smicky Kochhar (Principal, Cambridge International School), Ms. Anjula (Jiya Lal Mittal DAV Sr. Sec. School) and Ms. Vijayeta (Lecturer). The celebration concluded with heartfelt appreciation from the College Principal, who lauded the event in-charges for organizing such a meaningful and inspiring program.

## CELEBRATING WORLD WATER DAY



The Science Club and Fine Arts Department, in collaboration with Nehru Yuva Kendra, Gurdaspur, organized a poster making competition to celebrate World Water Day. The event concluded with the distribution of mementos and medals to the winners.



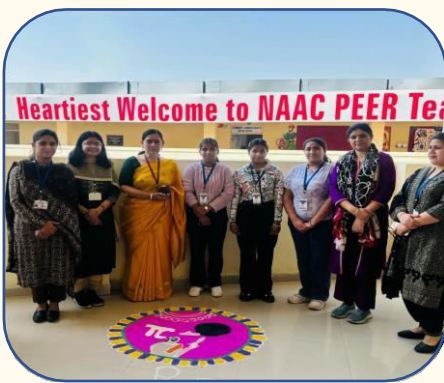


## SWAAD KA RANG HOLI KA SANG



The Home Science Department celebrated Holi with the theme 'Swaad ka Rang Holi ka Sang' by organizing a colorful dish-making competition where students showcased their culinary skills with dishes like Dahi Bhalla, Raj Kachori, Thandai Ladoo, and Shahi Tukda. What made the event unique was the use of natural colors from ingredients like turmeric, beetroot, and spinach, adding a healthy twist to the festive spread. College Principal appreciated efforts of Ms. Jyoti, HoD Home Science department.

## CELEBRATING INTERNATIONAL PI DAY



The Mathematics Department celebrated International Pi Day with the theme 'Creativity and Expression'. The event featured videos on Pi Day, a rangoli-making competition, chart-making competition, and speeches on the significance of Pi. The competitions were judged by Mrs. Paramjit Kaur and Dr. (Mrs.) Neeru Sharma. Mrs. Savita Nanda, HOD, highlighted the importance of mathematics in various fields, while the Principal, Dr. (Mrs.) Neeru Sharma, acknowledged the department's efforts and motivated students to work hard for a bright future. Department also displayed wall-magazine on the same.





# INTERACTIVE PROGRAMME WEEK



The Computer Science Department organized 'Interactive Programme Week' (IPW) to promote technical skills, knowledge sharing, and healthy competition among students. Around 113 students participated in activities like PPT competition, quiz, brochure making, innovative display panel, fast message typing, and poster making. The PPT competition had 33 participants, showcasing presentations on emerging tech trends. The quiz competition, with 29 participants, tested knowledge of programming, algorithms, and Computer Science concepts. Brochure making and innovative display panels, each involving 11 students, highlighted creativity and innovation. Fast message typing saw 17 students competing for speed and accuracy, while poster making allowed students to express tech-related ideas artistically. Winners were honored by the college Principal with certificates of appreciation.

## OUTREACH PROGRAMME



The Rotaract Club in collaboration with Rotary Club, Gurdaspur celebrated International Women's Day. An outreach program was organized in which expert Dr. Rupinder Kaur (MD Psychiatry) gave a session on 'Women's Mental Health' at Panchayat Ghar ( Hayat Nagar). The main objective behind this talk was to educate women about common mental health issues and to encourage open conversations and break societal taboos.





# SCREENING OF MOVIE 'CHHAVA'



The department of Sociology and Social Sciences club organized a screening of the movie 'Chhava' at AGM mall, Gurdaspur. The movie depicts the story of Sambhaji (son of Shivaji) and his fight for Swaraj with Mughals. The screening of the movie CHHAVA promoted Social awareness and cultural sensitivity among students.

## SLOGAN WRITING COMPETITION



- The Fashion Designing Department successfully organized a slogan writing competition on Women's Day to celebrate the achievements and contributions of women.
- Red Ribbon Club, IIC and Fine Arts Department conducted slogan writing competition as directed by Assistant Director Youth Services, Gurdaspur. Approx 20 students participated in this competition. Students made different posters under the themes Contribution of Women in different sectors of the society. Winners and participants were awarded certificates.





## LEARN AND EARN



A Food Stall was organized by the Home Science department showcasing a variety of delicious homemade products. The food stall offered mouth-watering products like Namkeen mathri, Baked mathri, Sweet Nankhatai and Namkeen Nan khatai. The event received ample appreciation from staff and students. College principal Dr.(Mrs) Neeru Sharma commended the efforts of the Home Science Department and the students involved in organizing the event.

## NUKKAD NATAK



The Youth Club and Sociology department in collaboration with Red Arts Theater, Punjab, organized a Nukkad Natak titled 'Aakhir Kab Tak'. The play featured Mr. Malkit Mehra, Mr. Harinder Singh, and Mr. Rajbir as the lead artists. The objective of the Nukkad Natak was to raise awareness about the consequences of drug abuse and emphasize the importance of a healthy lifestyle. It highlighted the negative impact of drug addiction on students, families, and society while promoting rehabilitation and awareness programs. The play concluded with a motivational appeal urging students to say no to drugs and support those struggling with addiction. Mr. Malkit Mehra's impactful performance left a lasting impression on the audience, successfully delivering a strong anti-drug message.





# VIKSIT BHARAT YOUTH PARLIAMENT VIDEO CONTEST



NSS Volunteers actively participated in the Viksit Bharat Youth Parliament Video Contest organized by the Department of Youth Affairs, Government of India. A total of 30 students submitted one-minute videos on 'What Does Viksit Bharat Mean to You?', showcasing their vision for a developed India. Out of them, three students were selected for the District Level Competition, bringing pride to the college. This achievement highlights the dedication of NSS volunteers towards national development.

## 30 DAY FITNESS CHALLENGE



30 Day Fitness Challenge was initiated and followed the guidelines provided by Mr. Samarth Sharma CEO of National Edutrust of India. The students focused on building endurance, strength, and flexibility through activities like walking, breathing exercises, bodyweight squats, stretching, marching in place, push-ups, and yoga, with a rest day for recovery. This phase laid a strong foundation for students, encouraging physical activity and fostering a positive mindset towards fitness.





# EDUCATIONAL VISITS/ TRIPS AND EXCURSIONS



- The Departments of Botany, Chemistry, and Zoology, in collaboration with IIC, organized a field visit cum educational trip to the Botanical Garden and labs of Guru Nanak Dev University, Amritsar. With the support of Dr. Rajinder Kaur, HOD of the Department of Botanical and Environmental Sciences, Dr. Mayank Dhar guided students through the Botanical Garden, enriching their knowledge of various species of monocotyledon and dicotyledon plants, the moss house, fern house, conservatory, and greenhouse. Following this, Dr. Nitika and Mr. Arun from the same department led the lab visit, explaining different instruments and their applications. This visit provided opportunity to interact with nature.
- The Fashion Designing Department organized a one-day industrial visit to Akshaj Knitters Pvt. Ltd., Amritsar. The team, led by Director Ajitya Agnihotri, provided insights into the industry's history, net fabric weaving, and designing processes, offering students practical knowledge about the industry's functioning. They also learned about various job roles and the application process, making it a highly enriching experience. The students were excited to witness the entire process firsthand.
- The Punjabi Department organized a trip to Anandpur Sahib, Virasat-e-Khalsa and Mata Naina Devi Ji. Overall, the trip was both informative and enjoyable. Students learned a lot about Punjab's history, culture, and religious heritage. Everyone returned home with great memories and a deeper appreciation of their heritage.





# EDUCATIONAL VISITS/ TRIPS AND EXCURSIONS



- **Eco-Club and Botany department organized a visit to 'Kisan Mela' held at PAU Regional Campus, Gurdaspur with the support of Punjab State Council for Science and Technology, Chandigarh and the Ministry of Environment and Forest, Government of India. The visit aimed to promote agricultural awareness, showcase innovative farming techniques and provide a platform for students to interact with experts. Dr. Vivek Pandey, agriculture expert from PAU campus explained the various growing techniques for vegetables, new hybrid varieties of vegetables and other ornamental plants. Students and teachers bought seeds and saplings of the summer season vegetables.**
- **The Science Department and Eco-Club in collaboration with IIC organized a visit to the local nursery, Kalia Nursery, Gurdaspur. The objective of this visit was to gain hands-on experience and knowledge about the importance of medicinal plants, nursery management, plant propagation, and their conservation. Mr. Raghuwansh Kalia, explained the medicinal importance of different plants grown in the nursery and demonstrated grafting techniques for vegetative propagation. He elaborated on the significance and propagation techniques of flowering plants such as Calendula, Salvia, Petunia, Primrose, Cineraria, Buttercup, and Kalanchoe. Additionally, he highlighted the importance and conservation of sacred plants like Peepal, Lemon Tulsi, Bel, and Rama Tulsi. Special emphasis was placed on medicinal plants such as Amla, Bhoringraj, Akarakara, Ashwagandha, and Datura.**





## **CONT.... & SPORTS ACHIEVEMENTS**



- The Fashion Designing Department organized a visit to Weaving Loom, Gurdaspur. The visit provided students with valuable exposure to loom weaving. Mr. Jaswinder Pal, the weaving loom instructor, demonstrated fabric production techniques, including plain weave, twill weave, and jacquard weave. Students gained practical knowledge about loom functioning and learned about job opportunities in the weaving industry.
- 39 students visited the District Bureau Employment Enterprise. The students attended a session on human psychology and career enhancement, encouraging them to broaden their learning and aim higher with confidence. They also received guidance on enrolling in the Punjab Ghar Ghar Rozgar portal.
- Gurpreet Kaur and Manjit Kaur showcased remarkable talent at the Pencak Silat Intercollege Championship held at GNDU Amritsar on March 18, 2025. Gurpreet Kaur secured the gold medal in the 55-60 kg weight category, defeating competitors from KMV College Jalandhar, University Campus Amritsar, RRMK College Pathankot, and BBK DAV College Amritsar, earning her spot in the Intervarsity Championship. Manjit Kaur won the silver medal in the 50-55 kg weight category, triumphing over athletes from BBK DAV College Amritsar, RRMK College Pathankot, and KMV College Jalandhar. The College Principal appreciated the efforts of the incharges for guiding and supporting the students.





# **AI IN ACTION: HOW ARTIFICIAL INTELLIGENCE IS REDEFINING DIGITAL MARKETING**

## **Introduction**

In today's digital-first world, Artificial Intelligence (AI) is no longer just a buzzword it is a game-changer. From predicting customer behavior to automating content creation, AI is revolutionizing how businesses reach and engage with audiences. Digital marketing has undergone a profound transformation, shifting from a one-size-fits-all approach to highly personalized, data-driven strategies all thanks to AI.

The integration of AI in digital marketing is not just a technological upgrade but a fundamental shift in how marketers operate. It empowers businesses to make smarter decisions, connect with consumers more effectively, and deliver value at every touchpoint. This article explores the various dimensions in which AI is reshaping digital marketing, highlighting its benefits, challenges, and future implications.

## **Understanding AI in the Marketing Context**

Artificial Intelligence refers to the simulation of human intelligence in machines programmed to think and learn. In marketing, AI encompasses



machine learning, natural language processing (NLP), predictive analytics, and computer vision to interpret data, automate tasks, and generate insights.

According to Chaffey & Smith (2022) AI technologies are being adopted widely across digital marketing functions such as customer segmentation, ad targeting, email marketing, content creation, and customer service. The underlying goal is to increase efficiency and effectiveness while minimizing human error and manual intervention.

### **Hyper-Personalization Through AI**

One of the most impactful uses of AI in digital marketing is personalization. Gone are the days of generic mass emails and standardized ad campaigns. Today, AI enables marketers to deliver personalized experiences to individual users in real-time.

By analyzing vast datasets click patterns, browsing behavior, social media interactions, and past purchases AI can predict user intent and recommend products or content accordingly. For instance, Netflix and Amazon use sophisticated AI algorithms to recommend content and products based on individual preferences Kumar, Ashraf, & Nadeem (2024).

A McKinsey & Company (2021) study found that companies implementing advanced personalization strategies achieved 40% more revenue compared to those that didn't. Personalization not only boosts engagement but also increases customer loyalty and lifetime value.



## **Programmatic Advertising: Smarter Ad Placements**

Programmatic advertising is the automated buying and selling of online ads using AI. It uses real-time data to target specific audiences with relevant ads, eliminating much of the guesswork in traditional media buying.

Through machine learning algorithms, marketers can analyze demographic, behavioral, and contextual data to determine the best time, platform, and format for delivering an ad. This not only improves ROI but also reduces ad spend wastage.

As Kumar, Ashraf, & Nadeem (2024) noted, AI-driven programmatic platforms can adjust bids, targeting, and creative content in milliseconds something that would be impossible for humans to achieve manually. The result is a far more efficient and impactful advertising strategy.

## **AI-Powered Chatbots and Virtual Assistants**

Customer service is another area where AI is making significant strides. Chatbots and virtual assistants are now commonplace on websites and messaging platforms, offering instant support and seamless customer experiences.

These AI tools can answer frequently asked questions, provide product recommendations, and even guide customers through the purchase journey. According to Accenture (2020), AI-powered customer service can resolve up to 80% of standard inquiries, freeing up human agents for more complex issues.



What sets modern chatbots apart is their ability to learn and improve over time using natural language processing and sentiment analysis. This ensures that interactions feel increasingly human and personalized.

### **Content Creation and Curation with AI**

Creating high-quality content is essential for digital marketing success, but it's also time-consuming. AI tools like OpenAI's GPT-4, Jasper, and Copy.ai can now generate blog posts, social media captions, product descriptions, and even email newsletters in seconds.

While these tools don't replace human creativity, they act as powerful assistants, helping marketers generate ideas, optimize language, and maintain consistency in brand voice. Potdar (2024) highlights that AI-generated content is becoming an integral part of content marketing strategies, especially for high-volume tasks.

Moreover, AI helps in content curations electing and recommending content that resonates with specific audience segments. This ensures that users are exposed to the most relevant and engaging information.

### **Predictive Analytics: Forecasting Consumer Behavior**

Predictive analytics is perhaps the most strategic application of AI in digital marketing. By analyzing historical and real-time data, AI can identify patterns and predict future behavior. This helps marketers make data-backed decisions regarding campaign timing, messaging, and resource allocation.



For example, predictive models can determine the likelihood of a user converting or churning, allowing marketers to take proactive steps. Charles, Rana, Pappas, Kamphaug, Siau, & Engø-Monsen (2024) states that predictive analytics improves customer retention, optimizes marketing spend, and enhances campaign performance.

Retailers like Walmart and Target use predictive analytics to forecast demand, manage inventory, and personalize promotions demonstrating the immense value of data-driven decision-making.

### **Ethical Considerations and Challenges**

Despite its transformative potential, AI in digital marketing also presents several ethical and operational challenges. Data privacy is a top concern. With AI collecting and analyzing vast amounts of personal information, marketers must comply with regulations like GDPR in Europe and PIPEDA in Canada (Chakraborty, 2025).

Another issue is algorithmic bias. AI systems trained on biased data may produce discriminatory outcomes, potentially damaging brand reputation and trust. Additionally, over-reliance on automation can result in a loss of human touch, which is vital for authentic brand communication.

Transparency and accountability are crucial. Marketers must ensure that their AI systems are explainable and aligned with ethical principles, especially when using AI to make decisions that affect individuals.



## **Conclusion**

AI is no longer a futuristic concept it is a present-day necessity in digital marketing. By enabling hyper-personalization, automating campaigns, generating insights, and improving customer experiences, AI empowers marketers to deliver smarter and more impactful strategies.

However, with great power comes great responsibility. Businesses must navigate ethical concerns, maintain transparency, and uphold consumer trust as they embrace AI-driven marketing. Those that can successfully integrate AI with human creativity will not only stay ahead of the curve but also shape the future of marketing itself.

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**MS. MANBIR KAUR**

**ASSISTANT PROFESSOR**

**PG DEPARTMENT OF COMMERCE**

# **ARTIFICIAL INTELLIGENCE: TRANSFORMING THE FUTURE**

Artificial Intelligence (AI) is one of the most transformative and disruptive technologies in the modern world. Defined as the simulation of human intelligence processes by machines, particularly computers, AI has made significant strides in recent years. From everyday applications like voice assistants to complex systems used in healthcare and autonomous vehicles, AI is shaping multiple facets of society.

## **Understanding AI**

At its core, AI refers to the ability of machines to perform tasks that typically require human intelligence. These tasks include reasoning, learning, problem-solving, perception, and language understanding. AI can be divided into two broad categories:

1. **Narrow AI (Weak AI):** This form of AI is designed and trained for a specific task. It is highly effective within its scope but cannot perform tasks beyond its programming. Examples include voice assistants like Amazon's Alexa or recommendation systems on platforms like Netflix.
2. **General AI (Strong AI):** This is the hypothetical AI that can understand, learn, and apply knowledge across a broad range of tasks, much



like a human being. While it remains theoretical, researchers are working toward this goal.

## **AI Technologies and Techniques**

AI encompasses various technologies and techniques, including:

- **Machine Learning (ML):** A subset of AI, ML allows systems to learn from data and improve performance over time without being explicitly programmed. It includes supervised, unsupervised, and reinforcement learning.
- **Deep Learning:** A more advanced subset of ML, deep learning uses neural networks with many layers to analyze vast amounts of data. It's particularly useful in tasks like image recognition and natural language processing.
- **Natural Language Processing (NLP):** This enables machines to understand and interpret human language. It's used in chatbots, translation services, and voice recognition.
- **Computer Vision:** AI systems can be trained to interpret and understand visual information from the world, enabling autonomous vehicles, facial recognition systems, and more.
- **Robotics:** AI powers robots that can perform tasks autonomously or semi-autonomously, such as in manufacturing or healthcare.

## **Applications of AI**

**AI's impact on various industries is undeniable:**

- **Healthcare:** AI helps doctors diagnose diseases, analyze medical images, and even predict patient outcomes. For example, AI systems can detect early signs of diseases like cancer through pattern recognition in medical images.
- **Transportation:** Autonomous vehicles powered by AI have the potential to transform transportation by reducing accidents and improving traffic efficiency. Companies like Tesla and Waymo are making strides in self-driving cars.
- **Finance:** AI is widely used in algorithmic trading, fraud detection, and credit scoring. Banks use AI-driven chatbots to assist customers, and financial institutions use AI to analyze market trends and predict stock movements.
- **Entertainment:** AI drives personalized recommendations on streaming platforms like Netflix, based on user preferences. It's also used in creating content, from deepfake videos to AI-generated music.
- **Manufacturing:** AI helps automate production lines, optimizing processes and improving quality control. Predictive maintenance powered by AI ensures that machines operate efficiently, reducing downtime.

## **Ethical Concerns and Challenges**

As AI continues to advance, there are significant ethical considerations:

- **Job Displacement:** Automation driven by AI could lead to the loss of jobs, especially in sectors like manufacturing, retail, and transportation. This raises questions about workforce retraining and societal adaptation.



- **Bias in AI:** AI systems can inherit biases present in the data they are trained on. This can lead to discrimination, particularly in areas like hiring, law enforcement, and credit scoring.
- **Privacy:** The use of AI in surveillance and data analysis raises concerns about personal privacy. Data collection and misuse can have serious implications if not regulated properly.
- **AI Safety:** As AI systems become more autonomous, ensuring they act safely and align with human values is paramount. Research into AI safety seeks to prevent unintended consequences.

## **The Future of AI**

The future of AI is filled with both promise and challenges. Experts predict that AI will continue to evolve, becoming an integral part of everyday life. The development of AI-driven solutions in healthcare, climate change, and space exploration could significantly improve humanity's quality of life.

However, ensuring that AI develops ethically, responsibly, and inclusively will be essential. Governments, organizations, and research institutions must collaborate to create policies and frameworks that guide AI's development and use.

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**PALLVI SHARMA**

**ASSISTANT PROFESSOR**

**DEPARTMENT OF COMPUTER  
SCIENCE**



# **SWOT ANALYSIS OF MULTINATIONAL CORPORATIONS: A CASE STUDY OF APPLE AND MICROSOFT CORPORATION**

## **Introduction**

Multinational corporations (MNCs) are global entities that operate across various countries, often shaping markets and industries with their resources, reach, and innovation. These companies continuously evolve through strategic decisions aimed at maintaining competitive advantages in their respective sectors. A valuable tool for assessing the internal and external factors influencing MNCs is the SWOT analysis, which identifies a company's Strengths, Weaknesses, Opportunities, and Threats. This article explores the SWOT analysis of three prominent MNCs: Apple, Microsoft, and Coca-Cola, offering a clear view of their strategic positions in the global marketplace.

## **Apple Inc.**

Apple Inc. is a globally recognized leader in consumer electronics, software, and services. Founded in 1976, Apple has consistently set the standard for innovation with its flagship products like the iPhone, iPad, and MacBook. With

a focus on premium products and a highly integrated ecosystem, Apple has built one of the most loyal customer bases in the tech world (Smith, 2023). However, Apple faces significant challenges, including increased competition in the smartphone market and rising production costs, particularly in its supply chain.

#### **1. Strengths:**

- **Strong Brand Loyalty and Recognition:** Apple has built a premium brand known for its design and innovation. This leads to high customer retention and pricing power (Forbes, 2023).
- **Integrated Ecosystem:** Apple's seamless integration of hardware, software, and services (iCloud, App Store) strengthens user experience and loyalty (Smith, 2023).
- **Financial Strength:** Apple consistently records substantial profits and boasts a robust balance sheet, enabling significant investments in research and development (R&D).

#### **2. Weaknesses:**

- **Dependence on iPhone Sales:** A large portion of Apple's revenue comes from iPhone sales, making it vulnerable to shifts in the smartphone market and customer preferences (Harrison, 2023).
- **Premium Pricing:** Apple's high-priced products limit its reach in price-sensitive markets, especially in developing countries (Johnson, 2022).
- **Supply Chain Risks:** Apple's reliance on specific suppliers for components such as semiconductors and displays exposes it to potential



supply chain disruptions (Apple, 2022).

### 3. **Opportunities:**

- **Expanding Services Business:** Apple can expand its services division (Apple TV+, Apple Music) to offset the reliance on hardware sales (Harrison, 2023).
- **Emerging Markets:** Increasing demand for smartphones in emerging markets presents opportunities for growth (Johnson, 2022).
- **Innovation in Wearables:** The growing wearables market (Apple Watch, AirPods) offers a potential avenue for revenue diversification.

### 4. **Threats:**

- **Intense Competition:** Competitors such as Samsung, Google, and emerging Chinese brands like Xiaomi threaten Apple's market share (Forbes, 2023).
- **Regulatory Challenges:** Apple faces scrutiny in various regions, including antitrust regulations in the European Union and the U.S., impacting its business operations (Apple, 2022).

## **Microsoft Corporation**

Microsoft, founded in 1975, has transformed from a software giant to a leader in cloud computing, artificial intelligence (AI), and enterprise solutions. Under the leadership of Satya Nadella, Microsoft shifted its focus from traditional software products to cloud services, with its Azure platform becoming a strong contender against Amazon's AWS (Harrison, 2023). Microsoft's transition to a

cloud-first strategy has paid off, although it still faces challenges related to competition and market saturation.

**1. Strengths:**

- **Cloud Computing Leadership:** Microsoft Azure is one of the leading cloud platforms, competing with Amazon Web Services (AWS) (Forbes, 2023).
- **Diversified Product Portfolio:** Microsoft's range of products, including Windows, Office 365, Xbox, and LinkedIn, ensures a diversified revenue base (Smith, 2023).
- **Strong R&D:** Microsoft invests heavily in R&D, particularly in AI, cybersecurity, and cloud services, maintaining a competitive edge in the tech industry (Johnson, 2022).

**2. Weaknesses:**

- **Overdependence on Enterprise Market:** Microsoft's enterprise focus makes it vulnerable to economic fluctuations and changing business environments (Harrison, 2023).
- **Challenges in Consumer Hardware:** Despite success with the Surface line, Microsoft has struggled to match the consumer hardware innovations of Apple or Google (Smith, 2023).
- **Legacy Software:** While Windows and Office remain dominant, they are increasingly seen as legacy products, leading to slower growth in this area (Johnson, 2022).



### **3. Opportunities:**

- **Expansion of Cloud and AI Services:** The growing demand for cloud computing and AI solutions offers Microsoft significant growth potential (Forbes, 2023).
- **Gaming Market:** Acquisitions like ZeniMax Media and the launch of Xbox Game Pass position Microsoft to capitalize on the expanding gaming industry (Harrison, 2023).
- **Digital Transformation:** Increasing global demand for digital transformation services presents significant opportunities for Microsoft's enterprise solutions (Johnson, 2022).

### **4. Threats:**

- **Competition from Amazon and Google:** Amazon's AWS and Google Cloud continue to pose challenges to Microsoft's dominance in cloud services (Forbes, 2023).
- **Cybersecurity and Privacy Risks:** As a leading technology provider, Microsoft faces ongoing threats related to cybersecurity and data privacy concerns (Apple, 2022).

## **Conclusion**

SWOT analysis provides a powerful tool to evaluate the strategic positions of companies in a dynamic business environment. Apple and Microsoft though vastly different in their product offerings and services, all face similar

challenges and opportunities related to competition, innovation, and changing consumer demands. By capitalizing on their strengths and addressing their weaknesses, these MNCs can continue to thrive in the global market.

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**KOMALPREET**

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# **JOB OR STARTUP? NAVIGATING YOUR CAREER PATH AFTER GRADUATION**

## **Introduction**

As graduation approaches, college students often find themselves at a critical crossroads: Should you pursue a secure job or dive into the exciting, unpredictable world of startups? Both paths offer unique experiences, challenges, and opportunities. The right choice depends on your goals, personality, and tolerance for risk.

## **The Appeal of a Traditional Job**

A traditional job, especially in an established organization, provides stability, predictable income, and a clear career ladder. For many, this structure is reassuring. You typically have a defined role, a mentor to guide your development, and opportunities for steady, long-term growth.

Jobs often come with benefits such as health insurance, paid time off, and retirement plans. For recent graduates, traditional jobs offer a chance to apply classroom knowledge, gain professional discipline, and build networks within a structured environment.

## The Excitement of a Startup

Startups are synonymous with innovation, flexibility, and speed. If you are entrepreneurial, curious, and willing to embrace uncertainty, a startup environment might feel like home. You will often juggle multiple roles — marketer in the morning, product manager by noon, and customer support by night.

What startups may lack in structure, they make up for in learning speed and exposure. You get to see the bigger picture, influence key decisions, and possibly experience rapid career advancement. While failure is common, each setback can offer powerful lessons in resilience and creative problem-solving.

## Jobs vs. Startups: A Side-by-Side Look

Aspect	Traditional Job	Startup
Stability	High	Low
Learning Speed	Structured and gradual	Rapid and hands-on
Work-Life Balance	Typically balanced	Often demanding
Risk	Low	High
Career Growth	Predictable, based on hierarchy	Unpredictable, but potentially faster
Innovation	Limited to scope	Central to daily work

## **Which Path Should You Choose?**

There's no one-size-fits-all answer. If you value stability, clarity, and low-risk growth, a traditional job might be your ideal first step. If you seek freedom, innovation, and high-reward potential, a startup could offer the adventure you are looking for.

Importantly, these paths are not mutually exclusive. Many entrepreneurs begin with a job to gain industry insight and financial stability before launching their ventures. Likewise, startup founders sometimes transition into corporate roles later, bringing valuable experience with them.

## **Final Thoughts**

The question is not "Which is better?", but "Which is better for you at this stage in your life?" Your career journey will evolve. Whether you start with a stable job or an ambitious startup, the most important thing is to keep learning, remain adaptable, and pursue what aligns with your values and vision.

Success does not come from the path you choose, but from how passionately and consistently you walk it.

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**BAVNEET KAUR**

**B.COM 6<sup>TH</sup> SEMESTER**

# **IMPORTANCE OF HEALTHY LIFESTYLE**

In the simplest terms, a healthy lifestyle is a way of living that reduces your risk of becoming seriously ill or reduces your life expectancy. Although we cannot prevent all diseases, many serious illnesses can be prevented by adopting certain types of behaviour and avoiding others. Non-communicable diseases are the leading cause of mortality worldwide, yet they are conclusively linked to lifestyle factors such as obesity, physical activity, smoking and poor diet. Heart disease, stroke and lung cancer together account for one-third of all deaths annually in high-income countries, with tobacco use cited as the greatest self-imposed risk to health.

## **What are the essential features of a healthy lifestyle?**

One large-scale prospective cohort study conducted in the United States analysed the health behaviors of approximately 120,000 adults across a thirty-year period. It used this information to understand how lifestyle factors affected lifespan and the risk of death from non-communicable diseases such as heart disease and cancers. They identified five healthy characteristics:

**A healthy diet** involves eating a variety of foods in the correct proportions and consuming a calorie intake that allows for the maintenance of healthy body

weight. Although this varies for everyone, as a general guide, this should include:

- At least five portions of fruit and vegetables per day should account for a third of your daily food intake. Evidence has shown that people who meet this requirement are at a lower risk of developing some cancers and heart disease.
- Starchy foods, particularly wholegrain varieties which contain more fiber and nutrients than white varieties. Whole grains have been shown to reduce the risk of several cancers, type 2 diabetes and heart disease and promote healthy gut bacteria.
- Lean proteins, especially fish, eggs, and white meat, are essential for cellular repair and provide a range of vitamins and minerals.
- Dairy foods and their alternatives, which are a good source of protein and provide calcium.
- Limited amounts of unsaturated fats.

### **Physical activity**

The World Health Organization recommends that all adults undertake regular physical activity, including at least thirty minutes of moderate aerobic activity daily, supplemented by at least two weight-bearing activity sessions per week. Being physically fit protects against diseases such as cardiovascular disease, some cancers, diabetes mellitus and osteoporosis and aids in the secondary prevention (i.e., the worsening of symptoms) of such disorders.



## **Healthy body weight**

- Maintaining healthy body weight is critical for overall health and protects against numerous diseases. Body mass index (BMI), an estimation of body fat calculated using height and weight, can be a useful indicator of whether body weight is healthy. A normal BMI score ranges between 18.5 and 24.9, a score of 25.0 – 29.9 indicates that an individual is overweight, and a score of 30+ indicates obesity. BMI score is positively correlated with disease risk, with higher scores indicating an increased risk of several diseases, including
  - Type 2 diabetes
  - Heart disease
  - Liver disease
  - Hypertension
  - Mood disorders
  - Reproductive disorders
  - Risk of cancers

## **Tobacco use**

There is no safe level of tobacco use and smoking behaviour. Thus, the greatest health outcomes are associated with having never smoked.

## **Moderate alcohol intake**

A moderate level of alcohol consumption translates to between one and two drinks per day for men and one drink per day for women. Consuming alcohol above these levels increases the risk of poor health outcomes. For example,

over-consumption can raise triglycerides in the blood, increasing the risk of heart attack and stroke. It can also lead to high blood pressure, cardiomyopathy, and cardiac arrhythmia.

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# **PT. MOHAN LAL S.D. COLLEGE FOR WOMEN, GURDASPUR.**



Email Id: [ptmlsd@gmail.com](mailto:ptmlsd@gmail.com)

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