

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, GURDASPUR

A MULTI FACULTY POST GRADUATE INSTITUTE

Re - accredited with 'A' grade by NAAC (3rd cycle 2024)
IIC Ranking '3 Star' Rating by Ministry of Education 2024
Listed in the Tribune Guide to Best Colleges (24th April, 2026)
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 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

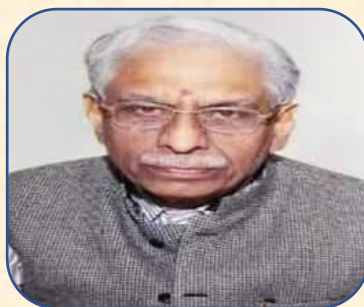
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E-MAGAZINE

‘DARPAN’



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GGDSD Society Chd.



Dr. PK Bajaj
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GGDSD Society Chd.



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Chairman,
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Dear Sdians...

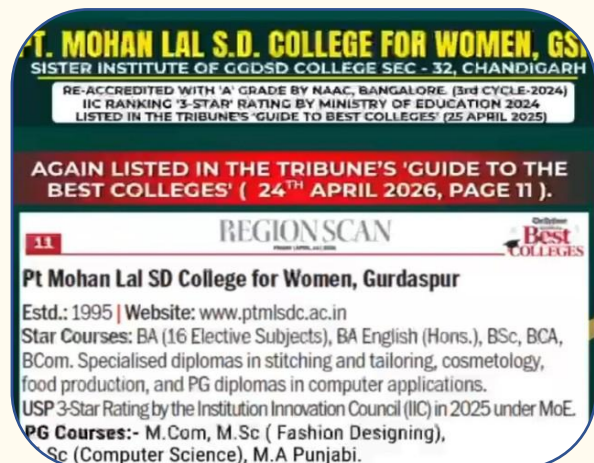
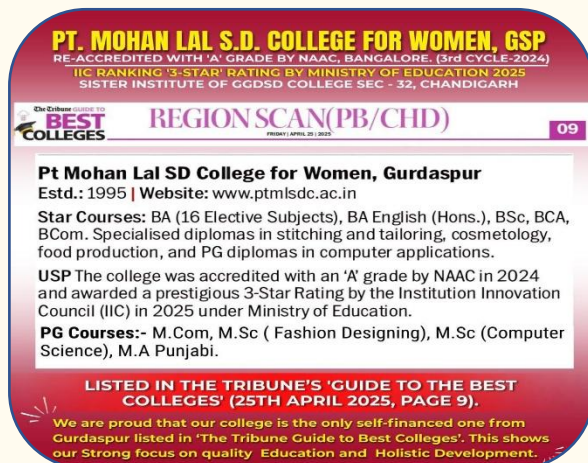
It gives me immense sense of fulfilment when I look at the monthly edition of college e-Magazine '**DARPAN**' which has now successfully completed four glorious years. The essential purpose of e-magazine 'DARPAN' is to inform, engage and inspire faculty, students, parents, alumni and our stakeholders. 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, Dr. Khushboo (editors) along with Mr. Ashwani (Technical Expert) 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



EXCELLENCE RECOGNIZED, STANDARDS ELEVATED



The inclusion of our college in The Tribune's Guide to Best Colleges editions published on 25 April 2025 and 24 April 2026 is a matter of immense pride and reflects our sustained commitment to academic excellence, innovation, and quality enhancement. This recognition has been made possible through the collective efforts of our faculty, students, alumni, and stakeholders. It is further strengthened by our successful completion of the NAAC Third Cycle with an 'A' Grade. The institution has also earned a prestigious Three-Star Rating from the Innovation Cell (IIC), Ministry of Education, Government of India, acknowledging our active promotion of innovation, entrepreneurship, and research culture in the campus. These achievements reaffirm our vision of providing quality higher education while fostering creativity, leadership, and holistic development among students. The recognition by The Tribune serves as an encouragement to continue striving for higher standards of excellence and contributing meaningfully to the educational landscape of the region and the nation. College President Ms. Vaishali Sharma congratulated college Principal and staff for adding feather in its cap.



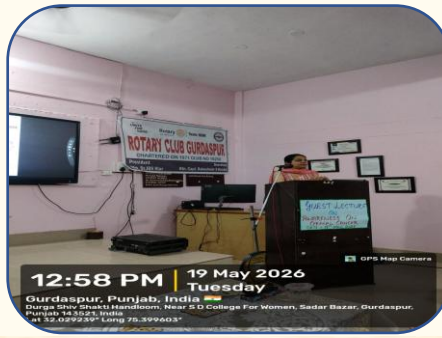
INTER-SCHOOL COMPETITION



To commemorate World Environment Day, the Eco Club organized an Inter-School Environmental Competition. The event aimed to create awareness about environmental conservation and encourage students to develop innovative and sustainable solutions for a greener future. The competition witnessed enthusiastic participation from 75 students representing 12 schools from across Gurdaspur district. A variety of engaging and educational competitions were organized, including Green Clicks, Best Out of Waste, Eco Craft Ideas, Poster Making, and Eco Model. The participants displayed exceptional talent, imagination, and awareness regarding environmental issues and sustainable practices. Their creations reflected a deep understanding of the importance of protecting natural resources and adopting eco-friendly lifestyles. The College Principal appreciated the enthusiasm and creativity demonstrated by the participants. She encouraged students to become responsible environmental stewards and to incorporate sustainable and environment-friendly practices into their daily lives. All participants were awarded participation certificates in recognition of their involvement and efforts. The winners were presented with plants as prizes, symbolizing the significance of nurturing nature and promoting green living. The programme concluded with a strong message of environmental responsibility and a collective pledge by students and teachers to contribute towards building a cleaner, greener, and more sustainable future. College Principal appreciated efforts of ECO Club Incharges for arranging inter-school competition.

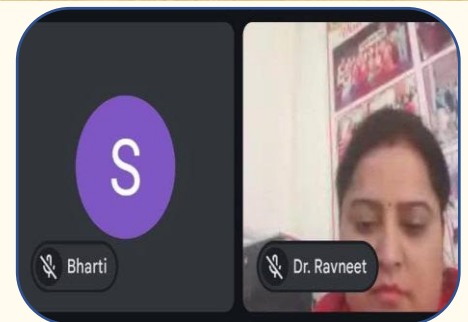


SEMINAR ON CERVICAL CANCER



With the objective of educating students about cervical cancer, the Rotaract Club, NSS Unit, and Health Club in collaboration with the Rotary Club, Gurdaspur organized an awareness seminar on 'Cervical Cancer'. The programme aimed to promote healthcare practices among students. The guest speaker for the seminar was Dr. Bhawna Sharma, District Immunisation Officer, who delivered an enlightening and informative lecture on cervical cancer. She explained the major risk factors associated with the disease and highlighted the significance of preventive measures, including HPV vaccination, regular screening, and timely medical consultation. The seminar was graced by the presence of Dr. JBS Riar and Rtn. Capt. Rakeshwar Kondal, who appreciated the efforts of the college for conducting such a meaningful and socially relevant awareness programme.

WORKSHOP ON IPR TO PROMOTE RESEARCH AND INNOVATION



The IPR Cell of the IIC organized an online workshop on 'Why IPR Matters in Academia and Research'. The workshop aimed to create awareness about the significance of Intellectual Property Rights in protecting innovations, promoting research excellence, and facilitating knowledge commercialization. The guest speaker for the workshop was Dr. Sheetal Sharma, Assistant Professor, R&D Cell, Lovely Professional University, Phagwara. In her informative and engaging session, she explained the fundamental concepts of Intellectual Property Rights and highlighted their growing importance in academia and research. She elaborated on various forms of intellectual property, the patent filing process, and the role of IPR in safeguarding innovative ideas.

RECREATIONAL TRIP TO HARDY'S WORLD



With the objective of providing students with a refreshing break from their academic routine, the college organized a one-day educational and recreational trip to Hardy's World Amusement and Water Park, Ludhiana. Throughout the day, students enthusiastically participated in various amusement rides and enjoyed a wide range of water-based attractions, including thrilling water slides and the wave pool. A delicious lunch was served at the park, allowing students to relax and interact in an enjoyable setting.

OBSERVANCE OF ANTI-TERRORISM DAY



With the objective of creating awareness among students about the adverse effects of terrorism, the NSS Unit, Patriotic Club, and Red Ribbon Club observed Anti-Terrorism Day. As part of the observance, a documentary on terrorism and national unity was screened for the students. The documentary effectively highlighted the devastating consequences of terrorism on society and emphasized the importance of patriotism and communal harmony. The screening served as an educational platform to encourage students to reflect on their role as responsible citizens in promoting tolerance, mutual respect, and social cohesion.



COLLEGE STUDENTS SHINE AT NATIONAL-LEVEL



The college added another feather to its cap as two of its talented students, Asha Kumari and Ridhima Rathi, successfully participated in the national-level programme 'My Bharat Budget Quest 2026' and brought recognition to the institution through their commendable performance. Sharing the achievement, the College Principal expressed immense pride in the accomplishments of the students. She informed that the programme witnessed enthusiastic participation from students across the country and served as an excellent platform for young minds to enhance their understanding of national economic and developmental issues.

BUILDING FLUENCY, CONFIDENCE, AND COMMUNICATION THROUGH "NO FEAR ENGLISH!"



With the objective of enhancing students' language proficiency, communication abilities, and confidence in using English, the Department of English organized a short-term certificate course titled 'No Fear English!' from 30th April to 14th May 2026. The course was designed to strengthen the four essential pillars of language learning—Listening, Speaking, Reading, and Writing (LSRW). Through a series of interactive sessions, practical exercises, group discussions, reading activities, and communication-based tasks, participants were encouraged to develop fluency and overcome hesitation while expressing themselves in English. The programme focused on building confidence, improving vocabulary, refining pronunciation, and fostering effective communication skills among students. The College Principal Dr. (Mrs.) Neeru Sharma congratulated the students on their enthusiastic participation and commitment throughout the programme. 72 Participants were awarded with completion certificates.



LABOUR DAY CELEBRATED FOR THE COLLEGE WORKFORCE



The Central Association, NSS Unit, and Home Science Department celebrated Labour Day with great enthusiasm, gratitude, and compassion. The programme was organized to acknowledge the invaluable contribution of the support staff and workers who play a vital role in the smooth functioning and growth of the institution. As part of the celebration, the Central Association organized a simple yet meaningful felicitation ceremony in which the college support staff were honoured with gifts as a token of appreciation for their dedication, sincerity, and tireless service. The gesture created an atmosphere of warmth and respect, and the staff members expressed their happiness and gratitude for the recognition they received. The college Principal personally presented the gifts and lauded the commitment and hard work of the support staff. In her address, she emphasized that support staff members are the backbone of every educational institution, ensuring its efficient day-to-day functioning. Adding a unique and compassionate dimension to the celebration, the NSS Unit and the Home Science Department observed Labour Day under Poshan Pakhwada 2026 with the theme 'Healthy Bites for Hardworking Lives.' On this occasion students of the Home Science Department prepared nutritious food items, including idli, sambar, and sweet lassi, especially for the workers. The meal was served with affection, respect, and gratitude as a tribute to their dedication and hard work.



TRIUMPH OF TALENT AND ACADEMIC COMMITMENT



Our Collegiate students has brought glory to the institution by achieving an outstanding 100% pass result in the Punjab School Education Board (PSEB) Class XII examinations across the Science, Commerce, and Humanities streams. The College Principal congratulated the students, teachers, and parents on this significant milestone. In the Science stream, Simran secured the first position by scoring an impressive 95.4% marks, followed by Palak Aggarwal with 93.8% marks in second place and Raghvi Sharma with 93% marks in third place. Other notable achievers included Manpreet Kaur (92.2%), Mahi (91.8%), and Gurshehnaz Kaur (91.2%), who also brought laurels to the institution through their outstanding performance. In the Humanities stream, Samriti Sharma emerged as the topper with 93.8% marks. Jashandeep Kaur secured the second position with 93.2%, while Gurleen Kaur stood third with 90.4% marks. The Commerce stream also recorded excellent results, with Prabhjot Kaur securing the first position with 91.6% marks. Ananya Mahajan obtained the second position with 90.4%, while Palakpreet Kaur secured the third position with 90% marks. On this occasion, Management President Ms. Vaishali Sharma and General Secretary Dr. P. K. Bajaj also extended their heartfelt congratulations to the students, faculty members, and parents. They applauded the institution for maintaining high academic standards and wished the students continued success and a bright future ahead.



NATIONAL RECOGNITION FOR OUTSTANDING COMMITMENT TO ENVIRONMENTAL



The college achieved a significant milestone in the field of environmental sustainability as college Principal Dr. (Mrs.) Neeru Sharma was conferred with the prestigious Eco Visionary Leadership Award, while the institution received the Sustainable Campus Award 2026 from the National EduTrust of India in recognition of its successful organization of the Green Bharat – 2 Weeks Impact Challenge. The impactful programme was organized from 16th March to 30th March 2026 by the NSS Unit and Eco Club in collaboration with the National EduTrust of India under the guidance of Mr. Samarath Sharma. The initiative was designed to promote environmental awareness, sustainable living practices, and active student participation in eco-friendly activities. During the two-week campaign, a series of meaningful activities were conducted, including the Green Pledge, Plantation Drive, Plastic-Free Day, Cleanliness Drive, Water Conservation Campaign, and Best Out of Waste Competition. These activities encouraged students to adopt environmentally responsible habits and contribute towards building a greener and more sustainable society. Adding further pride to the institution, Dr. (Mrs.) Sukhwinder Kaur, Mrs. Samita Khajuria, and Dr. (Mrs.) Rajwant Kaur were honored with the Sustainability Mentor Award 2026 for their dedicated contribution towards promoting environmental education and sustainability initiatives among students. The recognition received by the institution and its faculty members reflects the college's unwavering commitment to environmental conservation and sustainable development. The programme concluded with a renewed pledge to protect the environment and inspire future generations to adopt eco-conscious practices for a cleaner, greener, and healthier future.



Generative AI in Higher Education: Transforming Learning in the Digital Age

Introduction

The rapid advancement of technology has continuously transformed the education sector, from traditional chalk-and-board teaching methods to smart classrooms and online learning platforms. Today, a new technological revolution is reshaping education worldwide—Generative Artificial Intelligence (AI). Generative AI refers to artificial intelligence systems capable of creating new content such as text, images, videos, computer code, and audio based on user inputs. Popular AI tools like ChatGPT, Google Gemini, Microsoft Copilot, and Claude have demonstrated remarkable capabilities in generating human-like responses and assisting users in various tasks. The emergence of Generative AI has sparked significant interest among educators, students, researchers, and policymakers. Higher education institutions are increasingly exploring ways to integrate AI into teaching, learning, research, and administration. While the technology offers immense opportunities for innovation and efficiency, it also raises concerns related to ethics, academic integrity, privacy, and the future role of educators. As colleges and universities prepare students for an AI-driven world, understanding the implications of Generative AI has become more important than ever.

Understanding Generative AI

Generative AI is a subset of Artificial Intelligence that uses advanced machine learning models, particularly Large Language Models (LLMs), to generate content based on patterns learned from vast amounts of data. Unlike traditional software that follows predefined instructions, Generative AI can create original responses, summarize information, solve problems, generate programming code, and even produce artistic content.

Applications of Generative AI in Higher Education

1. Personalized Learning

One of the most significant benefits of Generative AI is its ability to provide personalized learning experiences. Every student learns differently, and AI systems can adapt educational content according to individual learning styles, pace, and needs. For example, a student struggling with a programming concept can receive simplified explanations and additional practice exercises generated by AI. Similarly, advanced learners can explore more challenging materials without waiting for classroom instruction. This personalized approach helps bridge learning gaps and promotes self-paced education.

2. Academic Writing Support

Many students face difficulties in organizing ideas, improving grammar, and structuring academic papers. AI-powered writing assistants can help students' draft essays, summarize research articles, generate outlines, and improve language quality. While AI should not replace original student work, it can serve as a valuable tool for brainstorming ideas and enhancing communication skills. Students can use AI-generated suggestions to improve their understanding of academic writing standards.

3. Intelligent Tutoring Systems

Generative AI functions as a virtual tutor available 24/7. Students can ask questions, seek clarifications, and receive immediate feedback on assignments. This continuous support enhances learning beyond classroom hours and makes education more accessible.

4. Faculty Assistance

Educators spend considerable time preparing lectures, creating assessments, grading assignments, and managing administrative tasks. Generative AI can assist faculty members by generating lesson plans, preparing quizzes, drafting course materials, and summarizing academic resources.

5. Research and Innovation

Research is a fundamental component of higher education. Generative AI can support researchers by conducting literature reviews, identifying research trends, analyzing data, generating code, and drafting research summaries. Although AI cannot replace human creativity and critical thinking, it significantly reduces the time required for repetitive research activities. This enables researchers to focus on innovation and knowledge creation.

Benefits of Generative AI in Education

Enhanced Accessibility

AI-powered tools provide educational support to students regardless of their geographical location. Learners in remote areas can access quality educational resources and receive assistance through AI-based platforms.

Improved Student Engagement

Interactive AI systems make learning more engaging by providing instant responses, personalized recommendations, and adaptive learning pathways. This encourages active participation and improves learning outcomes.

Lifelong Learning Opportunities

Generative AI promotes continuous learning by providing accessible educational resources and personalized guidance. Professionals can use AI tools to acquire new skills and stay updated in rapidly changing industries.

The Future of Higher Education in the AI Era

The future of education will not involve replacing teachers with machines. Instead, it will focus on collaboration between human intelligence and artificial intelligence. Educators will continue to play a vital role in guiding students, fostering creativity, encouraging ethical reasoning, and providing emotional support. Skills such as critical thinking, creativity, communication, collaboration, and ethical decision-making will remain essential. These uniquely human abilities cannot be fully replicated by machines and will become even more valuable in an AI-driven world.

Conclusion

Generative AI represents one of the most transformative technologies of the modern era. Its impact on higher education is profound, offering opportunities to personalize learning, enhance research, improve productivity, and increase accessibility. However, alongside these benefits come important challenges related to ethics, privacy, academic integrity, and the preservation of critical thinking skills. The successful integration of Generative AI in education requires a balanced approach that embraces innovation while maintaining academic values and human oversight. By using AI responsibly and ethically, educational institutions can prepare students for the demands of the digital future and create more inclusive, effective, and engaging learning environments.

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ASSISTANT PROFESSOR
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THE WORLD THROUGH YOUNG EYES

The world is a place of endless possibilities, shaped by the thoughts, actions, and dreams of the people who live in it. Among all generations, young people hold a unique place because they see the world differently. They observe life not through the lens of years of experience, but through curiosity, ambition, creativity, and hope. Youth is often described as the foundation of society because it carries the power to transform the present and build the future. The world through young eyes is not limited by boundaries or fear. Instead, it is a world filled with imagination, courage, and the determination to create something better. Young people have always been the driving force behind change. Throughout history, revolutions, discoveries, inventions, and cultural transformations have often begun with the energy and ideas of the younger generation. This happens because young minds naturally question things. They are not satisfied with accepting traditions simply because they have existed for years. Instead, they ask why things are the way they are and whether they can be improved. This ability to challenge old systems is one of the greatest strengths of youth. While older generations may rely on experience and caution, young people rely on innovation and possibility. Their eyes see a world not defined by limits but by opportunities waiting to be discovered. Brands are already experimenting. One of the defining qualities of youth is curiosity. Curiosity is what pushes young people to learn, explore, and discover. From childhood itself, people are driven by the desire to understand the world around them. As they grow older, this curiosity develops into a deeper hunger for knowledge. Young people want answers about science, technology, society, relationships, and the purpose of life itself. This search for understanding is what leads to progress. Every great invention in human history began because someone was curious enough to ask questions. Young eyes do not simply look at the world — they seek to understand it, challenge it, and improve it. Another powerful characteristic of youth is ambition. Dreams are perhaps strongest during the early years of life. Every young person carries a vision of who they want to become and what they wish to achieve. Some dream of becoming doctors who heal lives, teachers who

educate minds, engineers who build the future, artists who inspire society, or leaders who bring change. These ambitions create motivation and encourage people to work harder. What makes youth remarkable is that they often believe in possibilities even when others doubt them.

One of the most inspiring aspects of youth is their willingness to fight for change. Around the world, young voices have become stronger than ever. Students raise awareness about climate change, campaign for equal education opportunities, support social justice movements, and challenge discrimination wherever they see it. The younger generation refuses to remain silent when they witness unfairness. Their courage proves that age does not determine the ability to create change. Sometimes, it is the passion of youth that pushes entire societies toward progress. The world through young eyes is a world where injustice should never be accepted simply because it has existed for a long time.

At the same time, youth face challenges that previous generations may not fully understand. Modern life has become increasingly competitive. Academic pressure begins at an early age, and students are expected to constantly perform better. Society often measures success by marks, degrees, and financial achievement, creating stress and anxiety among young people. Social media has added another layer of pressure by constantly presenting unrealistic images of perfect lifestyles. Many young individuals begin comparing themselves with others and feel as though they are falling behind. This can lead to self-doubt and emotional struggles. However, despite these pressures, young people continue moving forward. Their resilience is one of their strongest qualities. They learn to adapt, recover, and keep striving toward their goals.

Young eyes also carry hope. Perhaps hope is the most beautiful part of youth. Even when the world faces serious challenges such as war, poverty, unemployment, environmental destruction, and inequality, young people continue believing in the possibility of change. They are willing to dream of a better tomorrow even when the present seems uncertain. Hope gives them strength to continue learning, improving, and contributing to society. It inspires them to believe that no problem is impossible to solve. Without hope, progress would stop, and youth carry this hope more strongly than any other generation.

In conclusion, the world through young eyes is a world full of energy, imagination, courage, compassion, and hope. Young people are not simply future leaders — they are active creators of change in the present. Their ideas inspire innovation, their determination drives progress, and their hope keeps society moving forward. Although they face challenges such as competition, stress, and uncertainty, their strength lies in their ability to rise again after every setback. The world needs the vision of young minds because the future will always be shaped by the dreams of those who dare to imagine something better. To see the world through young eyes is to see a future that is still being written — a future filled not with fear of what exists today, but with belief in what tomorrow can become. The greatest changes in history have always begun with those brave enough to dream, and youth continues to remind humanity that every great future begins with a single idea, seen first through young eyes.

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SALONI
B.SC.(CS) 6TH SEMESTER

THE ECONOMY TODAY: UNDERSTANDING THE CURRENT ECONOMIC LANDSCAPE

Introduction

Economics influences every aspect of our daily lives, from the prices we pay for goods and services to the employment opportunities available in the market. In 2026, the global and Indian economies continue to face both opportunities and challenges. Factors such as technological advancement, inflation, globalization, and environmental concerns are shaping economic policies and affecting people's lives. Understanding the current economic situation helps individuals make informed decisions and appreciate the forces driving economic growth and development.

Economic Growth and Development

Economic growth remains one of the most important indicators of a country's progress. India continues to be among the fastest-growing major economies in the world. Government investments in infrastructure, digital technology, transportation, and manufacturing have strengthened economic activity and created new opportunities for businesses and workers.

Large-scale projects such as highways, railways, airports, and smart cities have contributed to economic expansion. Additionally, initiatives promoting entrepreneurship and innovation have encouraged the growth of startups and small businesses. These developments have improved productivity and increased the country's competitiveness in the global market.

Inflation and Cost of Living

Inflation is one of the most significant economic issues affecting households today. It refers to the rise in the prices of goods and services over time. Higher

prices for food, fuel, transportation, and housing increase the cost of living and reduce consumers' purchasing power. Although inflation has moderated compared to previous years, it remains a concern for many families.

Governments and central banks continue to implement policies aimed at controlling inflation while maintaining economic growth. Stable prices are essential for ensuring financial security and improving living standards.

The Rise of the Digital Economy

The digital economy has become a major driver of economic growth. Online shopping, digital payments, mobile banking, and financial technology services have transformed the way people conduct transactions and access services. India has emerged as a global leader in digital payment systems, making financial transactions faster, safer, and more convenient. The growth of startups and technology-based enterprises has attracted investment and created employment opportunities. As technology continues to evolve, the digital economy is expected to play an even greater role in shaping the future of economic development.

Challenges Facing the Economy

Despite significant progress, several challenges remain. Economic inequality continues to affect many communities, with differences in income, education, and access to opportunities. Climate change poses risks to agriculture, infrastructure, and public health. Rising temperatures, extreme weather events, and environmental degradation can have long-term economic consequences. Furthermore, global economic uncertainties, including geopolitical tensions and fluctuations in international markets, can affect trade and investment. Addressing these challenges requires effective policies, sustainable development strategies, and international cooperation.

Future Prospects

The future of the economy appears promising. A young population, expanding technological capabilities, and increasing investment in infrastructure provide a strong foundation for continued growth. Sustainable development,

renewable energy, and innovation are expected to become key drivers of economic progress. Governments, businesses, and citizens must work together to ensure that economic growth benefits all sections of society. By promoting inclusive development, improving education, and encouraging entrepreneurship, economies can create greater opportunities and improve quality of life.

Conclusion

The current economic situation presents both opportunities and challenges. While inflation, unemployment, and environmental concerns require attention, technological innovation, digital transformation, and economic growth offer tremendous potential for development. A balanced approach that combines economic progress with social inclusion and environmental sustainability will help create a prosperous future for generations to come.

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KAJAL
B.A. 4TH SEMESTER

SHAPING A NEW ECONOMIC ORDER: TRADE WARS AND FUTURE OF GLOBALIZATION

Introduction

Every time fuel prices rise, imported goods become more expensive, or headlines report tensions between major world powers, we witness the effects of a deeply interconnected global economy. For decades, globalization was regarded as the engine of economic growth, bringing nations closer through trade, investment, technology and cultural exchange. Firms expanded internationally, consumers had more options and developing economies had new opportunities to grow. This interconnected system helped improve productivity and living standards in many areas of the world. But now the global economic environment is changing. Trade conflicts, geopolitical tensions, supply chain issues and national security concerns have led countries to rethink their reliance on global networks. As countries place more emphasis on economic resilience and strategic concerns, a new economic order is emerging. This raises an important question: is globalization ending or is it changing its form?

Understanding Trade Wars

A trade war occurs when countries impose tariffs, quotas, sanctions, or other restrictions on each other's goods and services. Usually, governments apply such measures to protect domestic industries, minimize trade imbalances or to respond to perceived unfair practices.

Although such policies can offer short-term advantages to certain sectors, they ultimately raise costs for businesses and disrupt international trade. Modern trade wars are not only about traditional products but also cover technology,

energy, data security and strategic goods. Thus, their effects are felt across the global economy rather than within individual countries alone.

From Globalization to Strategic Globalization

The spread of the COVID-19 exposed weaknesses in highly interconnected supply chains. For a long time, businesses focused on efficiency by procuring materials from different countries and manufacturing products in the nations where costs were lowest. This minimized costs, but it also created dependence on a limited number of suppliers. When the pandemic disrupted production and transportation networks, the lack of medical supplies, semiconductor chips and other key products highlighted these risks. It became obvious to governments and companies that resilience is as important as efficiency. As a result, more businesses have started diversifying their supply chains, increasing their manufacturing locations and investing in domestic production. Rather than abandoning globalization, countries are modifying globalization to achieve an appropriate balance between economic integration and economic security.

Trade Wars And the Emerging Economic Order

Current Trade Conflicts indicate the broader struggle for Economic Dominance. Trade wars are just the newest way countries fight to control the world's money and technology. Countries are investing heavily in the industries expected to shape the future, such as AI, semiconductors, renewable energy, telecommunications and advanced manufacturing. Nations are using industrial policies, export controls, and investment limits to strengthen strategic sectors. Therefore economic decisions are becoming more linked to geopolitical considerations. Multinational companies are also adjusting their strategies. An increasingly popular strategy known as "China + 1" involves maintaining operations in China and expanding production to different countries such as India, Vietnam, and Indonesia. This trend is slowly changing the nature of global supply chains and lowering the reliance on a single manufacturing center.

Is Globalization Really Reversing?

Owing to the rise in trade restrictions and protectionist policies, it has been said that the world is heading towards de-globalization. However, the evidence points to a more complex reality. International trade remains significant, global investment flows continue and digital technologies have created new forms of economic integration. Digital platforms have increased cross-border business collaborations. Many services can now be delivered internationally without the physical movement of products. Rather than disappearing, globalization appears to be evolving. Now, there is more emphasis on resilience, diversification and strategic partnerships rather than maximizing efficiency. So, globalization is being restructured rather than reversed.

India's Opportunity in a Changing World

The transformation of global supply chains presents a major opportunity for India. With its large workforce, expanding digital infrastructure, growing domestic market, supportive and encouraging government initiatives, India is increasingly attracting international investors.

Industries such as electronic, pharmaceutical, renewable energies and information technology are getting more attention from multinational companies looking to diversify their business. As long as infrastructure improvements, skill development and ease of doing business continue, India could emerge as one of the key beneficiaries of the emerging economic order.

Conclusion

Trade wars, geopolitics and supply chain disruptions are reshaping the global economy. These developments don't represent the end of globalization but expose the weaknesses of the traditional globalization models. The world is witnessing the emergence of a new economic order that seeks to balance international cooperation with economic security and resilience. This shifting framework combines worldwide market access with government protection for key local industries. These changes are creating a multi-polar world with multiple centers of economic and political power. For businesses and policymakers, understanding these changes is essential.

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INFLUENCER MARKETING: A NEW BUSINESS STRATEGY

Introduction

The rapid growth of the Internet and social media has transformed the way businesses communicate with customers. Traditional advertising methods such as television, newspapers and billboards are no longer the only means of promotion. Today, consumers spend a significant amount of time on digital platforms, making social media an important marketing channel. As a result, influencer marketing has emerged as one of the most effective business strategies. Influencer marketing is a form of digital marketing where brands collaborate with individuals who have a strong online presence and influence over their followers. These influencers help businesses promote products and services through authentic content, reviews and recommendations.

Objective of the study

- To understand the concept of influencer marketing
- To examine the role of influencers in promoting products and services
- To study the impact of influencer marketing on consumer buying behavior
- To analyze the benefits of influencer marketing for businesses
- To evaluate the effectiveness of influencer marketing as a modern business strategy
- To study the future prospects of influencer marketing in the digital era

Concept of influencer marketing

The basic concept of influencer marketing is based on trust and credibility. Consumers often trust the opinions of influencers more than traditional advertisements because influencers are perceived as knowledgeable, relatable and authentic. Their recommendations can significantly influence customer's attitudes and purchasing decisions. By partnering with influencers, businesses

can reach their target audience more effectively, increase brand awareness, and influence consumer buying behavior.

Importance of Influencer Marketing

- Enhances brand awareness among a large audience
- Influence customer purchasing decisions
- Strengthen overall digital marketing efforts
- Supports long-term business growth and success
- Creates a competitive advantage in the market

Types of influencers

- **Mega Influencers:** Mega influencers are individuals who have more than 1 million followers on social media platforms. Mega influencers are celebrities, athletes, and public figures with more than one million followers. They have a massive reach and can create widespread brand awareness, but their promotional services are usually expensive.
- **Macro Influencers:** Macro influencers generally have between 100,000 and 1 million followers. They are well-known content creators who can effectively promote products to a large audience while maintaining credibility.
- **Micro Influencers:** Micro influencers have between 10,000 and 100,000 followers. They are known for their strong engagement rates and close relationships with their audience. Many businesses prefer them because their recommendations are often trusted more by followers.
- **Nano Influencers:** Nano influencers have fewer than 10,000 followers. Although their audience size is small, they have highly personal connections with followers, making their recommendations very authentic and influential.

Influencer marketing and consumer behaviour

Influencers play an important role in shaping consumer behaviour. They affect consumer perceptions, attitudes, preferences and purchasing decisions.

Customers often view influencers as experts or trusted advisors. As a result, influencers recommendations can significantly impact product awareness, brand loyalty and buying behavior.

Challenges of influencer marketing

- **Fake followers and engagement:** Many influencers buy fake followers, likes, Comments and views to appear popular. Businesses may spend money on such influencers without reaching real customers. This reduces the effectiveness of marketing campaigns and leads to poor returns on investment.

- **Difficulty in measuring ROI:** It is difficult to calculate the exact return on investment from influencer marketing. While likes, shares and comments can be measured, determining how many actual sales were generated through an influencer can be challenging.
- **Choosing the right influencer:** Selecting an appropriate influencer is a big challenge. If the influencer's audience does not match the target market of business, the campaign may fail. Therefore, businesses must carefully analyze an influencer's followers, content and engagement before collaboration.
- **Loss of brand reputation:** The reputation of brand is closely linked to the influencer promoting it. If an influencer becomes involved in controversies, unethical behavior or misleading content, the brand's image may also suffer.
- **High cost of popular influencers:** Famous influencers and celebrities often charge very high fees for promotions. Small businesses and startups may find it difficult to afford these costs, limiting their ability to use influencer marketing effectively.
- **Lack of authenticity:** Some influencers promote too many products solely for financial gain. When followers notice excessive promotions, they may lose interest in influencer's recommendations, reducing the credibility of both the influencer and the brand.

Future scope of influencer marketing

As social media usage grows and digital platforms become more attractive, influencer marketing is expected to become one of the most powerful marketing strategies in the future. The following points highlight its future scope:

- **Growth of AI and virtual influencers:** Artificial Intelligence is transforming the marketing industry. Virtual influencers created using AI technology are expected to become more popular for promoting brands and engaging with consumers.
- **Expansion of Social Commerce:** Social media platforms are increasingly integrating shopping features. Consumers will be able to figure and purchase products directly through social media, making influencer marketing more effective.

- **Rise of micro and Nano influencers:** Businesses are increasingly collaborating with micro and nano influencers because they have highly engaged audiences and stronger personal connections with their followers.
- **Long-term brand collaborations:** Companies are expected to focus on long-term partnerships with influencers rather than one-time promotions. This approach helps build trust, credibility and customer loyalty.
- **Increased use of video content:** Short videos, reels, live streaming and interactive content will continue to dominate digital marketing. These formats help influencers communicate brand messages more effectively and attract greater audience engagement.

Conclusion

It is to be concluded that Influencer marketing has become an important business strategy in the digital age. It enables businesses to reach a wider audience, build customer trust and increase brand awareness through social media influencers. Although it faces certain challenges, it's effectiveness in influencing customer behavior and promoting products makes it a valuable marketing tool. With the continuous growth of digital technology and social media, influencer marketing is expected to play an even greater role in the future of business and marketing.

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AI VS HUMAN SKILLS: WHAT SHOULD COMMERCE STUDENTS LEARN FOR 2030?

The dawn of the Fourth Industrial Revolution has ushered humanity into an era where artificial intelligence (AI) is no longer a futuristic concept but a transformative force shaping economies, industries, and societies. From automated accounting systems and predictive analytics to personalized marketing and intelligent customer service, AI has begun redefining the landscape of commerce. As technological advancements continue to accelerate, commerce students find themselves at a critical juncture: what skills will remain valuable in a world where machines can process information, generate insights, and perform routine tasks with unprecedented efficiency?

The question is not whether AI will replace humans, but rather how humans can complement AI. For aspiring entrepreneurs and business professionals, the challenge lies in cultivating competencies that technology cannot easily replicate. As we approach 2030, commerce education must evolve beyond traditional knowledge acquisition and embrace a broader vision of human capability.

The Expanding Influence of Artificial Intelligence in Commerce

Artificial intelligence has already transformed numerous business functions. Modern enterprises rely on AI-powered systems for financial forecasting, inventory management, market analysis, fraud detection, and customer relationship management. Start-ups, in particular, have embraced AI to optimize operations, reduce costs, and improve decision-making.

Entrepreneurs today can access sophisticated tools that generate business insights, analyse consumer behaviour, create marketing content, and even assist in product development. Tasks that once required extensive manpower can now be completed within minutes through intelligent algorithms. Consequently, routine and repetitive responsibilities are increasingly becoming automated.

However, while AI excels at processing vast quantities of data and identifying patterns, it lacks the human capacity for judgment, ethical reasoning, emotional

intelligence, and contextual understanding. These limitations underscore the enduring importance of uniquely human skills.

Entrepreneurship in the Age of Intelligent Machines

Entrepreneurship has always been associated with innovation, adaptability, and vision. While AI can support entrepreneurs by providing data-driven recommendations, it cannot replace the human imagination that conceives transformative ideas. Successful ventures emerge not merely from information but from insight—the ability to identify unmet needs, understand human aspirations, and create meaningful solutions. The entrepreneurs of 2030 will likely operate in environments characterized by rapid technological change and heightened competition. In such circumstances, the ability to integrate AI strategically while maintaining a human-cantered approach will distinguish successful business leaders from the rest. Commerce students aspiring to become entrepreneurs must therefore develop a hybrid skill set that combines technological literacy with advanced human competencies. Human Skills That Will Define Success in 2030:

1. Critical Thinking and Strategic Decision-Making: AI can generate recommendations based on historical data, but strategic decisions often involve uncertainty, ambiguity, and competing priorities. Entrepreneurs frequently encounter situations where there is no clear precedent. In such cases, critical thinking becomes indispensable. Commerce students must learn to evaluate information objectively, question assumptions, identify risks, and make informed decisions. The capacity to interpret AI-generated insights rather than blindly accept them will become a defining professional advantage.

2. Creativity and Innovation: Creativity remains one of humanity's most valuable assets. Although AI can generate content and propose solutions, genuine innovation often emerges from lived experiences, intuition, and interdisciplinary thinking. Entrepreneurs must continuously innovate to remain competitive. Whether designing new products, developing unique business models, or solving complex societal challenges, creative thinking will remain beyond the reach of purely algorithmic systems. Students should cultivate curiosity, experimentation, and the willingness to challenge conventional approaches.

3. Emotional Intelligence and Leadership: Business success depends not only on systems and processes but also on people. Emotional intelligence—the ability to understand, manage, and respond to emotions—plays a crucial role in leadership, negotiation, teamwork, and customer engagement. AI may simulate conversation, but it cannot genuinely empathize with employees, customers, or stakeholders. Entrepreneurs who inspire trust, resolve conflicts effectively, and foster positive organizational cultures will continue to possess a significant competitive advantage. Future commerce professionals must therefore strengthen interpersonal communication, empathy, and leadership capabilities.

4. Ethical Judgment and Responsible Decision-Making: As AI systems become more influential, ethical concerns surrounding privacy, bias, accountability, and transparency will intensify. Entrepreneurs and business leaders will increasingly face dilemmas involving data usage, automation, and corporate responsibility. Machines can identify options, but they cannot determine what is morally right. Ethical judgment requires human values, social awareness, and accountability. Commerce education must encourage students to think critically about the societal implications of business decisions and technological adoption.

5. Adaptability and Lifelong Learning: The pace of technological advancement suggests that many future careers have yet to be invented. Skills considered relevant today may become obsolete within a few years. Consequently, adaptability will become one of the most valuable professional attributes. Entrepreneurs must continuously learn, reskill, and respond to changing market conditions. Students who embrace lifelong learning and remain open to emerging technologies will be better equipped to navigate future uncertainties.

AI Literacy: A Necessary Complement to Human Skills

While emphasizing human capabilities, it would be a mistake to ignore technological proficiency. Commerce students need not become software engineers, but they must understand the practical applications of AI within business environments. Knowledge of data analytics, digital marketing tools, business intelligence platforms, financial technologies, and AI-assisted decision-making systems will be increasingly important. Entrepreneurs who understand both the opportunities and limitations of AI will be better positioned to leverage

technology strategically. The future workforce will not be divided between humans and machines; rather, it will consist of humans working alongside intelligent systems. Therefore, technological literacy and human skills must develop simultaneously.

Reimagining Commerce Education

Educational institutions play a crucial role in preparing students for this evolving landscape. Traditional curricula focused primarily on theoretical knowledge may no longer be sufficient. Greater emphasis should be placed on problem-solving, entrepreneurship, innovation, communication, ethical reasoning, and experiential learning. Business simulations, start-up incubators, case-study analysis, and interdisciplinary projects can help students develop the practical competencies required in the future economy. Equally important is fostering a mindset that values curiosity, resilience, and continuous improvement. Commerce education must move beyond preparing students for existing jobs and instead equip them to create opportunities, lead organizations, and adapt to emerging realities.

Conclusion

The rise of artificial intelligence represents one of the most significant transformations in the history of commerce. While AI will undoubtedly automate numerous routine tasks and enhance organizational efficiency, it is unlikely to replace the distinctly human qualities that drive meaningful innovation and leadership. For commerce students preparing for 2030, the path forward is not a choice between AI and human skills. Entrepreneurs of the future will not compete against machines; they will collaborate with them. Those who cultivate both technological awareness and human excellence will be best positioned to shape the businesses, economies, and societies of tomorrow. In an increasingly automated world, it may ultimately be our humanity that becomes our greatest professional asset.

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B. Voc	10 + 3	English
B. Voc	10 + 4	English
B. Voc	10 + 5	English
B. Voc	10 + 6	English
B. Voc	10 + 7	English
B. Voc	10 + 8	English
B. Voc	10 + 9	English
B. Voc	10 + 10	English
B. Voc	10 + 11	English
B. Voc	10 + 12	English
B. Voc	10 + 13	English
B. Voc	10 + 14	English
B. Voc	10 + 15	English
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B. Voc	10 + 17	English
B. Voc	10 + 18	English
B. Voc	10 + 19	English
B. Voc	10 + 20	English

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