



UDAAN 2023

Vol. 5 Issue. 11, January 2023

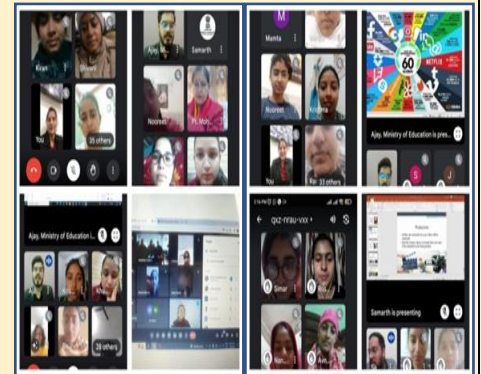
Vol. 5 Issue. 11, January 2023

UDAAN

Monthly Newsletter of Pt. Mohan Lal SD College for Women, Gurdaspur

Skill Based Workshops

With an aim to enhance the skills among students, three-day online workshop on 'Video Editing' and 'Digital Marketing' were organized by the college in collaboration with MGNCRE (Mahatma Gandhi National Council of Rural Education), Department of Higher Education. Mr. Samarth Sharma from MGNCRE and Mr. Ajay Tanwar, an educationist were the keynote speakers. Mr. Samrath Sharma explained the video production process i.e. Pre-production (concept, treatment, story board and video script), Production (filming, lightning, directing and acting) and Post - production (capturing video, editing, titling and audio/sound effect). Mr. Ajay Tanwar explained the process of Digital Marketing as it is one of the top skills to learn. He made the students aware about the vital role of Google, YouTube, Instagram, WhatsApp, Facebook and Twitter in digital marketing. He also explained about content marketing, social media marketing and mobile marketing. 150 students attended these workshops with keen interest. College Principal appreciated Mrs. Samita Khajuria for arranging these workshops.



Patriotic Week



Keeping in mind the concept of holistic education, it has always been our endeavor to inculcate patriotism among our students. Every year Patriotic week is celebrated in the month of January. 126th Birth anniversary of Neta ji Subhash Chandra Bose was celebrated by **History department in collaboration with NSS Club** of the college. Essay writing and poster making competition were organized in which 15 students of the college participated. Slogan writing competition was also organized by **Patriotic Club and Economics department** of the college. National Voter's Day was celebrated by the **Political Science department and NSS Club** of the college BLOs, Gurdaspur, especially participated in this event. SVEEP Oath was taken by faculty and students. Apart from this, **NSS Club** organized an awareness lecture in adopted village Babowal about the importance of voting. **History department** of the college celebrated the Birth anniversary of Great freedom fighter Lala Lajpat Rai. **Fashion Designing department** organized a face painting competition, **Fine Arts department** organized a slogan writing competition and **Home Science department** prepared dishes on the theme of TIRANGA. **Sociology department** organized a webinar on 'Gandhi Ji and the Idea of People's Democracy'. The keynote speaker was Mr. Randhir Gautam, from Gwalior. Our students also performed Giddha at District level Republic Day celebrations and got an appreciation certificate.

Research Methodology

Our college is always committed to help students and faculty members in their academics and research areas. **Commerce department** organized a three-day National online workshop in which more than 100 faculty members and PG students from different institutes all over India like Bangalore, Tamilnadu, Banaras, Ahmadabad and Maharashtra have participated. On first day Dr. Ekjot Kaur, Assistant Prof. in Commerce, DAV College Jalandhar, was the resource person and gave her lecture on 'Ethical Issues in Research.' She touched the various ethical aspects of research with the help of PPT. On second day, Dr. Sanjay Patel, Assistant Prof. in Commerce, Central University Ajmer, Rajasthan, was the keynote speaker and his topic was 'Formulation of Research Proposal.' He gave a brief idea about the meaning of Research proposal. He said that our research topic should be precise and narrative. On third day, Dr. M.M Gopala Krishna Associate Professor, School of Business and Management Christ deemed to be University, Bengaluru, Karnataka was the resource person and his topic was "Thesis Writing ". He mentioned that methodology should begin by describing research question and the type of data used in answering it. He also elaborated the components of thesis. College Principal appreciated the efforts of the commerce department.



Editors: -
Mrs. Poonam Seth
Dr. Dinesh Sharma

Pt. Mohan Lal SD College for Women, Gurdaspur

www.ptmlsdc.ac.in

E-mail – ptmlsd@gmail.com

Contact Number – 01874-242953, 502681

Dr. (Mrs.) Neeru Sharma
(Principal)